

**NEXT
GENERATION
INTERNET**

NGI LOGO BRANDING GUIDELINES



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April 2018

NGI Communications Task Force

WWW.NGI.EU



The use of the NGI logo, claims and disclaimer in the context of the NGI Initiative and its related programmes and projects.

Guidelines for beneficiaries and other third parties.

1. INTRODUCTION

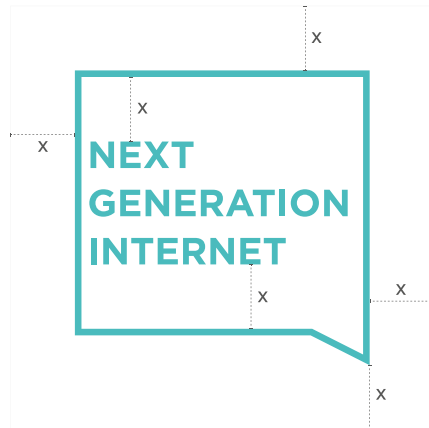
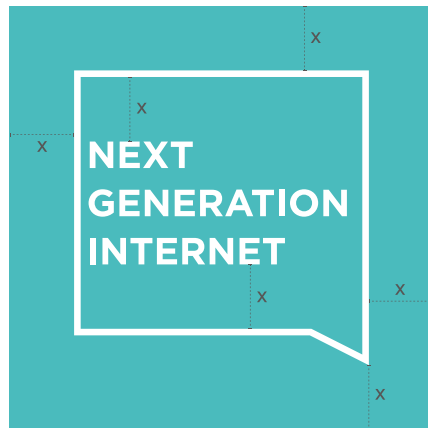
The NGI Initiative encompasses a variety of projects to work within its framework. This guide is intended for participants in the NGI Initiative, recipients of related funding, and other third parties who communicate about NGI programmes and projects to show how the NGI emblem can be used in conjunction with text referring to the NGI Initiative.

All participating organizations will apply the NGI's visual identity guidelines appropriately when communicating about NGI programmes and projects.



2. GRAPHICAL RULES

2.1 RULES FOR THE USAGE OF THE NGI LOGO



2.1.1 KEY LOGO COLOR

With colored background (logo color or black), the logo must be white. With white background the logo must be colored. In cases where the background colour interferes with the clarity of the key logo colour, only black or white should be substituted.

	PANTONE	3252C
	PROCESS	C66 M0 Y30 K0
	SCREEN	R62 G189 B191
	WEB	HTML #3ebdbf

2.1.2 LOGO SIZING

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm. For uses smaller than 1cm, such as avatars for social media, the emblem using only the acronym “NGI” shall be used.

3. APPLICATION OF TEXT ABOUT ACKNOWLEDGEMENT OF NGI FUNDING

Beneficiaries often have an obligation prescribed by regulation or contract to publicly acknowledge the support received from the NGI Initiative. This section gives a non-exhaustive range of examples of how text shall be used in conjunction with the NGI logo to communicate about NGI funding. The preferred option to communicate about NGI participation is to write “Part of the NGI initiative” or “Supported by the NGI Initiative” as appropriate next to the NGI emblem on the communication material where the NGI emblem is used. The name of the specific NGI project shall only be used if it is relevant for the intended target audience.

3.1 BASIC RULES

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm.

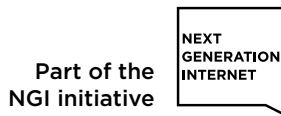
The typeface to be used in conjunction with the NGI emblem can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage various weight variations depends from the size of the emblem.

The positioning of the text in relation to the NGI emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way. The font size used should be proportionate to the size of the emblem.

The colour of the font should be the key logo colour, black or white depending on the background.



3.1.1 EXAMPLES OF CORRECT APPLICATION



3.1.2 EXAMPLES OF INCORRECT APPLICATION

1. Text interferes with the NGI emblem



4. Typeface is not Gotham or Montserrat



2. The size of the text is disproportionately bigger than the NGI emblem



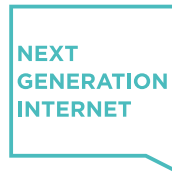
5. Effects are used on the font



3. Text is not in black, white or NGI color



6. Vertical layout



3.2 USING THE NAME OF AN NGI PROGRAMME IN CONJUNCTION WITH THE NGI EMBLEM

The name of an NGI programme can appear with the NGI emblem. However, no graphical mark (i.e. logo) shall be created using the NGI emblem and name of the programme.

This section gives a non-exhaustive range of examples of how the name of the NGI programme or project shall be used in conjunction with the NGI emblem to communicate about the support received under a particular initiative or programme (e.g. Horizon 2020).

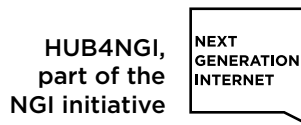
3.3 BASIC RULES

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm. The typeface to be used in conjunction with the NGI emblem can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage of light, regular or bold variations depends from the size of the emblem. The positioning of the text in relation to the NGI emblem is not prescribed in any particular way but the text should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem. The colour of the font should be the key logo colour, black or white depending on the background.



3.3.1 EXAMPLES OF CORRECT APPLICATION



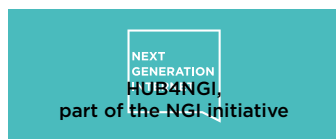
HUB4NGI, part of the
NGI initiative



HUB4NGI, part of
the NGI Initiative

3.3.2 EXAMPLES OF INCORRECT APPLICATION

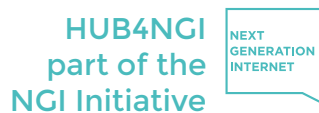
1. Text interferes with the NGI emblem



4. Typeface is not Gotham or Montserrat



2. The size of the text is disproportionately bigger than the NGI emblem



5. Effects are used on the font



3. Text is not in black, white or NGI color



3.4 USING THE LOGO OF THE NGI PROGRAMME IN CONJUNCTION WITH THE NGI EMBLEM

The logo of an NGI programme can appear with the NGI emblem. However, no graphical mark (i.e. logo) shall be created using the NGI emblem and name of the programme.

This section gives a non-exhaustive range of examples of how the NGI programme or project logo shall be used in conjunction with the NGI emblem.

3.5 BASIC RULES

The minimum height of the NGI emblem using the words “Next Generation Internet” shall be 1 cm. The typeface to be used in conjunction with the NGI emblem can be Gotham or Montserrat. Italic and underlined variations and the use of font effects are not allowed. The usage of light, regular or bold variations depends from the size of the emblem. The positioning of the logo in relation to the NGI emblem should only be horizontally aligned, and should not interfere with the emblem in any way.

The font size used should be proportionate to the size of the emblem. The colour of the font should be the key logo colour, black or white depending on the background.

The logo colours should be either black and white or a maximum of 2 colours. If the programme logo has more than 2 colours, black and white should be used.



3.5.1 EXAMPLES OF INCORRECT APPLICATION

1. NGI programme logo interferes with the NGI emblem



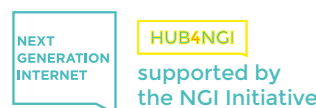
3. NGI programme logo use too many colors



2. NGI programme logo is disproportionately bigger than the NGI emblem



4. Effects are used on the NGI programme logo



5. NGI programme logo is putted on a vertical layout under the NGI emblem



3.6 PROMOTION OF THE NGI INITIATIVE AND ITS RELATED PROGRAMMES AND PROJECTS BY THIRD PARTIES

Promoters of the NGI Initiative and its related programmes, projects and funds should refer to the name of the NGI Initiative or related programme in their communication without using a visual mark (logo).

If the use of a graphical mark is deemed necessary (e.g. for signposting on buildings), the NGI emblem shall be used in conjunction with the name of the specific entity, be it initiative, partnership, programme, etc.



The positioning of the text in relation to the NGI emblem and the use of the font is not prescribed.

The rules that have to be observed are the following:

- The recommended typeface to be used are Montserrat and Gotham. Italic and underlined variations and the use of font effects are not allowed.
- The text should not interfere with the NGI emblem in any way.
- The size of the text and the size of the NGI emblem should be proportionate.
- The third party's logo shall not be used

3.6.1 EXAMPLES OF CORRECT APPLICATION



Martel Innovate,
a proud partner of
the NGI Initiative



Martel Innovate,
a proud partner of
the NGI Initiative



3.6.2 EXAMPLES OF INCORRECT APPLICATION

1. Text interferes with the NGI emblem



4. Typeface is not Gotham or Montserrat



2. The size of the text is disproportionately bigger than the NGI emblem



5. Effects are used on the font



3. Text is not in black, white or NGI color



6. The third party's logo shall not be used



The NGI emblem can appear on communication material produced by promoters of NGI programmes and projects. The placement of the NGI emblem should not give the impression that the third-party promoter is part of the NGI institutions. Therefore, it is recommended to place the NGI emblem well apart from the logo of the third-party organisation.

3.7 GENERAL PRINCIPLES REGARDING THE USE OF THE NGI LOGO BY THIRD PARTIES

Any natural or legal person ('user') may use the NGI logo or any of its elements, subject to the following conditions of use.

3.8 CONDITIONS OF USE

The use of the NGI logo and/or any of its elements is allowed, irrespective of whether the use is of a non-profit or commercial nature, unless:

- The use creates the incorrect impression or assumption that there is a connection between the user and any of the NGI
- The use leads the public to believe erroneously that the user benefits from the support, sponsorship, approval or consent of any of the NGI or one of its partner initiatives/programmes
- The use is in connection with any objective or activity which is incompatible with the aims and principles of the European Union or the NGI

4. CONTACT

If you have any questions regarding the use of the NGI logo in the context of NGI Initiative, please contact:

CNECT-Next-Generation-Internet@ec.europa.eu