

Visual Guidelines

EUDAT CDI | B2Services | EUDAT Ltd

BRAND MANUAL

RESPONSIBLE AGENCY :
TRUST-IT Services

CREATION DATE :
JANUARY 2024





EUDAT

Collaborative
Data Infrastructure

Data shared and preserved across borders and disciplines

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

01 EUDAT CDI

01.2 The logos

01.3 Usage of the logo

01.4 Color palette

01.5 Typography

01.6 Logo applications

The logos



Clear space

Clear space



0.5x

0.5x

Visual guidelines

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01 EUDAT CDI

01.2 The logos

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Usage of the logo

Color



Color



Grayscale



Grayscale



Black & White



Black & White



Visual guidelines

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- 01.4 Color palette**
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01.4 Color palette

The EUDAT color palette and color codes



Red

RGB	194, 47, 25
HEX/HTML	#C22E18
CMYK	17, 92, 99, 6



Orange

RGB	230, 82, 25
HEX/HTML	#E65217
CMYK	2, 78, 96, 0



Yellow

RGB	245, 166, 7
HEX/HTML	#F6A506
CMYK	1, 40, 95, 0



Dark Blue

RGB	17, 33, 69
HEX/HTML	#112145
CMYK	100, 89, 43, 46



Blue

RGB	38, 72, 153
HEX/HTML	#264899
CMYK	95, 76, 1, 0



Grey

RGB	106, 115, 131
HEX/HTML	#6A7383
CMYK	61, 46, 33, 18

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Typography

Aa.

PRIMARY TYPEFACE
(EUDAT logo)

REGULAR
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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Logo applications

Examples of usage of the EUDAT branding on printed and web material





B2Services

Visual guidelines

EUDAT CDI | **B2SERVICES** | EUDAT Ltd

02 B2 Services

02.2 B2Services logos

02.3 B2Services logos (cube)

02.4 Color palette

02.5 Typography

02.6 Web design

B2Services logos

B2Services Logos with payoff



B2Services Logos without payoff



Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

02 B2 Services

02.2 B2Services logos

02.3 B2Services logos (cube)

02.4 Color palette

02.5 Typography

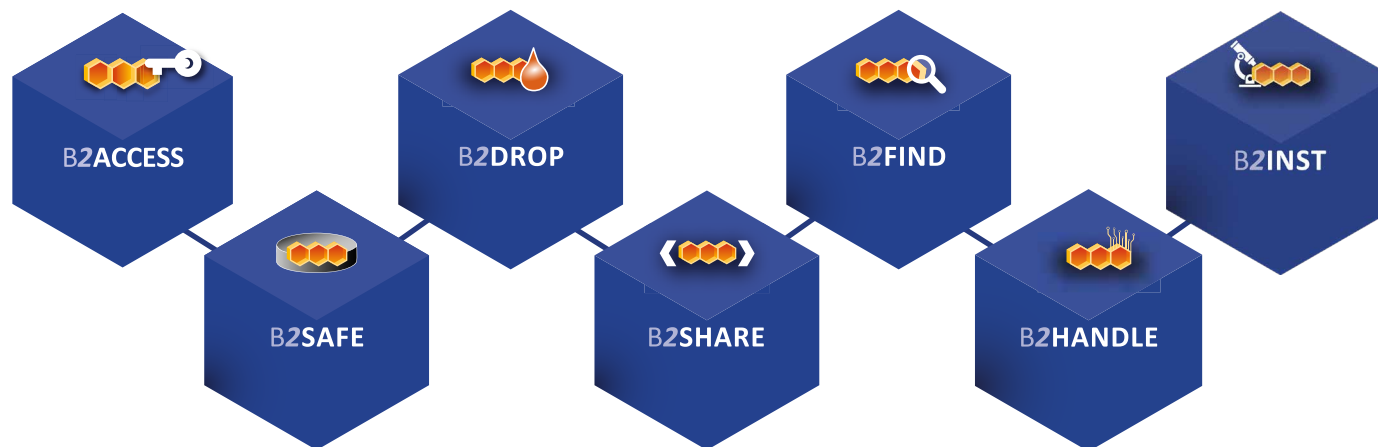
02.6 Web design

B2Services logos (cube)

B2Services Logos with payoff (Cube)



B2Services Logos without payoff (Cube)



Visual guidelines

EUDAT CDI | **B2SERVICES** | EUDAT Ltd

02 B2 Services

02.2 B2Services logos

02.3 B2Services logos (cube)

02.4 Color palette

02.5 Typography

02.6 Web design

Web design

An example of a B2Service web layout

Your Gateway to Advanced Research Data Services

[Explore the services now! >](#)





EUDAT



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EUDAT CDI | B2SERVICES | EUDAT Ltd

03 EUDAT Ltd

03.2 The Logo

03.3 Usage of the logo

03.4 Color palette

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03.6 Logo applications

The logo

EUDAT Ltd



Logo type

Clear space



0.5x

Visual guidelines

EUDAT CDI | B2SERVICES | EUDAT Ltd

03 EUDAT Ltd

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Usage of the logo

Color



Grayscale



Black & White



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EUDAT CDI | B2SERVICES | EUDAT Ltd

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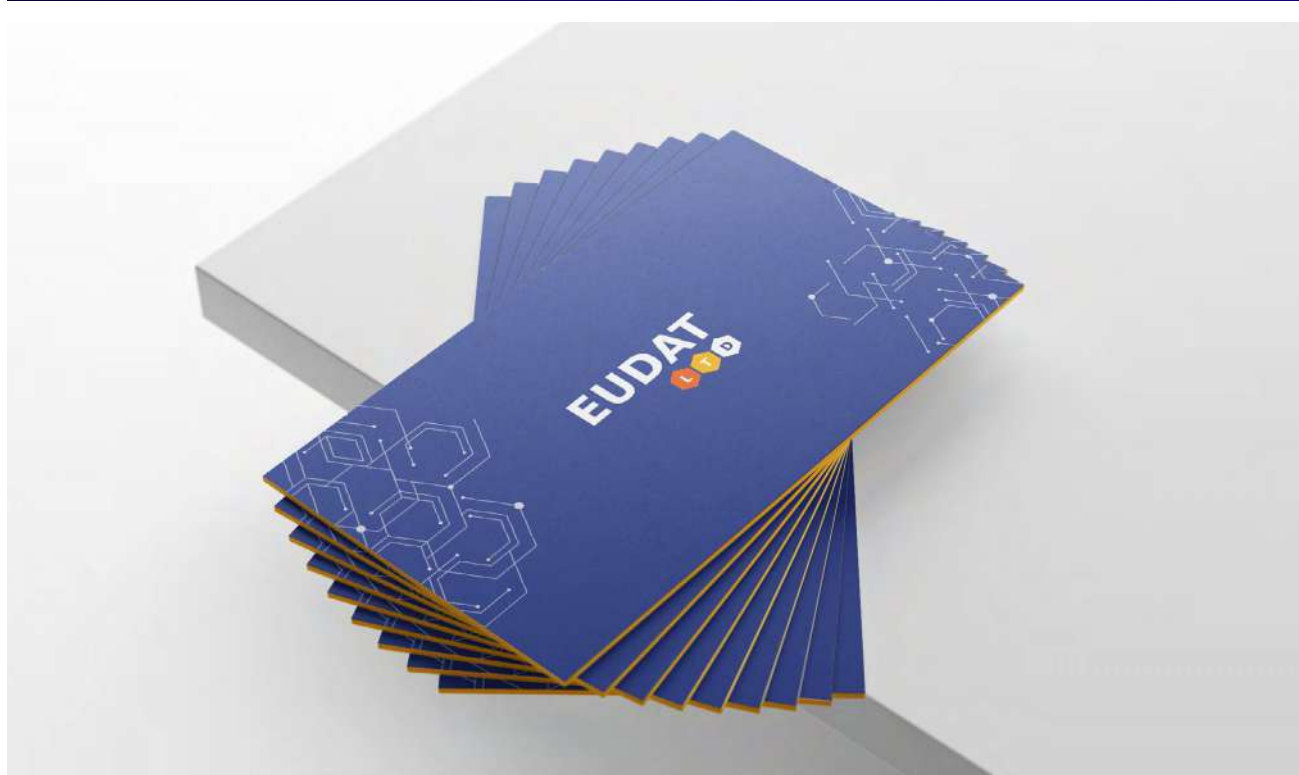
03.4 Color palette

03.5 Typography

03.6 Logo applications

03.6 Logo applications

Examples of EUDAT Ltd logo usage





eudat.eu



Eudat.eu

