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AEGIS-0A

Advancing Diamond
Open Access Publishing

AEGIS-0A BRAND GUIDELINES

April 2026

WELCOME

This manual will familiarise you with the ways AEGIS-OA presents itself through its design, touching upon use of colours, typeface and imagery. Please follow the indications on its visual identity closely. Consistency ensures that the brand is recognised and will ultimately help advance its aims and goals.

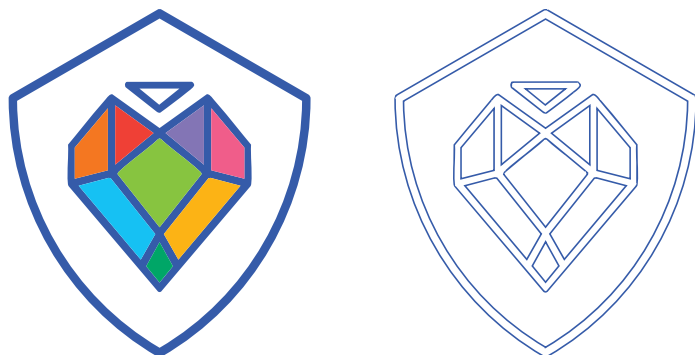
LOGO

The AEGIS-OA logo is composed of two parts: a symbol representing a shield and the brandname. The shield contains the many facets of Diamond Open Access, of which it is protective, and visually supports the brandname: the word aegis is derived from the Ancient Greek word **αιγίς**, a shield said to be carried by both Athena and Zeus.

Various formats and versions of the logo (compact, horizontal, colour positive and negative, black and white) are available in the AEGIS-OA logo set.

SHIELD

It is possible to use only the shield or the outlines thereof separately throughout your artwork, also in various percentages of opacity, but only when the full logo is shown in the same context.



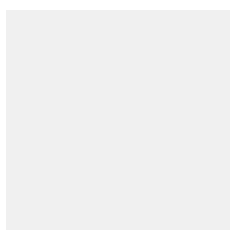
COLOURS

PRIMARY

The AEGIS-OA logo contains various colours but one has precedence over the others: AEGIS Blue. Together with AEGIS Grey it forms the basis for all visual communication. AEGIS Blue should be used to highlight elements such as titles, buttons and divider lines. AEGIS Grey is meant exclusively for online and offline background colouring, as an alternative to white.



AEGIS Blue
RGB 53/191/169
CMYK 87/71/0/0
#355ba9



AEGIS Grey
RGB 240/240/240
CMYK 0/0/0/8
#f0f0f0

COLOURS

SECONDARY

AEGIS-OA shares its secondary colours with those of the European Diamond Capacity Hub and are mainly to be used for variations in background colours. You can also use different opacity percentages to make for lighter backgrounds.



AEGIS Orange
RGB 244/119/33
CMYK 0/66/100/0
#f47721



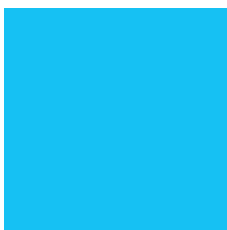
AEGIS Red
RGB 239/64/54
CMYK 0/90/85/0
#ef4136



AEGIS Purple
RGB 131/117/181
CMYK 53/58/0/0
#8475b6



AEGIS Pink
RGB 240/93/138
CMYK 0/79/20/0
#f05d89



AEGIS Lightblue
RGB 22/193/243
CMYK 70/0/0/0
#16c1f3



AEGIS Lightgreen
RGB 135/196/64
CMYK 52/0/100/0
#87c540



AEGIS Yellow
RGB 252/179/21
CMYK 0/3/100/0
#fcb316



AEGIS Darkgreen
RGB 0/166/103
CMYK 100/0/84/0
#00a666

TYPOGRAPHY

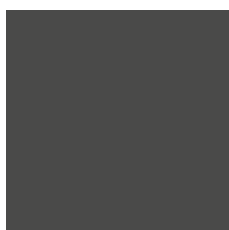
Please use Barlow Regular in capital letters for titles and headings and Barlow Light for running text. Titles and headings are to be set in AEGIS-OA Blue and running text in AEGIS-OA Dark Grey. You can download the Barlow typeface [here](#).

Barlow Regular

SPHINX OF BLACK QUARTZ,
JUDGE MY VOW

Barlow Light

Sphinx of black quartz,
judge my vow



AEGIS Dark Grey
RGB 74/74/73
CMYK 0/0/0/85
#4a4949



IMAGERY

Avoid using very vivid and saturated images in your artwork, as they might take away visibility from the already colourful AEGIS-OA logo. Please always choose a logo version that offers the best contrast with the underlying image, ensuring utmost visibility of the brand.



Image: Unsplash, Alexander Grey

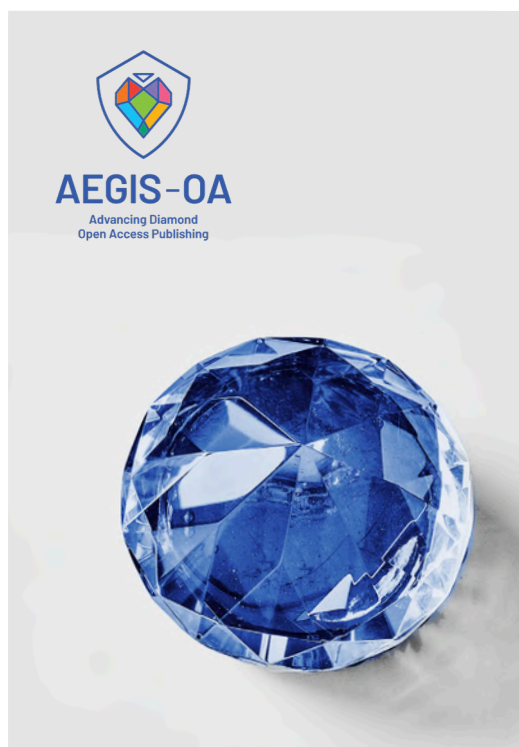


Image: Unsplash, Girl with red hat

