

ecraiid

Introduction brand guide

Welcome to Ecraid's brand guide. We've created it to give you insight into Ecraid's corporate identity. The guide outlines how to use and place the logo, apply colours, typography options, and how to set up a grid to ensure all communications are consistent.

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The brand

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Brand story

About Ecraid

Ecraid connects researchers and healthcare providers in Europe to deliver the highest quality scientific evidence related to infectious diseases rapidly and efficiently.

Vision

Infectious diseases are a huge threat to our global society. To face this threat we need to adopt new ways of working together. Only when we (researchers, healthcare providers, patients, industry, policy makers, funders) truly collaborate we can tackle infectious diseases.

European Clinical Research Alliance on Infectious Diseases

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Tone of voice

Purpose driven, people centred is at Ecraid's core.

Ecraid is inclusive, human, professional and approachable. Written communication is clear, succinct and confident using international English.

Ecraid embraces collaboration and new ways of work working together to tackle the challenges of infectious disease head-on.

We aim to create
a true learning
healthcare system

We aim
to create
a true
learning
healthcare
system

Be part
of the
solution

Read more

The logo

ecraid

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The concept

Ecraid’s clean typographic logo uses lower case for approachability. The underline emphasises confidence and strength.

Primary colours

Depending on the background colour the logo is used in coral, burgundy, black or white.

The logo is always shown in coral or burgundy when used on a primary coloured background: If the logo is placed on a coral background, use the burgundy logo option. On a white, soft pink or burgundy, the logo should be coral.

ecraid

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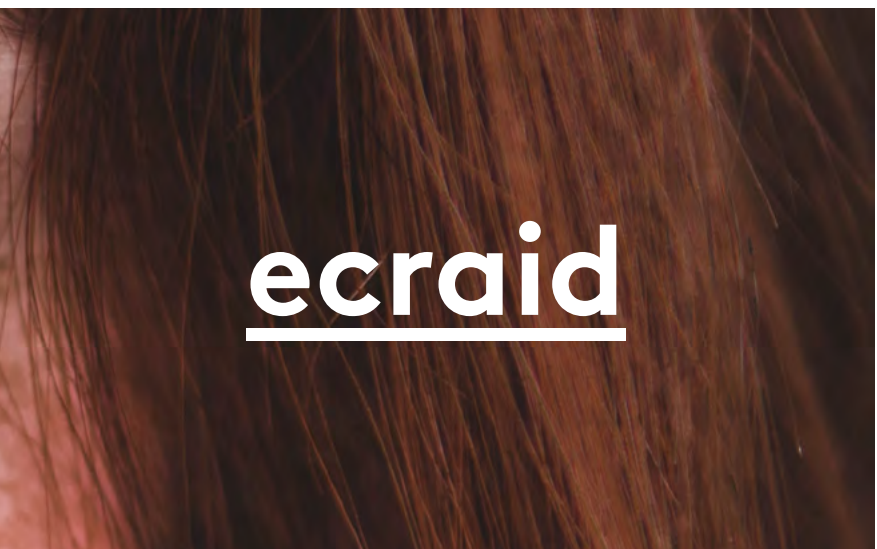
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Different backgrounds

When placed on Ecraid’s secondary colours, a black or white logo can be used. Use the black logo on lighter colours and the white logo on darker colours.

Options are shown to the right. The logo must always be placed in a consistent colour on the right background to create a consistent style.

Always use a black or white logo when it is placed on photography. Make sure to use the right color to create enough contrast.



ecraid

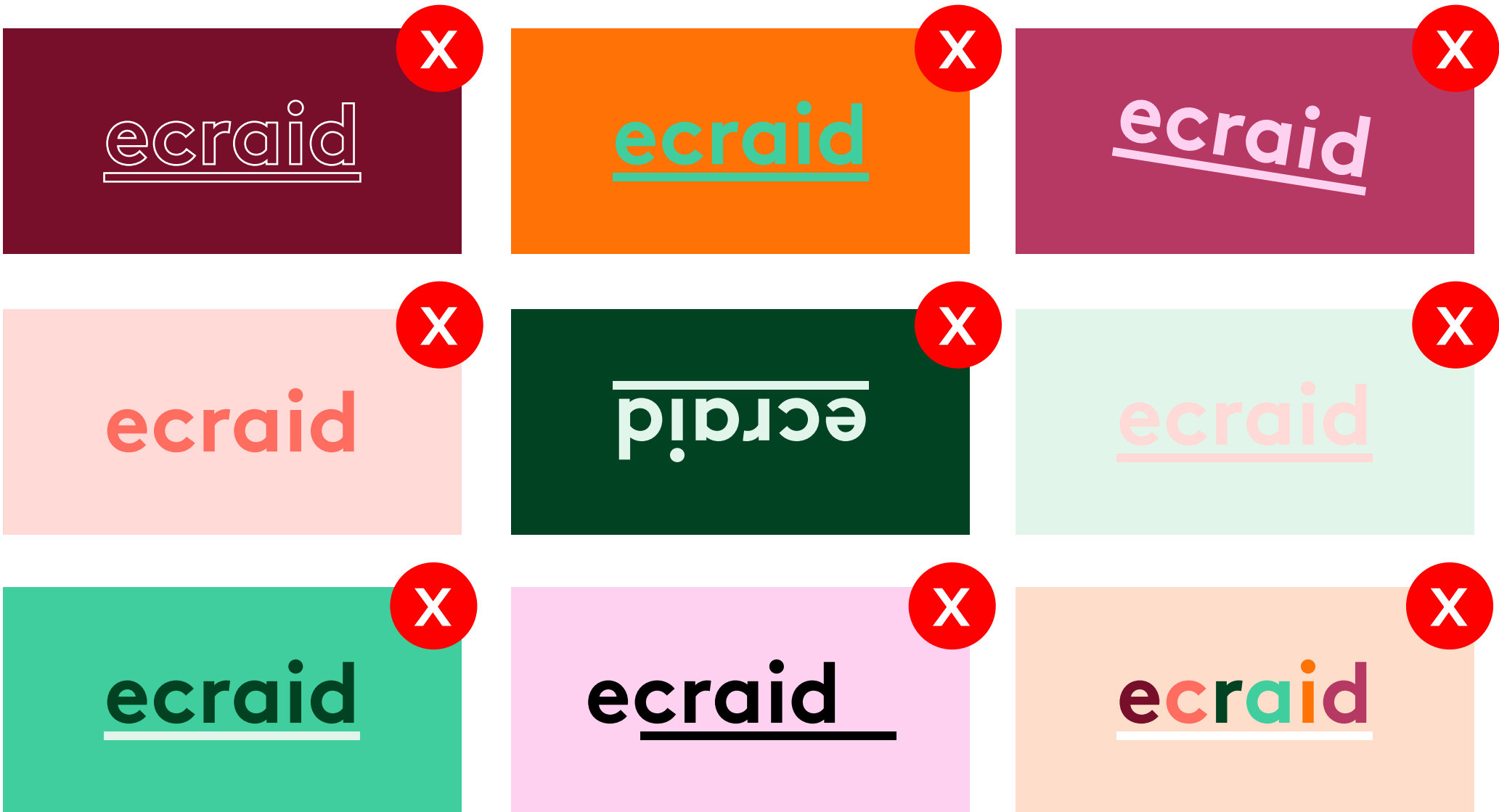
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Placement

To ensure Ecraid's logo has enough space around it, the 'e' is used to maintain the correct margin left, right, top and bottom of Ecraid's logo. See example on the right.

Ensure nothing is placed in this area. When placed alongside other logos, there must be enough space between them.

The rules above ensure Ecraid always stands out as a brand. The examples on the right show how the logo should NOT be used.



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Branded house: Sublogo design

For sublogos we introduce a new compact typeface Barlow Semi Condensed. It is a Google font so no licensing required.

Pay attention:
All names in sublogos are case sensitive.

ecraid
POS-PC-ARI

ecraid
Prime

ecraid
hospitals

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Sublogo don'ts

- Do not write name ECRAID twice in one logo.
- Do not distribute text in two or more lines.
- Use only dedicated colors.



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Sublogo colours

Depending on the topic, each sublogo will have its own color.

ecraid
POS-PC-ARI

ecraid
Prime

ecraid
hospitals

<u>RGB</u>	229/78/96
<u>Hexa</u>	#E54E60
<u>CMYK</u>	3/80/50/0

Studies

<u>RGB</u>	255/132/49
<u>Hexa</u>	#FF8431
<u>CMYK</u>	0/58/82/0

Projects

<u>RGB</u>	0/210/156
<u>Hexa</u>	#00D29C
<u>CMYK</u>	68/0/53/0

Network

Colour

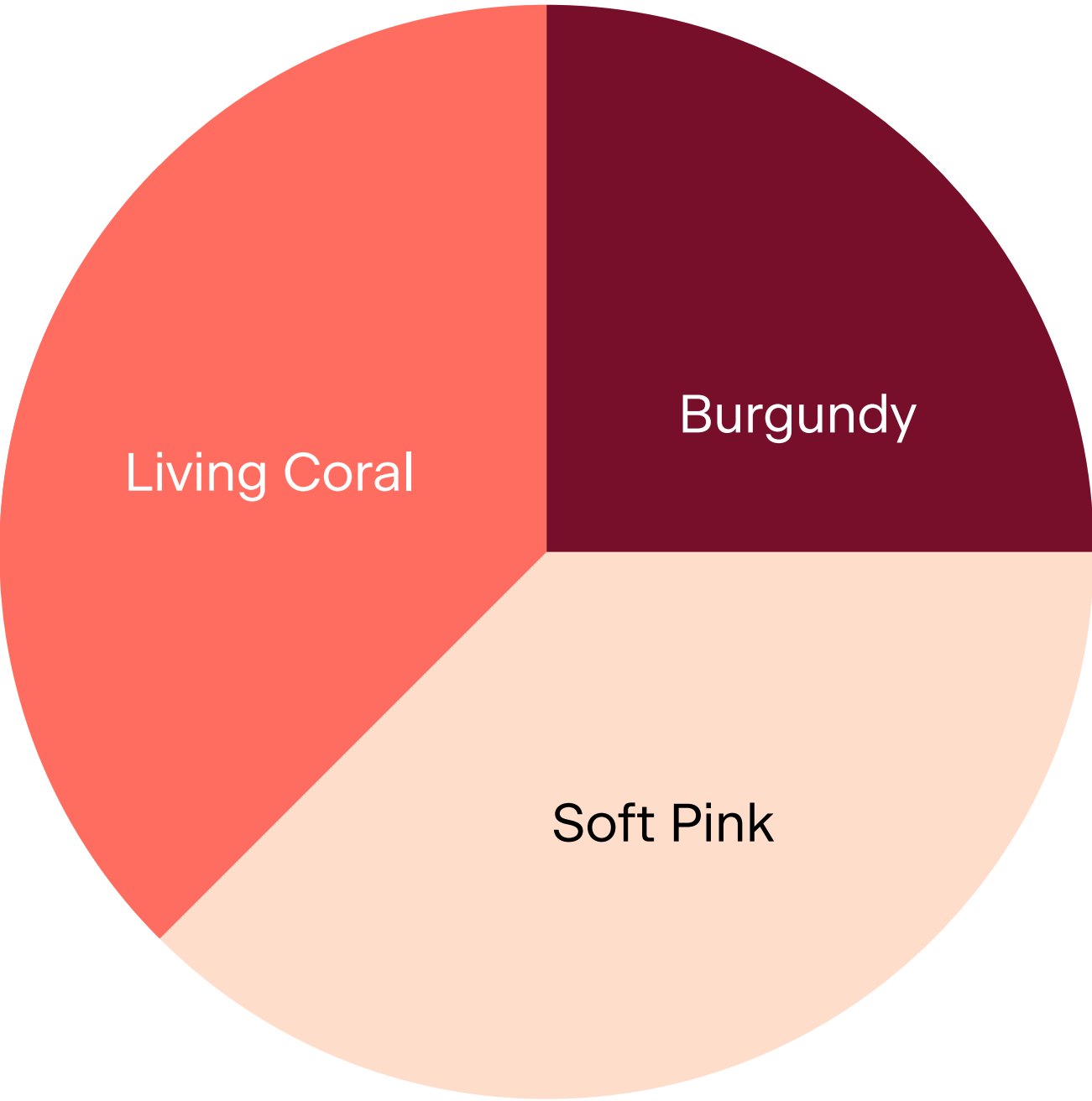
Colour overview

Ecraids’ warm and appealing colour palette highlights the brand’s inviting and approachable identity. The three primary colours are Living Coral, Burgundy and Soft Pink.

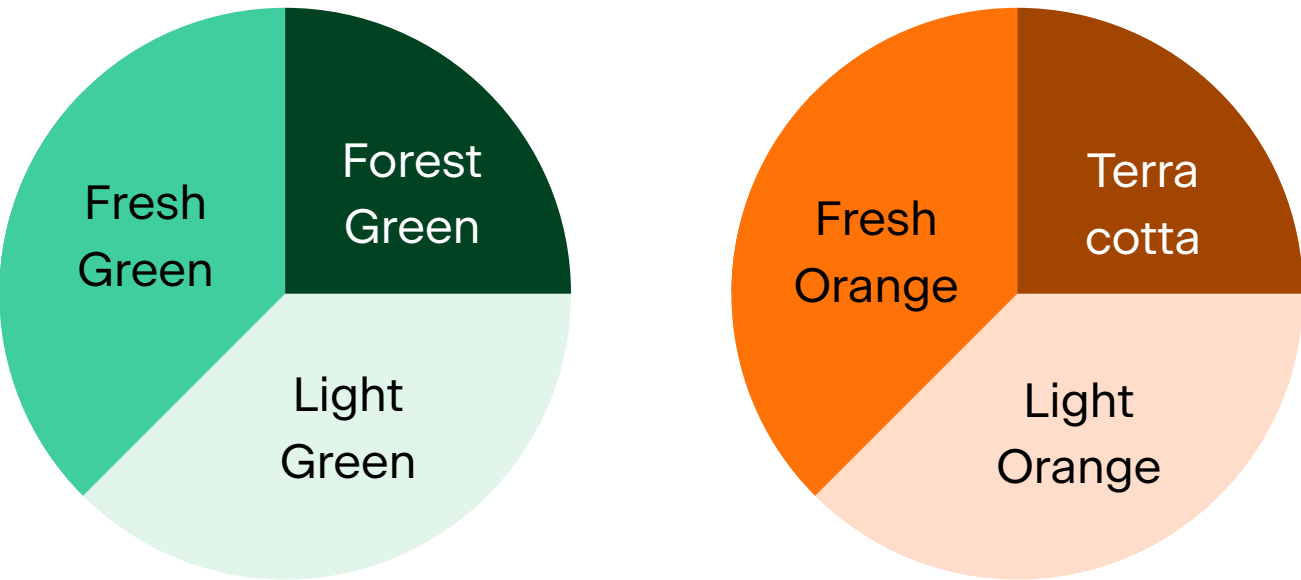
Secondary colours

There are six secondary colours derived from two starting colours: Forest Green and Terracotta. Each colour has two lighter shades to ensure a wide colour palette.

Primary



Secondary



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Colour Codes

For digital and online use RGB colour codes or the hexadecimal values as indicated.

For print work (posters, advertisements, business cards) use the Pantone codes or CMYK values. Note that when printed the colours will not appear as bright or fresh as they do on screen. Different papers have different absorption rates which will also affect the appearance of colour.

Burgundy

primary

RGB

119/15/43

Hexa

#770F2B

CMYK

25/100/60/35

Pantone

188

Living Coral

primary

RGB

255/108/96

Hexa

#FF6C60

CMYK

0/75/55/0

Pantone

170

Soft Pink

primary

RGB

225/108/96

Hexa

#FFDAD7

CMYK

0/20/12/0

Pantone

698

Forest Green

Secondary

RGB

0/66/34

Hexa

#004222

CMYK

95/45/95/50

Pantone

343

Fresh Green

secondary

RGB

65/206/159

Hexa

#41CE9F

CMYK

60/0/40/0

Pantone

3248

Light Green

secondary

RGB

206/239/220

Hexa

#CEEFD7

CMYK

15/0/10/0

Pantone

573

Terracotta

secondary

RGB

162/69/0

Hexa

#A24500

CMYK

25/80/100/15

Pantone

7592

Fresh Orange

secondary

RGB

255/114/6

Hexa

#FF7206

CMYK

0/65/95/0

Pantone

2025

Light Orange

secondary

RGB

255/198/169

Hexa

#FFC6A9

CMYK

0/18/20/0

Pantone

2015

Colour usage

To ensure consistency, a number of rules apply to the use of colour. For each background colour, there are two matching colours for text.

Colour combinations

To the right and on the next page you can see examples of the colour combinations. Use these combinations as they ensure readability and strengthen Ecraid’s identity. Living Coral, Fresh Green, Fresh Orange and Fresh Berry can used on underlined text on a white background.

Using text on photos

When using text on photos, you always have to chose the option where the message comes out most clearly.



White & Fresh Berry on Aubergine



White & Light Pink on Fresh Berry



Black & Fresh Berry on Light Pink



Black & Fresh Berry on Light Pink



White & Fresh Green on Forest Green



Black & Light Green on Fresh Green



Black & Fresh Green on Light Green



White & Fresh Orange on Terracotta



White & Light Orange on Fresh Orange



Black & Fresh Orange on Light Orange

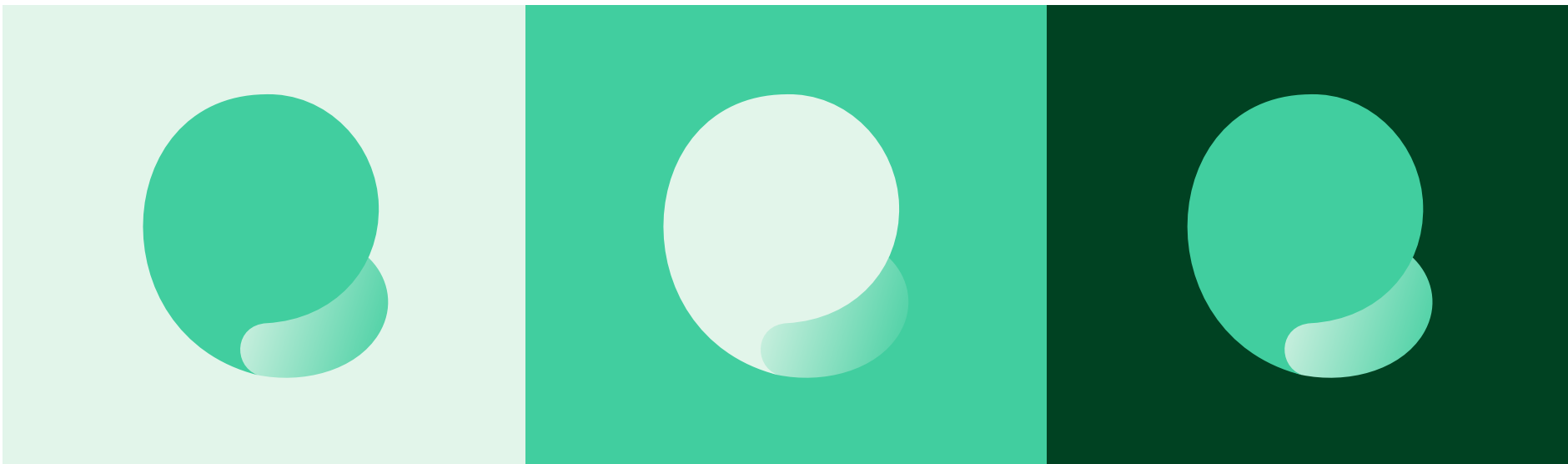
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Gradients

Gradients can also be used, for example, in the droplet forms which are a recognisable element of Ecraid’s identity.

The three gradient colours are Living Coral to Soft Pink, Fresh green to Light Green, and Fresh Orange to Light orange.

Note that gradients start with a colour at top and move to the lighter color.



Typography

Fonts

Ecraid uses two different font styles: Beausite Clear and Domaine Display. A combination of a modern font and a classic font that work well together. The combination creates a nice contrast which is a recognizable part of the Ecraid identity.

Beausite

Beausite is a sans serif font used in both titles and body text. In addition, to highlight certain parts, the text can be underlined and placed in a different colour.

Domaine Display

Domaine Display is a serif for use in titles. For legibility, it should never be used for body copy. It is best used to highlight important information, for example, in pull-out quotes or figures.

Domaine Display —

European
Clinical
Research

Beausite —

Alliance on
Infectious
Diseases

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Domaine Display

Domaine Display is a serif for use in titles. For legibility, it should never be used for body copy. It is best used to highlight important information, for example, in pull-out quotes or figures.

We only use Domaine Display Regular and no other weights. If you want to emphasize certain words, this can be done with using Beausite Clear, underlined and in a different color.

Headlines
Domaine Display Regular
Leading 120%
Tracking 0

What
if...

European
Clinical
Research
Alliance on
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Domaine Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @
\$ % ^ & * () , . / ?

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Beausite

Beausite is a sans serif font used in both titles and body text. In addition, to highlight certain parts, the text can be underlined and placed in a different colour.

We use Beausite mainly in Clear, very small text can use the Regular weight for legibility. Beausite Bold can be used within body copy to highlight certain words.

Headlines
Beausite Clear
Leading 120%
Tracking 0

Bodycopy
Beausite Clear
Leading 140%
Tracking 0

Small texts
Beausite Regular
Leading 140%
Tracking 0

New
Data

European
Clinical
Research
Alliance on
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Beausite Clear

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @
\$ % ^ & * () , . / ?

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Google alternative

Google Fonts offers two alternatives which can be downloaded for free. These fonts are needed when using programs such as Google Docs or Google Slides.

Poppins

Poppins is an alternative to Beausite. It can be downloaded using this link:

<https://fonts.google.com/Poppins>

Playfair Display

Playfair Display is an alternative to Domaine Display. It can be downloaded using this link:

<https://fonts.google.com/Playfair+Display>

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*(),./?

Playfair Display

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @
\$ % ^ & * () , . / ?

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Office alternative

In the event you do not have access to the fonts mentioned above, you can use Ecraid’s Office alternatives found in programs such as Word, Excel and PowerPoint.

Arial

Arial is the Office alternative to Beausite Clear.

Times New Roman

Times New Roman is the Office alternative to Domaine Display.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*(),./?

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! @
\$ % ^ & * () , . / ?

Grid & shapes

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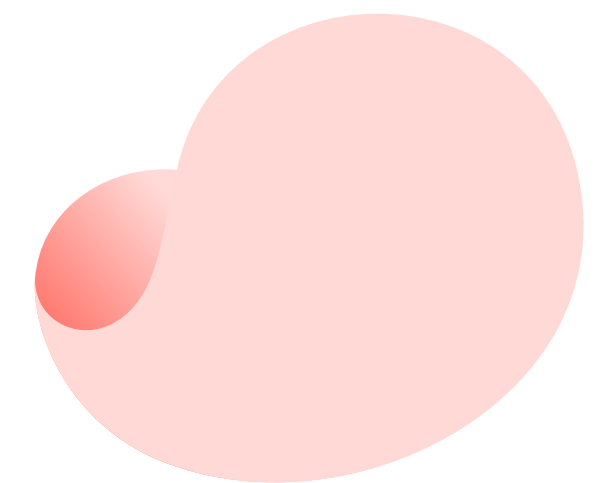
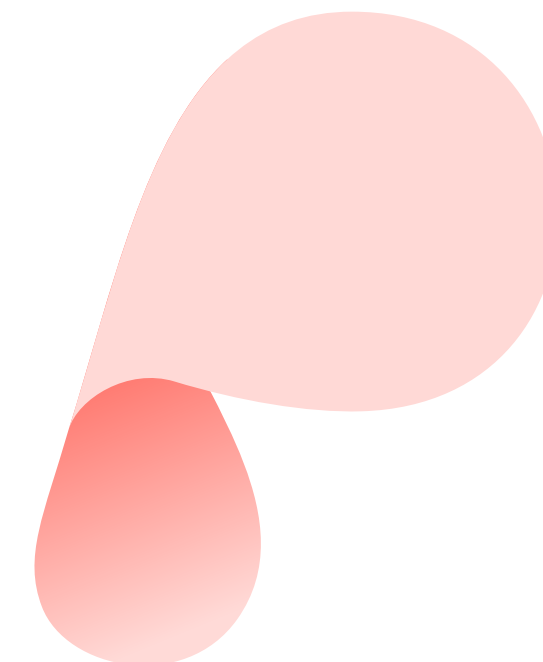
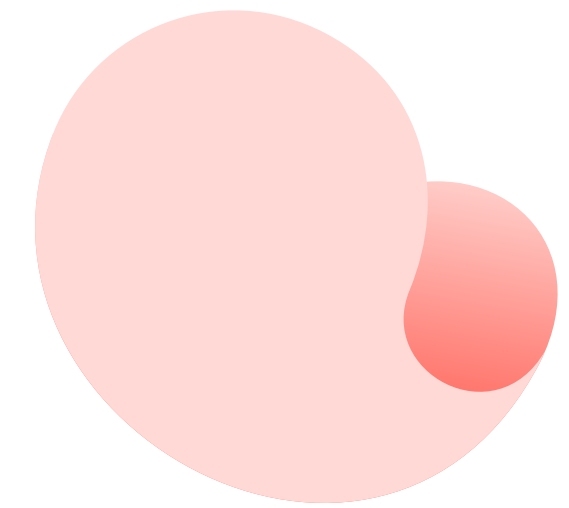
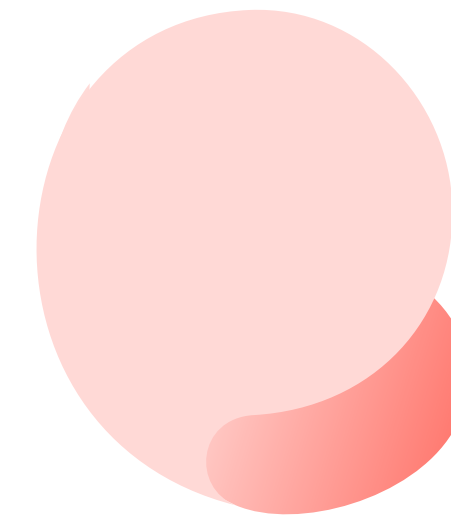
Illustration

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Four shapes

One of the most recognisable components of Ecraid's identity are the shapes (aka blobs) in use. The shapes can move around and evolve to fit any purpose. They reference human movement.

There are four different shapes which combine photography and gradient for graphic effect.



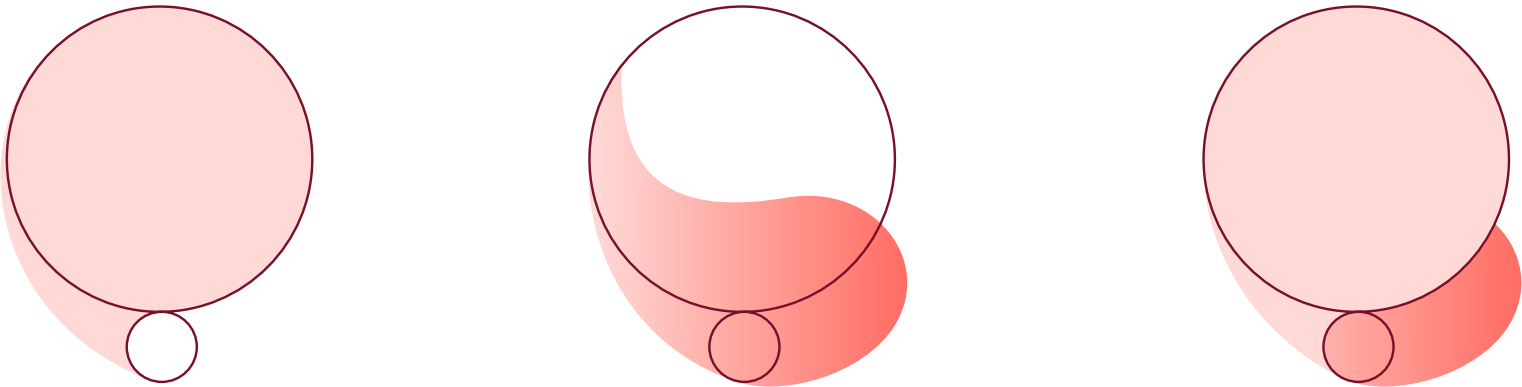
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Buildup & usage

The shapes always exist out of two layers from which the biggest one is at the front and the smallest shape in the back.

The biggest shapes can be full color or filled with images or video.

The gradient colour should always be in the smallest part of the shape to create depth. Many examples of this can be seen in this manual.



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Grid landscape

For landscape graphics, the grid is eight columns wide by four columns high. The example grid is 1200 x 628 pixels.

Margin

Use the letter e (twice) in the logo to set the margins.

Logo Placement

The logo should be one column wide in landscape formats.

Images

Use one of the four the Ecraid graphic shapes to place images in combination with the gradient. Examples can be found right and on the following page. The shape is set to four columns wide and can bleed off top and bottom.

Check the typography examples above to keep the elements in balance.



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Shape 1 - Four columns wide, bleeds off at top and bottom.



Shape 2 - Starts top right and fades out at bottom, five columns wide.



Shape 3 - Almost six columns wide bleeding off at top and bottom.



Shape 4 -Five columns wide bleeding off at top and bottom.

Grid portrait

For portrait graphics, the grid is six columns wide by nine columns high. The example grid is based on a A-sized ratio.

Margin all around

Use the letter e (twice) in the logo to set the margins.

Placement logo

The logo should be 1.5 columns wide for portrait formats.

Image

Use one of the four the Ecraid graphic shapes to place images in combination with the gradient. Images can be placed freely on the canvas but be sure the image is never too close to the text or logo.

Check the typography examples above to keep the elements in balance.



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Photography

Photography is an important and distinctive feature of the brand. Images should feel real and not be stylised.

Main types of imagery

- 1. Depictions of life
- 2. Portraits
- 3. Research: details, close-ups & portraits research.

Images can be purchased from stock libraries such as Shutterstock and Getty. When selecting images keep the following in mind:

- Use well-lit images
- ensure settings are relevant and recognisable
- have a positive feeling

Avoid:

- stylised images
- dark images
- overworked images or those with filters and effects applied
- images that feel fake

The images to the right indicate the look and style of Ecraid imagery.



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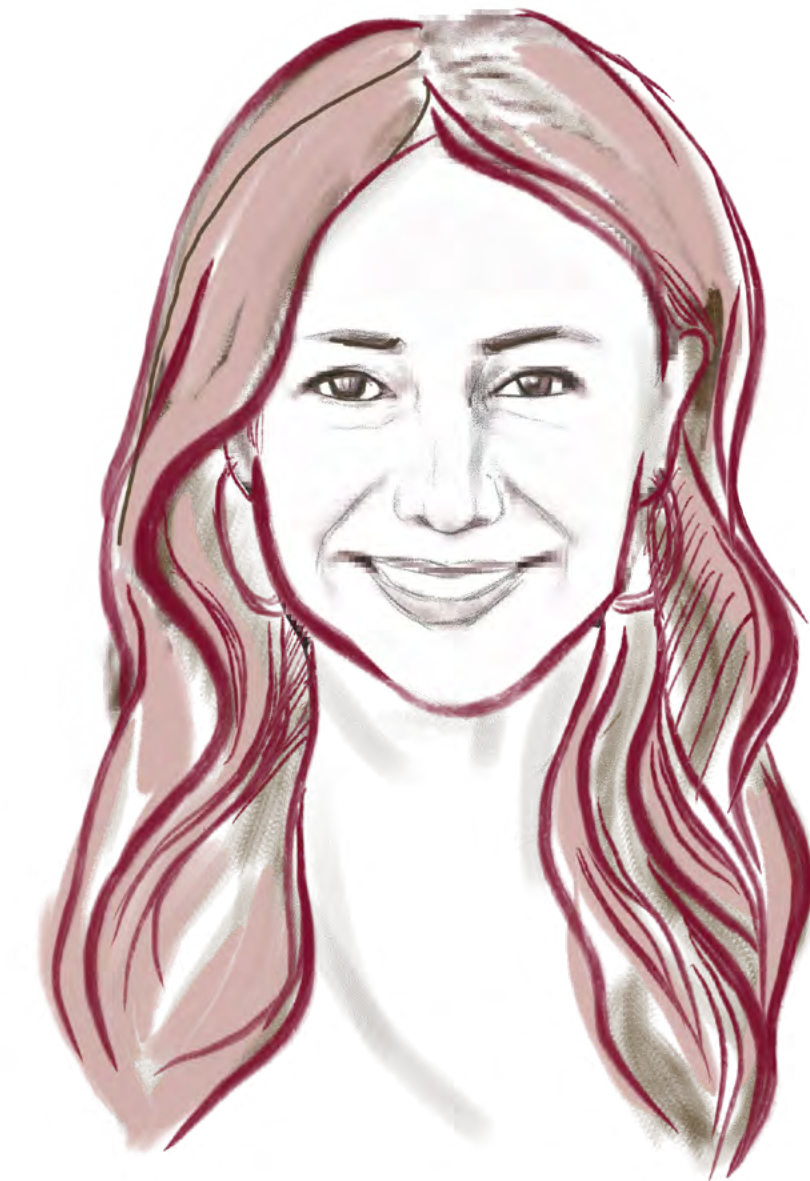
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The illustration style will be developed at a later stage.



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Be part of
the solution

ecraid



Be part
of the
solution

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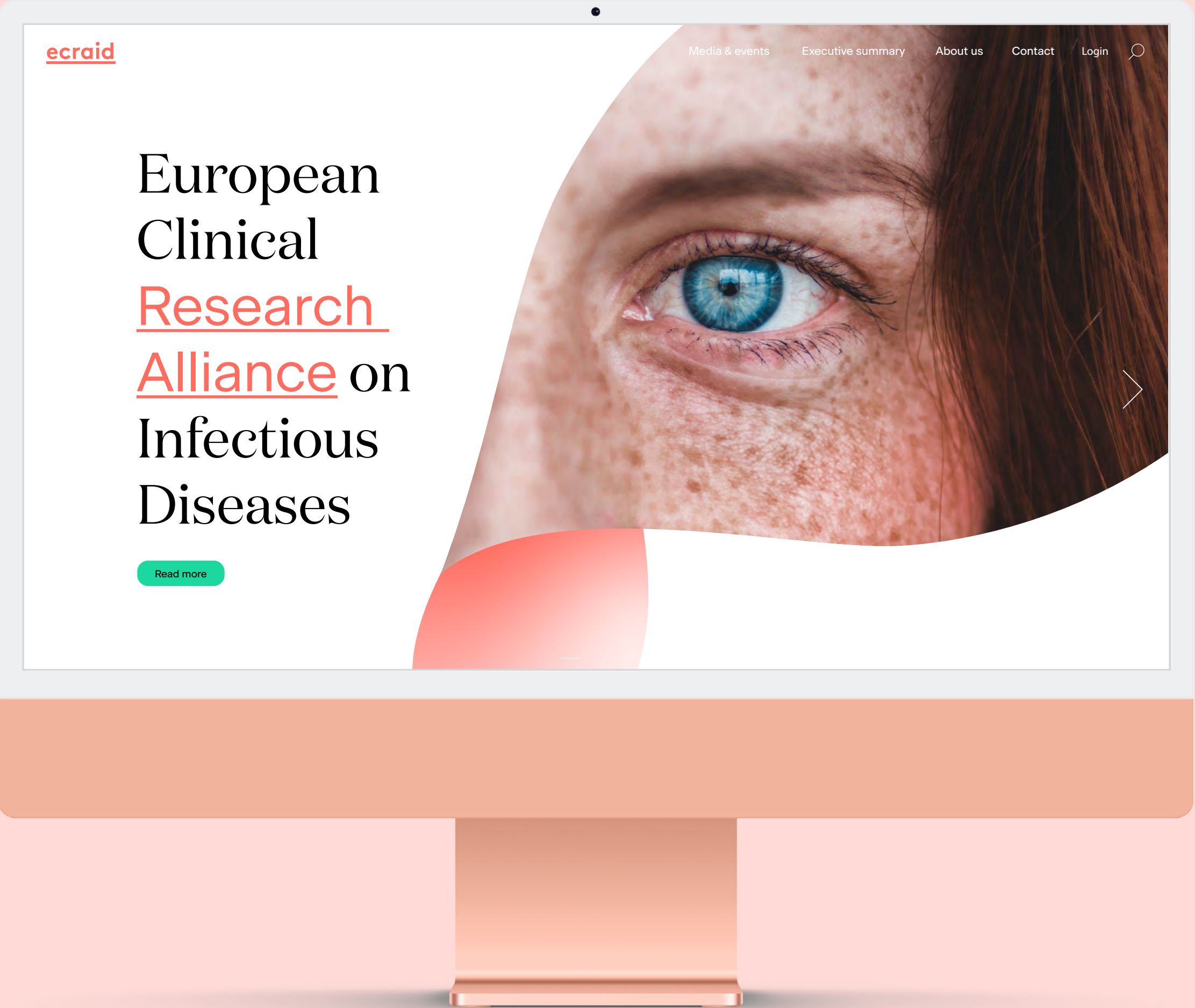
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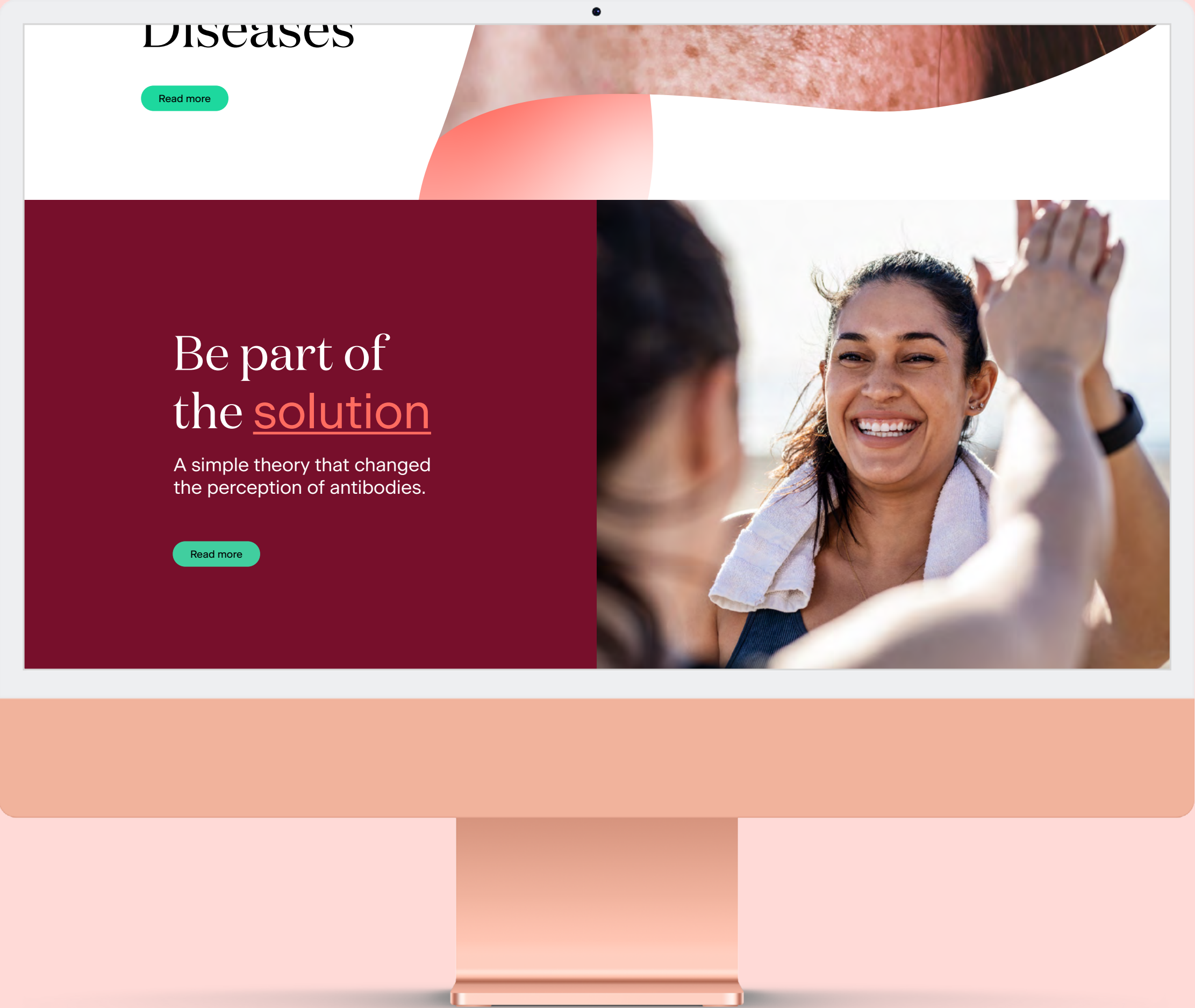
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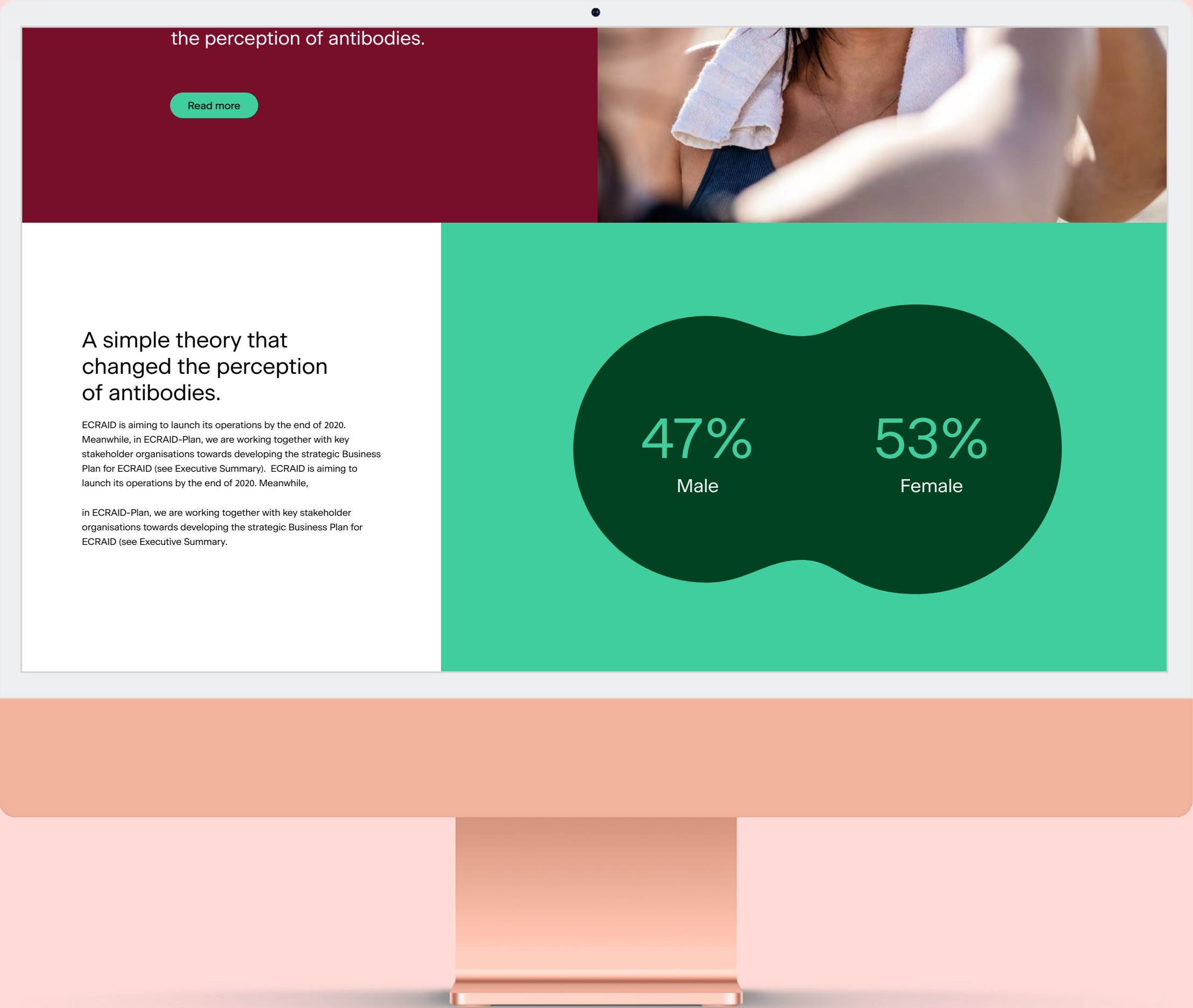
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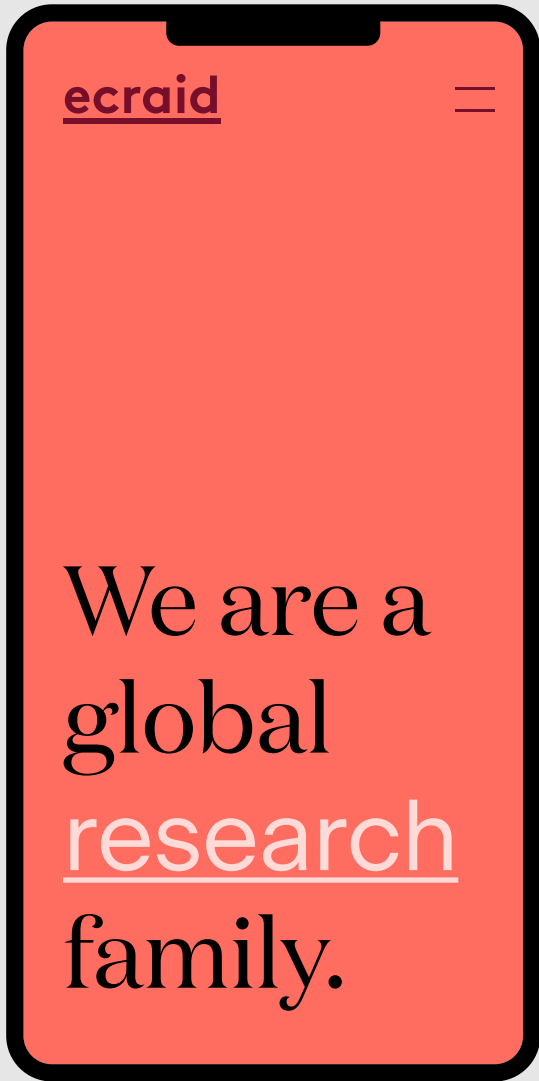
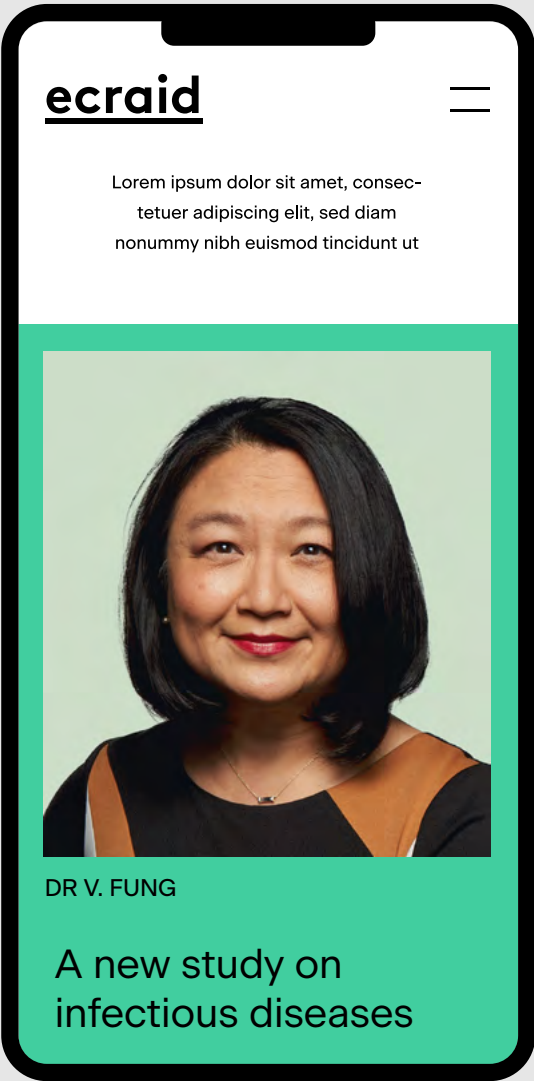
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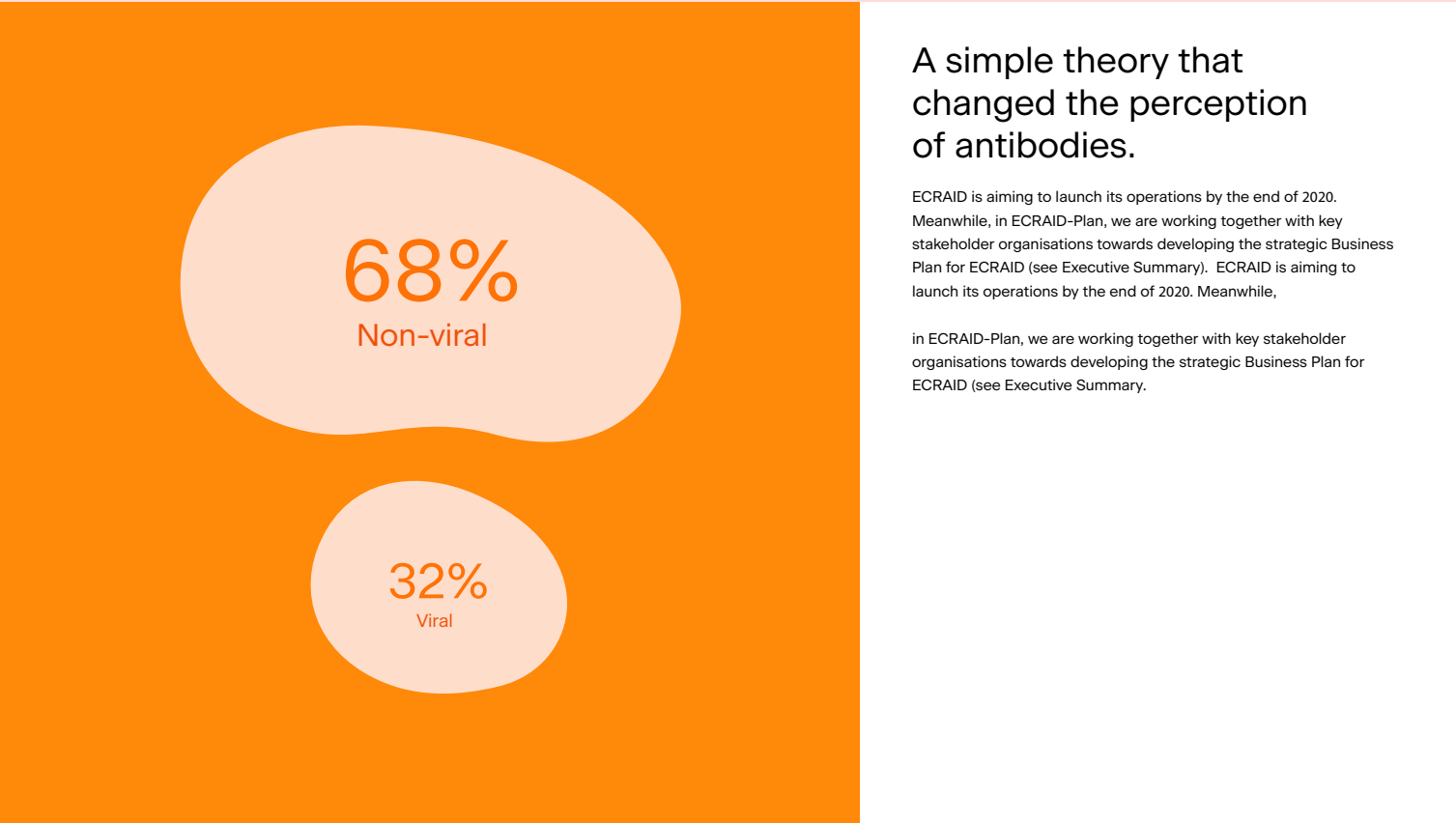
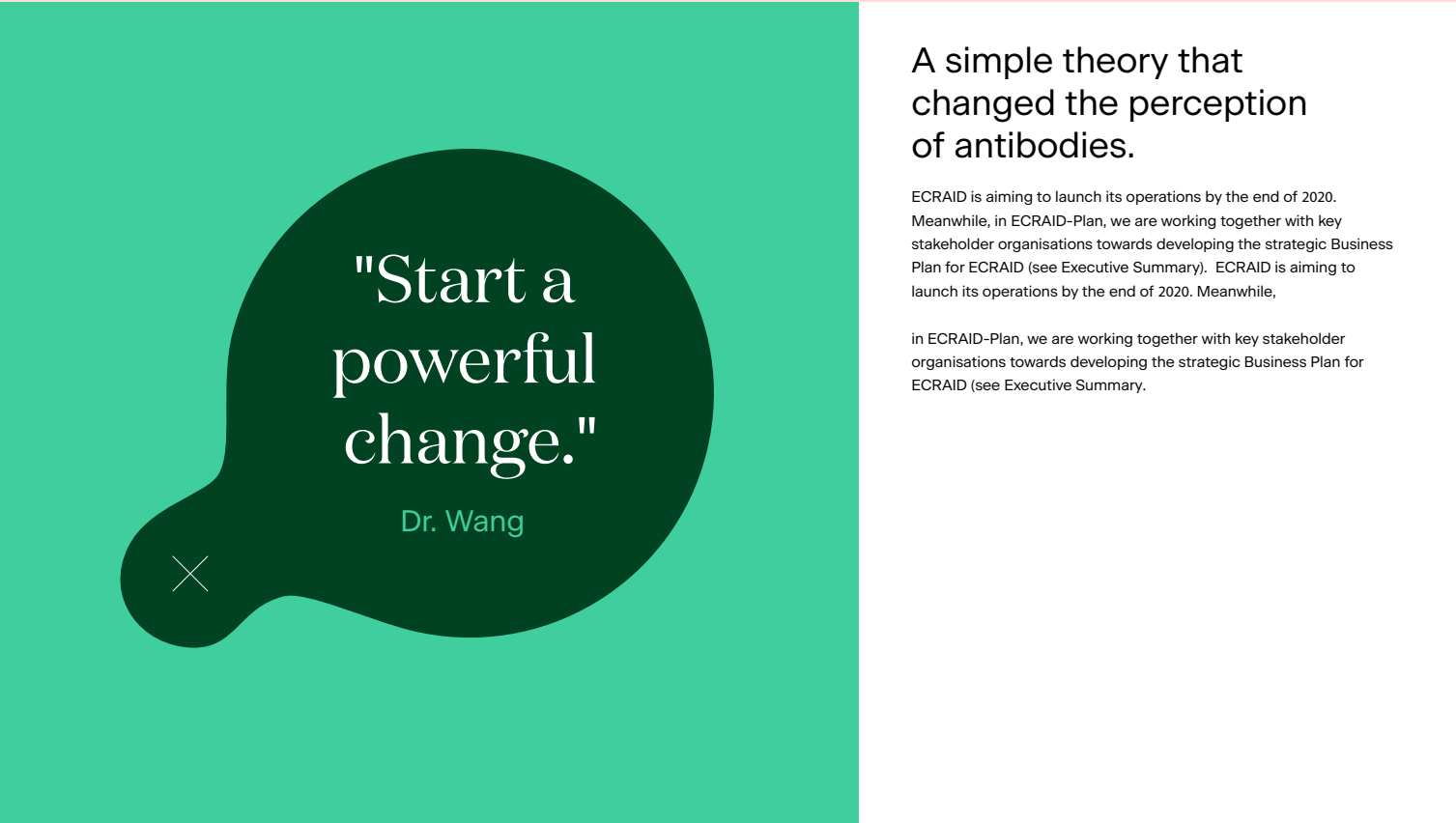
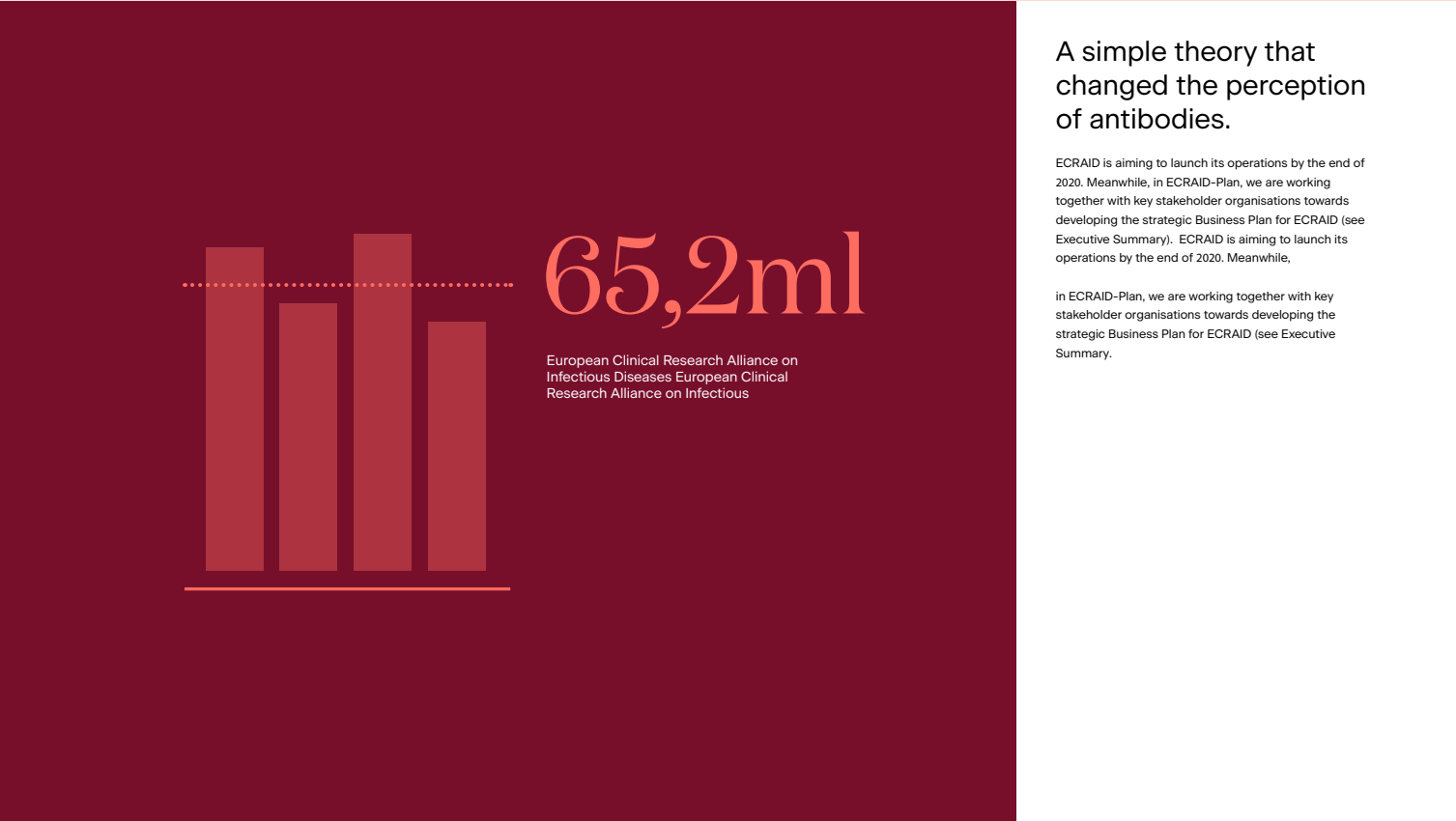
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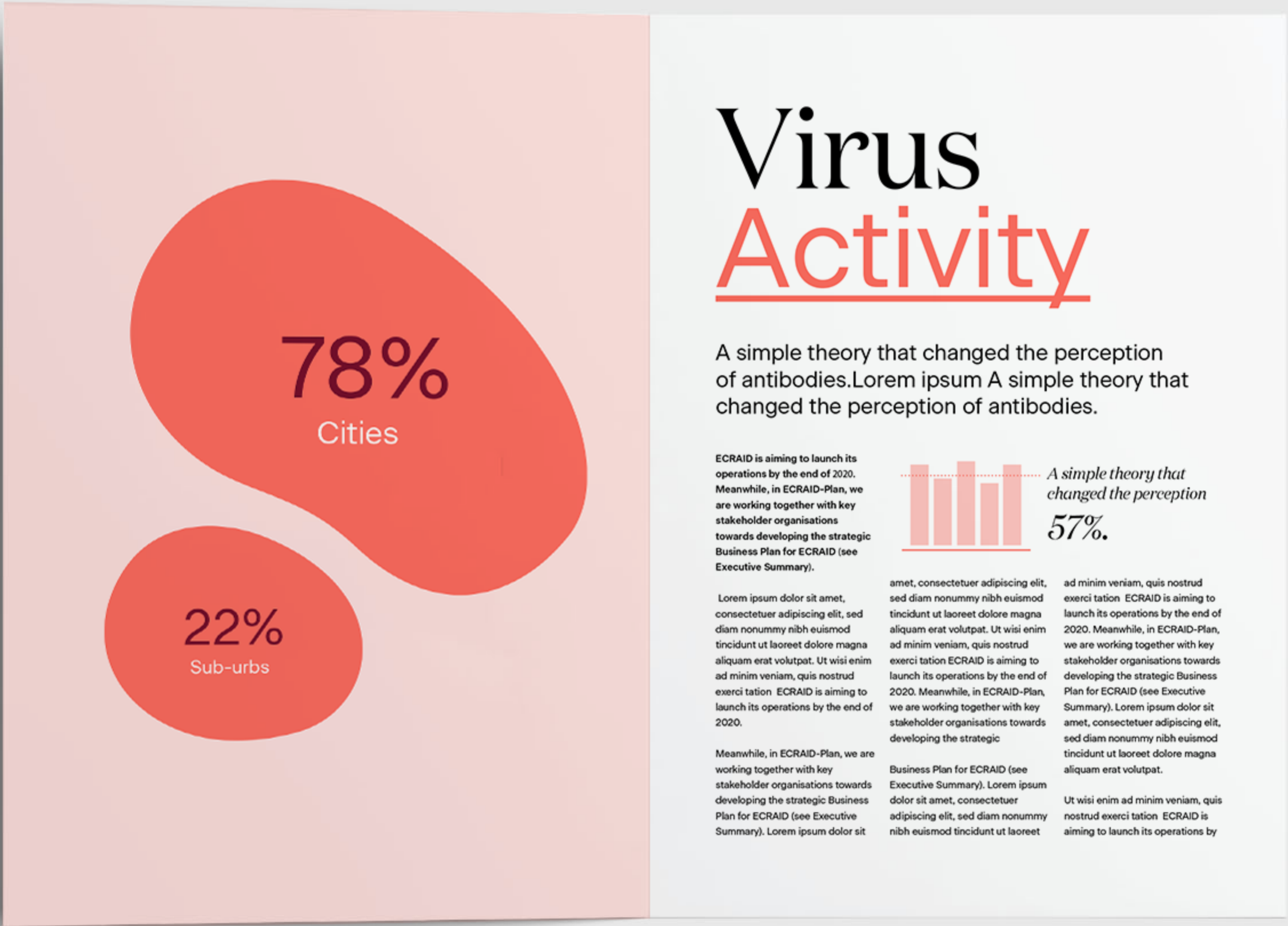
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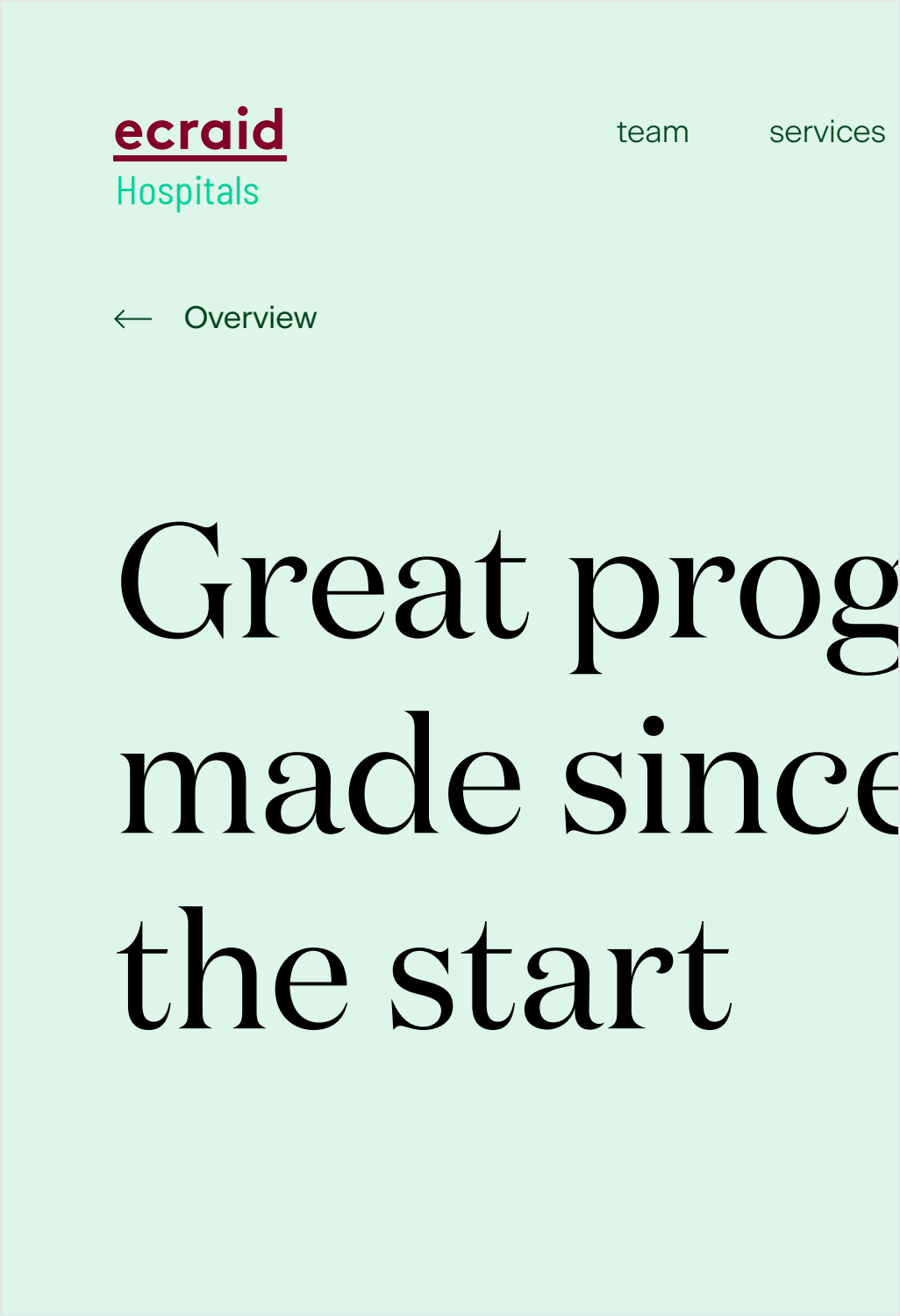
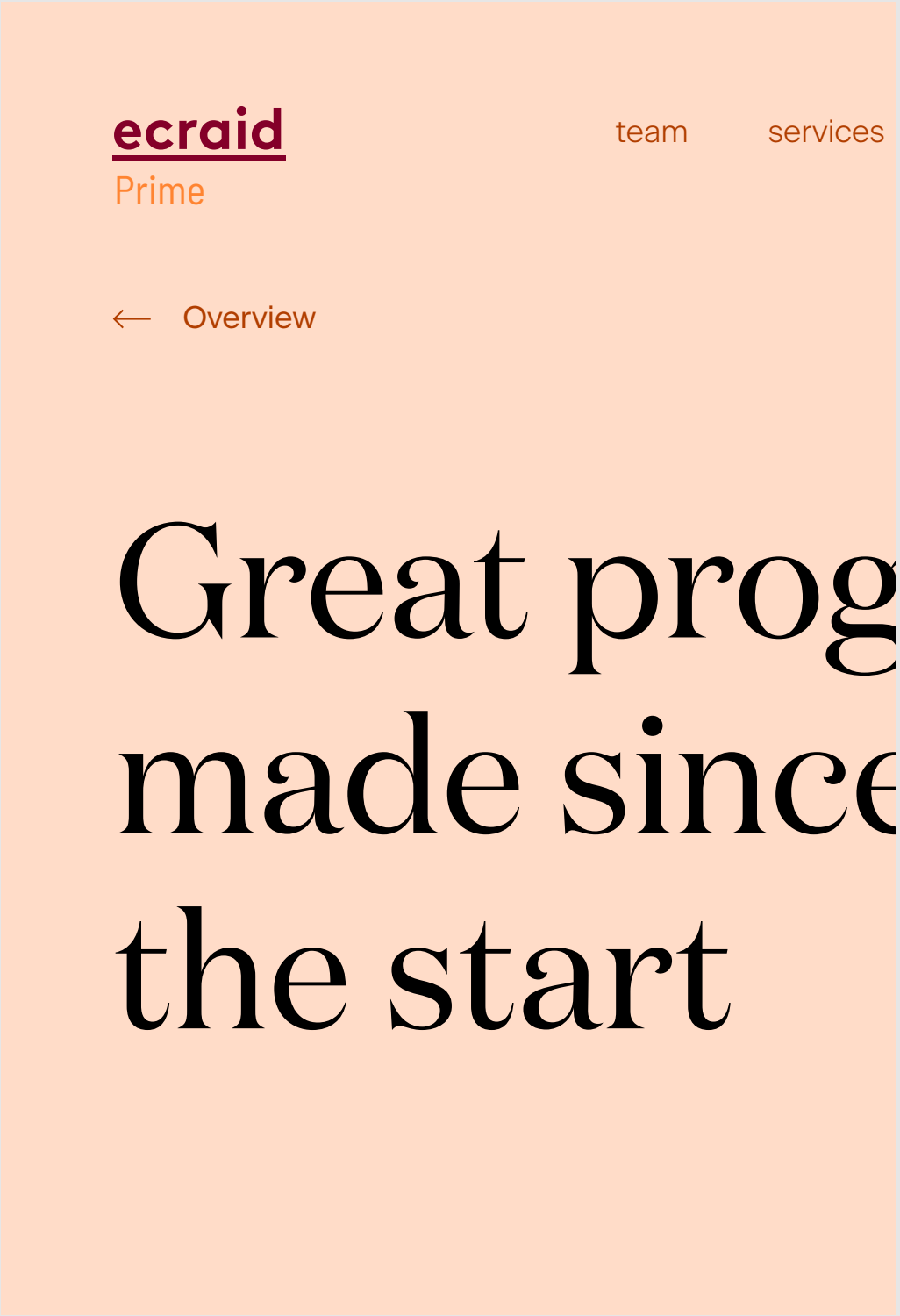
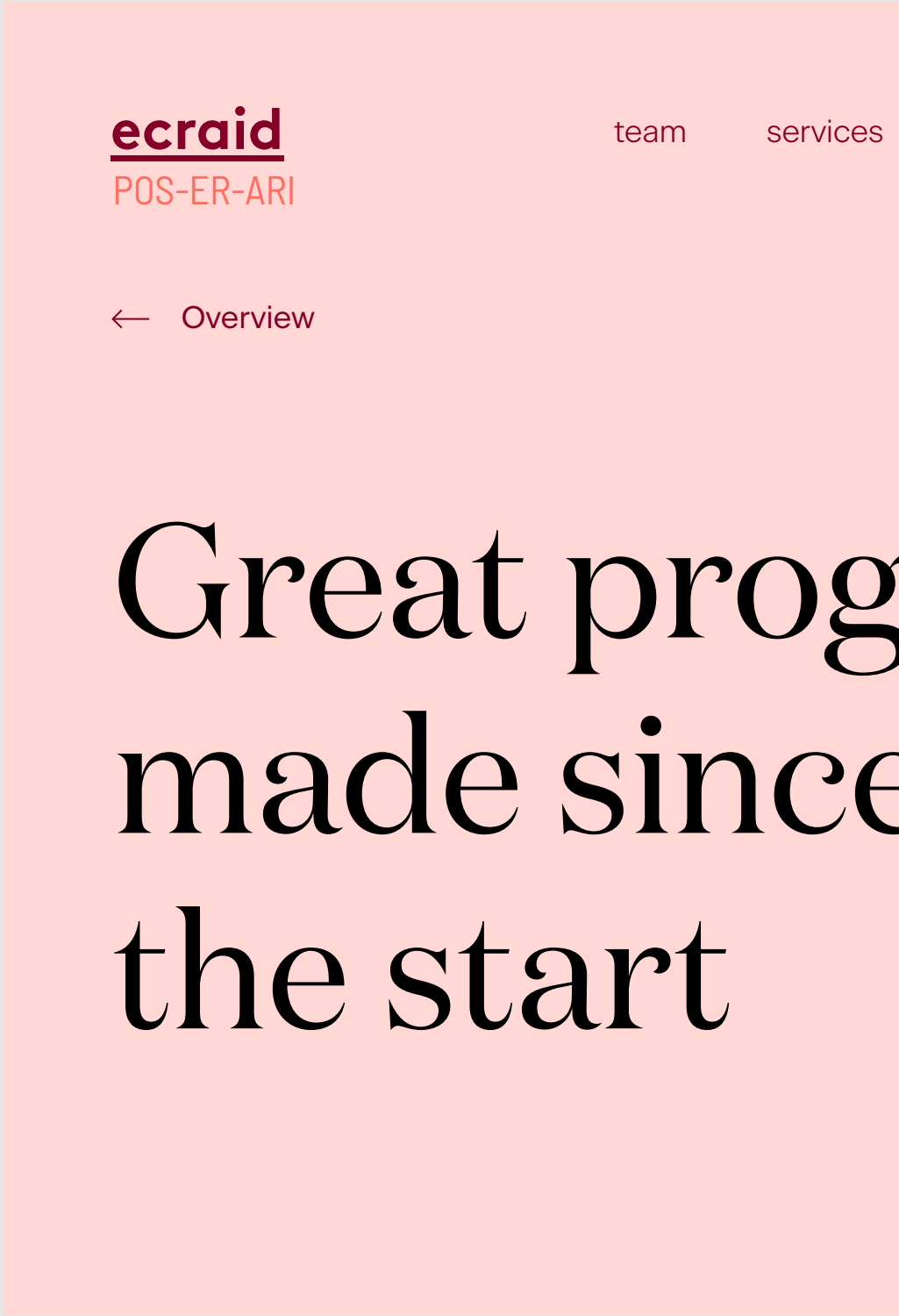
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