BRAND
GUIDELINE

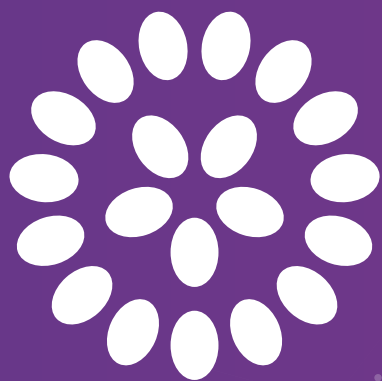**THE DEFINITION OF THE BRAND
BRAND GUIDELINES V 1.0**

OSCARS

Open Science Clusters' Action
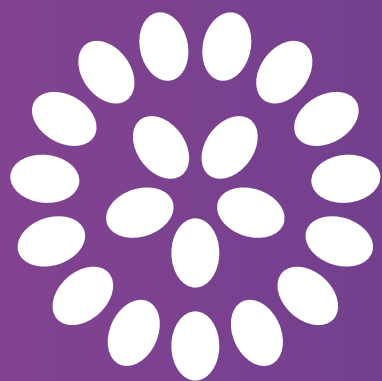for Research & Society

OSCARS

Open Science Clusters' Action for Research & Society

BRAND MANUAL

**OSCARS
OPEN SCIENCE CLUSTERS'
ACTION FOR RESEARCH**

OSCARS

TABLE OF CONTENT

CORPORATE
LOGO

01

OSCARS

Open Science Clusters' Action for Research & Society

Modifying the logo in any way is absolutely prohibited. There should be no reason to do so under any circumstances, as it will be provided in all its different versions and formats. Here are a few examples of what not to do.

INCORRECT LOGO APPLICATIONS

Stretching the logo not allowed.
Changing colours to the logo not allowed.

USES OF THE LOGO

We have various versions of our logo to accommodate different backgrounds and contexts.
These include:

FULL-COLOR LOGO:
This version should be used on light or neutral backgrounds where all colors are clearly visible and can maintain their vibrancy.

ALL-WHITE LOGO:
Use this version on dark or colored backgrounds where the full-color logo may not stand out effectively. It ensures maximum contrast and visibility.

ALL-BLACK LOGO:
Employ this version on light or vibrant backgrounds where the full-color logo might blend in or lose its impact. It offers a striking and bold appearance.

Due to legibility and visibility constraints and in order to avoid the "moiré" that could occur in halftone reproduction of the graphic element, the recommendation is not to reproduce the logo in a size smaller than 50 mm. The Black logo, having no screen, is more legible. It can therefore be reproduced in a smaller size. However, the recommendation is not to go below 40 mm.

50 mm	50 mm	40 mm

CO-BRANDED EOSC-OSCARS LOGO

The co-branded EOSC-OSCARS logo consists of the main EOSC logo joined by the main OSCARS logo.
Usage of the EOSC-OSCARS co-branded logo version may be considered for events, media or activities based on the proper context or target audience.
Here below you'll find two examples:

COLOR
SYSTEM

02

PRIMARY COLORS

OSCARS
Open Science Clusters' Action
for Research & Society

LIGHT PURPLE

RGB	158 85 157
HEX/HTML	#9E559D
CMYK	45 76 00 00

DARK PURPLE

RGB	128 81 154
HEX/HTML	#80519a
CMYK	60 76 02 00

DARK BLUE

RGB	68 99 160
HEX/HTML	#4463A0
CMYK	81 61 11 00

INDIGO

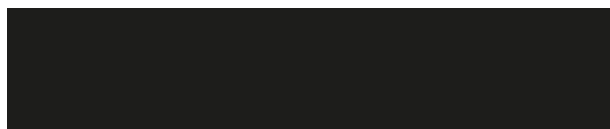|	
RGB	55 39 124
HEX/HTML	#37277c
CMYK	97 100 07 02

CYAN

RGB	47 160 219
HEX/HTML	#1D1D1B
CMYK	72 21 00 00

GREY

RGB	127 127 128
HEX/HTML	#7f7f80
CMYK	50 39 38 20

BLACK

RGB	29 29 27
HEX/HTML	#1D1D1B
CMYK	00 00 00 100

TYPOGRAPHY

03

INSTITUTIONAL FONT

LOGO FONT:
The font used in our logo is **Quicksand**. This font is integral to our brand identity and should not be altered or substituted in any way.

Aa.

Quicksand // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FONT USAGE:
Plus Jakarta Sans is the font to be used for web and other digital content. This font offers good readability on digital screens and complements the modern and accessible look. When implementing Plus Jakarta Sans on web pages, ensure that the font rendering is correct and compatible with different browsers and devices to maintain consistency in visual appearance.

Aa.

Plus Jakarta Sans // 0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

APPLICATIONS

04

MOCK-UPS