



EULYNX

Graphic Charter

Introduction

A strong visual identity is the cornerstone of any successful organisation, serving as the visual embodiment of its brand, values, and mission. A consistent and cohesive visual charter is therefore essential to support EULYNX's communication efforts – internally and externally.

The aim of this manual is to outline the rules and principles ensuring a unified, impactful, and enduring brand presence for EULYNX, and to provide guidance on the use of graphical elements throughout all media and platforms.

The graphic guidelines manual shall be used by EULYNX, its members, partners and authorised contractors when producing any visual materials.

This document is managed by the Communication Department of EULYNX.

For any enquiries, please contact consortium@eulynx.eu

About EULYNX

EULYNX is a European initiative by 15 Infrastructure Managers to standardise interfaces and elements of the signalling systems. The project was started in 2014 and has evolved in 2017 into a standing organisation for standardisation of interfaces. Since then, a number of challenges with a widely distributed safety system have been taken up by the EULYNX and will result in a further harmonisation of approval processes in EU.

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Logotype

Colours



CMYK: 61/51/50/46
RGB: 80/80/80
HEX: #505050



CMYK: 78/99/0/0
RGB: 104/1/152
HEX: #680198



CMYK: 69/82/0/0
RGB: 163/11/233
HEX: #a30be9

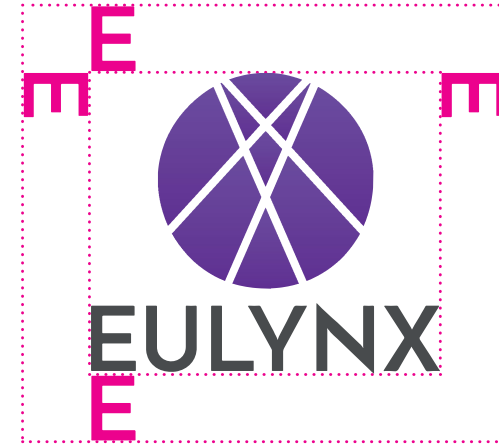


Logotype

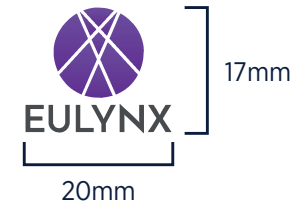
Spacing and readability

Standardising the spacing ensure that the logo remains visible regardless of how it is used.

The space around the logo is to be equal in size to the height or width of the 'E' in the logo.



To maintain optimal visibility of the logo, please respect the defined minimum size.



Logotype

Classic version

The EULYNX logotype (in its reference version) is made up of two elements:

- The logo itself
- The wording “EULYNX”. Any alterations to the colours and shapes of the symbol and lettering are not permitted.

To ensure the visual consistency of the EULYNX’s brand, the use of the full, two-colour version of the logo on either a white or purple background is preferred.

However, the logo can also be used on different coloured backgrounds, images or footage with the following rules:

- On a purple background, please use the white version of the logo.
- The white logo is recommended for non-standard printing (e.g., on promotional material).
- Because the EULYNX logo must remain easily recognised, please avoid busy backgrounds with many colours, text and visual elements.



Logotype

Horizontal version

The horizontal version of the EULYNX logotype can be used exceptionally on promotional items and other material where the standard logo does not fit (for example, on a pen).

The same rules as for the classic version of the logotype apply to its use on backgrounds of different colours (see page 6).



Logotype

Incorrect use

All elements of the EULYNX logo are fixed and should not be altered, modified or reproduced in any way.

Please avoid adding artistic effects and colour alterations outside the parameters specified on the previous page of this manual.



Don't rotate the logo



Don't change the logo's colours



Don't use a background colour that doesn't properly contrast with the logo's colours



Don't modify the shape of the logo



Don't hide the logo behind other elements

Logotype

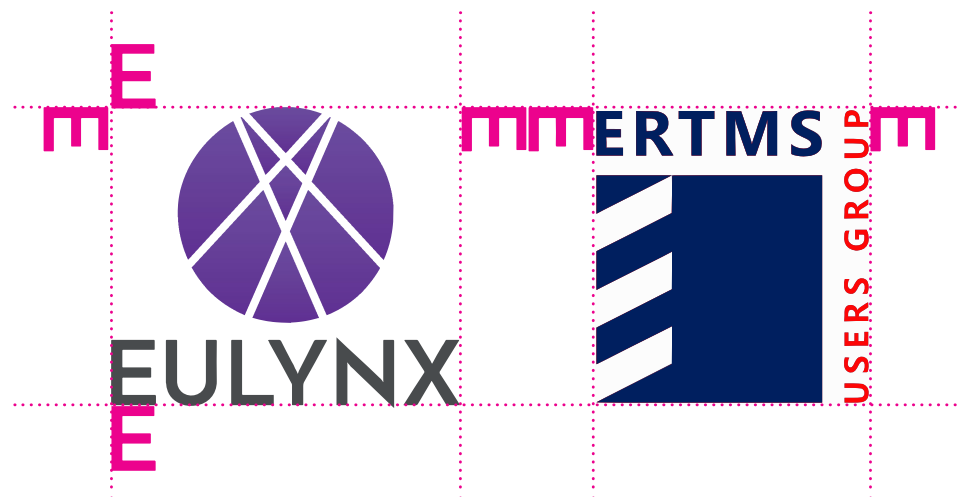
Co-branding

When a logo of one or more partner organisation(s) must be used with the EULYNX logo (joint publication, event, etc.), all logos must have equal and balanced visual weight and be aligned with each other's centre horizontally.

EULYNX logo is placed on the left and the partner logo(s) on the right.

The partner logo(s) must not exceed EULYNX logo.

A thin line separates the logos. This line is the same height as EULYNX logo.



Logotype

Programme version

As part of an EULYNX programme (Academy, Lab...), the standard logo can be enhanced by a baseline mentioning the name of the programme in Fira Sans Medium.

The space between the logo and the baseline is to be equal in size to the height or width of the 'E' in the logo.



Typography

Primary typeface and web font

EULYNX uses two main typefaces, which are classified as either main or secondary depending on the platform being used.

Both typefaces come in a variety of weights to ensure flexibility in use.

Title font
(Print & Web)

Fira Sans
AaBbCcDdEeFf
123456780(?!,")

Body font
(Print & Web)

Gotham Narrow Book
AaBbCcDdEeFf
123456780(?!,")

Typography

Office fonts

When Gotham font type cannot be used, please consider using Open Sans font instead. As a 'web safe' font, it is ideal for office use, and will ensure consistency across all internal communications.

For Microsoft Office documents (Word, PowerPoint, etc.), Arial font is also acceptable.

Other fonts
(Digital)

Open sans
regular
AaBbCcDdEeFf
123456780(?!,")

Open sans
Bold
AaBbCcDdEeFf
123456780(?!,")

Arial
regular
AaBbCcDdEeFf
123456780(?!,")

Arial
Bold
AaBbCcDdEeFf
123456780(?!,")

Typography

Bodycopy

All graphical and text assets should work together to tell a complete story.

Main title

Temquo mo dolorro dolorro beruntotate

Odis serchil luptior ehenem adissi volorepero mosae porerio nsenia qui beaqui volut haruptat lam aut et accus. Ore et volupta quam aut liquodit everro moditate pratus eumquosapis dolupta simus.

Eptatium ressinc iissimet expliquatem exerum velit, enducit amusae volores tisquam eumqui dolut aliquos maior alitas anihictur maio.

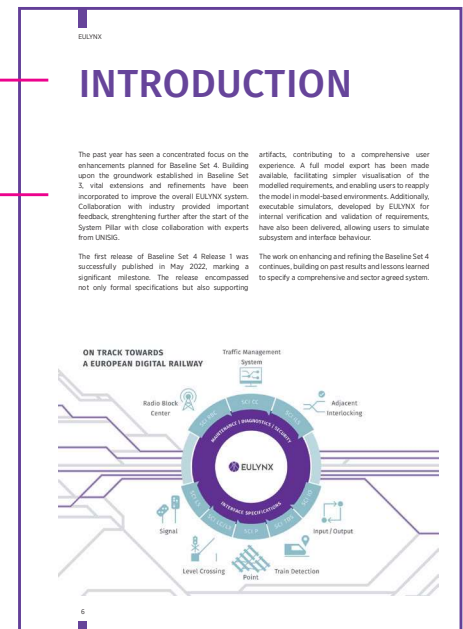
Body text

Nam derionectur most, voluptati bla si iusciun dandis aut utemperatur siminct ectium hil iur sitint fugiae labor a nimincil inimus.

At haritibus eum qui ulpa cullis endandes in ea dolorit exces is ut quam, tem sent voleseque occusam la aliquibus sitatatio iliam ut alia qui aspit, quat offic toriore, unt.

Title

Body copy



Colours

Main colours

How to use the colour code:

CMYK: The CMYK code is mainly used for printing on quadrichromy (best choice for all paper-print purposes).

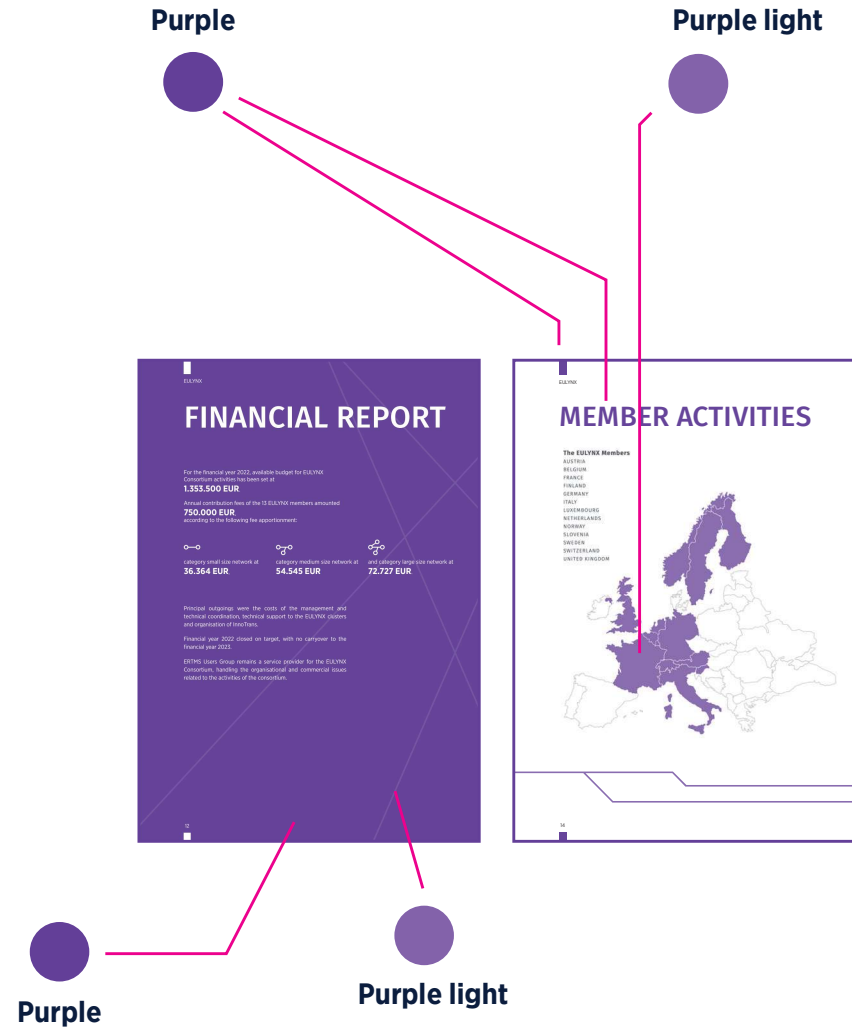
RGB: The RGB code is used for screen applications (MS Word, MS Powerpoint, PDF).

HEX: The hexadecimal system is mainly used on the web (website and newsletter).

Pantone: a reference for solid colours, to be used for specific cases when the logo needs to be printed only in one colour (purple).

Purple
 CMYK: 75/90/0/0
 RGB: 100/53/140
 HEX: #64358c

Purple light
 CMYK: 73/88/0/0
 RGB: 104/57/142
 HEX: #68398e



Colours

Secondary colours

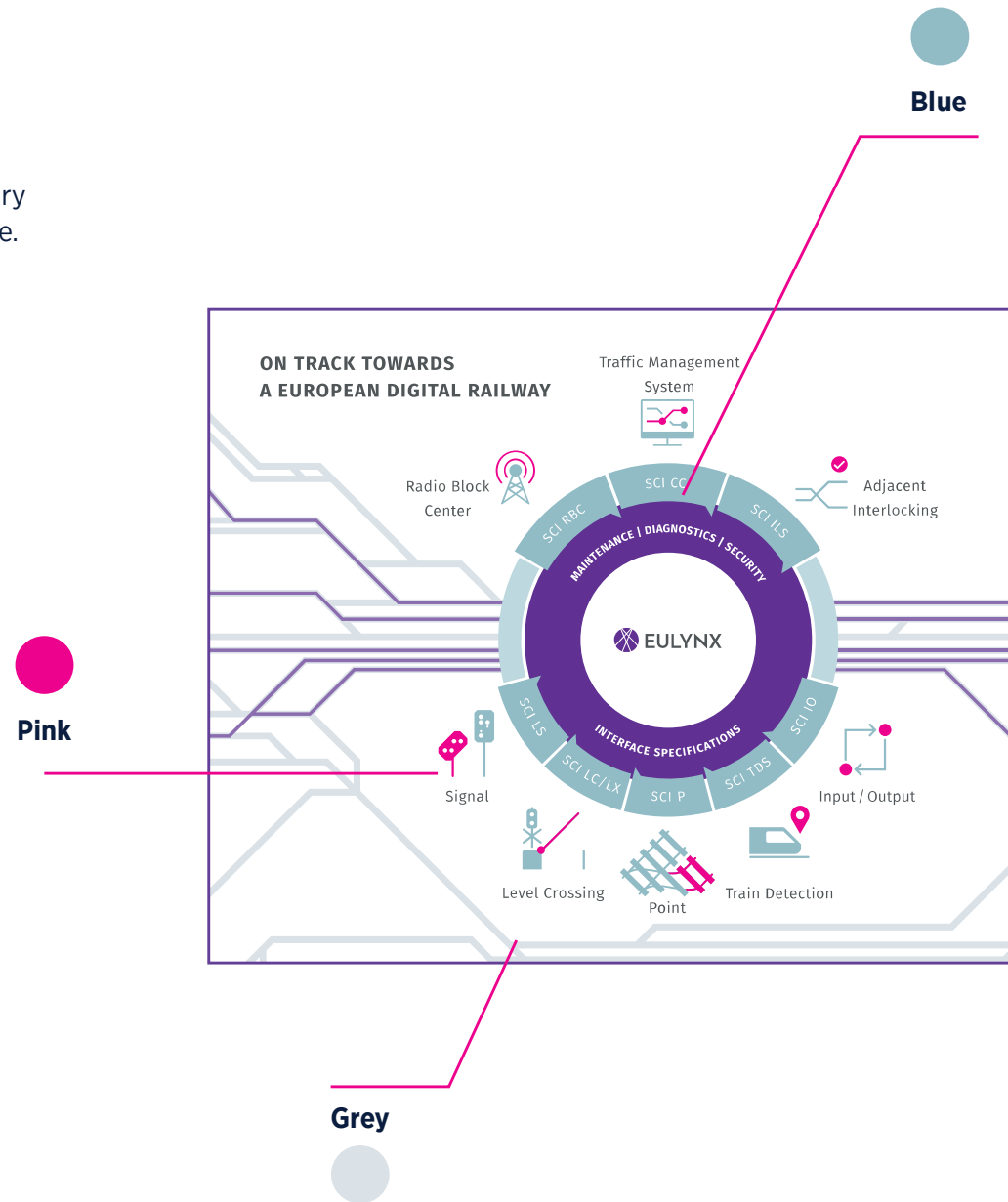
Secondary colours complement primary colours (page 13). Primary and secondary shades constitute the basis for the creative palette.

These colours must be used as a priority in all communications.

Grey
CMYK: 5/0/0/10
RGB: 227/233/236
HEX: #e3e9ec

Blue
CMYK: 40/10/15/5
RGB: 160/195/206
HEX: #a0c3ce

Pink
CMYK: 0/100/0/0
RGB: 230/0/126
HEX: #e6007e





EULYNX

Graphic Charter

This graphic charter is managed by the Communication Department of EULYNX.

For more information, please contact:
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