



BRANDING GUIDELINES

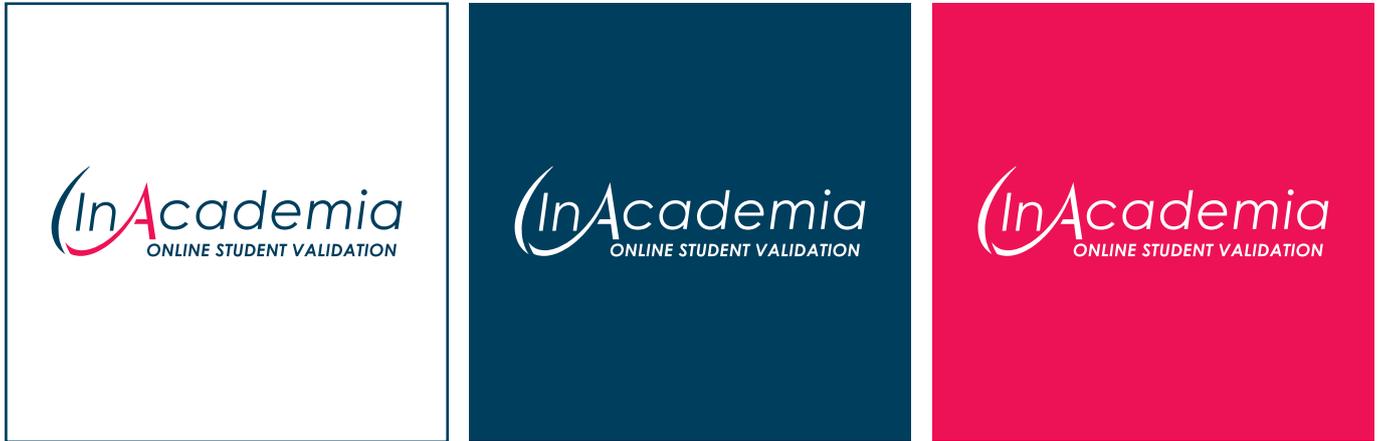
This identity and brand system has been created to help you present InAcademia in a consistent and recognisable way. The InAcademia graphical guidelines establish the rules that help maintain consistent communication.

A well-maintained graphic identity is an important part of InAcademia's branding and its correct application will help strengthen InAcademia brand recognition and reputation.

CORPORATE LOGO

The InAcademia logo is an integral piece of the brand's visual identity. Its correct and consistent use is essential as it increases engagement, raises the credibility and advances brand recall.

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Logo colour details



GÉANT Red

CMYK | 0 100 55 0

RGB | 237 21 86

Hex | #ed1556



GÉANT Blue

CMYK | 100 11 0 74

RGB | 0 63 95

Hex | #003f5f

Integrity of the logo



Clear space around logo

Logo colour variations

When the logo is used on corporate background colours follow the examples shown below. For third-party background colours use only the white version.



White background



GÉANT Blue background



GÉANT Red background



Third-party background

Applying the logo



Images should reflect the brand and the experience of InAcademia. Photographs should be professional and of a high quality.

The style should be bright, bold and engaging and feature people, where possible. When used as a background, and in conjunction with the logo a graphical treatment is recommended so that the logo sits on top of the image uninterrupted by tonal changes. The choice of colour overlay is best determined by the image, as shown.

Alignments



When applying the logo in both print and web scenarios follow the examples given above.

Sizes



Minimum width of logo
when strapline is not included



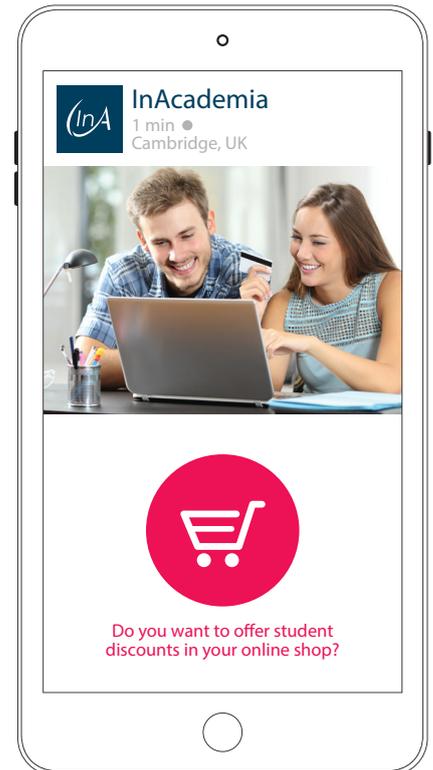
Minimum width of logo
when strapline is included

Symbols

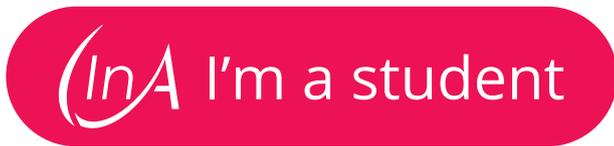
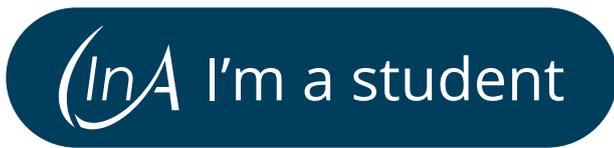


The InA symbol is our marker for excellence. It can live on all of the core colours. Due to the small scale and spatial limitations of icons, we only use our symbol when working with app icons and avatars. In those cases, we set the White graphic version of our symbol on the GÉANT Blue background.

Social media avatars may vary, but they should always be iterations of our symbol. When in doubt, use the version with full colours on the white background.



Buttons



These buttons will be the primary touchpoint that the end user will have with the InAcademia service. They need to be clear and consistent to ensure users understand the service underlying InAcademia.

The full colour on white background version should be used wherever possible and the alternate button layouts used only in extreme cases where the white button layout is incompatible with the merchant website.

Typefaces

InAcademia's primary typeface is Century Gothic Bold Italic, which is used for logo, tagline, icons and buttons. It is used in print collateral, such as datasheets, case studies and brochures, as it maintains good legibility when used in large

amounts of copy at a small point size. Open Sans is our web-safe typeface to be used for online purposes, as well as any external communication in MS formats.

Print Fonts

Myriad Pro Roman

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Myriad Pro Semi Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Myriad Pro Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam

Web Font

Open Sans

Body text to be no smaller than 14px, with line-height not less than 1.6 em

Slide set, Presentation Font

Calibri

Body text to be no smaller than 14pt, with line-height not less than 14px

A final thought

The branding guidelines have been developed to improve awareness and understanding of the InAcademia identity.

If you are ever in doubt please contact us at

marcomms@geant.org

The Logo, Symbols and Buttons are available to download in different formats on the GÉANT public website at **inacademia.org/resources**