



**ETIP SNET**

EUROPEAN  
TECHNOLOGY AND  
INNOVATION  
PLATFORM

SMART  
NETWORKS FOR  
ENERGY  
TRANSITION

# ETIP SNET logo usage guidelines

European Technology and Innovation Platform  
Smart Networks for Energy Transition

December 2016

**ETIP SNET**  
logo usage  
guidelines

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Logo variations

Vertical versions



Logo + full name

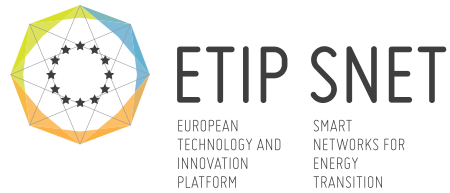


Logo + slogan

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Logo variations

Horizontal versions



Logo + full name

Logo + slogan

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Color variations

Full-color logo



Full-color reverse logo



Logo + full name

Logo + slogan

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Color variations

One-color black logo



One-color reverse logo



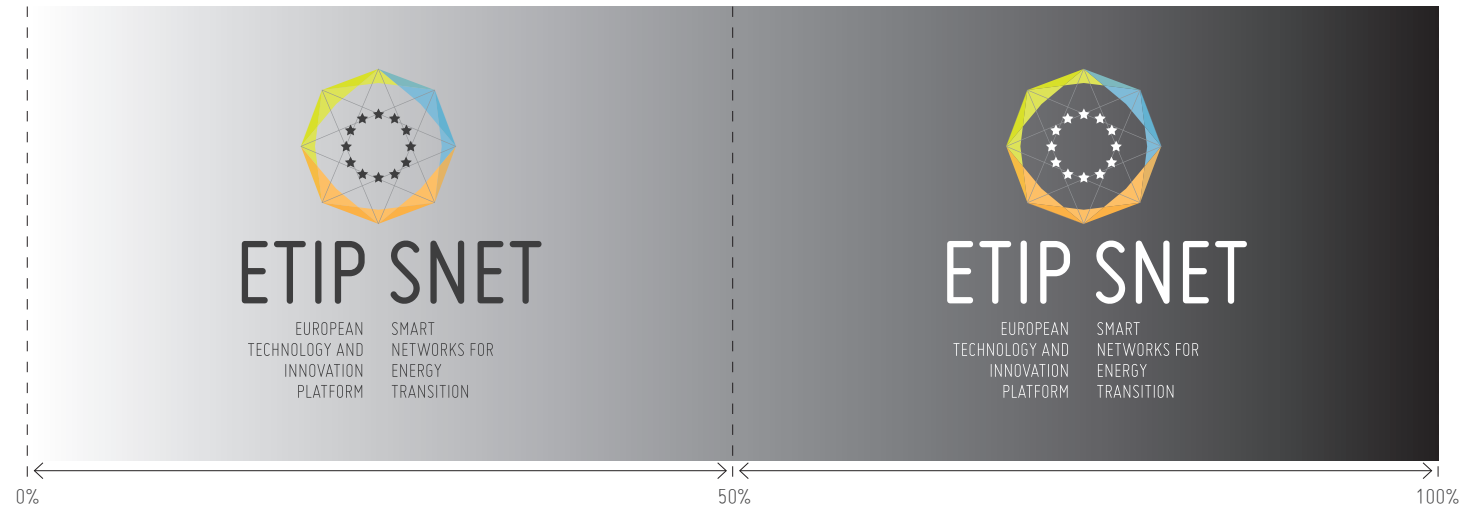
Logo + full name

Logo + slogan

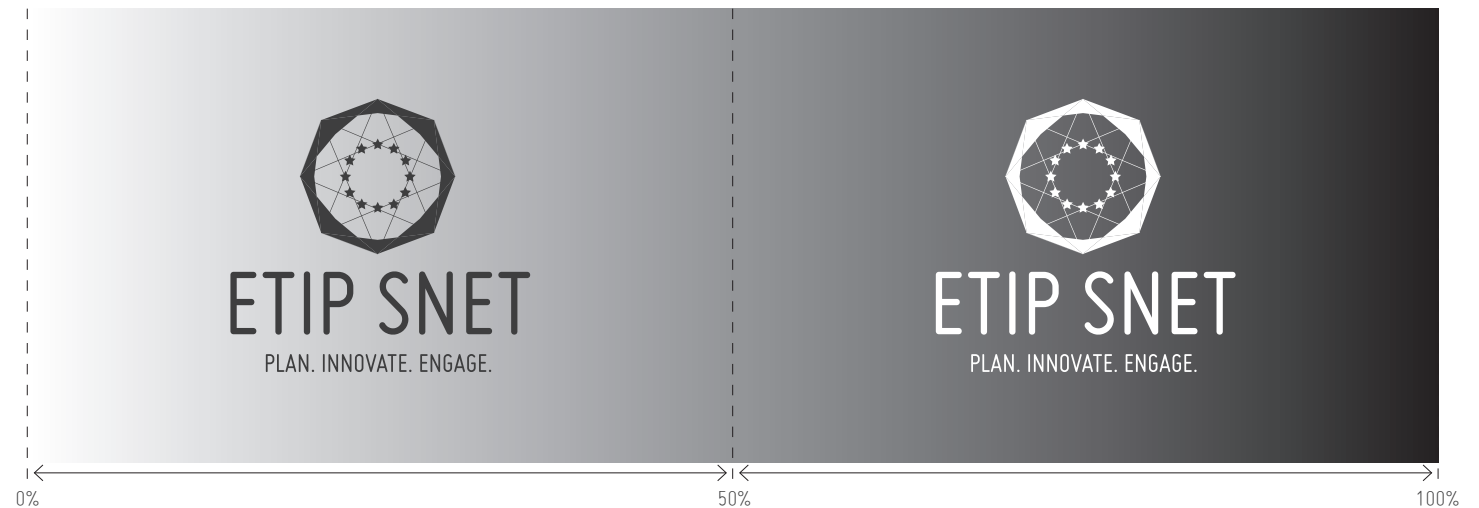
# ETIP SNET logo usage guidelines

Logo background control

Full-color logo



One-color black logo

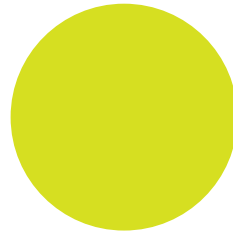


\* On different background colors we must use the one-color logo version

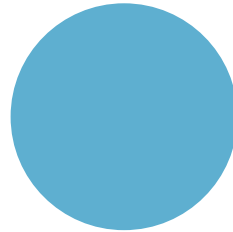
# ETIP SNET

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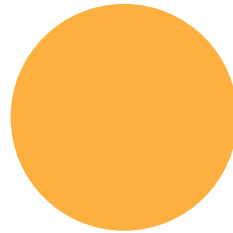
## Color specifications



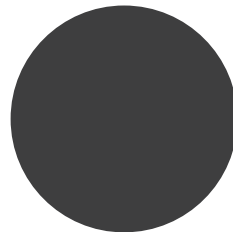
PANTONE: 388C  
CMYK: C20 M0 Y100 K0  
RGB: R220 G219 B33  
HEX: #DCDB21



PANTONE: 638C  
CMYK: C60 M15 Y10 K0  
RGB: R130 G176 B210  
HEX: #82B0D2



PANTONE: 136C  
CMYK: C0 M35 Y85 K0  
RGB: R231 G177 B65  
HEX: #E7B141



PANTONE: 447C  
CMYK: C0 M0 Y0 K90  
RGB: R63 G62 B62  
HEX: #3F3E3E





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Typography

Primary fonts

Miso Regular **Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Miso Light **Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Miso Bold **Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

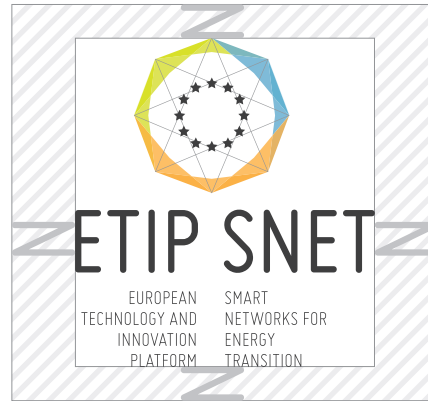
Secondary fonts

Abel **Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Arial **Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# ETIP SNET logo usage guidelines

Logo clear space

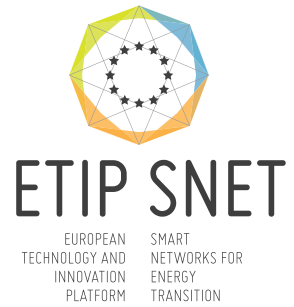


**N** "N" height:  
Left and right  
minimum clear space

**N** "N" width:  
Top and bottom  
minimum clear space

# ETIP SNET logo usage guidelines

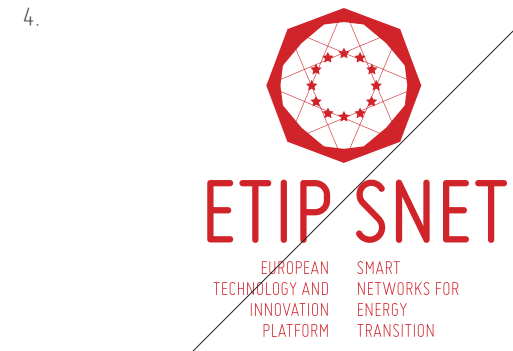
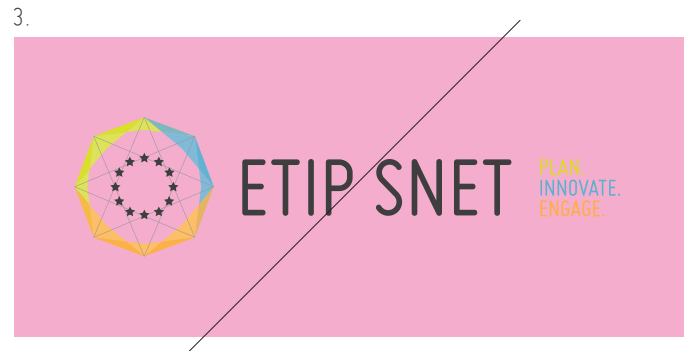
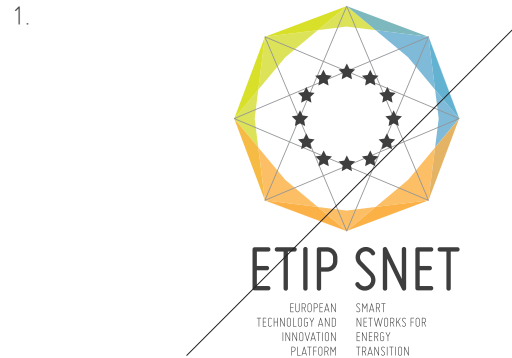
## Reductions



\* When the ETIP SNET width is smaller than 150px or 30mm we must use the logo without the full name or the slogan

# ETIP SNET logo usage guidelines

Logo improper use



1. Do not change the proportions between the logo elements.
2. Do not use the slogan or the full name when the ETIP SNET width is smaller than 150px or 30mm.
3. Do not use the full-color logo over a different background color.
4. Do not change the logo color.
5. Do not stretch or alter the logo in any way.
6. Do not screen the logo. It should always print at 100% ink density.

