



Brand Guidelines

CONTENTS

This document showcases the elements that are key to our brand identity. The brand identity includes the logo principles and a mix of graphic language and layouts to create a coordinated image. These guidelines allow the brand to remain iconic and consistent, bringing out the brand's DNA in all types of communication.

01. Introducing our brand _____		03. Colour code _____	8
Vision _____	3		
Values _____	4	04. Typography _____	9
02. Logo _____		05. Layout _____	
Structure _____	5	Graphic Elements _____	10
Colour _____	6	Coloured band _____	11
Negative & positive _____	7	On-Offline _____	12

Vision

A EUROPE WHERE:

kidney health
is prioritised

kidney care
is accessible

the kidney
community is
thriving

Values

Diversity in leadership and equality of opportunity in all our activities.

Openness, respect and transparency in decision making.

Bold vision, clear communication, strategic implementation, global reach.

Recognise and reward scientific and clinical excellence.

Attract the best of the next generation and prioritise their career development.

02. LOGO

Structure

The position and proportion of the logo are strictly fixed. They must not be changed or redrawn for any reason. It is important that any use of this logo is in accordance with the standards set forth in these guidelines at all times.

Minimum size:
35mm is the minimum size for the logo in printing materials and 44 px in digital materials.



01 FULL LOGO | 02 ICON | 03 PAY-OFF



02. LOGO

Colours

Our full-colour logo is made with the brand colours.
It is the first option for digital and printing materials. **It can only be used on a white background.**



LOGO TYPE



PANTONE: 485 C
RGB: 211/46/18
CMYK: 0/95/100/0

PAY-OFF



PANTONE: Pantone Process Black
RGB: 0/0/0
CMYK: 0/0/0/100

ICON



Gradient
blue - green



PANTONE: 2935 C
RGB: 0/94/195
CMYK: 100/46/0/0



PANTONE: 361 C
RGB: 13/175/43
CMYK: 70/100/0/0



Gradient
red - yellow



PANTONE: 485 C
RGB: 211/46/18
CMYK: 0/95/100/0



PANTONE: 123 C
RGB: 251/200/23
CMYK: 0/24/94/0

Here are some examples of what cannot be done.



02. LOGO

Negative & positive

Black version



White version



from 0 to
40% of colour
background use
black version



from 50 to
100% of colour
background use
white version



03. COLOUR CODE

The brand “ERA” is identified by the use of 4 colour codes that represent the different relevant areas:

Institutional

Networking

Education

Science

Institutional

PANTONE: 485 C
RGB: 211/46/18
CMYK: 0/95/100/0

Networking

PANTONE: 2935 C
RGB: 0/94/195
CMYK: 100/46/0/0

Education

PANTONE: 361 C
RGB: 13/175/43
CMYK: 70/100/0/0

Science

PANTONE: 123 C
RGB: 251/200/23
CMYK: 0/24/94/0

04. TYPOGRAPHY

Futura Std

The Futura font is one of the most famous geometric fonts, and is still popular for daily use.

The font uses basic geometric forms and even-width strokes that eliminate any type of contrast. Lowercase letters like the 'a' are the exception when it comes to the even width. Ascenders and descenders in the lowercase letters are tall and go over the height of uppercase characters. This makes the font look elegant and sets it apart from other geometric fonts.

Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Book Oblique

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Heavy

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Heavy Oblique

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Graphic elements

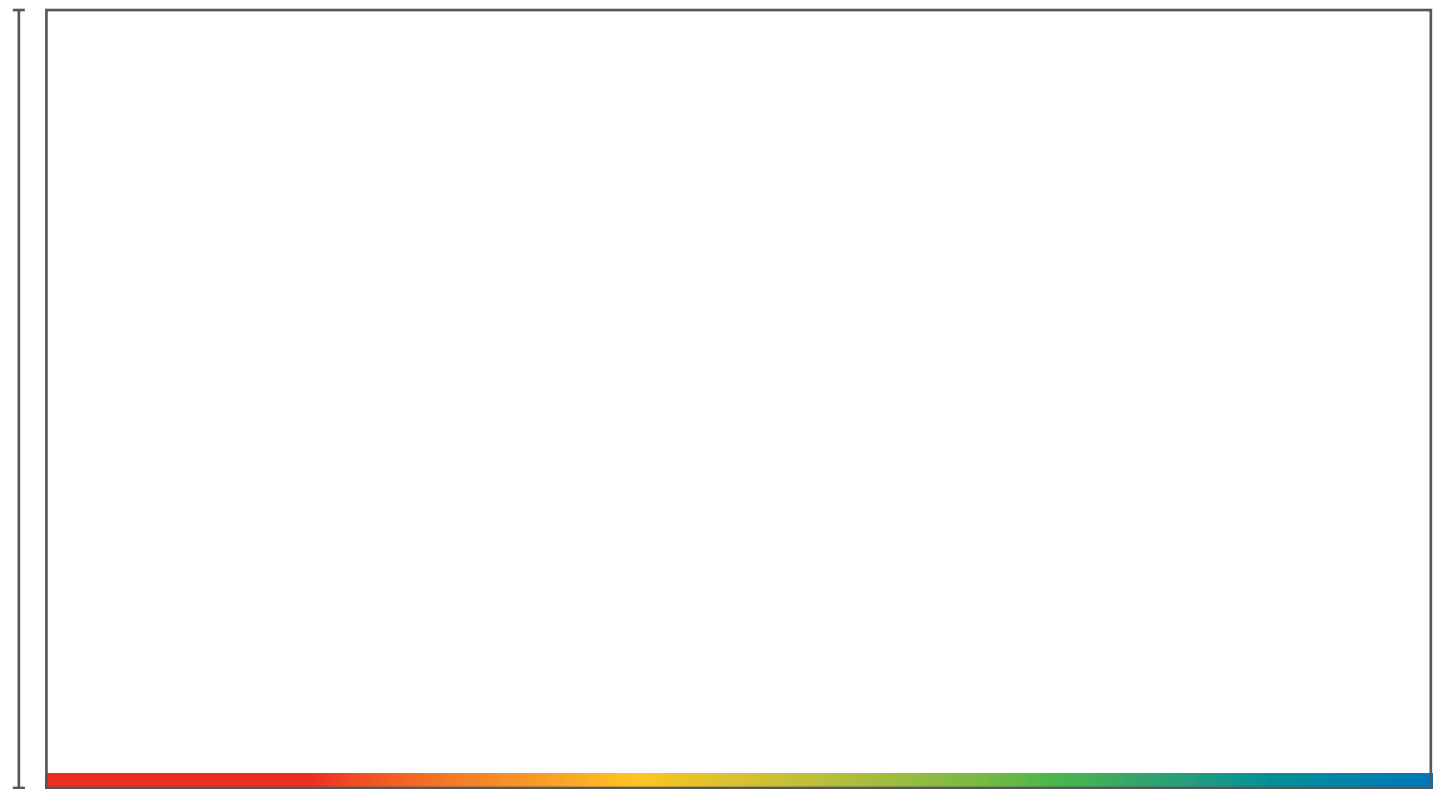


- 01 TITLE COLOUR OF TOPIC | 02 VISUAL | 03 COLOURED BAND | 04 WAVE COLOUR OF TOPIC | 05 LOGO

Coloured band

The coloured line must respect the dimensions shown in this example.

Total height
of visible
area



The height of the coloured
line can cover only 2%
of the total height of the
visible area

05. LAYOUT

On-Offline

