

BRAND GUIDELINE

THE DEFINITION OF THE BRAND
BRAND GUIDELINES V 1.0

SOCIAL SCIENCES & HUMANITIES
OPEN CLOUD

BRAND MANUAL

RESPONSIBLE AGENCY :
TRUST-IT Services

CREATION DATE :
NOVEMBER 2019



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OPEN CLOUDMANUAL

BRAND MANU- AL

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CORPORATE LOGO

01

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01. CORPORATE LOGO



RECOMMENDED FORMATS ARE:

.eps | .ai | .png | .jpg | .tiff

01.1 CLEARSPACE AND COMPUTATION



THE LOGO DARK VERSION



THE LOGO LIGHT VERSION



01.3 INCORRECT LOGO APPLICATIONS



COLOR SYSTEM

02

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02.1

THE PRIMARY COLOR SYSTEM AND COLOR CODES



DARK BLUE

PANTONE	7462 C
RGB	0 85 140
HEX/HTML	#00558C
CMYK	100 56 0 16



BLUE

PANTONE	Process Blue C
RGB	0 133 202
HEX/HTML	#0085CA
CMYK	100 15 0 6



ORANGE

PANTONE	1375 C
RGB	255 158 27
HEX/HTML	#FF9E1B
CMYK	0 40 97 0



GREY

PANTONE	Process Blue C
RGB	164 188 194
HEX/HTML	#A4BCC2
CMYK	35 13 10 0

TYP0- GRAPHY

03

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03.1 PRIMARY FONT

Aa.

Ubuntu //0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

03.1 SECONDARY FONT

Aa.

Open Sans //0123456789

REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BRAND APPLI- CATION

04

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05.1 BRAND HALL



05.2 BRAND APPLICATION

