BASIC BRAND GUIDELINES
The European federation of Data Driven Innovation Hubs aims to consolidate as the European reference for data driven innovation and experimentation, fostering collaboration between data driven initiatives in Europe, federating solutions in a global common catalogue of data services, and sharing data in a cross-border and cross-sector basis.

With the aim of communicating the project to the general society and the different stakeholders, the EUHUBS4DATA brand has been created.

This document explains the basic guidelines for the correct application of the brand.
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THE SYMBOL

For the brand EUHUBS4DATA a symbol has been created based on the initials EUH4D. This symbol is made up of similar pieces (representing each member) that together make up a new unit (The Federation). All the pieces joined give a meaning to the whole.

Basic shapes

EUH4D extended symbol
SYMBOL VERSIONS

The forms that make up the EUH4D (extended) symbol can be unified in a new (compact) symbol. Both symbols (extended and compact) represent the same idea so they should be used alternately (depending on the context of use) and never at the same time.
BRAND ELEMENTS

The EUHUBS4DATA brand has different elements: symbol (extended or compact), name and tagline.

In order to have a flexible brand, different brand compositions have been planned, to use them depending on the context and needs.

In addition, a two-lines arrangement for the extended symbol is provided, to apply this version of the brand in square spaces.

### SYMBOL

![Extended symbol](image1)
![Two-lines ext. symbol](image2)
![Compact symbol](image3)

### NAME

EUHUBS4DATA

### TAGLINE

EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS
EUHUBS4DATA

Extended symbol
Extended symbol + name
Extended symbol + name + tagline
EUHUBS4DATA

EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS

Extended symbol + tagline
Compact symbol
Compact symbol + name
LOGO

**EUHUBS4DATA**

EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS

Compact symbol + name + tagline
ORANGE GRADIENT ON BLACK BACKGROUND (PRIMARY VERSION)
ORANGE ON WHITE BACKGROUND

EUHUBS4DATA

EUHUBS4DATA
EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS

EUHUBS4DATA
EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS
LOGO | CHROMATIC VERSIONS

WHITE ON DARK BACKGROUND

EUHUBS4DATA

EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS

EUHUBS4DATA

EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS
CLEAR SPACE MINIMUM

The primary logo requires specific clear space around all sides. This clear space should be free of imagery, graphics, folds or any other element that may interfere with the clarity of the brand.

The space is measured by the letter “x” as indicated below. The x value corresponds to letter ☐.

MINIMUM REPRODUCTION SIZE

The minimum reproduction size is for compact symbol 80px length for digital and 20mm for print and for extended symbol is 80px length for digital and 30mm for print as indicated below. It’s highly recommended to use the versions showed below.
LOGO | DOS AND DON'TS

The main thing to keep in mind when using EUHUBS4DATA marks is not to alter the images in any way. This means **NO stretching or distorting the image**, and definitely **NO recreating any marks**.

**DOS:**

- Use the electronic logo files provided in the download folder.
- Scale all marks proportionally.
- Use the primary logo whenever possible or the appropriate one.
- Use a minimum reproduction width of 80 px for digital or 30 mm for print.

**DON'TS:**

- Don't use compact symbol with extended symbol at same time.
- Don't recreate or distort the official EUHUBS4DATA logos.
- Don't squash or squish the official EUHUBS4DATA logos.
- Don't create your own logo or add elements to the official EUHUBS4DATA logos.
- Don't surround the logo with a shape, other than the indicated in this book (such as a box or an outline).
- Don't reproduce the logo on textures or backgrounds that may impair legibility.
2 COLOUR PALETTE
COLOUR PALETTE

EUHUBS4DATA | PRIMARY BRAND COLOURS

PANTONE 137 C
C0 M50 Y100 K0
R242 G124 B0
HTML #F27C1B

PANTONE 165 C
C0 M75 Y100 K0
R234 G91 B12
HTML #EA5B0C

GRADIENT FROM
HTML #EA5B0C
TO
HTML #F27C1B

WHITE
C0 M0 Y0 K0
R255 G255 B255
HTML #FFFFFF

PANTONE Cool Gray 10 C
C53 M43 Y42 K28
R113 G112 B112
HTML #707070

PANTONE Process Black C
C0 M0 Y0 K100
R44 G42 B41
HTML #2C2A29
3 TYPOGRAPHY
LOGO TYPOGRAPHY

Big John PRO Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?&0123456789

Big John PRO Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?&0123456789

Big John PRO Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?&0123456789
TYPOGRAPHY (WEB AND PRINT)

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?€0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?€0123456789

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?€0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.!?€0123456789
4 IMAGES
IMAGES

To accompany the brand, a selection of royalty-free images has been made to symbolize the innovative nature of the project.

For a better application of the brand, these images have a continuous black background that helps the use of the logo in its primary version.
5 APPLICATIONS
Basic brand guidelines

EUHUBS4DATA

The European Federation of Data-Driven Innovation Hubs aims to establish the European reference for data-driven innovation and implementation. Welcome to EUHUBS4DATA.

You might like

You’re following 19 followers.

Trends for you

Published on Twitter

EUHUBS4DATA (EUHUBS4DATA) Oct 07

Proud to be selected for the Next Generation AI Startups competition.

Tweets

EUHUBS4DATA (EUHUBS4DATA) Nov 08

And so we arrive at an end of a busy week, looking forward to a

https://twitter.com/EUHUBS4DATA
EU-Hubs4Data - European Federation of Data Driven Innovation Hubs

Recently posted videos

The European federation of Data Driven Innovation Hubs aims to consolidate the European reference for data-driven innovation and experimentation. Fostering collaboration between data-driven initiatives in Europe, increasing solutions in a global market of data services.

5 recently posted jobs

Lorem ipsum dolor amet
London, United Kingdom
Lorem ipsum dolor amet
London, United Kingdom

See jobs

Explore jobs at EU-Hubs4Data that match your skills.
EU HUBS DATA

EUROPEAN FEDERATION OF DATA DRIVEN INNOVATION HUBS

THE FEDERATION

The European federation of Data Driven Innovation Hubs aims to consolidate as the European reference for data driven innovation and experimentation, fostering collaboration between data driven initiatives in Europe, federating solutions in a global common catalogue of data services, and sharing data on a cross-border and cross-sector basis.
European Federation of Data Driven Innovation Hubs

European reference for data driven innovation and experimentation.