

EDCH
European Diamond
Capacity Hub

A programme of
OPERAS



Funded by
the European Union

European Diamond Capacity Hub Brand Guidelines



Welcome

This manual introduces you to the ways EDCH and its various services present 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 recognized and will ultimately help advance its aims and goals.



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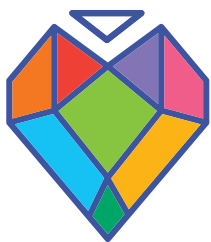
EDCH Brand Guidelines



Logo

The European Diamond Capacity Hub logo is composed of three parts: a diamond shaped icon, the EDCH acronym and the name of the hub written in full. The colours in the diamond represent the many services of EDCH.

Various formats and versions of the logo (horizontal, vertical, colour positive and negative, black and white) are available in the EDCH logo set.



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Service logos

The EDCH service logos follow the same structure and have each their own logo set.



EDCH
Diamond OA
Standard



EDCH
Registry &
Forum



EDCH
Diamond
Discovery Hub



EDCH
Training
Platform



EDCH
Resources &
Guidelines



EDCH
Publishing
Tools



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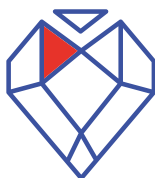
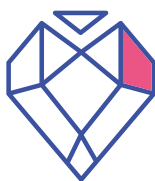


EDCH Brand Guidelines



Icons

It is possible to use the various diamond icons without their respective naming throughout your artwork, but only when it is clear from the context which EDCH service is being communicated.



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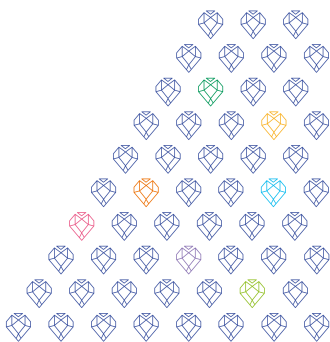


EDCH Brand Guidelines

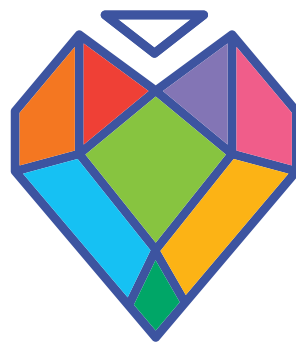


Visual assets

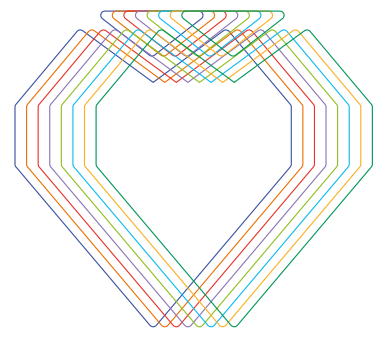
To complement the logos and embellish communication materials you can choose between three different visual assets. Assets A and B are to be set at 5% opacity when inserted in backgrounds; you can find examples of their use in the various templates in the branding kit, as well as several file formats.



A



B



C



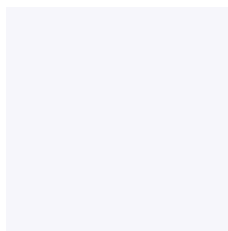
Colours / 1

The EDCH logo contains various colours but one has precedence over the others: EDCH Blue. Together with EDCH Light Blue and EDCH Beige it forms the basis for all visual communication of the general EDCH brand. EDCH Blue should be used to highlight elements such as titles, buttons and divider lines. EDCH Blue and Beige are meant exclusively for online and offline background colouring, as an alternative to white.



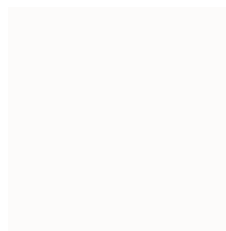
EDCH Blue

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



EDCH Light Blue

RGB 246/246/251
CMYK 4/4/0/0
#f6f6fb



EDCH Beige

RGB 252/251/250
CMYK 0/0/1/2
#fcfbfa



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Colours / 2

The EDCH services also use EDCH Blue for titles but each has its own specific identity and colour. Background colours for service-specific materials are created by using opacity percentages (in between 15-20%) of the colours below.



EDCH Resources & Guidelines

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



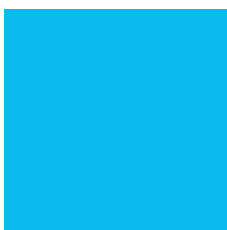
EDCH Publishing Tools

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



EDCH Registry & Forum

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



EDCH Training Platform

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



EDCH Diamond Discovery Hub

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



EDCH Diamond OA Standard

RGB 249/177/34
CMYK 0/35/90/0
#f9b122



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EDCH Brand Guidelines



Typography

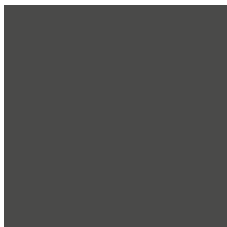
Please use Barlow Regular for titles and headings and Barlow Light for running text. Titles and headings are to be set in EDCH Blue and running text in EDCH Dark Grey. You can download the Barlow typeface [here](#).

Barlow Regular

SPHINX OF BLACK QUARTZ,
JUDGE MY VOW

Barlow Light

Sphinx of black quartz,
judge my vow



EDCH Grey

RGB 74/74/73
CMYK 0/0/0/85
#4a4949



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EDCH Brand Guidelines



Imagery

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

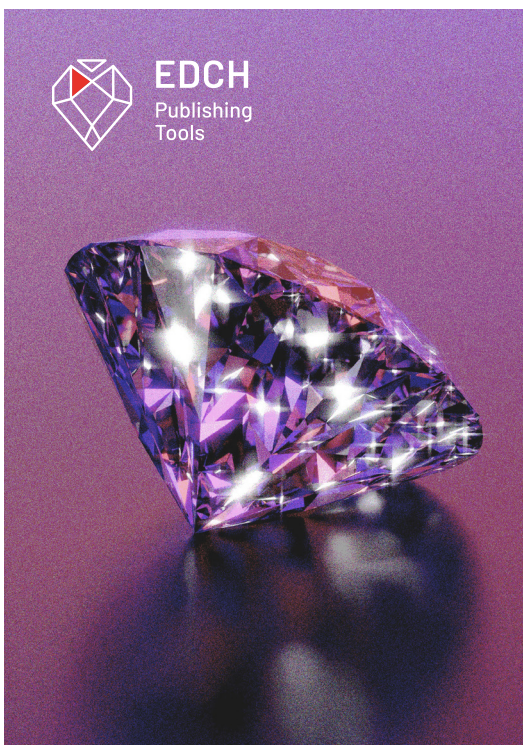


Image: Unsplash, Luthfi Alfarizi

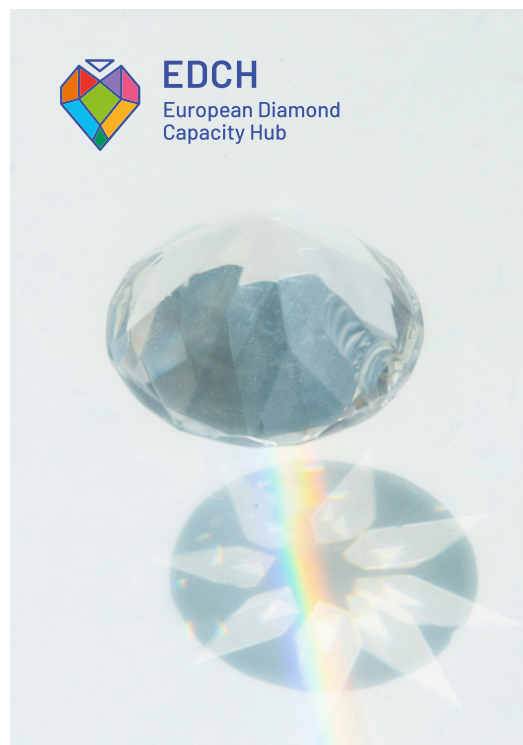


Image: Unsplash, Evie S.



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