GÉANT

eduroam

Branding guidelines update April 2021

eduroam Trademark

Introduction

The eduroam logo and eduroam® are registered trademarks of the GÉANT Association.

Roaming Operators and other organisations operating in the research and education field are allowed to use the eduroam trademark only for eduroam purposes or related publications.

The use of any eduroam trademarks by a third party must be agreed with the GÉANT Association beforehand and must be used in a manner that does not create potential confusion over the source of eduroam.

If an eduroam trademark is used in the title of a publication, or similar, the following statement should be used:

"The eduroam logo is a registered trademark of the GÉANT Association. [Insert publisher, producer or provider name] is independent of GÉANT".

eduroam is a globally recognised brand throughout the Research and Education community with tens of thousands of locations in over 100 countries.

It is used over 4 billion times a year for national and internation authentications.

With an international service across many territories and languages, it is essential a consistent brand experience is offered to give users confidence in the service.

These guidelines should be used to help participating organisations promote eduroam in their location.

Table of contents

Introduction

Main logo

eduroam logo

Name, logo, colours, typeface - these are the pillars of the identity.

Their characteristics ensure an individual and consistent image of the product.

The "eduroam" primary logo, is used in most cases.

It's main colours are light blue waves, blue and black.

- Pantone 545 C
- Pantone 7706 C
- Pantone Neutral Black C

Logo construction

Safe area

The eduroam logo consists of 3 main elements:

- Wireless wave.

Represents the widespread of eduroam. It was modified to suit the logo's needs and are placed on top.
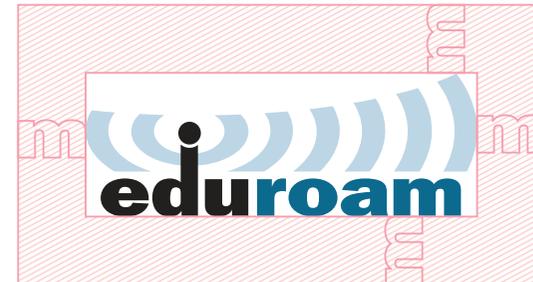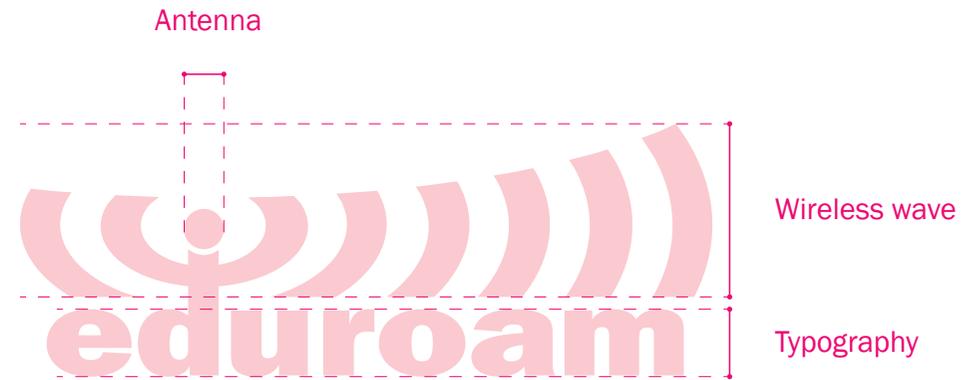
- Antenna:

The wireless antenna is formed by intertwining with the letter "d"

- eduroam letters are lowercase and is divided by two colours (edu-black), is for "education" and (roam-blue), is for "roaming"

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.

The module used to determine the safe area around logo is the width of the letter "m".

Antenna

Wireless wave

Typography

Achromatic version

achromatic logo

Achromatic versions (black and white), differ slightly from the main logo due to usage of only one colour.

They can also exist without the tag line, all the guidelines and rules for safe space etc. are the same as for the normal coloured version.

1.1 eduroam logo in black

1.2 eduroam logo in white

Color permutation

Introduction

eduroam logo can exist with an "inverted" colour scheme, which means that the main colour is blue, the waves and typography remain white.

eduroam Typeface

Primary Font

eduroam's primary font is Franklin Gothic. The font is available free of charge, and supports most of the languages.

The Franklin Gothic Font comes with many weights (normal+italic, etc.), but the weight shouldn't be used are Book, Demi, Heavy, Medium Cond.

Web Font

eduroam's secondary font is Open Sans. The font is available free of charge, and supports most of the languages.

The Open Sans Font comes with many weights, but the weight shouldn't be used are Regular, Semi-Bold, Bold.

Primary Font

Franklin Gothic font is free for commercial use.	abcdefghijklmnopqrstuwxyz ABCDEFGHIJKLMNOPQRSTUWXYZ £!@#$%^&*()_+-=[]{};'\,./:"|<>?
Font weights	Book AaBbCcDdEe123 Medium-Con AaBbCcDdEe123 **Demi AaBbCcDdEe123** **Heavy AaBbCcDdEe123**
Franklin Gothic Font supports most languages, and is constantly developed.	àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

Web Font

Open Sans font is free for commercial use.	abcdefghijklmnopqrstuwxyz ABCDEFGHIJKLMNOPQRSTUWXYZ £!@#$%^&*()_+-=[]{};'\,./:"|<>?
Font weights	Semi-bold AaBbCcDdEe123 - 600 **Bold AaBbCcDdEe123 - 700**
Franklin Gothic Font supports most languages, and is constantly developed.	àáâãäåæçèéêëìíîïðñòóôõö÷øùúûüýþÿ ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖ

eduroam colours

Primary Colours

eduroam main colours are:
* Light blue for **- Wireless wave**
* Blue for **- letters roam**
* Black for **- Antenna** and letters **edu**

One word on color matching:
PANTONE® Color matching is crucial to the success of any print project. While visual differences in printing can't be eliminated completely, they can be minimized.

Pantone 545 C
CMYK: 22/8/5/0
RGB: 197/217/231
#C9DCEB

| 90% | 80% | 70% | 60% | 50% |

Pantone 7706 C
CMYK: 92/55/25/6
RGB: 0/105/143
#04658C

| 90% | 80% | 70% | 60% | 50% |

Pantone Neutral Black C
CMYK: 0/0/0/100
RGB: 0/0/0
#00000

| 90% | 80% | 70% | 60% | 50% |

Pantone 191 C
CMYK: 0/88/40/0
RGB: 239/69/108
#bdd4e7

| 90% | 80% | 70% | 60% | 50% |

eduroam colours

Secondary Colours

Related colors, derived from the primary palette, are also available and can be used with their parent colors to create layered effects in layout.

Pantone 7730 C
CMYK: 75/20/75/7
RGB: 74/148/98
#609365

| 90% | 80% | 70% | 60% | 50% |

Pantone 320 C
CMYK: 100/10/38/0
RGB: 0/155/167
#04A4A5

| 90% | 80% | 70% | 60% | 50% |

Pantone 458 C
CMYK: 17/17/80/0
RGB: 218/197/86
#D0C74F

| 90% | 80% | 70% | 60% | 50% |

Pantone 701 C
CMYK: 5/60/25/0
RGB: 232/133/151
#EC87A1

| 90% | 80% | 70% | 60% | 50% |

Pantone 7445 C
CMYK: 35/35/10/0
RGB: 166/161/194
#A5A7C6

| 90% | 80% | 70% | 60% | 50% |

Pantone 428 C
CMYK: 24/24/17/0
RGB: 194/197/199
#ADA2A2

| 90% | 80% | 70% | 60% | 50% |

Pantone 7553 C
CMYK: 50/60/90/45
RGB: 91/70/34
#524017

| 90% | 80% | 70% | 60% | 50% |

Pantone 705 C
CMYK: 2/16/5/0
RGB: 246/218/223
#FADFE7

| 90% | 80% | 70% | 60% | 50% |

Brand graphics

Illustrations

eduroam is rich in illustrations, iconography and photos. Our illustrations are all about visualising the richness of roaming and every icon has its own visual meaning.

Much like our colour palette, imagery can be used to effectively engage with specific audiences. We also encourage photography or illustration that is abstract; demonstrates the student, the lecturer or researcher in its environment. Contrived photography should be avoided.

Photography should be tailored to the target audience, photography used and illustration should reflect the diversity of our heritage through the worldwide environment.
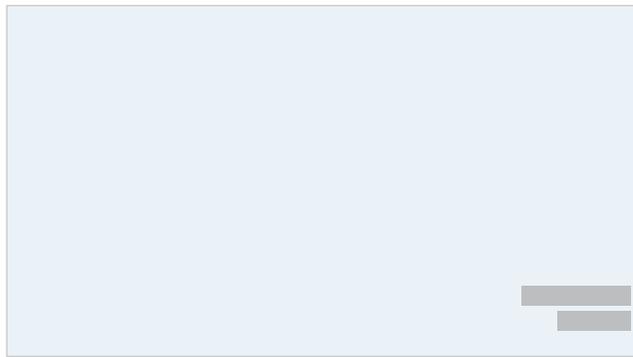
Placing logo in a picture

Photo grids

Creating image collages/compositions in a consistent way improves brand perception.

These are just a few examples of grids that can be used in eduroam materials.

If the logos are placed on the pictures as a secondary element (not part of the main graphic theme, such as watermarks), use the right lower corner as a primary logo placement area.

If the image doesn't allow the logo to be legible in the right lower corner, place it in other corners respecting the safe areas.
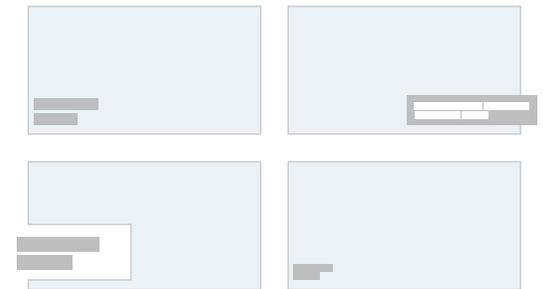
This applies to all logo types.

✔ Full screen/page pictures

✔ Small Irregular grids

✘ Don't use different than rectangle/square shapes for photos.

✘ Don't use different photo description style in one document, and try to keep consistency throughout the documents.

✔ Preferable corner

Logo Do's and Don'ts

eduroam logo usage

Never rotate, alter, distort, stretch, skew, re-colour or recreate the logo.

✔ Always use logo files from the Brand Guidelines respective folders. Never try to recreate them from the guidelines.

✘ Never stray from the color palette

✘ Never switch the colors

✘ Never rearrange elements of the design

✘ Never stretch or distort the Logo

✘ Never change or alter any fonts

✘ Never change the orientation of the logo with angles different than 0 or 90

Minimum size

The minimum size allowed

The minimum size shows the smallest allowed usage of the logo. This is to prevent the logo or part of it from being illegible.

1. The minimum size usage of eduroam logo in mm.

2. The minimum size usage of eduroam logo in px.

Use of different background

Introduction

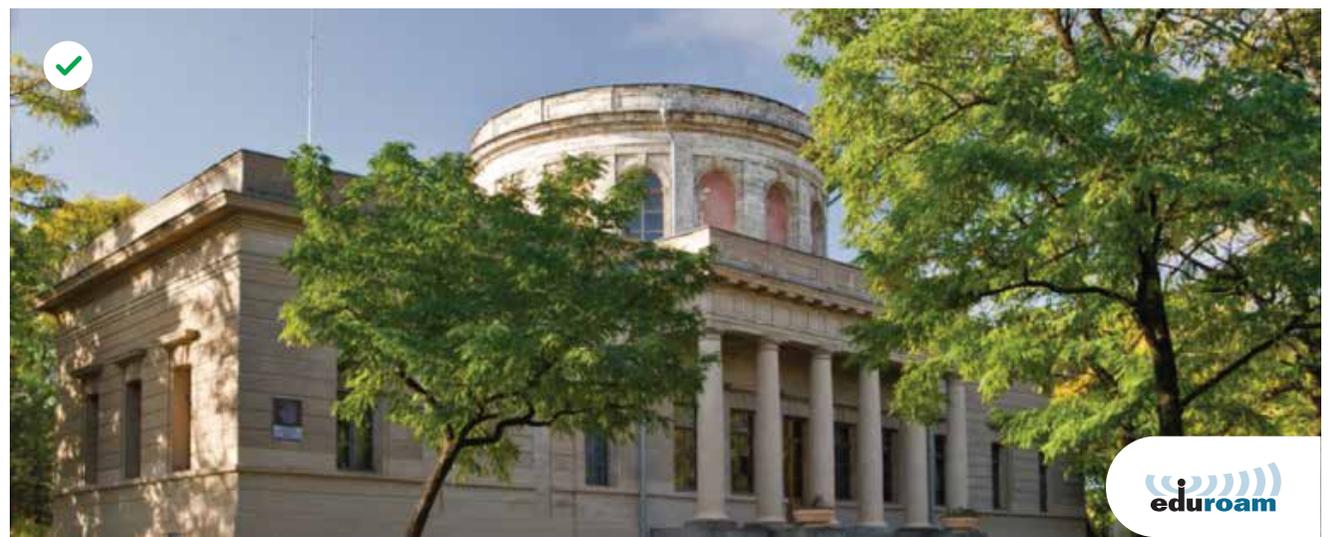In general - don't use eduroam logos on backgrounds that aren't different colour schemes than light blue/blue/black.
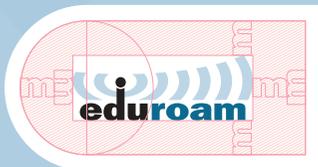
Proper usage:
1. Acceptable on light - solid, gradient or patterned backgrounds - white.
2. Galleries/multiple photos - due to the nature of photos, it's recommended to use the logo on a small rounded corner square (to keep consistency within a gallery)

Incorrect use of logos:
1. Don't use logos in a way that makes it ilegible - e.g. dark logo on dark background, logo on complicated backgrounds.

The eduroam logo on a rounded corner square

Partner/Supplier Logo Integration

Construction rules

This logo is constructed by placing the eduroam logo on the left, and the partner logo on the right with a separator line between. Separator is slighty bigger in height than the eduroam logo.
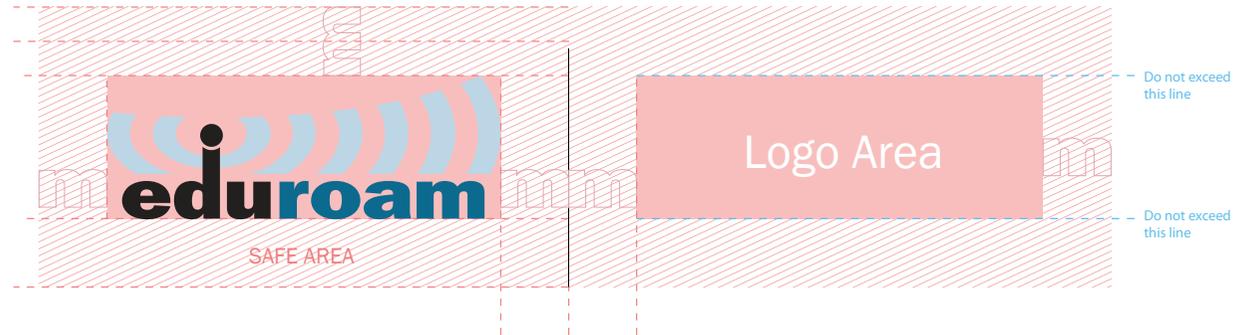
The area for the partner logo is only partly defined, as partner logos can have different proportions. Partner logo can't be higher than eduroam logo, and can't be larger than eduroam logo.
The safe area is defined as shown in the example, but for Partner/Supplier logo respect the rules for safe area, colours, and placement on a background.
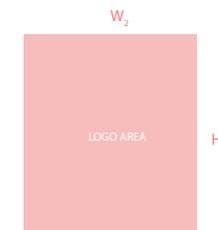
For the eduroam logo, please respect the following rules:
- colour rules
- b/w versions
- background placement
- minimum sizes

You may refer to eduroam logo rules and the rules of the Partner logo.

SAFE AREA

Do not exceed this line

Logo Area

Do not exceed this line

Logo can have different proportions, but the surface of the partner logo has to be equal or smaller than eduroam logo.

W_3

LOGO AREA

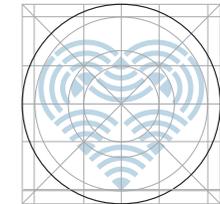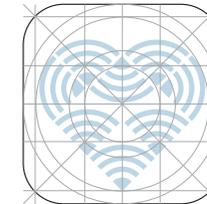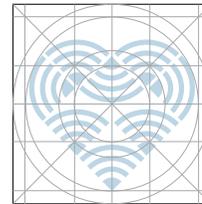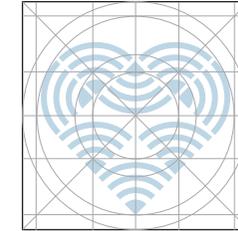H_3

W_2

LOGO AREA

H_2

Application icon

Logo icon for Android and IOS

To create the application icon, was used the wireless sign which repeatedly forms the silhouette of the heart.

We use this icon to illustrate not only the application buton on mobile (android/IOS) or desktop, but also as a favicon of the web page.
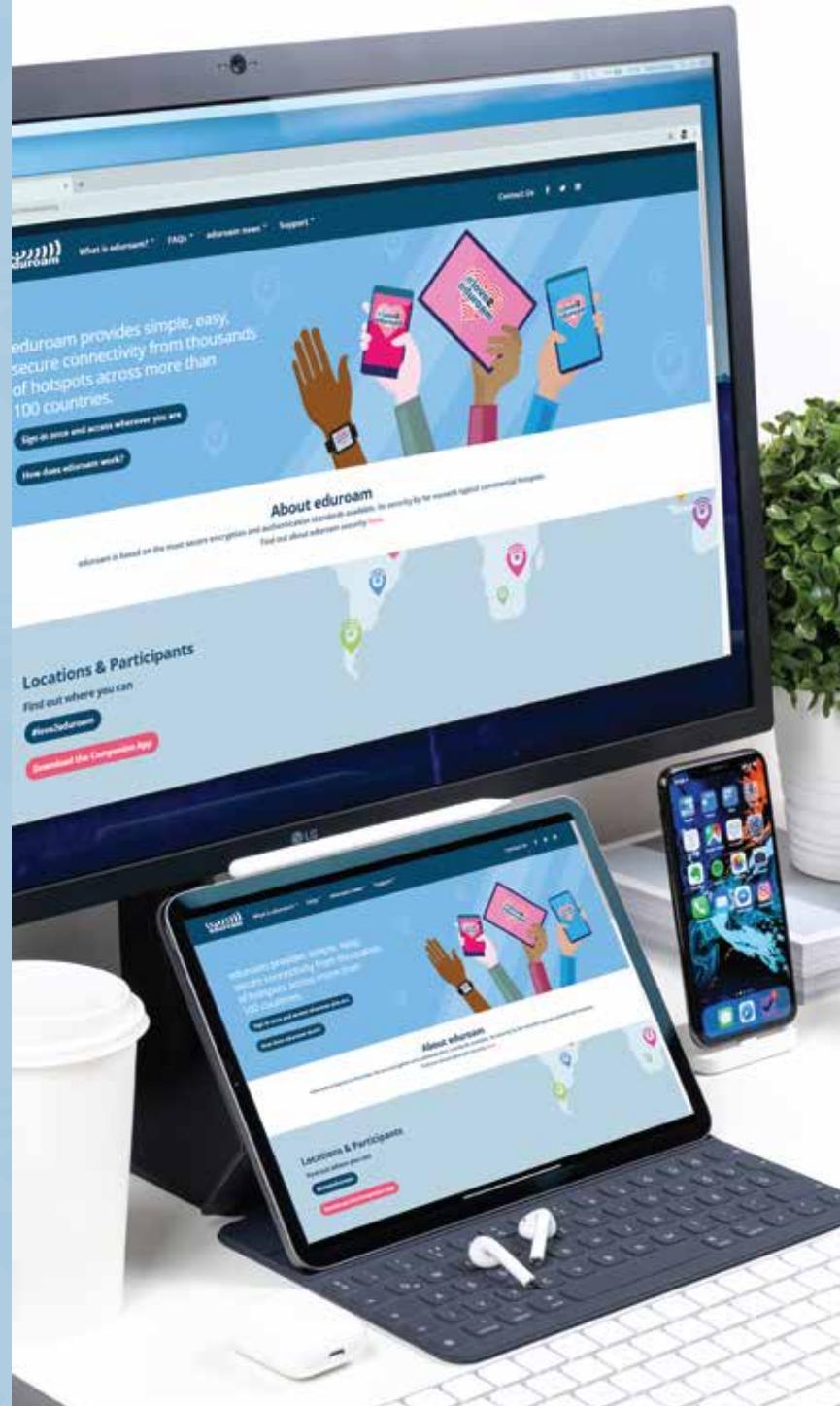

eduroam Windows

eduroam IOS

eduroam Mac

Web page

Eduroam web page

A range of materials is available for use and adaptation on the eduroam.org website.

Shown here are some examples of materials available.

eduroam

Example materials

A range of materials is available for use and adaptation on the eduroam.org website.

Shown here are some examples of materials available.

EDUROAM MAKES YOUR CAMPUS A MORE ATTRACTIVE VENUE FOR MEETINGS AND CONFERENCES

wherever you roam, you can eduroam

eduroam.org

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3 THINGS YOU SHOULD NEVER SHARE

#3 eduroam PASSWORDS

eduroam.org

101 territories

eduroam sticker

#love2 eduroam

the blue line is cutting keyline

#eduroam here

#love2eduroam

eduroam.org