

eTRIKS branding slidedeck

1: Fonts

a: Titles and subtitles

- Font: Avenir light (standard Apple or Windows font) Can also be purchased online for 35 \$
- Sizes and spacing
 - Can be edited according to use
- Titles
 - H1-tag (website): 62 pt and for titles on a written document or presentation 36 pt
 - Secondary titles on a written document or presentation: 20 pt - 25 pt
 - Character spacing: up to 2% (written document or presentation) and 10 pt (website)
- Colour:
 - Webcode: #323247
 - RGB: 50 50 71
 - CMYK: 83 75 44 47

b: Content

- Font: Georgia Regular (standard Apple or Windows font) can be downloaded for free
- Sizes and spacing
 - Can be edited according to use
 - 14 pt: but no higher than 30 pt

- Character spacing: up to 2% or 10 pt (webdesign)
- Vertical spacing: 39 pt (webdesign) and 5 pt (written document or presentation)
- Colour:
 - Webcode: #323232
 - RGB: 50 50 50
 - CMYK: 69 60 56 66

c: Example

We drive the adoption of a common open source platform.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam pulvinar la cus vitae tellus sagittis, vitae finibus leo accumsan. Ut vitae convallis augue, eu mattis risus. Sed faucibus aliquet tempor. Nulla sagittis augue sed tellus commodo, tristique facilisis augue elementum. Donec ex orci, pulvinar ac condimentum et, commodo eget augue.

Aenean vitae maximus nulla. Cras ornare erat sit amet suscipit varius. Suspendisse potenti. Vivamus sodales felis scelerisque massa mollis, in convallis elit maximus. Duis dictum elit id odio fringilla fringilla. Nullam et urna lectus. Nullam posuere ligula nibh, ultrices egestas ligula gravida ut. Suspendisse potenti. Pellentesque facilisis dui nisl. Mauris odio eros, tempus nec dignissim a, placerat sit amet nunc.

2: Branding elements

a: Shapes

For titles concerning the overall header of the document, services that the eTRIKS platform provide and portfolio we use a dark blue rectangle with a white H1-title as seen in the following example:



What we can do for your project

H1-title-specs: are the same as seen in the font section with a white colour:

Web: #FFFFFF

RGB: 255 255 255

CMYK: 0 0 0 0

Colour of the rectangle:

Web: #323247

RGB: 50 50 71

CMYK: 83 75 44 47

Size:

Width: size of the content width

Height: Depends on the size of the title:

f.e.: When 25 pt, height of the rectangle should be about 2cm

b: Logo

The existing eTRIKS logo will be reused in the following formats:

- Standard (white background only)



Standard eTRIKS logo without the former explanatory text. You can find this logo in a separate attachment.

- Top of document (dark background)



Logo in white colour with a dark (blue) background. Can be used for top of documents together with the H1-title shape. You can find the white logo in a separate attachment.

c. Icons

To explain the services the eTRIKS platform provides. The following icons can be used.



The following icons will be representing specific terms:

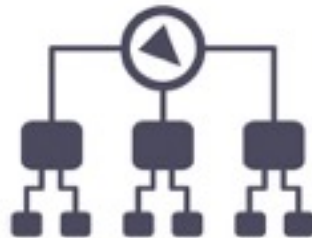
Practice Guidelines



Open source platform



Data Harmonization



Advice & Support



The other icons can be used to your specific needs.

D. Imagery and Photography

The following photographs have been chosen to represent the eTRIKS platform. The photographs require to be scientifically correct and natural with a focus on data and results of clinical research.

The following photograph is an example and has already gained clearance to be used:



Or for background purposes resembling the new website:

