



# Europlanet Branding Guidelines 2022

Design and editing: Vix Southgate

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# European Planetary Network

From its origins as a network to bring the European planetary community together, Europlanet has evolved into a multi-faceted 'umbrella' that covers not only a research infrastructure and membership society, but all kinds of projects, events, hubs, groups and programmes within the planetary community.

These branding guidelines build on the designs created by Science Office and develop a coherent and sustainable brand in-house that can support Europlanet's expanding community in the future.

## Europlanet Design Concept

Solar System  
Orbit of a planet

The Europlanet logo design uses the letter 'o' to depict a planet with three orbiting spheres as a representation of a solar system.

The main logo should be used cross-cutting Europlanet activities and where sustainability beyond the lifetime of any particular funded project is important.

Original design by Science Office.



eurPLANET

eurPLANET

eurPLANET

## Euromanet Colours



Grey K 90%  
R=65 G=64 B=66  
HEX #414042



C=83 M=100 Y=30 K=24  
R=71 G=33 B=94  
HEX #47215e

## Logo Design Elements

Europlanet Society:



Top-level Europlanet logos (inc. Hubs and Research Infrastructure) must include this version of the Orbit of a planet Solar System element.

Europlanet Projects:



Europlanet projects and networks must include this adaptation of the main element, on the left side of the text, and in the chosen colour with a true black design within the bounds of the black box.

Europlanet Events:



Europlanet events and conferences should use this adaptation and in 90% Black.

## Booster Next FY

**Booster Next FY** is the typeface of Europlanet. This typeface and its family is also a fundamental part of the Visual Identity.

Therefore its use is required in all institutional and promotional branding communications.

Booster Next FY - Bold (Lower Case)

abcdefghijklm  
nopqrstuvwxyz  
1234567890

Booster Next FY - Bold (Upper Case)

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890





# Europlanet Society Logos

Launched in September 2018, the Europlanet Society promotes the advancement of European planetary science and related fields for the benefit of the community. Anyone with an active interest in planetary science (whether academic or industrial, professional or amateur) is welcome to join.

Our aims:

- To expand and support a diverse and inclusive planetary community across Europe through the activities of our 10 Regional Hubs
- To build the profile of our sector through outreach, education and policy activities
- To underpin the key role Europe plays in planetary science through developing links at a national and international level.

The Europlanet Early Career (EPEC) network, as an active branch of the Europlanet Society, aims to unite and support students, PhD candidates and post-docs working in our field across the European continent and beyond.

The Europlanet Society is the parent body of the annual Europlanet Science Congress (EPSC) the largest annual meeting on planetary science in Europe

## Official Versions

### - Europlanet Society

The Europlanet Society promotes the advancement of European planetary science and related fields for the benefit of the community.

Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the Europlanet Society logo manual.

Hub Logos follow the same colour requirements and versions as the Society logo.

Version A:



Version B:



Europlanet Society logo colours

**CMYK:**

C - 0

M - 0

Y - 0

K - 90

**RGB:**

R - 65

G - 64

B - 66

**HEX: #414042**

The Europlanet Society Hubs support the development of planetary science at a national and regional level, particularly in countries and areas that are currently under-represented within the community.

Other usage are detailed in the  
Europlanet Society logo manual.

eur  **PLANET**  
SOCIETY  
SWITZERLAND HUB

eur  **PLANET**  
SOCIETY  
BENELUX HUB

eur PLANET  
SOCIETY  
CENTRAL EUROPE HUB

eur  **PLANET**  
SOCIETY  
FRANCE HUB

eur  **PLANET**  
SOCIETY  
GERMANY HUB

eur  **PLANET**  
SOCIETY  
IRELAND & UK HUB

eur  **PLANET**  
SOCIETY  
ITALY HUB

eur  **PLANET**  
SOCIETY  
NORTHERN EUROPE HUB

eur  PLANET  
SOCIETY  
SOUTHEAST EUROPE HUB

eur  PLANET  
SOCIETY  
SPAIN & PORTUGAL HUB

eur PLANET  
SOCIETY  
SWITZERLAND HUB

eur**PLANET**  
SOCIETY  
BENELUX HUB

eur**PLANET**  
SOCIETY  
CENTRAL EUROPE HUB

eurPLANET  
SOCIETY  
FRANCE HUB

eur PLANET  
SOCIETY  
GERMANY HUB

eur  PLANET  
SOCIETY  
IRELAND & UK HUB

eur  PLANET  
SOCIETY  
ITALY HUB

eur PLANET  
SOCIETY  
NORTHERN EUROPE HUB

eur PLANET  
SOCIETY  
SOUTHEAST EUROPE HUB

**eur**  **PLANET**  
SOCIETY  
SPAIN & PORTUGAL HUB

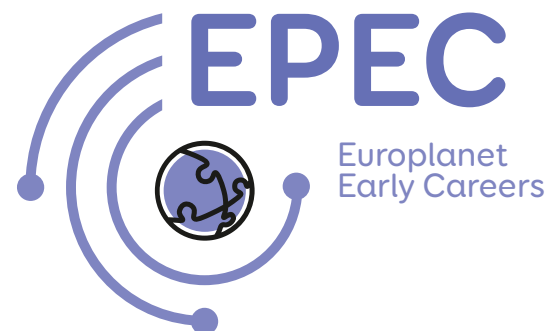
## Official Versions - Early Careers

Europlanet Early Careers provides information on PhD positions, job opportunities, summer schools, and meetings for early career professionals working in planetary science and related fields and aims to help early career scientists to develop expertise, ask questions and discuss career plans with the support of more established members of the planetary community.

Versions A & B are the Official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the EPEC logo manual.

Version A:



Version B:



### Early Careers colours

#### CMYK:

C - 66

M - 58

Y - 0

K - 0

#### RGB:

R - 103

G - 113

B - 181

HEX: #6771b5

#### CMYK:

C - 0

M - 0

Y - 0

K - 100

#### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

## Official Versions - Science Congress

The Europlanet Society promotes the advancement of European planetary science and related fields for the benefit of the community.

Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the Europlanet Society logo manual.

Hub Logos follow the same colour requirements and versions as the Society logo.

Version A:



Version B:



## Science Congress colours

### CMYK:

C - 62

M - 54

Y - 53

K - 26

### RGB:

R - 93

G - 94

B - 94

HEX: #5d5e5e



# Europlanet 2024 Research Infrastructure (RI)

The Europlanet 2024 Research Infrastructure (RI) is funded through the European Commission's Horizon 2020 programme. The project runs for four years from February 2020 until January 2024.

The Europlanet 2024 RI consortium is led by the University of Kent, UK, and has over 50 beneficiary institutions from 25 countries in Europe and around the world, with a further 44 affiliated partners.

Europlanet 2024 RI provides:

- Transnational Access to 24 laboratories in Europe and six field sites, as well as additional facilities in South Korea and China.
- Virtual Access to services and tools.
- Networking activities to support the community and provide rapid response observations to support planetary missions.

The project draws on the resources of the Europlanet Society to disseminate activities and outcomes and develop a more diverse community of users.

## Official Versions

### - Research Infrastructure

The Europlanet 2024 Research Infrastructure (RI) provides free access to the world's largest collection of planetary simulation and analysis facilities, data services and tools, a ground-based observational network and programme of community support activities.

Hub Logos follow the same colour requirements and versions as the Society logo.

Other usage are detailed in the Europlanet logo manual.

Version A:



Version B:



Europlanet Society logo colours

**CMYK:**

C - 0

M - 0

Y - 0

K - 90

**RGB:**

R - 65

G - 64

B - 66

**HEX: #414042**

## Official Versions - VESPA

Virtual European Solar and Planetary Access (VESPA) is building a Virtual Observatory (VO) for Solar System sciences by adapting standard VO techniques and developing new tools and standards specifically designed for planetary science data.

Versions A & B are the Official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the VESPA logo manual

Version A:



Version B:



VESPA colours:

### CMYK:

C - 0

M - 33

Y - 89

K - 0

### RGB:

R - 252

G - 180

B - 55

HEX: #fcb437

### CMYK:

C - 0

M - 0

Y - 0

K - 100

### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b



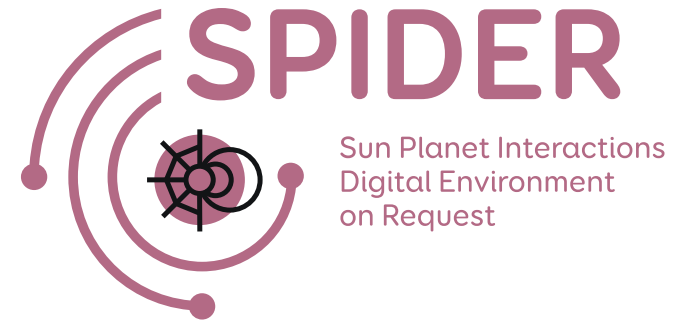
## Official Versions - SPIDER

Sun Planet Interactions Digital Environment on Request (SPIDER) is a unique infrastructure that provides information, including predictions and alerts for science data analysis and payload/spacecraft operations.

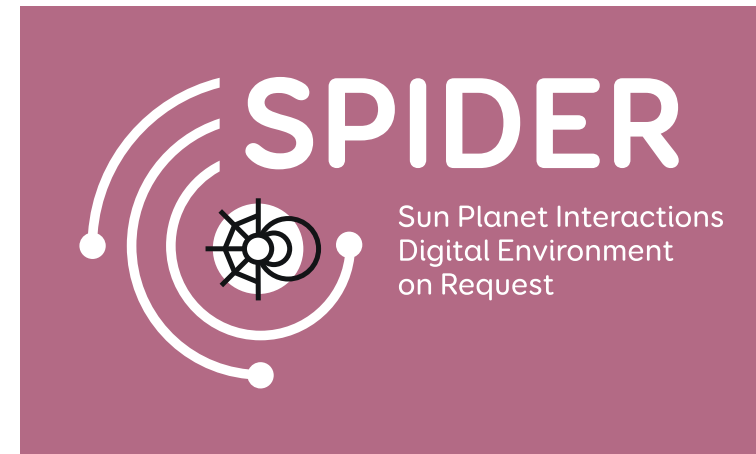
Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the SPIDER logo manual.

Version A:



Version B:



SPIDER colours:

### CMYK:

C - 29

M - 65

Y - 27

K - 7

### RGB:

R - 172

G - 106

B - 132

HEX: #ac6a84

### CMYK:

C - 0

M - 0

Y - 0

K - 100

### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

## Official Versions - GMAP

Geological Mapping (GMAP) integrates partners and outputs from two projects previously funded by the EU through Horizon 2020 (UPWARDS and PLANMAP) to deliver tools and services for geological mapping of any Solar System body.

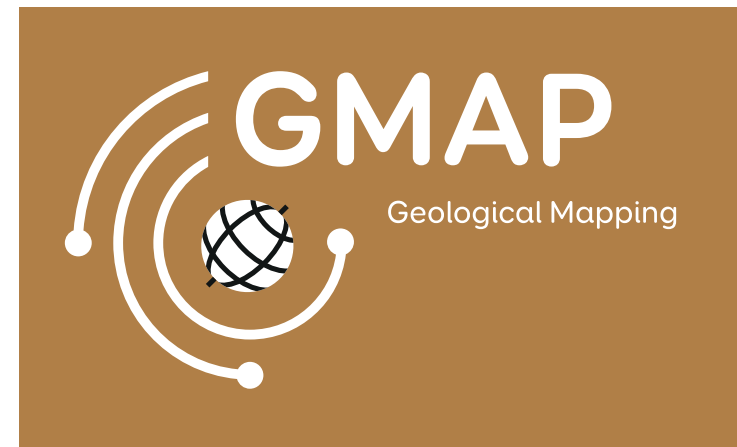
Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the GMAP logo manual.

Version A:



Version B:



GMAP colours:

### CMYK:

C - 25

M - 45

Y - 75

K - 17

### RGB:

R - 167

G - 122

B - 75

HEX: #a77a4b

### CMYK:

C - 0

M - 0

Y - 0

K - 100

### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

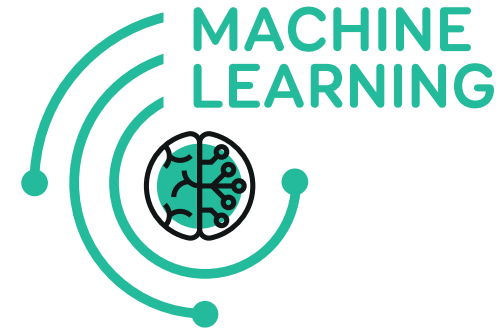
## Official Versions - Machine Learning

Machine Learning (ML) tools are being developed and are designed for and tested on planetary science cases.

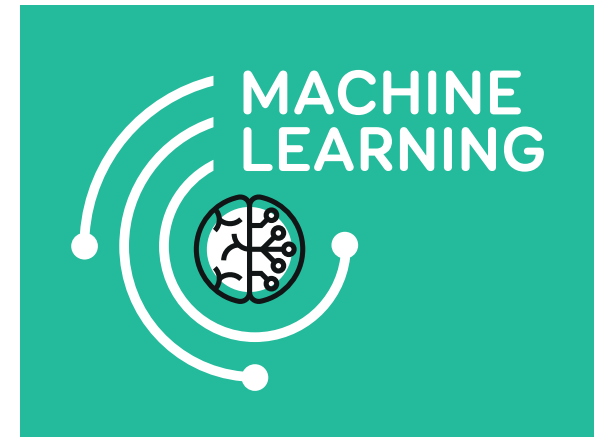
Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the ML logo manual.

Version A:



Version B:



Machine Learning colours:

### CMYK:

C - 71

M - 0

Y - 51

K - 0

### RGB:

R - 58

G - 179

B - 150

HEX: #3ab396

### CMYK:

C - 0

M - 0

Y - 0

K - 100

### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

## Official Versions - Transnational Access

Transnational Access (TA) programme supports all travel and local accommodation costs for European and international researchers to visit facilities and field sites.

Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the TA logo manual.

Version A:



Version B:



### Transnational Access colours

#### CMYK:

C - 38

M - 9

Y - 71

K - 0

#### RGB:

R - 167

G - 194

B - 114

HEX: #a7c272

#### CMYK:

C - 0

M - 0

Y - 0

K - 100

#### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

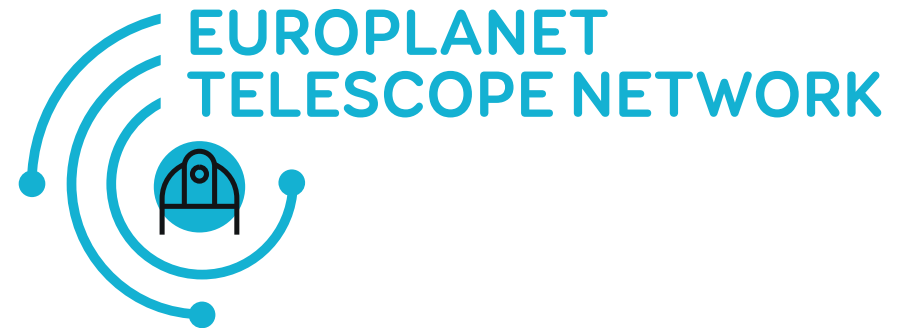
## Official Versions - Telescope Network

The Europlanet Telescope Network is a network of small telescopes to facilitate and coordinate observation campaigns related to different planetary science topics.

Versions A & B are the official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the TN logo manual.

Version A:



Version B:



### Telescope Network colours

#### CMYK:

C - 73

M - 7

Y - 13

K - 0

#### RGB:

R - 0

G - 178

B - 211

HEX: #00b2d3

#### CMYK:

C - 0

M - 0

Y - 0

K - 100

#### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

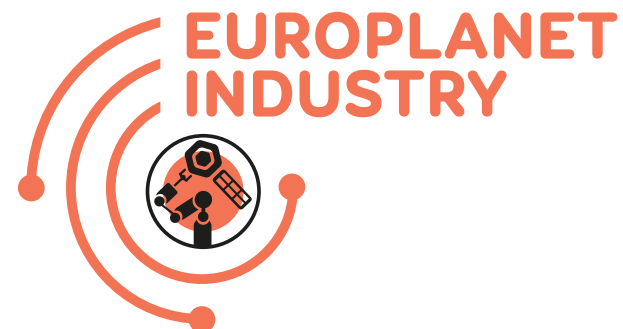
## Official Versions - Europlanet Industry

Europlanet supports interactions between industry and academia, with the aim of fostering opportunities for collaboration that can be beneficial to all parties involved.

Versions A & B are the Official logos, to be used as the default.

Other versions are available for use for best effect on various backgrounds, these are detailed in the Europlanet Industry logo manual.

Version A:



Version B:



GMAP colours:

### CMYK:

C - 0

M - 68

Y - 68

K - 0

### RGB:

R - 243

G - 116

B - 86

HEX: #f37456

### CMYK:

C - 0

M - 0

Y - 0

K - 100

### RGB:

R - 29

G - 29

B - 27

HEX: #1d1d1b

## Minimum Sizes

NB: Each logo has its own minimum sizing guide, available in their branding guidelines. This is a general guide for the minimum size of any logo within the Europlanet branding.

### Scale

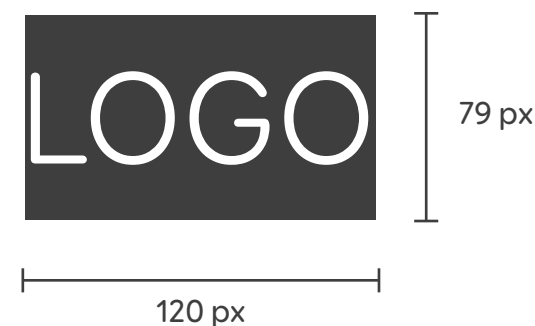
Logos need to be versatile in order to be used in all kinds of contexts, but there are a few rules that must be followed to keep their original structure.

Whenever the logo is reduced, it's very important to respect the minimum size set by default in this manual. Either the print or media versions.

Minimum Sizes - Printing



Minimum Sizes - Digital

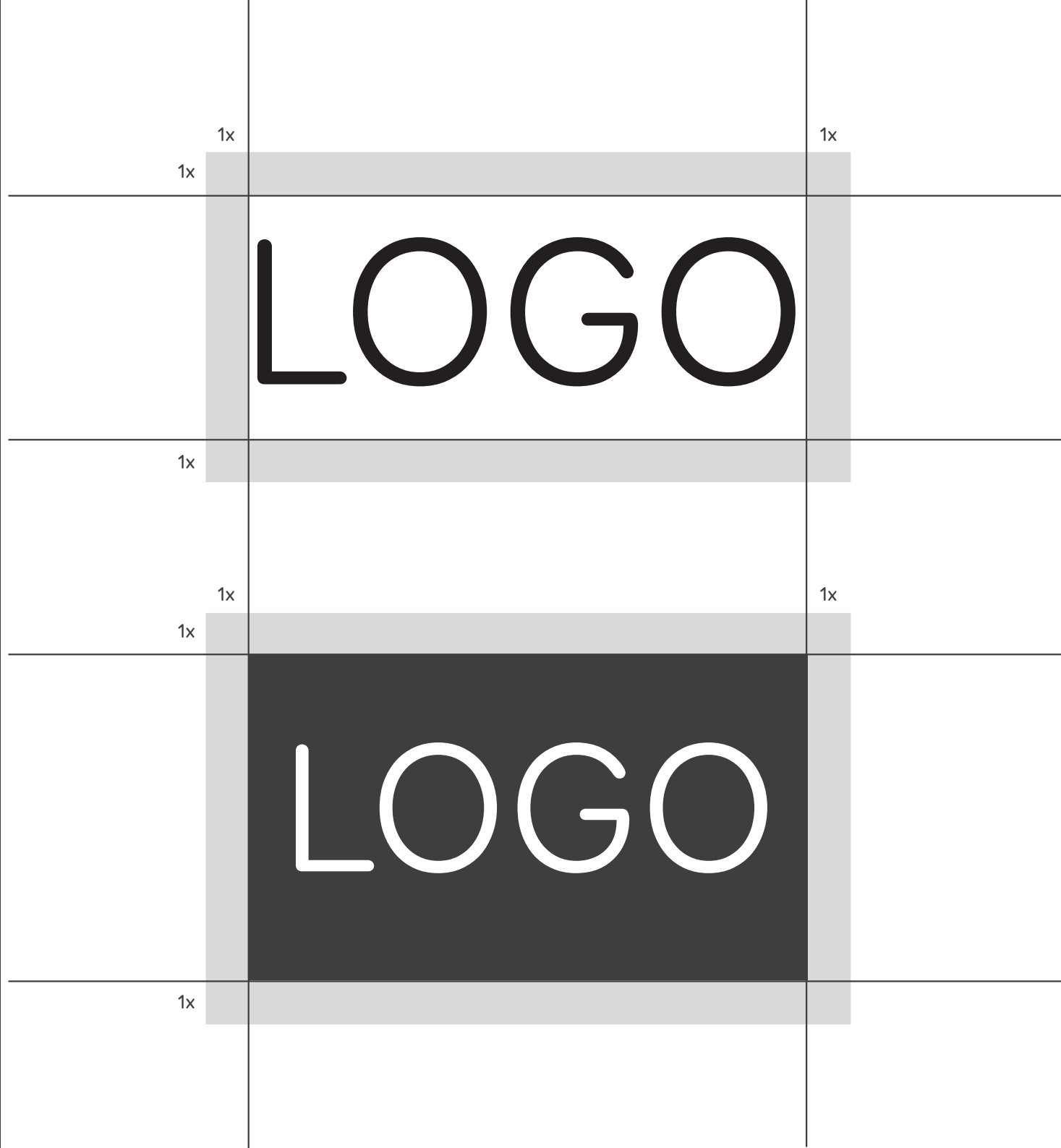




## Clear Minimum Space

### Protection Area

Logos must have a reserved area around them to protect their legibility and the design's integrity. This area should always be proportional to the size of the logo you're working with.





## File Types

Logos are created in Adobe Illustrator, which creates 'vector' graphics.

The benefit of vector graphics is that they can be resized without loss of quality. However, they can become rasterised (pixelated) when saved in certain file types. These files are usually smaller in size and for use as web images only.

There are also two logo colour sets; RGB and CMYK.

### Which file do I use?

Each logo file type is saved in separate folders, which clearly state the usage, as explained in this document.

### CMYK files

These are mainly used for **PRINT**.

The VECTOR files can be scaled-up to any size, without loss of quality, such as:

CMYK (EPS) Vector

CMYK (SVG) Vector

CMYK (PDF) Vector

Some prefer to use PNG, but be aware that saving to this format RASTERISES (pixelates) the file and it loses quality when scaled-up.

CMYK (PNG) Raster

### RGB files

These are mainly used for **DIGITAL** purposes and will either be high quality files such as:

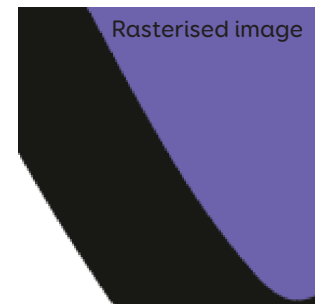
RGB (SVG) Vector

RGB (EPS) Vector

or low quality, rasterised files such as:

RGB (JPG) Raster

RGB (PNG) Raster



Rasterised (pixelated) files are often used on websites and emails, where scaling and resizing will not be required.

In Summary:

Digital devices use RGB

Printer use CMYK

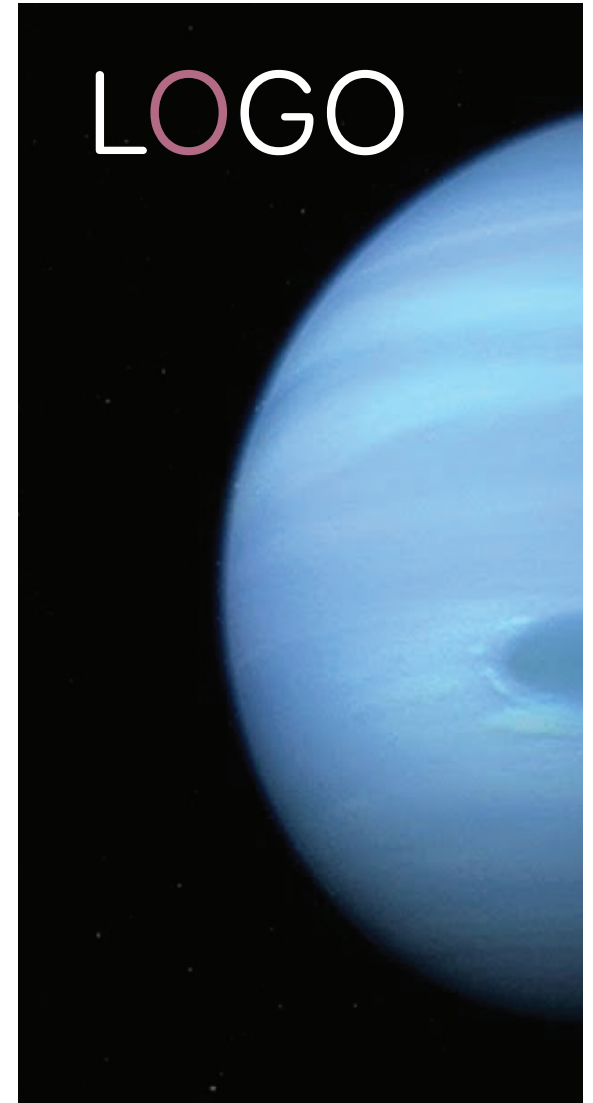
Vector is scalable to any size without loss of image quality

Raster reduces the quality of file when Scaled up/zoomed-in

## ● Photographic Backgrounds

### Logo over Photographs

Whenever the logo is applied over photographs, it's really important to make sure each version has legibility an original design rules remain present.



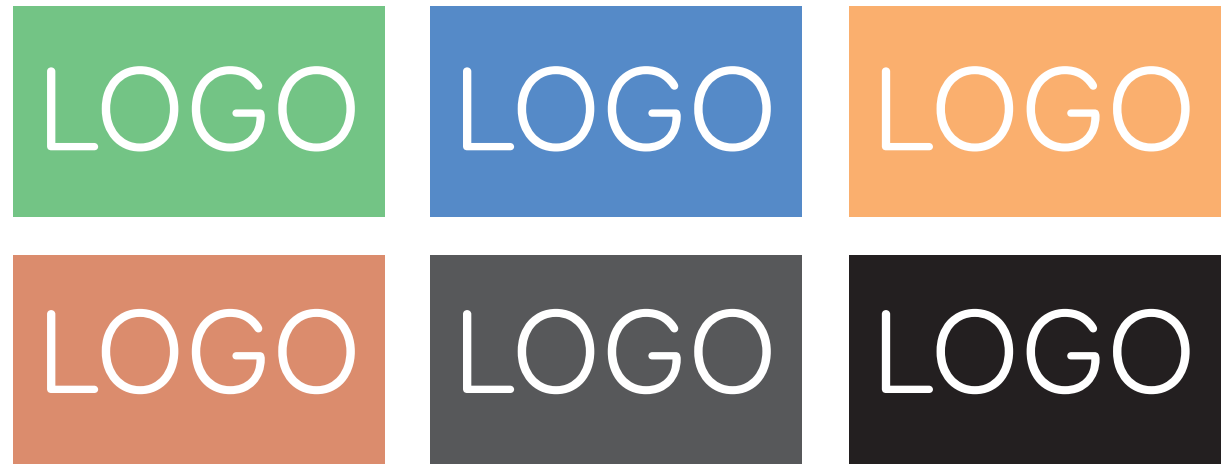
## Backgrounds

There are no exact background colours defined to use with the white, grey or coloured versions of the logos, but it's important to think about accessibility and readability.

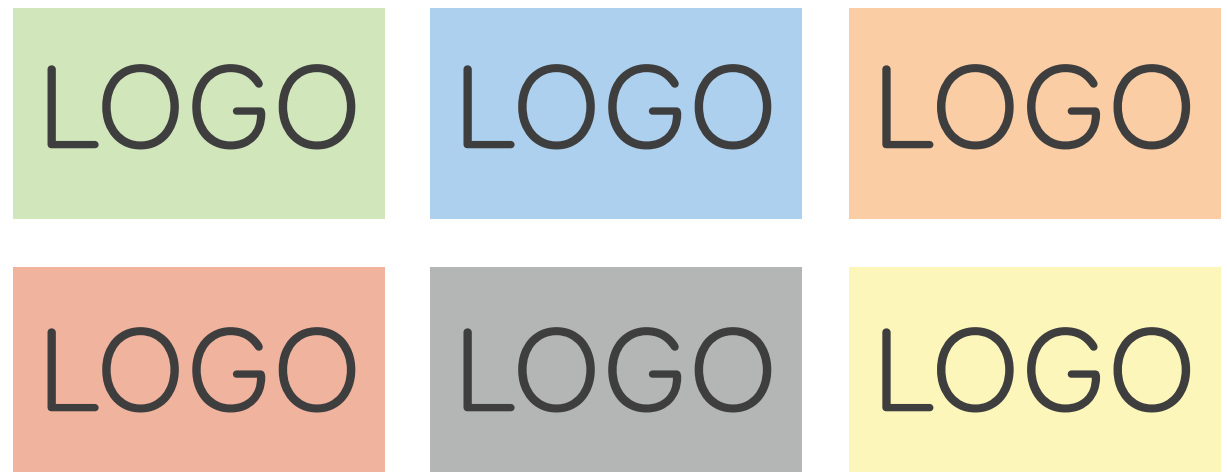
White logos should be used over darker backgrounds and the grey logo over lighter ones.

If using a coloured logo, make sure there is sufficient contrast with the background, or use the white/black version.

### White Version - Darker Backgrounds



### Grey Version - Lighter Backgrounds





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