



CESSDA Visual Brand Identity
Building the CESSDA Brand
Consortium of European Social Science Data Archives

Introduction

CESSDA stands for **Consortium of European Social Science Data Archives** and ERIC stands for European Research Infrastructure Consortium. CESSDA provides large-scale, integrated and sustainable data services to the social sciences. It brings together social science data archives across Europe, with the aim of promoting the results of social science research and supporting national and international research and cooperation.

CESSDA

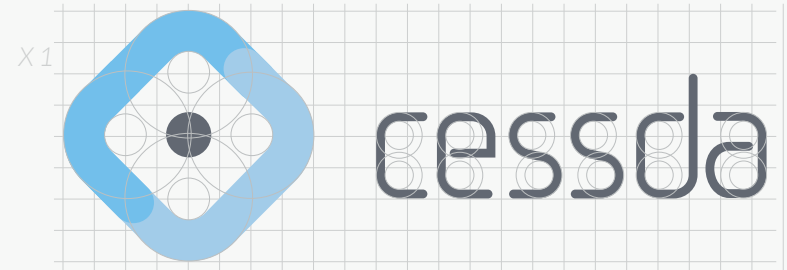


Emblem construction:

Idea:



Construction Idea:



the CESSDA typefaces

the CESSDA Unique typefaces sans

cessda

PF Square Sans Pro for title and body text

AaBbCc

Heading Level 1

Heading Level 2

Heading Level 3

Heading Level 4

Heading Level 5

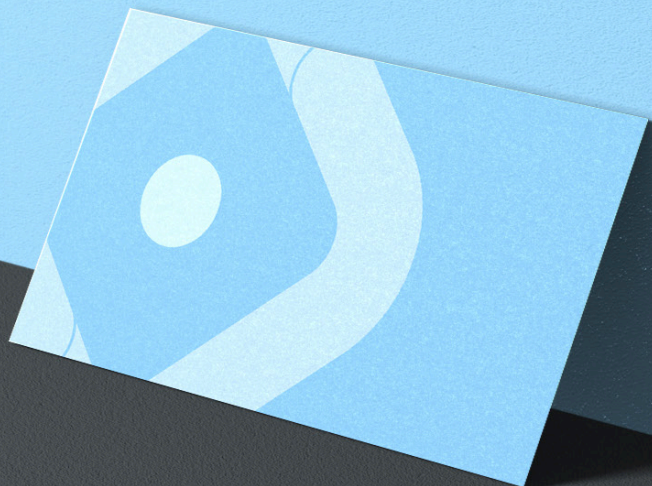
Paragraph

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

Quote

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est

typography





the **CESSDA**
Blue Cessda identifier & colours

Using the CESSDA colours:

Primary color:



The Cessda Blue

Additional codes for commercial print and for screen (TV/computer) use are specified under this section.



The Cessda Light Blue

Additional codes for commercial print and for screen (TV/computer) use are specified under this section.



CESSDA Blue

Pantone: 112-4 U
RGB: R 117 G 183 B 232
CMYK: C 50 M 9 Y 0 K 0
HSB: #75b7e8

CESSDA Light Blue

Pantone: 112-10 U
RGB: R 164 G 201 B 232
CMYK: C 32 M 6 Y 0 K 4
HSB: #a4c9e8

Greyscale



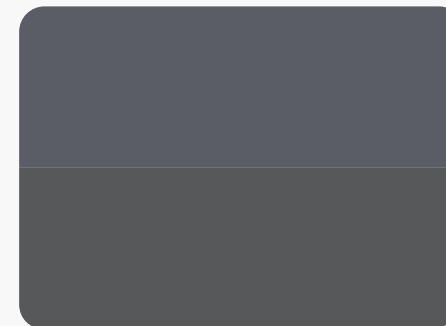
The Cessda Grey

Additional codes for commercial print and for screen (TV/computer) use are specified under this section.



The Cessda Grey dark

Additional codes for commercial print and for screen (TV/computer) use are specified under this section.



CESSDA Grey

Pantone: 173-12 U
RGB: R 78 G 77 B 86
CMYK: C 62 M 53 Y 42 K 28
HSB: #4e4d56

CESSDA Grey dark

Pantone: 112-10 U
RGB: R 69 G 69 B 69
CMYK: C 0 M 0 Y 0 K 80
HSB: #454545

Using the standard emblem:



On a white to mid-tone background

The visual relationship between each element comprising the authenticity logo is fixed. This identifier may not be re-drawn, re-proportioned or modified in any way.

On a white background

The visual relationship between each element comprising the authenticity logo is fixed. This identifier may not be re-drawn, re-proportioned or modified in any way.

On a colour background

When the emblem appears on any coloured background, a white border of a certain width will surround the emblem as shown here

Incorrect
logo usage



Using the Compact emblem:



On a white to mid-tone background

The visual relationship between each element comprising the authenticity logo is fixed. This identifier may not be re-drawn, re-proportioned or modified in any way.

On a white background

The visual relationship between each element comprising the authenticity logo is fixed. This identifier may not be re-drawn, re-proportioned or modified in any way.

On a colour background

When the emblem appears on any coloured background, a white border of a certain width will surround the emblem as shown here

Incorrect
logo usage



Artwork emblem :



Standard emblem colour



Standard grey emblem



Standard black emblem



Background colour emblem



Background black emblem



Background white emblem

Incorrect
logo usage



