



C-SCALE

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C-SCALE

The logo: for large applications

The C-Scale logo is designed to be applicable for both small and large applications. However, considerable care should be taken on areas such as the pointy corners of whitespace in the icon. There is risk of ink bleeding out of the icon, resulting in incorrect representation of the icon.

If possible, the logo should always be printed, but there are instances where the logo can only be applied by hand (painting). In these cases please take note of the rounded corners on the outside circle of the icon. The inner icon is also not mathematically centered inside the C. It is a little bit to the left. Besides the icon, please consider the letter spacing of points such as the A and L. They touch on the bottom.

In doubt, please consider contacting the EGI communications team for any questions.



The logo: sizes

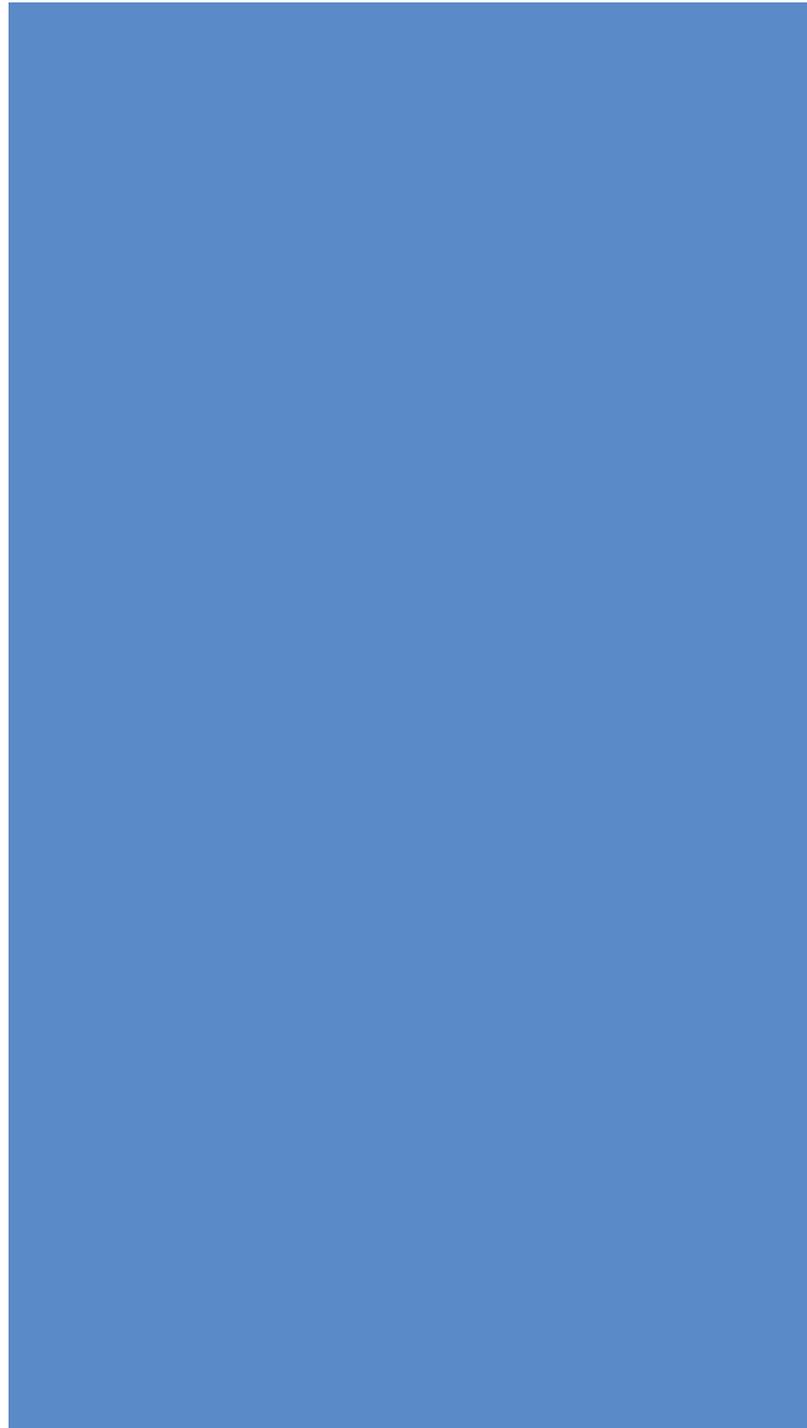
Different applications require different logo sizes. It is up to the designer to choose the best version to represent C-Scale. Always consider the readability of the logotype. Whenever the logo gets too small, you can always choose to only use the icon. This might be hard at the start of the brand, but as the logo gets more known this will lead to a recognizable brand for both intern and external communications.



C-SCALE

The logo: preferred color

The preferred color for the C-Scale logo is dark blue. Please see to usage of the correct RGB, CMYK or other color formats for the best representation of the brand on each online and offline application. The dark blue represents a sense of trust and professionalism and should not be altered in any way. If the desired application allows for it, always use this shade of blue first. For other colors, please refer to the other color standards also mentioned in this guide.



Standard colors

The standard colors for C-Scale are dark and light blue. Whenever it is possible to use color in the application, these are the colors that must be used. If the desired application does not allow for color, you can use black or white. Do not place the logo in any transparency. It should always be clearly visible, readable and recognizable in any size and color.

Dark blue

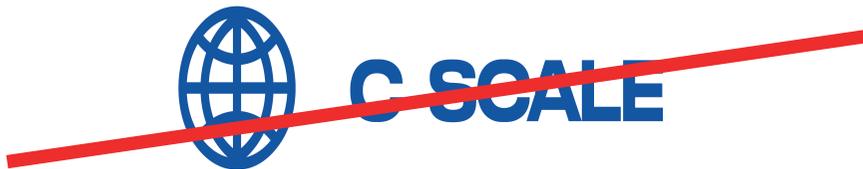
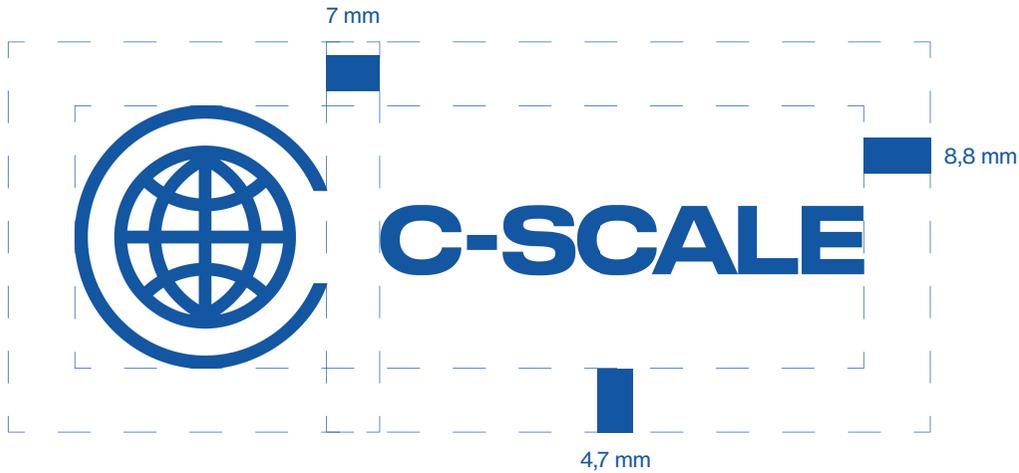
CMYK: 96 74 3 0
RGB: 31 75 152
PMS: 2728 C
LAB: 32 7 -48
HEX: #1f4b98

Light blue

CMYK: 66 39 0 0
RGB: 97 140 201
PMS: 284 C
LAB: 57 -3 -37
HEX: #618cc9



C-SCALE



Make sure you

Use the color scheme provided.
Maintain aspect ratio.
Respect the recommended white space around the logo.

Do not

Use alternative colours.
Change the aspect ratio.
Add / remove elements from the logo.

Side note

You are allowed to remove the logotype when it is no longer readable in small formats. The icon can be used by itself in those cases.

Druk Text Wide

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! - , . ?

**The quick brown fox jumps
over the lazy dog**

Druk

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! - , . ?

The quick brown fox jumps over the lazy dog

Neue Haas Grotesk

A B C D E F G H I J K L M N O P Q R S

T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () - - + = / | “ < > ” , . ? \

The quick brown fox jumps over the
lazy dog

Typography

Druk Text Wide

For big headers and sometimes for starting a paragraph, we use Druk Text wide. Since C-Scale information can be quite text heavy, this typeface makes an impact and sorts out a big contrast between headers and paragraph text. Make sure you consider line height and text spacing.

Druk

Supporting Druk Text Wide is the typeface Druk. In the same typeface family, it acts as a contrasting font for the Wide Text variant. It is used above Druk Text wide as a quick and short impression communicating the subject.

Neue Haas Grotesk

Neue Haas Grotesk is used for all bodycopy / paragraph texts. Visually, it looks a lot like Helvetica. Whenever Neue Haas Grotesk is not available, please use Helvetica as a replacement. In any other case, Arial or Calibri is also a good alternative.

The body copy is most often best readable for all target audiences in 8 or 9pt with a line height of 11pt.

