CONTENTS

The logo ..................................................................................................................3
Typography ..........................................................................................................8
Colours ...............................................................................................................15
EU emblem & recognition ................................................................ ..................15
THE LOGO

The logo ................................................................. 4
Reversed version & colourways............................ 5
Logo misuse ............................................................ 6
Clear space & minimum size ............................... 7
THE LOGO

The Smart Networks & Services Joint Undertaking (SNS JU) programme logo was designed in one version. It combines the “6G” and “SNS” designed with different styles and combined into one shape. The logo should always be used in its full version.

6G
Uses the light blue from the colour palette and a boxy typeface.

SNS
Uses the dark blue from the color palette and a lighter typeface.
REVERSED VERSION & COLOURWAYS

On dark backgrounds and image backgrounds, the reversed version of the logo may be used. The logo can also be used on coloured backgrounds.

Positive

Colour logo version

Negative I

Colour logo version inverted
(When contrast is assured for the light blue)

Negative II

Logo version white
There are guidelines for using the logo. Please do not alter the logo in any way. The most common examples of misuse involve incorrect scaling or incorrect colour selection. Here are some examples of what not to do.

**Resolution**
Always use the correct resolution.

**Colour**
Never change the colour settings on the main logo.

**Distortion**
Never stretch, warp or expand the logo to fit to a space or platform.

**Type**
Never replace the logo with another typeface.

**Perspective**
Never use a perspective of the logo.

**Proportion**
Never scale or adjust the elements within the logo.

**Pattern**
Never place the logo over a busy pattern.

**Photography**
Never place the logo over a busy photograph.
CLEAR SPACE & MINIMUM SIZING

Whenever you use the logo, it should be surrounded by clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone. The logo is designed to retain clarity down to a minimum width of 50mm or 600px and 18mm or 175px height.

To work out the clear space, take the height and width of the letter “G” of the logo.
TYPOGRAPHY

Primary typeface ................................................................. 9
Secondary typeface ............................................................ 11
HOW TO USE THE PRIMARY TYPEFACE

The primary typeface is Comfortaa. It should be used mainly on headings, titles, sub-titles, and quotes. It could be used online and on printed materials such as brochures. Combine it with the secondary typeface - Calibri - to create dynamics in the text. The primary typeface is also used in the tagline together with the logo.

Comfortaa Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890+;%@?!”&€*

Comfortaa Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890+;%@?!”&€*
SECONDARY TYPEFACE

Calibri Regular and Calibri Bold

Designed by Luc(as) de Groot (Standard Latin, Cyrillic, Greek, and Hebrew), Mamoun Sakkal (Arabic); Armenian and Georgian (Ruben Tarumian)
HOW TO USE THE SECONDARY TYPEFACE

The secondary typeface is Calibri. It should be used mainly on body text, sub-titles, and quotes. Because it is a standard font, it is mostly used on office templates.

Calibri Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890+;%@?!&€*

Calibri Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmn OoPpQqRrSsTtUuVvWwXxYyZz 1234567890+;%@?!&€*

Example of secondary typeface on a ppt presentation.
COLOURS

Main colour palette ................................................................. 14
Alternative colour palette ......................................................... 15
MAIN COLOUR PALETTE

We use 2 colours on the logo.

6G SNS

C: 68%  R: 64
M: 22%  G: 161
Y: 0%   B: 217
K: 0%

#40a1d9

C: 100%  R: 38
M: 99%   G: 36
Y: 32%   B: 94
K: 24%

#26245e
ALTERNATIVE COLOUR PALETTE

For the SNS JU programme communication, an alternative colour palette is to be used on other design materials such as illustrations and infographics and typography. This colour palette is composed of 4 different shades of blue.

Have in mind to choose photos or images with the same shades of blue to build a cohesive visual language for the brand.

Alternative colour palette

C:  56%  R:  102
M:  6%   G:  191
Y:  11%  B:  216
K:  0%

#66bfd8

C:  72%  R:  59
M:  30%  G:  148
Y:  0%   B:  209
K:  0%

#3b94d1

C:  93%  R:  16
M:  64%  G:  97
Y:  10%  B:  160
K:  0%

#1061a0

C:  93%  R:  3
M:  64%  G:  149
Y:  10%  B:  182
K:  40%

#03406f
EU EMBLEM & RECOGNITION

The use of the European Union emblem ................................................................. 17
How to use it for the SNS JU partnership.............................................................. 18
EC recognition statement for SNS JU projects..................................................... 19
THE USE OF THE EUROPEAN UNION EMBLEM

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding and co-funding. In the case of the SNS JU programme, as a co-funded EU partnership, the guidelines are the use of the association of the EU emblem together with the SNS logo. For the SNS JU projects, the font Calibri Bold will be used for the funding statement.

The possible compositions are the following:

Extended composition

Co-funded by the European Union

Compact composition

Co-funded by the European Union

Compact composition inverted
EC RECOGNITION STATEMENT

Together with the EU emblem, as explained in the previous section and as per AGA (Art.17.3), all the SNS JU projects should add the following disclaimer:

“<Funded / Co-funded> by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or <name of the granting authority>. Neither the European Union nor the granting authority can be held responsible for them.”

Even if is not mandatory under the Horizon Europe programme, if you wish, you can use the following acknowledge sentence using the name of your project and the agreement number.

<Name of the project> has received funding from the Smart Networks and Services Joint Undertaking (SNS JU) under the European Union’s Horizon Europe research and innovation programme under Grant Agreement N° <Grant agreement number>
HOW TO USE THE EU EMBLEM & RECOGNITION

The co-branding signatures can be used on digital and printed materials such as website pages or brochures. Use them wisely keeping in mind the space available, composition, and background colours.
Thanks for your attention!