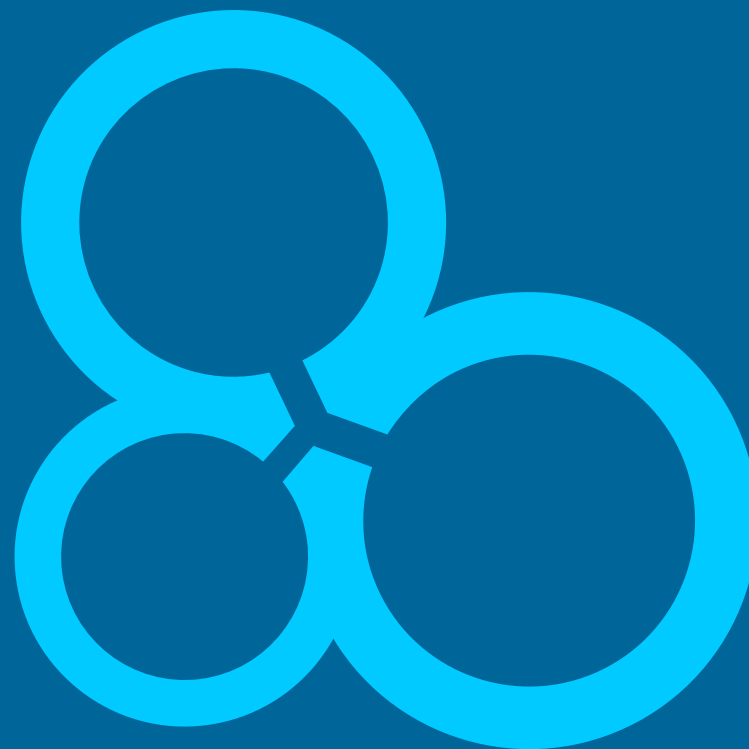
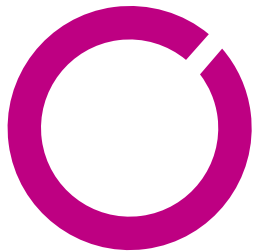
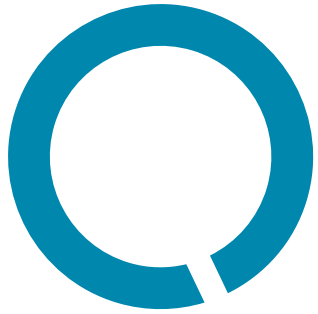


euraxess



GUIDEBOOK



One of the objectives of the European Union in the area of research is to create a European, open, transparent and attractive labour market for researchers. To this end the European Commission has launched a number of initiatives which promote this objective. These initiatives need to be linked through a common brand name which can support this vision and works as an umbrella: EurAxess. By creating a global brand name and visual identity for the European Researcher's Mobility Portal, the ERA-MORE network, the Charter & Code and ERA-Link, awareness amongst the main target groups, such as researchers, universities, research institutes, companies employing researchers, political authorities, etc. will be strengthened.

SECTION 01 PRESCRIPTIVE

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Wording. EurAxess clearly adds a European dimension to the name. It evokes access to a new world.

The spelling gives it a fresh, young and dynamic feel. The open letter “e” at the beginning of the word symbolises the initiatives’ openness.

When pronounced in English it adds a personalised and direct approach.

Logo. Three coloured circles complementing each other and symbolising different areas of competence of the initiatives.

EurAxess unites them, through an open link. The circles also allude to the representation of a molecule or thinking bubbles, referring to the main target group.

The roundness of the circles symbolises easiness and smoothness.

Tagline. The tagline addresses the primary target group. Mobility is one of the key concepts of the initiative and is taken to a wider context by using the word “motion”.

The tagline also alludes to emotions, often linked to finding a new job or dealing with one’s rights.

<http://ec.europa.eu/euraxess>

SECTION 01 PRESCRIPTIVE

A.



B.



The EurAxess logotype will be used on different off - and on-line materials in a number of ways. In order to fit perfectly into any support, there are two different variations that can be used.

The preferred version is the vertically stacked logo (A).
The horizontal stacked logo (B) should be used to tackle space constraints, such as for the internet.
The DOs and DON'Ts for each logo are described in the next pages.



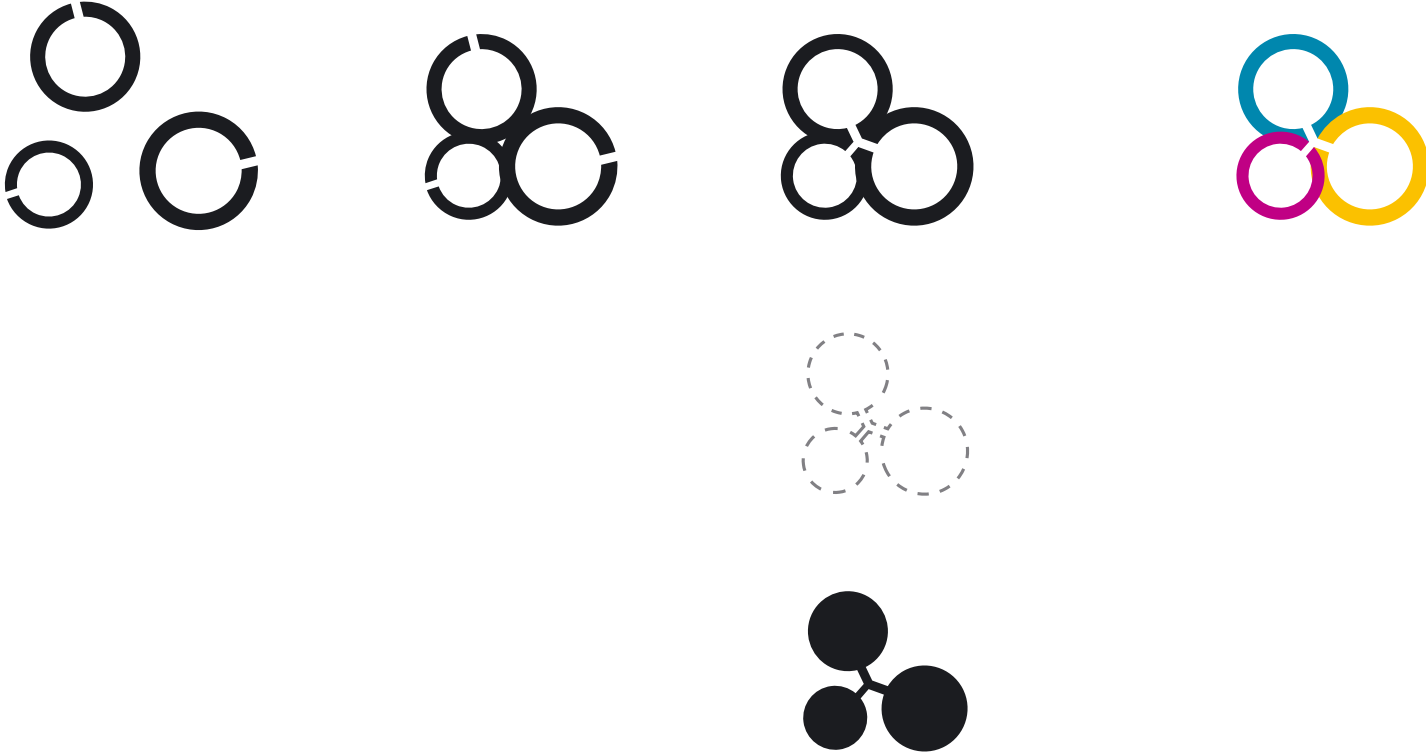
The logo should always be isolated on the background.
The minimum open space between the logo and any other element is indicated above.
The minimum space surrounding the brand mark is defined by the height of the letter "X". No framing is allowed.

SECTION 01 PRESCRIPTIVE



The logo is centred around specific geometric axes.
The graphic elements are perfectly in balance with the text elements.
The tagline is aligned with the word EurAxess.

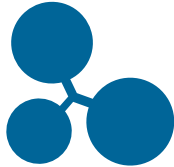
SECTION 01 PRESCRIPTIVE



The 3 rings represent the 3 initial initiatives EurAxess offers.
They cluster together to form a strong bond.

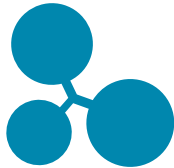
SECTION 01 PRESCRIPTIVE

BLUE 1



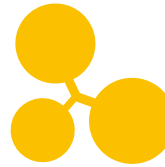
PANTONE 7462C
C: 100 - M: 25 - Y: 0 - K: 35
R: 43 - G: 103 - B: 159
L: 40 - a: 13 - b: -41
H: 209 - S: 73 - B: 62
#2bg79f

BLUE 2



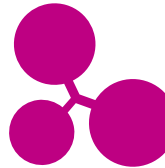
PANTONE 7468C
C: 100 - M: 25 - Y: 25 - K: 0
R: 54 - G: 131 - B: 175
L: 85 - a: 1 - b: 93
H: 54 - S: 97 - B: 92
#ead207

YELLOW



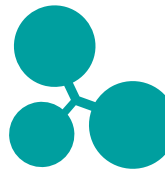
PANTONE 108C
C: 0 - M: 25 - Y: 100 - K: 0
R: 234 - G: 210 - B: 7
L: 85 - a: 1 - b: 93
H: 54 - S: 97 - B: 92
#ead207

MAGENTA



PANTONE 675C
C: 21 - M: 100 - Y: 0 - K: 0
R: 165 - G: 30 - B: 125
L: 44 - a: 67 - b: -13
H: 54 - S: 97 - B: 92
#asie7d

TURQUOISE



PANTONE 3272C
C: 100 - M: 0 - Y: 45 - K: 0
R: 0 - G: 159 - B: 155
L: 55 - a: -71 - b: -15
H: 178 - S: 100 - B: 62
#009f9b

The different graphical elements have their own specific colour.
The colours are described for all off- and on-line use. No other colours are allowed.

SECTION 01 PRESCRIPTIVE

A



B



When the number of printing colours is limited, one can also use a black and white version of the logotype or a specific blue one.

A. A BLACK AND WHITE VERSION WHEN THE NUMBER OF COLOURS IS LIMITED

B. A COLOR PANTONE 7462C VERSION WHEN THE NUMBER OF COLOURS IS LIMITED

SECTION 01 PRESCRIPTIVE



BRAND MARK FOR NORMAL USAGE

BRAND MARK FOR SMALL SIZE UAGE

MINIMUM SIZE PERMITTED

The minimum width of the logo is 20 millimetres without the tagline and 26 millimetres with the tagline. Bear in mind that the minimum open space surrounding the logotype also has to be respected.

SECTION 01 PRESCRIPTIVE



yes



yes



Never

Never

The logo is preferably placed on a white background. On a black or dark background the logotype can be used in negative. In that case the logo should always be white, never coloured.

Avenir LT Std 35 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std 85 Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir LT Std 95 BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The typeface for the stationary is Avenir. The font has a good readability, also in a small format.
This modern typeface has a scientific feel.

SECTION 01 PRESCRIPTIVE

PANTONE 7468C



PANTONE 108C



PANTONE 675C



PANTONE 3272C



Every initiative has its own colour code. These sub brands are never used in combination with the tagline.

SECTION 01 PRESCRIPTIVE



SCALE 1/1

- ☒ Avenir Book 8pt
- ☒ Avenir Roman 8pt
- ☒ Avenir Light 7pt
- ☒ Avenir Light 7pt
- ☒ Avenir Black 7pt

SECTION 01 PRESCRIPTIVE


26 32 20

49 36

56

8

26



AN Other
Departement name A

Company name
Street name
City
Postcode
Country

Date

Dear AN Other

Subjet Description B

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. C

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Yours sincerely

Name of Sender D

Euraxess title and address Tel. switchboard number Fax: number
E-mail company e-mail address Web site <http://ec.europa.eu/euraxess>
This line represents legals details. This line represents legals details. This line represents legals details. E

SCALE 1/2

- A Avenir Light 11pt
- B Avenir Heavy 11pt
- C Avenir Heavy 11pt
- D Avenir Black 11pt
- E Avenir Light 7,5pt

SECTION 01 PRESCRIPTIVE


26 32 20

49 36

56

8

26



AN Other
Departement name A

Company name
Street name
City
Postcode
Country

Date

Dear AN Other

Subjet Description B

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. C


Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Yours sincerely

Name of Sender D E

 Euraxess title and address Tel. switchboard number Fax: number
E-mail company e-mail address <http://ec.europa.eu/euraxess>
This line represents legals details. This line represents legals details. This line represents legals details.

SCALE 1/2

- A Avenir Light 11pt
- B Avenir Heavy 11pt
- C Avenir Heavy 11pt
- D Avenir Black 11pt
- E Avenir Light 7,5pt





SECTION 01 PRESCRIPTIVE

Your Name
You Job Title
Address line 1
Address line 1
Address line 1

tel: switchboard number
fax: company fax number
direct tel: you direct telephone
mobile: your mobile number
e-mail: your e-mail address

<http://ec.europa.eu/euraxess>



This e-mail signature should be used at the bottom of your e-mails.