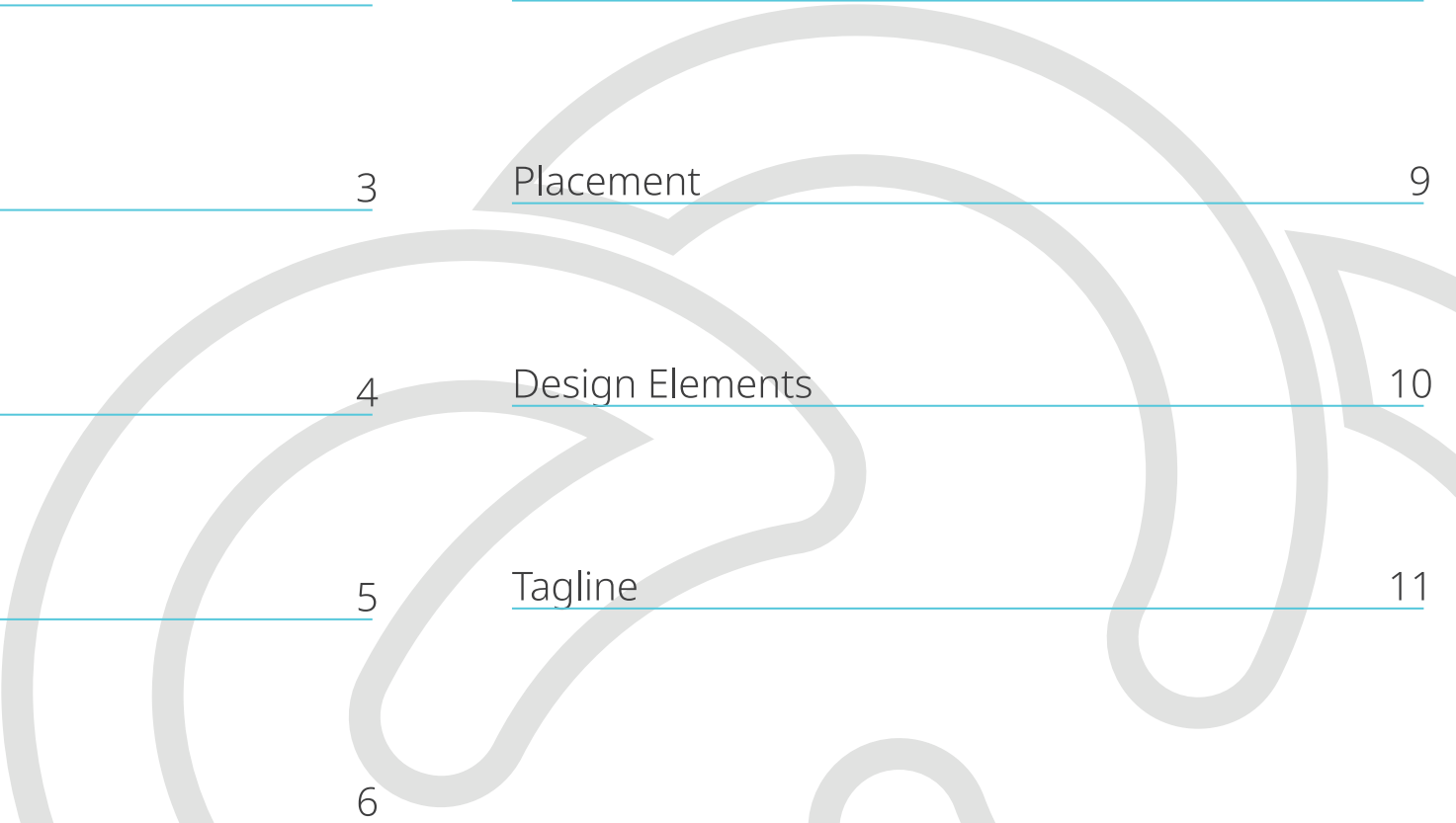




LOGO GUIDELINES

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LOGO COSTRUTION

Symbolism of Collaboration

The logo incorporate interlocking shapes or elements that symbolize unity, partnership, and the interconnection of cultural heritage professionals and researchers.

The design symbolizes the shape a cloud, highlighting the digital and collaborative nature of the ECHOES project, which aims to create a shared cloud platform.

Curved Lines

Curved lines as design element, representing fluidity, movement, and the dynamic exchange of knowledge and resources within the digital commons.

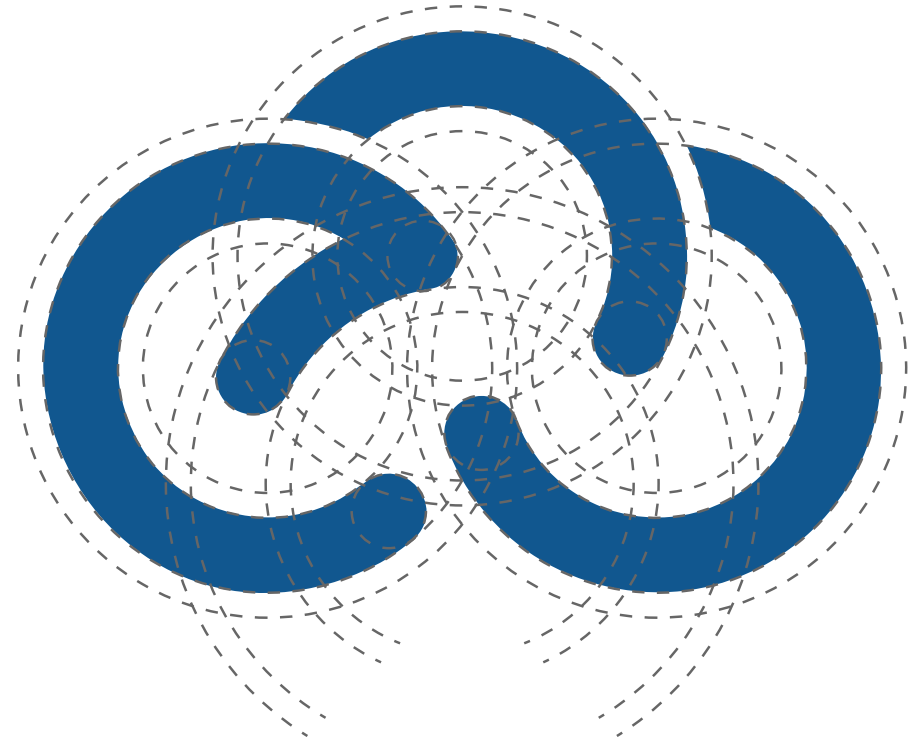
Modern Typography

The second part of the logo is formed by its wordmark, which is an acronym of European Cloud for Heritage Open Science.

The wordmark must never be used as a design element separated from the ECHOES symbol.

Presence of the Letter "E"

The letter "E" the first letter of the project, is integrated into the designs, reinforcing the identity of the ECHOES initiative.



Logo



Symbol

Wordmark

VARIATIONS

Horizontal Logo



The logo comes in variations that include horizontal view of the acronym and logo with the full breakdown of the acronym. This full version of the logo maintains the visual identity of ECHOES while clearly communicating the project's full title.

Horizontal Logo Full



The vertical logo is the alternate logo and should only be used in instances when the primary logo doesn't fit well within the space.

There are some special cases where the symbol on its own can be applied: When the application requires a logo that is smaller than the minimum size for the primary and alternate logo, and in certain applications such as Social Media and favicon.

Vertical Logo

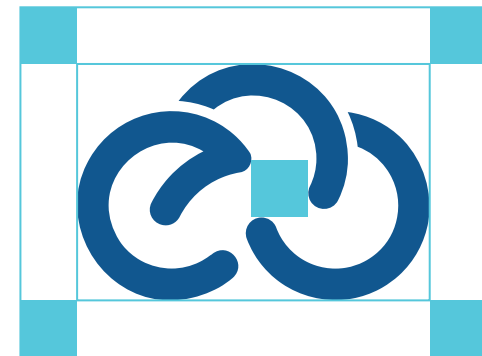


Symbol



CLEAR SPACE

Both ECHOES logos and the symbol must always be surrounded by a minimum amount of breathing space to protect the integrity of the logo.



SIZE: MINIMUM DIMENSIONS

The minimum size for the logo should be as described below in height. This ensures that the logo remains legible and recognizable on various screen sizes and resolutions on the web, and maintains its clarity and impact when reproduced in printed materials.

Vertical Logo



Horizontal Logo



Horizontal Logo Full



COLOURS

Main logo colors are Blue, Sky Blue and Grey. Blue is a color that conveys trust and professionalism. Sky blue, with its refreshing and youthful characteristics, evokes feelings of freshness and creativity, adding a vibrant and innovative touch to the logo. Yellow represents joy and energy, **Note:** Yellow is used exclusively for the web. Together, these colors create a brand image that is trustworthy, energetic, and sophisticated

Color 1



C	97	R	18
M	70	G	78
Y	19	B	136
K	04		#124E88
PMS 7686 C			

Colour 2



C	59	R	95
M	0	G	205
Y	13	B	227
K	0		#5FCDE3
PMS 310 C			

Colour 3



C	22	R	208
M	14	G	211
Y	16	B	212
K	0		#D0D3D4
PMS 427 C			

Colour 4 (web)



C	6	R	239
M	35	G	175
Y	84	B	59
K	0		#EFAF3B
PMS 143 C			

Note: When the logo is reproduced on surfaces that require different inks (e.g., fabrics, laminates, plastics), the Pantone serves as a guide to achieve the correct shade.

BLACK & WHITE

Black

The logo consists of a stylized icon followed by the word "echoes". The icon is composed of two interlocking loops, each formed by a thick black line. The word "echoes" is written in a lowercase, rounded, sans-serif typeface, also in black.

White

The logo is presented in an inverted color scheme. The stylized icon and the word "echoes" are rendered in white, set against a solid black rectangular background. The font and icon style remain consistent with the black-on-white version.

TYPOGRAPHY

The primary font is Noto Sans. The font is available free of charge. Noto Sans is a sans-serif typeface designed for high readability and to support a wide range of languages and scripts. It is part of the Noto family of fonts developed by Google, aiming to cover all Unicode characters. The primary font is Noto Serif. Using serif (Noto Serif) for titles and sans serif (Noto Sans Serif) for body text creates visual contrast and improves readability. This combination distinguishes sections, emphasizes key points, and balances tradition with modernity in design.

Noto Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

<https://fonts.google.com/noto/specimen/Noto+Sans>

Noto Serif

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

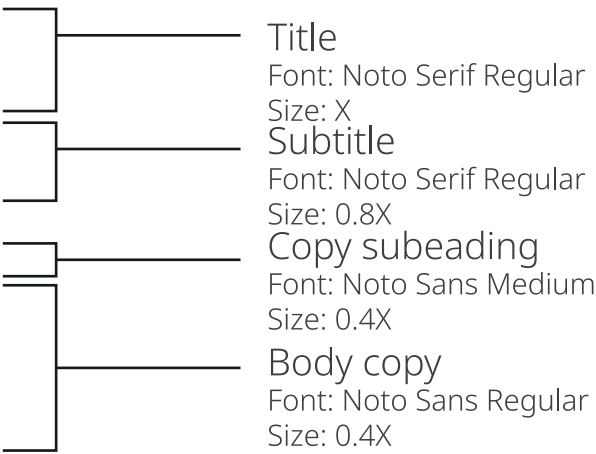
<https://fonts.google.com/noto/specimen/Noto+Serif>

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit



GUIDANCE

Do not alter the parent logo in any way.



~~echoes~~

Don't use the wordmark by itself.



Don't flip the orientation of the symbol.



~~echoes~~

Don't apply color not approved.



~~echoes~~

Don't apply a drop shadow to the logo.



~~echoes~~

Don't change the position of the wordmark.



~~echoes~~

Don't graphically alter the logo.



~~ECHOES~~

Don't type out the wordmark.



~~echoes~~

Don't use in multiple colors.



~~echoes~~

Don't apply gradients on the logo.



~~echoes~~

Don't place the logo at an angle.



~~echoes~~

Don't add reflections to the logo.



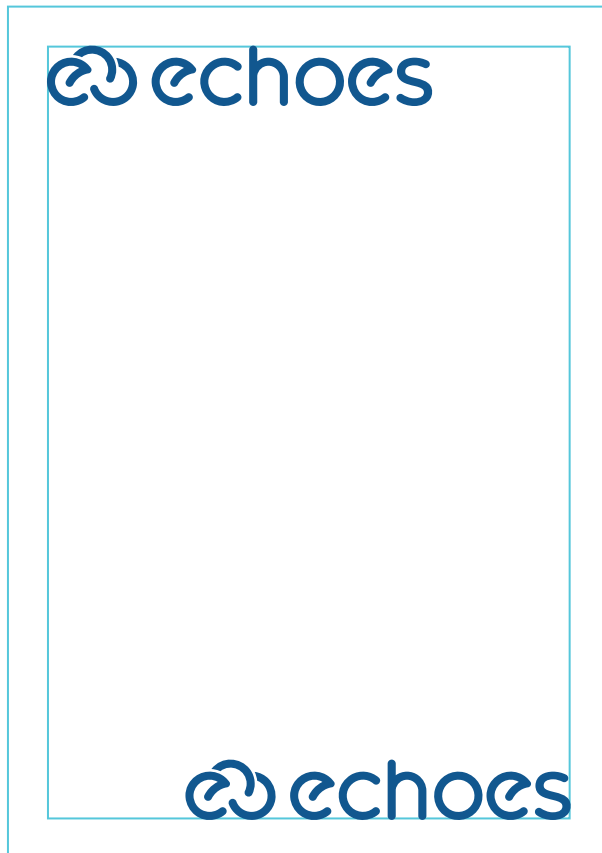
~~echoes~~

Don't apply patterns or textures on the logo.

PLACEMENT

The ECHOES logo is to be placed in the upper left corner of a document or image. Its clearspaces are defined by the height of the letter “e” of the symbol.

Portrait



Landscape



DESIGN ELEMENTS

The logo may be utilized as a background by employing a reversed version of the Symbol.



TAGLINE

"Preserving the past, shaping the Future" is ECHOES's tagline.





THANK YOU

For more information please contact:

