PhotonHub Europe

Style Guide

VERSION 1.0 – DEC. 2020

INTRO This style guide aims to support anyone who works on the communication of PhotonHub Europe. It will give an insight on how to use the different elements of the corporate identity. The identity exists out of a logo, corporate colors, choice of typography, style of photography. These elements all contribute to a forward and coherent visual style.

By respecting these guidelines we can create a strong, recognizable communication style. Although the style guide offers a defined starting point, it also leaves space for creative applications.

STYLE GUIDE

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A.
LOGO

A. Logo

A1. Presentation of the logo

There are two versions of the PhotonHub Europe logo: a vertical and horizontal logo.

They both consists of two parts:

The **brand icon** – A lighthouse which is a symbol of a beacon. PhotonHub has the ambition to establish a photonics innovation hub which integrates all of the best-in-class photonics technologies, facilities, expertise and experience.

The **brand type -** The typeface accompanying the icon.

The proportion between those two elements is captured and may not be modified.

Vertical

Horizontal

A. Logo
A2. Vertical logo

The **vertical** logo is ideal for use in **portrait** formats.

Whenever you have the opportunity to use the color version of the logo, one should.

When the background is dark and legibility is at stake, a negative version of the logo can be used.

A. Logo
A3. Horizontal logo

The **horizontal** logo is ideal for use in landscape formats.

Whenever you have the opportunity to use the color version of the logo, one should.

When the background is dark and legibility is at stake, a negative version of the logo can be used.

A. Logo

A4. Positive VS negative

WHEN TO USE THE COLOR OR WHITE LOGO

The **colored logo wil be the first choice**. This ensures the colors of the corporate identity are represented.

The white logo can be used when visibility is at stake. That would be usualy on solid color backgrounds as well as on photography. Be cautious about the readability when used on a photo.

A. Logo

A5. Vertical VS horizontal

WHEN TO USE THE VERTICAL OR HORIZONTAL LOGO

The use of the horizontal version is preferred when the available space is limited in height.

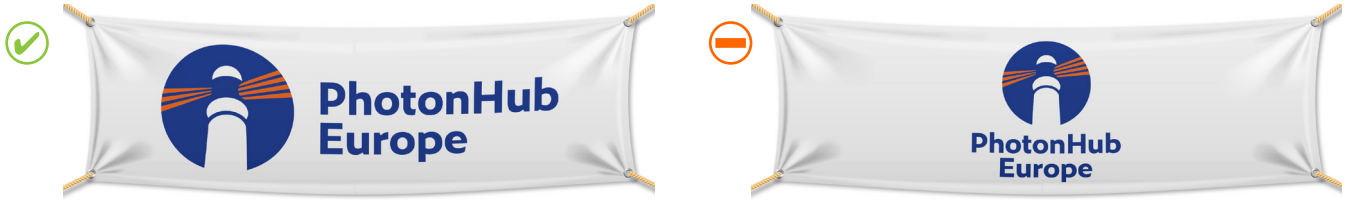
Hereby a few examples where the use of the horizontal logo optimises legibility. In these cases the horizontal logo fills up the available space better then the vertical logo. It's more visible and easier to read.

When the height of the logo is ≤ 15mm the use of the horizontal logo is preferred.

The plain examples on this page are explaining the design principle rather then they are suggesting a visual guideline.

Landscape webbanner

Ballpoint



Landscape textile banner

A. Logo
A6. Don'ts

These are examples of how **not** to treat the logo

Don't change the color of the logo.

Don't rescale individual elements of the logo

Don't distort the logo nor elements of the logo

Don't flip the brand icon

Don't crop the logo

Don't apply effects to the logo (drop shadow, glows...)

Don't change the typography or orthography of the brand name

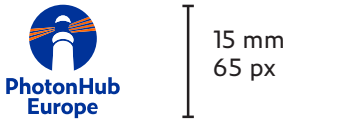
Don't add elements to the logo

A. Logo
A7. Minimum size

In order to ensure readability of the logo a minimum height should be respected.

The vertical logo must be at least 15 mm or 65 px.

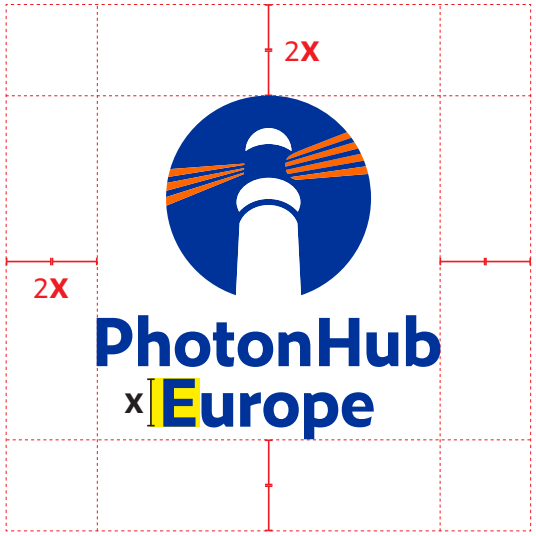
The horizontal logo must be 10 mm or 40 px.

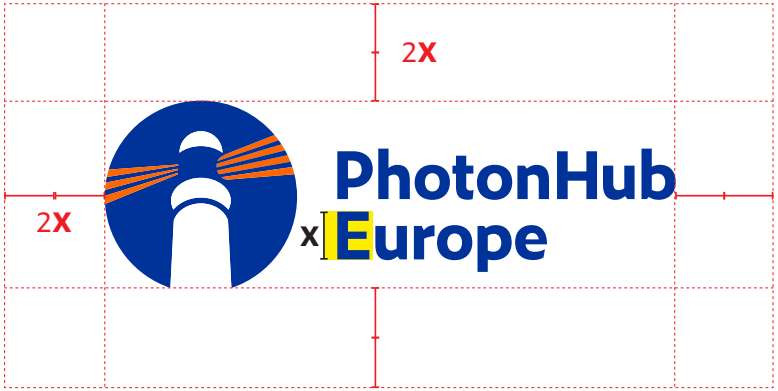


A. Logo
A8. Clearspace

The clearspace is the protective area around the logo that should remain free of text, graphics, logos or other elements.

The clearspace around the logo has the same size as the height of the capital letters in the logo.





A. Logo

A9. Logos with baseline

A logo with baseline exists for both vertical and horizontal versions.

B.
COLOR

B. Color

B1. Primary colors

The primary colors are orange and blue. It is mandatory to feature both colors in all applications and designs.

Orange

C **0** M **78** Y **100** K **0**
R **255** G **102** B **0**
HEX **#FF6600**
Pantone Coated **1585**
Pantone Uncoated **021**

Blue

C **100** M **80** Y **16** K **3**
R **0** G **51** B **153**
HEX **#003399**
Pantone Coated **286**
Pantone Uncoated **286**

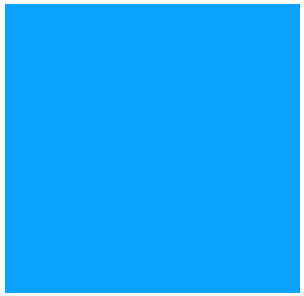
B. Color
B2. Secundary colors

The secundary color palette contains 4 additional colors: dark orange, light blue,white and black.

They can be used in combination with the primary colors but should never predominate. It may be used to accentuate elements or when additional colors are required f.e. in graphs or tables.

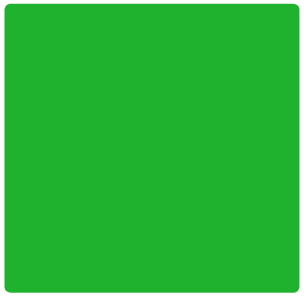
Orange Dark

C **7** M **86** Y **100** K **0**
R **219** G **65** B **24**
HEX **#DB4118**



Blue Light

C **69** M **30** Y **0** K **0**
R **12** G **160** B **255**
HEX **#0DA1FF**



Green

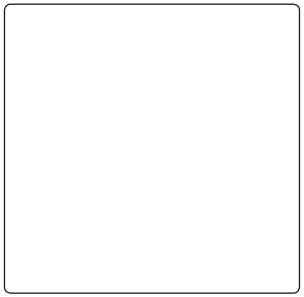
C **76** M **0** Y **97** K **0**
R **31** G **178** B **46**
HEX **#1FB22E**

Black

C **0** M **0** Y **0** K **100**
R **0** G **0** B **0**
HEX **#000000**

Grey

C **74** M **14** Y **0** K **0**
R **12** G **167** B **219**
HEX **#0CA7DB**



White

C **0** M **0** Y **0** K **0**
R **255** G **255** B **255**
HEX **#FFFFFF**

C.
TYPOGRAPHY

C. Typography

C1. Primary typeface

Along with the logo and colors, a font is a determining visual element that contributes to a recognizable style.

Zeitung Pro is used in the logo as well as it can be used throughout the whole corporate identity.

Zeitung is a sans serif family, made by the Underware font foundry, according to contemporary standards: 8 weights, italics, small caps, optical sizes, grades, 5 number styles & a monospaced version. Zeitung never lets you down.

It's available via adobe typekit fonts.adobe.com/fonts/zeitung

Zeitung Pro Thin

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Thin italic

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Extralight

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Extralight Italic

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Light

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Light italic

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Regular

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Regular italic

Even light takes a decade to travel ten light-years 123@#€

C. Typography
C1. Primary typeface

Zeitung Pro Semibold

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Semibold italic

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Bold

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Bold Italic

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Extrabold

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Extrabold italic

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Black

Even light takes a decade to travel ten light-years 123@#€

Zeitung Pro Black italic

Even light takes a decade to travel ten light-years 123@#€

C. Typography
C2. Fallback typefaces

OFFICE SOFTWARE

If necessary, use Arial instead of Zeitung Pro in Microsoft Office environment (Word, Excel, PowerPoint or Outlook) .

INTERNET

Use Arial as a fallback font as an alternative in web applications, which do not support customized fonts (newsletters, email signature, ...).
Use Zeitung Pro in images if there is no close match within the system fonts.

Arial Regular

Even light takes a decade to travel ten light-years 123@#€

Arial Italic

Even light takes a decade to travel ten light-years *123@#€*

Arial Bold

Even light takes a decade to travel ten light-years 123@#€

Arial Bold Italic

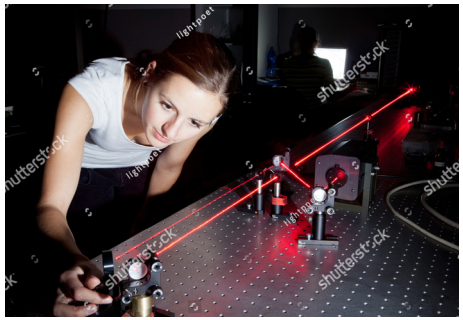
Even light takes a decade to travel ten light-years 123@#€

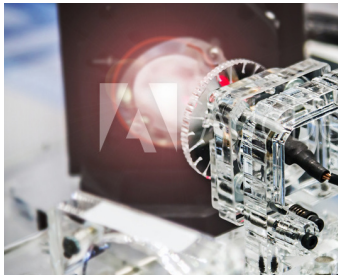
D.
PHOTOGRAPHY

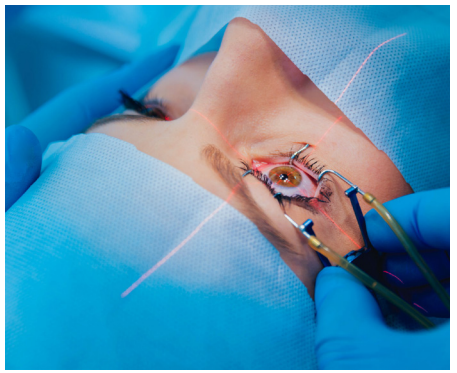
D. Photography
D1. Style

The concept of photonics is quite an extensive notion. It's not obvious to find good imagery that captures the scope that photonics covers.

Follow these guidelines to optimize the quality of the photography. Use realistic images. People may be intergrated as much as possible. It gives the scientific matter a human touch. Show them as natural and spontaneous as possible. Use imagery with genuine environments.
Choose imagery that shows a side of the world of photonics that is innovating and inspiring.

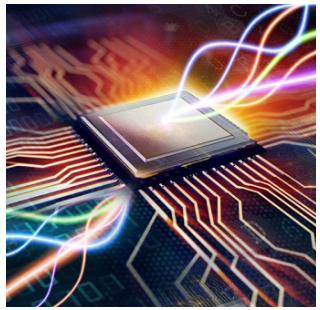


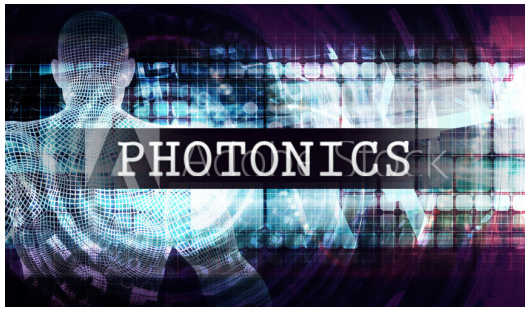




D. Photography
D2. Don'ts

- Avoid stereotypes
- Avoid imagery that looks fabricated or fake
- Avoid images of people who look overly posed
- Avoid imagery that looks like it comes from a stock photo site





CONTACT

We are here to help

If you
have any brand questions or suggestions,
or you would like to get one of the assets detailed in this document.
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