



INTRO

Imaging determines to a large extent the corporate image of our organization. In order to occupy a powerful, distinctive market position, it is crucial that all EGI expressions are designed in a coherent and consistent manner. Internally and externally. National and global. Our Style Guide, built according to the Atomic Design Model, lays the foundation for this.

This digital guide provides a comprehensive overview of EGI style applications. Both for online and offline use. Provided for each item with explanation, justification, options and instructions for the benefit of executors. With enough freedom for creative interpretations. In such cases, always to be submitted for review to our brand and marketing manager Dimple Sokartara (dimple.sokartara@egi.eu) prior to execution/publication.

1. LOGO



1.1 LOGO PRIMARY

The EGI logo is the core of all communications. It contains the DNA of our way of (graphic) communication: colours, shape and typography. The Logo Long shown on the right is the basic version for expressions of EGI.

Instructions for use

The following rules of use apply to the application of the logo:

- Primary logo is our primary logo
- Logo logo (see 1.2) in specific cases
- logo wordmark (see 1.3) only as watermark

File formats

The Logo is available graphically in

- EPS
- PNG
- Adobe Illustrator



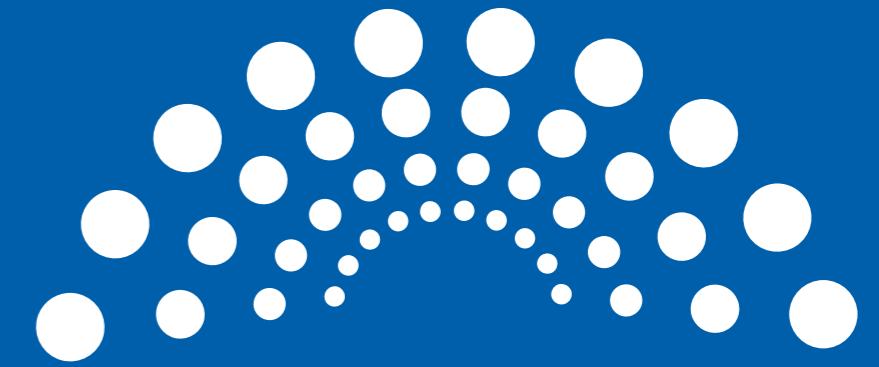
1.2 LOGO ICON

The image element (raster) in the logo can also be used separately.

Instructions for use

The Logo Icon can be used as:

- watermark (continuation sheets)
- favicon
- app icon



1.3 LOGOTYPE

The EGI logo is also available in a 'compact' version.

Instructions for use

The Logo wordmark lends itself to application

- in visual language
- in form language
- as avatar



2. COLOR USE

2.1 COLORS

For corporate purposes, the colors EGI Blue and EGI Gray should primarily be used in both a digital environment and in print. These are also the shades that form the basis of the official logo and therefore determine the image and atmosphere for EGI.

To ensure that the buttons offer a good contrast, EGI Orange is used to make primary buttons binge.

Primary

- EGI Blue
- EGI Grey

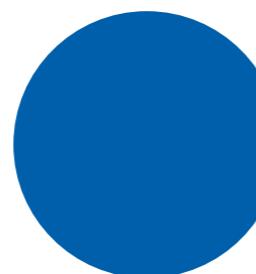
Secondary/Complementary

- EGI Orange

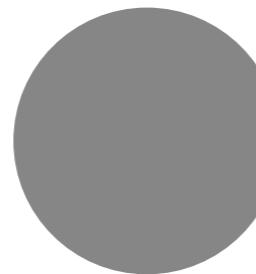
Tertiary/spot colors

- EGI Black
- EGI Dark blue
- Soft gray
- White

Primaire kleuren

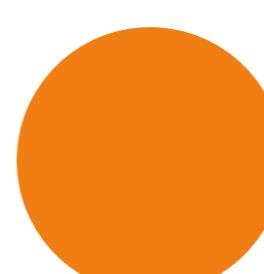


EGI Blue
#005FAA



EGI Grey
#999999

Secundaire kleuren

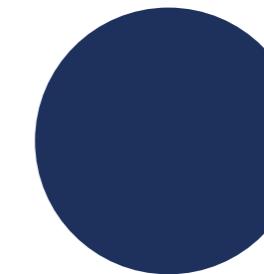


EGI Orange
#B70084

Tertiare kleuren



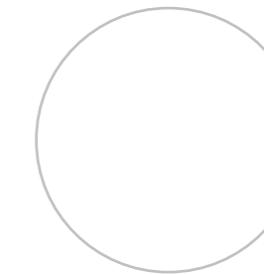
EGI Black
#0E151D



EGI Dark blue
#A1AFBF



Soft Gray
#EFEFEF



White
#FFFFFF

2.2 COLOR RATIOS

For corporate communications, the preferred proportions of the prescribed colors can also be generally adhered to. However, the overview shown on the right is not strict and absolute. The basic principle is that the basic colors of EGI Blue dominate in the expressions.



3. TYPOGRAPHY

3.1 TYPOGRAPHY FONTS

Texts are only drawn up in the prescribed BISON & Segoe UI font. This is available through the marketing department.

If BISON or Segoe UI font is not available or applicable (as in Outlook and Powerpoint), the system font Helvetica is used.

THE BROWN FOX JUMPS OVER THE LAZY DOG

BISON - BOLD

THE BROWN FOX JUMPS OVER THE LAZY DOG

BISON - THICKOUTLINE

The brown fox jumps over the lazy dog

Segoe UI - Bold

The brown fox jumps over the lazy dog

Segoe UI - regular

3.2 TYPOGRAPHY

The typographical use of color is also largely fixed.

NULLA VITAE ELIT LIBERO A PHARETRA AUGUE

**SED POSUERE CONSECTETUR EST AT LOBORTIS.
DONEC ID ELIT NON MI PORTA GRAVIDA AT EGET METUS.**

Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras justo odio, dapibus ac facilisis in, egestas.

Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras justo odio, dapibus ac facilisis in, egestas. Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras justo odio, dapibus ac facilisis in, egestas. Vestibulum id ligula porta felis euismod semper. Maecenas faucibus mollis interdum. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Vestibulum id ligula porta felis euismod semper. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras justo odio, dapibus ac facilisis in, egestas.

AGILITY SCAN

Curabitur blandit tempus porttitor. Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Curabitur blandit tempus porttitor. Donec ullamcorper nulla non metus auctor fringilla. Maecenas sed diam eget risus varius blandit sit amet non magna. Vestibulum id ligula porta felis euismod semper.

3.3 TYPOGRAPHY GRID

The proportions in font size between headings, subheadings, intermediate headings and plain texts are (scalable) recorded in the adjacent grid.

NULLA VITAE ELIT LIBERO A PHARETRA AUGUE

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3.4 EGI GREY

This version is used in special cases.

NULLA VITAE ELIT LIBERO A PHARETRA AUGUE

SED POSUERE CONSECTETUR EST AT LOBORTIS.

DONEC ID ELIT NON MI PORTA GRAVIDA AT EGESTAS.

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3.5 EGI BLUE

With a layout in diapositive blue.

NULLA VITAE ELIT LIBERO A PHARETRA AUGUE

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3.6 EGI ORANGE

With a layout in diapositive orange.

NULLA VITAE ELIT LIBERO A PHARETRA AUGUE

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5. ICONS

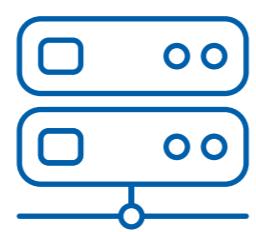
5.1 PRODUCT ICONS

The specific Product Icons reinforce the branding of EGI.

Applications

Product icons are useful for:

- use in reports
- use in product overviews
- product / service communication
- use in graphical overviews



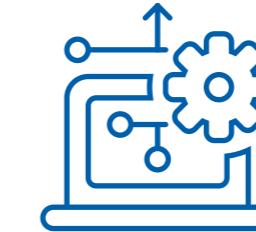
CLOUD CONTAINER COMPUTE



ONLINE STORAGE



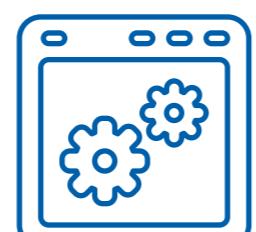
CHECK-IN



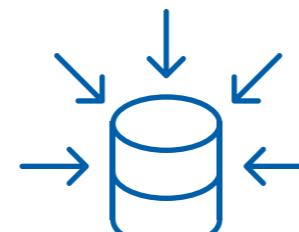
WORKLOAD MANAGER



NOTEBOOKS



APPLICATIONS
ON DEMAND



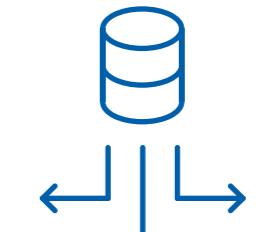
DATAHUB



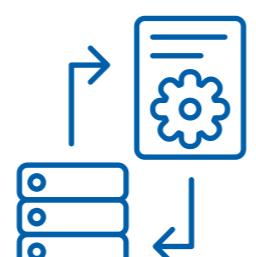
ISO 27001 TRAINING



TRAINING
INFRASTRUCTURE



DATA TRANSFER



HIGH-THROUGHPUT
COMPUTE



FITS TRAINING

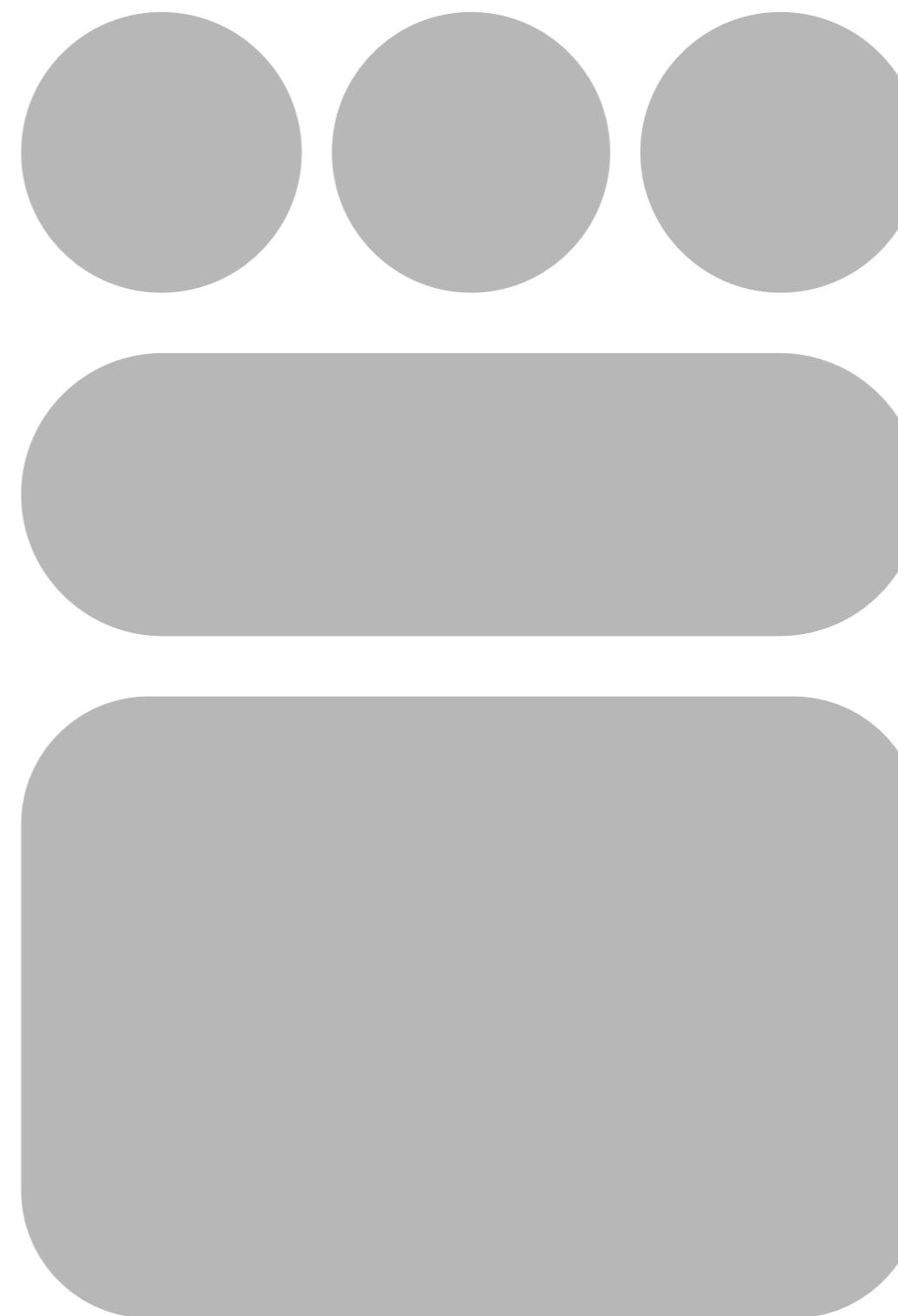


CLOUD COMPUTE

6. DESIGN LANGUAGE

6.1 DESIGN LANGUAGE

All style elements come together in the design language. The curves from the logo and the sharp/round corners from the typography contribute to a spatial effect and optical balance. For backgrounds and most elements we choose for rounded corners.



6.2 DESIGN EXAMPLE

All style elements come together in the design language. The curves from the logo and the sharp/round corners from the typography contribute to a spatial effect and optical balance. For backgrounds and most elements we choose for rounded corners.



6.3 DESIGN EXAMPLE

All style elements come together in the design language. The curves from the logo and the sharp/round corners from the typography contribute to a spatial effect and optical balance. For backgrounds and most elements we choose for rounded corners.

EGI VIRTUAL
CONFERENCE 2020

LUNCH BREAK

PASTA WITH GAMBAS

1X	EGG	5X	APPLE
2X	FLOWER	0,2L	WATER
0,5L	MILK	30GR	SUGAR
2X	BREAD	2GR	SALT

#EGI2020
#EGI2020LUNCH

2 – 4 NOVEMBER