E D C T P

The Power of Sharing Science

How we look.

BRAND MANUAL

"YOUR BRAND IS THE SINGLE MOST IMPORTANT INVESTMENT YOU CAN MAKE IN YOUR BUSINESS."

Steve Forbes

This is a guide to the basic elements that make up the EDCTP brand identity. Have a read, it will help you get to know us better.

Contents

What is Branding/ Brand Identity?

Branding is the practice of creating a name, symbol, or design that reflects an organisation's values. The design you see represented in this manual forms the foundation of the EDCTP brand.

The consistent application of this design and the elements of style explained here make up our brand identity. This consistency of style is what makes the EDCTP brand recognisable, it is what keeps the foundation of the brand identity solid and strong.

! Important !

This Brand Manual was created to offer you a visual representation of our brand and to explain how to correctly depict our brand identity. It is a visual framework to ensure our corporate image is cohesive and consistent.

The integrity of our brand is based on this proper, cohesive, and consistent styling. Please take care, the responsibility is yours to embrace.

This document is available for download at:
edctp.org/brand-manual

Logo Lockups

The logo elements are locked into a specific relationship to one another and form a single unit. They may not be rearranged or the relationship altered in any way to preserve the logo's graphic integrity.

Rationale

Our logo was developed to portray the cooperative nature of our organisation. The image is based on Kirigami, the Japanese art of cutting paper where the concept of symmetry is very important. The figures are not the same, but they stand united, holding hands, symbolizing the equal partnership between Africa & Europe.

Construction

The graphic element and initialism in our primary stacked logo are brought together in a perfect square, another strong representation of equality and cooperation.

The supporting typeface is clean and minimalist to reinforce our identity as a professional and focused organisation.

Colour Treatment

There are two preferred full-colour options for the stacked and landscape variations of our logo shown here, yellow & red. Our colours can be found on page 09.

The Logo

01

02

01   These are the main stacked versions of the logo and are preferred for the first page of print publications, where the full name of our organisation can be found written inside. (If this is not the case, please refer to page 07 under the header Family/ Variations.)

02   These are the landscape versions of the logo, only preferred in documents where there is limited space and the first logo does not work with the space afforded.

More logo variations can be found on page 07.

Our logo is a very valuable asset. We took care in developing it, please take the same care when applying it.

Logo Specifics

In this example, the logo is built using a 6 cm yellow square. Note that the top of the icon is touching the top of the square, the type (Scala, see page 10) baseline sits on the bottom of the square. Note the 1cm gap height separating the icon from the type shown here in green. The EDCTP logo should always be 15% of the design item width.

Setting for EDCTP type in a 6 cm square:
Size: 38 pt
Leading: 45.6 pt
Kerning: auto
Tracking: 340

Blue indicates clear space. The blue must be kept free of all other graphical and visual elements. The minimum requirement for clear space is defined proportionally and here is represented by the grey circles. In this example, they measure 1 cm in diameter, or equal to the size of the gap height (green).

Anything outside the red line is the Safe Zone. Other graphical and visual elements can be safely positioned up to the red line. When the write-out is included it should be centred directly beneath this 1cm space.
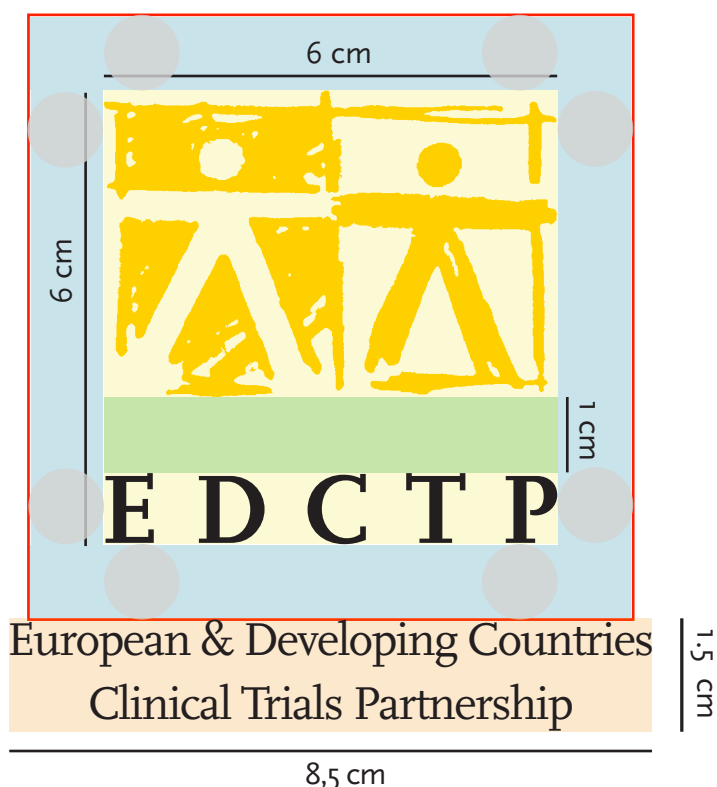
Setting for EDCTP write-out of 6 cm square:
Size: 18 pt
Leading: 24 pt
Kerning: auto
Tracking: 0

Minimum Size

Stacked logos must not be reproduced at a size smaller than a 1.75 cm square (as seen on our business cards.)

Landscape logos must not be reproduced at a size smaller than 1.1832 cm, or the height of the icon as measured when placed in a 1.75 cm square.

6 cm

6 cm

1 cm

European & Developing Countries Clinical Trials Partnership

8,5 cm

1.5 cm

EDCTP

1.75 cm

EDCTP
European & Developing Countries Clinical Trials Partnership

1.1832 cm

TO ENSURE THE LOGO IS NOT THE VICTIM OF AESTHETIC VANDALISM,

DO NOT CHANGE, ALTER, OR MODIFY ANY PART OF THE LOGO.

Best Practices

01 Our logo comes in two colours, yellow and red, and needs some space to breathe.

02 Do not use any other colours except yellow or red (see page 09).

03 Do not scale, distort, or rotate the logo: any resizing must be done in proportion (see page 05).

04 Do not change the position of the logomark.

05 If there is a dark background, use the yellow logo with white lettering.

06 Do not add any embellishments such as drop shadow, glow, stroke, etc.

01

02

03

04

05

06

Here we present the EDCTP logo family. If you can't find it here, please don't use it.

Family Variations

Our company logo exists in a stacked and landscape Version. The stacked option is preferred, but landscape can be used in case of layout constraints (see page 4). The logo can be placed anywhere on the page, please use your discretion.
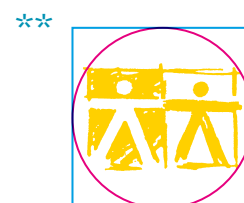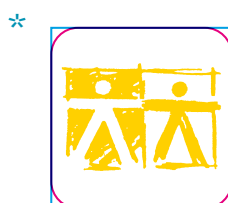
01   The use of the "write-out" should always be used first when a document has no inside pages or paragraphs where the initialism can be explained.

02   If the inside pages or paragraph explains the initialism, you may use these members as the first logo used.

03   These members may only be used for accent, or when members in categories 01 or 02 are used first.

Social Media

*   For all round & square cornered profile destinations, such as: Twitter, Facebook, etc., the icon is placed within a rounded square container (shown as cyan & magenta keylines).

**   For all circular profile destinations, such as: Google+, Instagram, etc.,the icon is placed within a circle container (shown as cyan & magenta keylines).

01

E D C T P

European & Developing Countries
Clinical Trials Partnership

E D C T P

European & Developing Countries
Clinical Trials Partnership

E D C T P
European & Developing
Countries Clinical Trials
Partnership

E D C T P
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Countries Clinical Trials
Partnership

02

E D C T P

E D C T P

E D C T P
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E D C T P
The Power of Sharing Science

03

The Power of Sharing Science

The Power of Sharing Science

*

**

THE EDCTP PROGRAMME IS SUPPORTED UNDER HORIZON 2020, THE EUROPEAN UNION'S FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION.

EU FLAG APPLICATION

The EU emblem (flag) and Horizon 2020 text must be displayed on all external EDCTP communications materials.

The Horizon 2020 text:
"The EDCTP programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation."

Setting for Horizon 2020 text in relation to the EU Flag at 75% of the EDCTP logo in a 6 cm square:
Size: 10 pt
Leading: 14 pt
Kerning: auto
Tracking: 0

O1 The EU flag should always be 75% of the width of the EDCTP logo square container. The same clear space of 1 cm applies, shown here as a green dotted line.

(Notice that the example EU flag and text shown here are proportional to the logo example found on page 05, 75% of 6 cm = 4.5 cm)

The EU flag is placed on the bottom of the front cover. (Use your own discretion when placing the flag and text in a different location.) If there is also room for the text on the front cover, place the text next to the EU flag. The flag can be placed on the first page with the text found on the inner cover/back page of the document, if needed.

The red dotted line indicates the baseline alignment of the text and the flag, when next to each other. Please note the white border around the flag (1/25 the height of the flag).

O2 The text should never exceed 3 lines, but can be placed to the left, right, or bottom of the flag, use your own discretion.

O2

The EDCTP programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

The EDCTP programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

O1

4.5 cm

1 cm

The EDCTP programme is supported under Horizon 2020, the European Union's Framework Programme for Research and Innovation.

Colours

Our colours define our brand.
We're bold, bright, friendly, & trustworthy.

Here you will find the official colours of EDCTP. Colour matching standard Pantone® + Solid Coated references are included to ensure accuracy when reproducing the pallet. Also included are the references for CMYK, RGB, and HEX Values for consistency across different media.

Where possible, the logo should be reproduced in CMYK colour process. Equivalent colours can be composed using the RGB and HEX references presented below when the logo is used digitally. Use www.pantone.com/color-finder as a reference, if needed.

Colour Pallet // Primary

These are our primary colours for use with our logo, text, and headers.

Pantone 632 C

PROCESS	C93 M2 Y15 K7
SCREEN	R0 G147 B178
WEB	HTML #0093B2

Pantone 109 C

PROCESS	C0 M9 Y100 K0
SCREEN	R255 G209 B0
WEB	HTML #FFD100

Pantone 187 C

PROCESS	C7 M100 Y82 K26
SCREEN	R166 G25 B46
WEB	HTML #A6192E

Pantone Process Black C

PROCESS	C0 M0 Y0 K100
SCREEN	R39 G37 B31
WEB	HTML #27251F

Colour Pallet // Secondary

These are our secondary colours for backgrounds and supporting graphics, and one for online text.

Pantone 137 C

PROCESS	C0 M41 Y100 K0
SCREEN	R255 G163 B0
WEB	HTML #FFA300

Pantone 361 C

PROCESS	C77 M0 Y100 K0
SCREEN	R67 G176 B42
WEB	HTML #43B02A

Pantone 427 C

PROCESS	C7 M3 Y5 K8
SCREEN	R208 G211 B212
WEB	HTML #D0D3D4

Online type

PROCESS	N/A
SCREEN	R51 G51 B51
WEB	HTML #333333

Typography

Consistency in our type is just as important as in our design.
Getting it right is paramount.

Print

Our typeface is FF Scala, a complete typeface superfamily with a sans-serif companion font, small caps, ligatures and text figures or lower-case numbers, as well as condensed regular and bold fonts.

Online

When technology allows for it, Scala should be used in any web application. If a fall-back font is needed, use the generic font family sans-serif.

Style

The variety of the Scala superfamily ensures immense flexibility and consistency for the future growth of the EDCTP identity.

All copy should be set in upper and lower case, and flush left with ragged right. Capitalisation is acceptable for headings but should never be used for body text. For publications with a lot of information, body copy in Scala (serif) is preferred.

Headline Fonts

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@€$£%^&*()
// Scala Sans Caps Bold

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@€$£%^&*()
// Scala Sans Caps

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@€$£%^&*()
// Scala Sans Bold

Body Fonts

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@€$£%^&*()
// Scala Sans Regular

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@€$£%^&*()
// Scala Regular

Style: Overview

Endless studies prove consistency increases awareness and helps cement an emotional connection to a brand.

Brand Design Style

Our brand design style is influenced by International Typographic Style (or Swiss Style), which is known for it's cleanliness and readability (qualities that support our focus on efficiency and transparency.) Hallmarks of the style include asymmetric layouts, use of a grid based structure, sans-serif typefaces, and flush left, ragged right text.

The use of white space, or negative space, is important to understand and practice. White space is key to aesthetic composition for a modern, elegant, and rich appearance.

In print, black body text should be used unless reversed out, then white body text is more appropriate. Please use the Online type colour for our website. The dark grey colour enhances legibility on screens.

Limiting colour use to our pallet will help to strengthen our brand message (see page 09).

Supporting Graphics

Please do not use detailed illustrations or clip art as support graphics. Flat, simple geometric shapes or icons are preferred. The idea is to add to the other layout elements, not detract from it.

Website

Our company website uses a white background, dark grey text, highlights of blue, and lots of white space. Supporting websites and social media should all carry the same style, look and feel.

Photography

Think simple. Our photography always has a point-of-view. Sometimes less is more emotionally captivating than more. Be conscious of whether the picture evokes emotion. Be conscious of composition. The core of our organisation's activities is funding clinical trials and capacity development in developing countries with a focus on sub-Saharan Africa. The ultimate goal is reducing disease and poverty. Therefore, our pictures should be strongly focused on science and innovation, but with human warmth.

Guidelines:

Photography must be at least 300 dpi at the expected size to ensure quality and to maintain the integrity of our photos.

Must use imagery that implies science, research, innovation, and/or patient care.

The most powerful photos evoke emotion.

Think simple. Less is more.

PHOTOGRAPHY People

OUR PICTURES SHOULD BE CANDID AND NEVER STAGED.

COMPASSIONATE
POWERFUL
FOCUSED
PROFESSIONAL

CARING
FRIENDLY
PASSIONATE
COOPERATIVE

PHOTOGRAPHY SCIENCE

OUR PICTURES SHOULD BE
CANDID AND NEVER STAGED.

CONFIDENT
FOCUSED
RESPONSIBLE
GENTLE

ORGANISED
CAPABLE
SCHOLARLY
EXCELLENCE

Checklist

Easy. Peasy. 1, 2, 3, check!

01 The logo

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logo should not appear on light or busy images without the proper contrast.

03 Graphics

Check that supporting graphics/ icons are flat, basic, and simple and that they do not marginalise, obscure, or overpower our logo.

04 Typography

Check that our typefaces have been used appropriately and where applicable.

05 Design

Be sure to share these guidelines with other graphic designers or collaborating partners. Consistency, consistency, consistency.

A final thought

When in doubt, please check back through this manual. All of the answers are here.

With a little love and care, we're confident you can creatively respect our brand identity with the provided flexibility.

If you have any questions, please feel free to contact our communications department.

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The European & Developing Countries Clinical Trials Partnership

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