

NEXT GENERATION INTERNET

Brand guide

June 2019 | Version 1.0

This document lists and explains the visual identity elements of Next Generation Internet (NGI). These are rules and values to help you create and compose visual designs that appeal to that identity. The graphic charter serves as a reference guaranteeing the durability of NGI at the visual level while marking the creative work of the designers.

1. Logotype

Sizes and versions

There is no mandatory size for the use of the NGI logo. Sizes and proportions should be based on available space, aesthetics, function and readability. It is recommended that you do not use the logo version with the baseline in sizes that are too small to maintain maximum readability. The large version of the logo: Next Generation Internet can also be used in small sizes.

Explicit version

Acronym version

Tag / Co-branding version

Icon version

Without baseline

**NEXT
GENERATION
INTERNET**

Without baseline

NGI

NGI FORUM
2019



With baseline

**NEXT
GENERATION
INTERNET**
INTERNET OF HUMANS

With baseline

NGI
INTERNET OF HUMANS



1. Logotype

Minimum size

There is no mandatory size for the use of the NGI logo. Sizes and proportions should be based on available space, aesthetics, function and readability. It is recommended that you do not use the logo version with the baseline in sizes that are too small to maintain maximum readability. The long version of the logo: Next Generation Internet can also be used in small sizes.



200px



150px



NEXT
GENERATION
INTERNET

or



100px



2. Typography

Typographic family of the logotype

The font used is Montserrat. It has been modified by rounding the angles to make the logo more human, warm and unique.

The letter “G” has also been modified so that there is no possible confusion with the letter “O”. The logo, the baseline and the name of the sub-groups are built with this typography. No other font is allowed in the use of these three elements.



Original Montserrat

Modified Montserrat



The use of italics is only allowed for the writing of testimonials (quotes). Regarding the logo, this form of font should not be used.

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?€&*)

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?€&*)

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?€&*)

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,,:?€&*)

3. Colours

Main colours

The main colours of NGI's visual identity are those shown below. They can not be changed, reversed or altered.

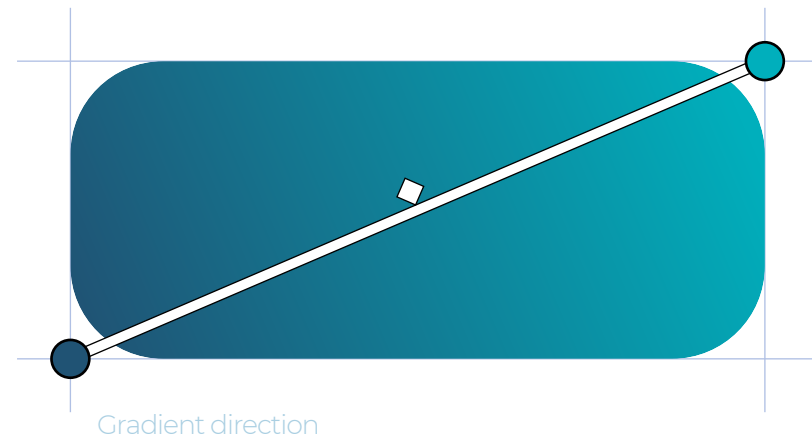
The colour of the name following the logo (and the baseline “Internet of humans”) is the same regardless of the logo that precedes it.

The colour gradient follows a precise axis that starts from the bottom left of the element and ends at the right-hand point of the same element.

The darkest colour of the gradient is always on the left.



Hexa:	#205374	#00AFBC	#6F9AA8
RGB:	32/83/116	0/175/188	111/154/168
CMYK:	90/60/33/20	74/4/28/0	67/27/28/6
Pantone®:	7700 c	7466 c	5425 C



4. Spacing and sizes

Exclusion zone

The logo should always be used with a minimum isolation area. This ensures that the peripheral elements (titles, texts, visuals ...) do not come to disturb the visibility and the integrity of the logo. This area is a minimum, it is recommended to enlarge if possible.

These exclusion zones also apply to Explicit and Tag / Co-Branding versions of the NGI logo.



5. General principles

**NEXT
GENERATION
INTERNET**

The **Explicit** version of the NGI logo is the main version that we want to promote on all communication channels in most contexts where the brand is not yet well established.

NGI

The **Acronym** version is the secondary version that we recommend to use when space constraints exist (web for example), or in contexts where the brand is already well established (at the NGI Forum for example).

NGI FORUM
2019

The **Tag/Co-branding** version must be used by all projects (CSAs and RIAs), platforms (NGI Community Platform for example) or specific uses (NGI Forum 2019 for example). Only this version is allowed in the cases listed above, the EXPLICIT and NGI versions being reserved for communication relating to the NGI initiative itself.

These Tag/Co-branding versions must be associated, by their colour range, with one and only one use: for example, a project always and necessarily uses the same colour.

NGI **NGI**

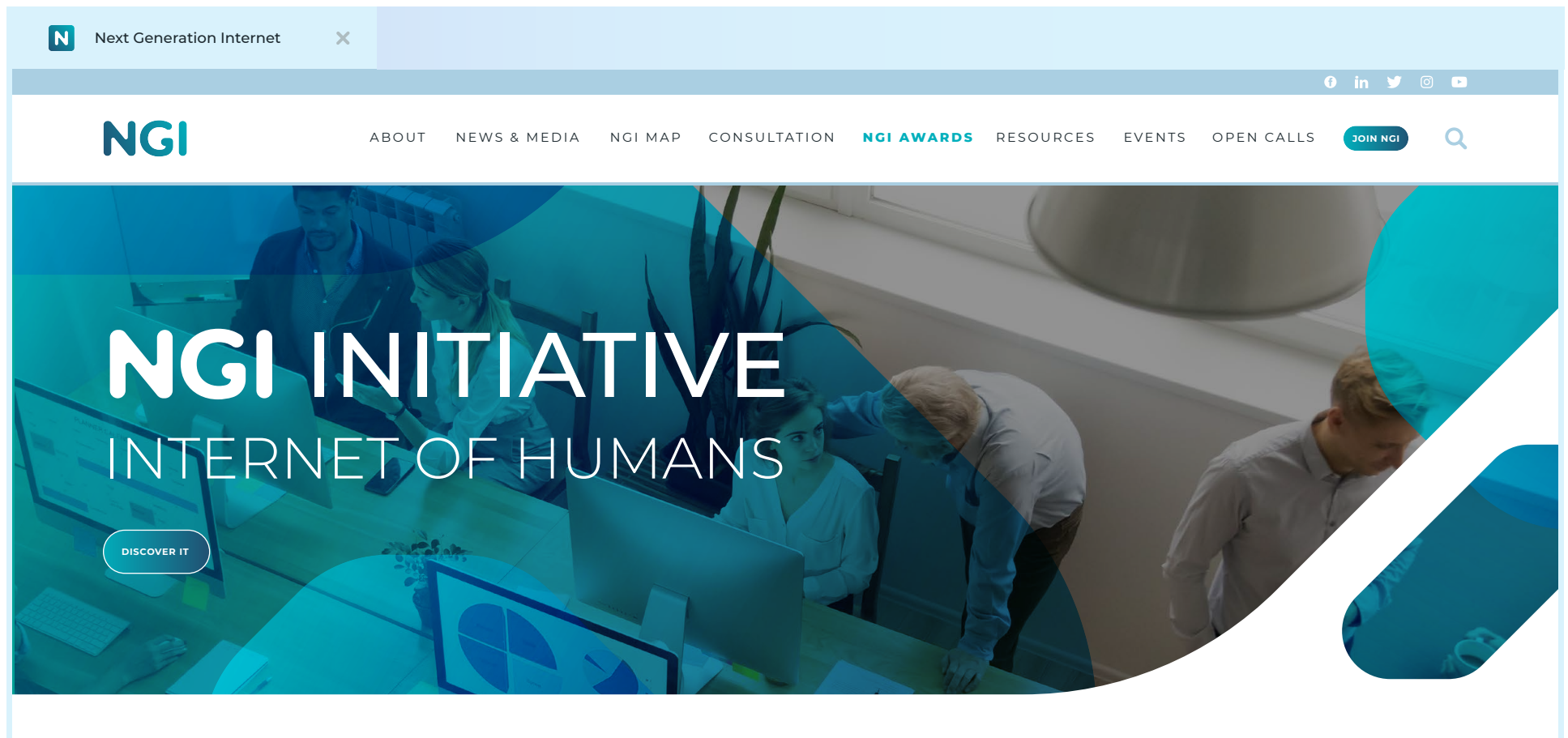
The **Icon** version (NGI, square or circular) is intended for use on social media, for all stakeholders. The ICON version ("N" only, square or circular) is not recommended.

6. Uses

Website

Below is an example of the use of the NGI logo and identity applied to the header and the hero of the website.

This is an example of how a background image can be used for a slider. Other graphic treatments can be envisaged according to the context, if the rules of contrast as they are presented hereunder are respected. Please note that adopting the "rounded" version of the NGI acronym is recommended when technically possible.



6. Uses

NGI owned Social Media

Design example of the different elements on the Twitter page of NGI 4 EU.

Accueil À propos

Recherchez sur Twitter

Vous avez déjà un compte ? [Se connecter](#)

NGI

Tweets **6366** Abonnements **1289** Abonnés **3108** J'aime **1490** Listes **20** [Suivre](#)

NGI4eu
@NGI4eu

The Next Generation Internet initiative by the @DSMeu of the @EU_Commission!
[#NGI4eu](#) [#nextgenerationinternet](#)

Brussels
[ngi.eu](#)
Inscrit en février 2014
1 890 Photo ou vidéo

Tweets Tweets & réponses Médias

Tweet épinglé

NGI4eu @NGI4eu · 4 févr.

New funding opportunities for researchers and innovators at work to build a better Internet! A number of [Open Calls](#) following the Horizon 2020 cascade funding mechanisms are now open! [ngi.eu/opencalls/](#) [#NGI](#) [#Funding](#) [#H2020](#) [@DSMeu](#) [@EU_Commission](#) [#EU](#) [#H2020](#) [#opencalls](#)

NGI OPEN CALLS
FUND YOUR IDEA!

UP TO 200,000 EUROS!
MORE INFO ON
[NGI.EU/OPENCALLS](#)

3 49 42

Nouveau sur Twitter ?
Inscrivez-vous maintenant pour obtenir votre fil d'actualités personnalisé !

Vous aimerez peut-être aussi
Actualiser

- NGI-EXP** @NGI_EXP
- Martel Innovate** @Martel_Innovate
- DigitalSingleMarket** @DSMeu
- Monique Calisti** @MoniqueCalisti
- Net Technologies** @NetTechEU

6. Uses

NGI owned Social Media

Design example of Twitter card

NGI4EU
@NGI4EU

Lorem ipsum dolor [#sitamet](#). Consectetur adipiscing elit, sed diam nonummy nibh euismod volutpat: blog.twitter.com/2015/history-o...

♡ 699 7:26 PM - Apr 31, 2019

Duis autem #NGI on Twitter
Duis autem #NGI on Twitter
twitter.com/ngi4eu

💬 486 people are talking about this

7. Co-branding

Colourimetry

The examples on this page are not binding, except for the colours reserved by NGI (see previous pages and NGI Forum 2019 logo). All other versions are shown as examples, each project (CSAs and RIAs) being free to choose the colour range that suits it best, as long as it is not already reserved by another project, or too close to an existing range.

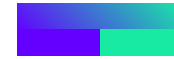
The NGI logo must be in a cartridge. The “arrow” and the text are on the right.



Hexa: #36204E #9C4877
 RGB: 54/32/78 156/72/119
 CMYK: 90/98/33/35 41/81/24/8
 Pantone®: 2695 C 682 C



Hexa: #205374 #00AFBC
 RGB: 32/83/116 0/175/188
 CMYK: 90/60/33/20 74/4/28/0
 Pantone®: 7700 C 7466 C



Hexa: #6300FF #18EAA4
 RGB: 99/0/255 24/234/164
 CMYK: 84/78/0/0 63/0/53/0
 Pantone®: Violet C 333 C



Hexa: #009CBE #FFDB6A
 RGB: 0/156/142 255/219/106
 CMYK: 80/13/51/1 1/14/67/0
 Pantone®: 7716 C 120 C



Hexa: #EA5F40 #FFA658
 RGB: 234/95/64 255/166/88
 CMYK: 1/74/75/0 0/43/68/0
 Pantone®: 7416 C 714 C



Hexa: #6300FF #A166FF
 RGB: 99/0/255 161/102/255
 CMYK: 84/78/0/0 61/64/0/0
 Pantone®: Violet C 265 C



Hexa: #00AFBC #18EAA4
 RGB: 0/175/188 24/234/164
 CMYK: 74/4/28/0 63/0/53/0
 Pantone®: 7466 C 333 C



Hexa: #5D4057 #8CABA
 RGB: 93/64/87 168/202/186
 CMYK: 62/73/40/35 39/8/31/0
 Pantone®: 5195 C 559 C



Hexa: #1C282E #136483
 RGB: 28/40/46 19/100/131
 CMYK: 86/66/56/68 88/48/31/16
 Pantone®: 433 C 7700 C



Hexa: #8C6A3F #FFDA20
 RGB: 140/106/63 255/218/32
 CMYK: 33/49/74/32 2/12/89/0
 Pantone®: 873 C 115 C



Hexa: #9E8189 #F3ACB6
 RGB: 158/129/137 243/172/182
 CMYK: 37/47/33/15 1/43/18/0
 Pantone®: 7653 C 700 C



Hexa: #2E24A8 #3A33FF
 RGB: 46/36/168 58/51/255
 CMYK: 95/87/0/0 88/73/0/0
 Pantone®: 2736 C 2726 C

8. Signature

Signature “... by NGI”

For the signature version, the NGI logo must be in a cartridge.

The signature version of the logo corresponds to the reverse co-branding version.

The “arrow” and the text are on the left.



FASHION FREEDOM
INITIATIVE.



9. Paper

Poster layout

For the layout of posters or flyers, the wide version of the logo is recommended. In addition, graphic elements in visual coherence with the identity of NGI will have to be used. Please refer to the layout presented below. These are examples of posters. Any other creative approaches are allowed.

Posters



Flyer



10. Examples

Roll-up



Web banner

NEXT GENERATION INTERNET

AETIUSS HUS REC ORARIVIVUS FAUC REM

Muliciis intiaes etrorio nocci se acturs publico nsulturi sistum consci fue audaceslis.

NGI

AETIUSS HUS REC ORARIVIVUS FAUC REM

Muliciis intiaes etrorio nocci se acturs publico nsulturi sistum consci fue audaceslis.

11. Dos and Don'ts

Correct

Below you will find the correct uses of the NGI logo on any background.
The logo must always be visible and legible.



NGI



NGI



NGI

Filter: White, opacity 80%



NGI

Filter: Gradient multiply



NGI



NGI

11. Dos and Don'ts

Incorrect

Although there is a great deal of flexibility in the use of the NGI logo, there are prohibited uses: colour changes, changes in typography, distortion and rotation of the logo, non-respect for the exclusion zone, size too small does not allow the readability of the baseline, removal of some elements, ...



NGI
Internet of Humans

The correct logo usage features the word "NGI" in a large, bold, teal sans-serif font. Below it, the words "Internet of Humans" are written in a smaller, teal, lowercase sans-serif font.



NGI
INTERNET OF HUMANS

An incorrect usage where the word "NGI" is rendered in a gold color, while the tagline "INTERNET OF HUMANS" remains in the standard teal color.



NGI

The logo is shown without the tagline "Internet of Humans", which is a prohibited modification.



NGI
INTERNET OF HUMANS

The logo is shown with the tagline "INTERNET OF HUMANS" in a very small font size, which is not legible, a prohibited modification.



NGI
INTERNET OF HUMANS

The logo is shown with the tagline "INTERNET OF HUMANS" in a very small font size, which is not legible, a prohibited modification.

NEXT GENERATION INTERNET

Contacts

For any questions regarding the NGI graphic charter, and the uses you would like to make of it, do not hesitate to contact the NGI Outreach Office:

Margherita Facca, margherita.facca@martel-innovate.com

Philippe Félix, philippe.felix@mac.com

All NGI graphic assets, including this Brand Guidelines and the Montserrat open source font can be downloaded on the NGI Drive: <https://drive.ngi.eu>, section "NGI Brand Guidelines".