

EUROPEAN
RAW MATERIALS
ACADEMY

EUROPEAN
ADVANCED MATERIALS
ACADEMY



Co-funded by the
European Union

Shaping Europe's next competitive advantage through skills

Branding Guidelines

Clear space

Clear Space

The clear space has been established to ensure visibility and impact of the logo.

Maintaining clear space between the logo and other graphic elements ensures it is always unobstructed and distinct, with maximum visibility and impact.

Where possible, allow more space than the minimum indicated, giving the logo room to “breathe”.

The clear space is proportional and is based on the width of the brandmark rings, as indicated here.



Full Colour Logo

The full colour logo is the preferred version on all materials and communications. It is one of the most visible parts of our identity.

The logo must be used as provided and cannot be altered in any way.



Reversed Logo

This logo is used when the logo sits upon any of the colours from within the Core or Primary Colour Palettes.

The logo must be used as provided and cannot be altered in any way.



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Dos & Don'ts

DO always use the European Raw Materials Academy, EIT RawMaterials logo & the EU emblem together.

DO use the logo according to the guidelines we've already set within this brand book.

DO use the full colour version whenever possible.

LOGO DOS

DO use the digital master artwork when reproducing the logo. These files can be downloaded from the links provided throughout this brand book.

A number of scenarios to avoid are shown on the right.
This list is not exhaustive.

LOGO DON'TS

DON'T change the aspect ratio of the logo



DON'T add elements that infringe the clear space



DON'T use the Academy logo without the EITRM or EU emblem



DON'T use colours not specified in the brand book



DON'T use the logo too small



DON'T change the logo typeface



DON'T use the wordmark on its own



DON'T use the full colour logo where it's hard to read



Core Colour Palette

Our colours are a crucial part of our identity: they make our brand instantly recognisable. Applied consistently, they provide a strong visual link across materials and communications. Use of colours not specified in this brand book is forbidden.

Specifications for reproduction of our core colours are shown here. This applies to offset printing on white paper (CMYK) and on screen and web (RGB & Hexadecimal). When reproducing the EIT colours on other material (e.g. signage), ensure it visually matches these approved colours.

Pantone Reflex Blue C 100 M 80 Y 0 K 0 R 3 G 78 B 162 # 034EA2	Pantone 368 C 63 M 3 Y 100 K 0 R 107 G 183 B 69 # 6BB745	Pantone Process Black C 0 M 0 Y 0 K 100 R 0 G 0 B 0 # 000000	White C 0 M 0 Y 0 K 0 R 255 G 255 B 255 # FFFFFFFF
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Supporting Palette

In addition to the core colours, there is a supporting palette of harmonious colours. Limit the number of these colours in a single piece to avoid overpowering the reader.

75%	50%	25%	75%	50%	25%	75%	50%	25%	75%	50%	25%
C 100 M 80 Y 12 K 63 R 3 G 18 B 65 #031241	C 100 M 85 Y 5 K 22 R 21 G 45 B 121 #152D79	C 100 M 52 Y 0 K 0 R 0 G 101 B 178 #0065B2	C 55 M 5 Y 0 K 0 R 115 G 196 B 238 #73C4EE								
75%	50%	25%	75%	50%	25%	75%	50%	25%	75%	50%	25%
C 100 M 40 Y 100 K 60 R 0 G 54 B 18 #003612	C 100 M 0 Y 91 K 42 R 0 G 102 B 47 #00662F	C 50 M 0 Y 85 K 0 R 150 G 194 B 71 #96C247	C 24 M 0 Y 57 K 0 R 210 G 223 B 131 #D2DF83								

75%	50%	25%	75%	50%	25%	75%	50%	25%	75%	50%	25%
C 63 M 99 Y 9 K 45 R 83 G 0 B 81 #530051	C 74 M 100 Y 2 K 12 R 99 G 15 B 122 #630F7A	C 85 M 100 Y 0 K 12 R 79 G 19 B 123 #4F137B	C 0 M 85 Y 0 K 0 R 231 G 67 B 148 #E74394								
75%	50%	25%	75%	50%	25%	75%	50%	25%	75%	50%	25%
C 16 M 97 Y 52 K 2 R 205 G 21 B 79 #CD154F	C 0 M 65 Y 95 K 0 R 237 G 111 B 0 #ED6F00	C 0 M 19 Y 89 K 0 R 253 G 205 B 21 #FDCD15	C 0 M 0 Y 100 K 0 R 255 G 237 B 0 #FFED00								
75%	50%	25%	75%	50%	25%						
C 98 M 0 Y 59 K 0 R 0 G 158 B 131 #009E83	C 81 M 0 Y 39 K 0 R 0 G 175 B 170 #00AFAA	C 0 M 0 Y 0 K 80 R 87 G 87 B 87 #575757	C 0 M 0 Y 0 K 60 R 135 G 135 B 135 #878787								