

6G SNS

Smart Networks & Services Joint Undertaking
Brand book & guidelines

February 2023



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THE LOGO

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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 SNS full logo

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

LOGO MISUSE

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.



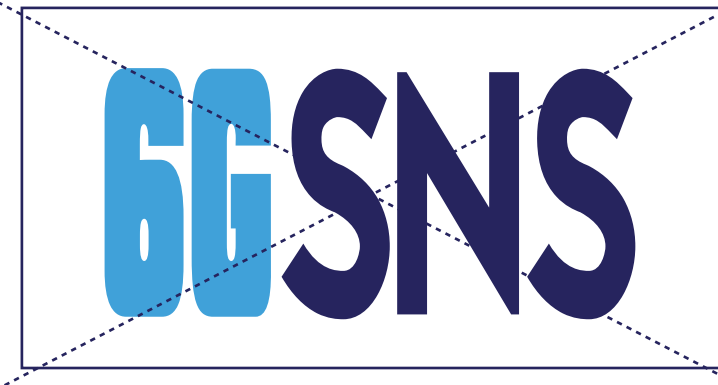
Colour

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 clearspace, take the height and width of the letter “G” of the logo.



The logo should never be used when it comes to small sizes.

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Aa Aa

PRIMARY TYPEFACE

Comfortaa Regular and Comfortaa Bold

Designed by Johan Aakerlund

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

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

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+;%@?!&€*



Smart Networks and Services
 Joint Undertaking

Example of primary typeface on the tagline

Aa Aa

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

**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

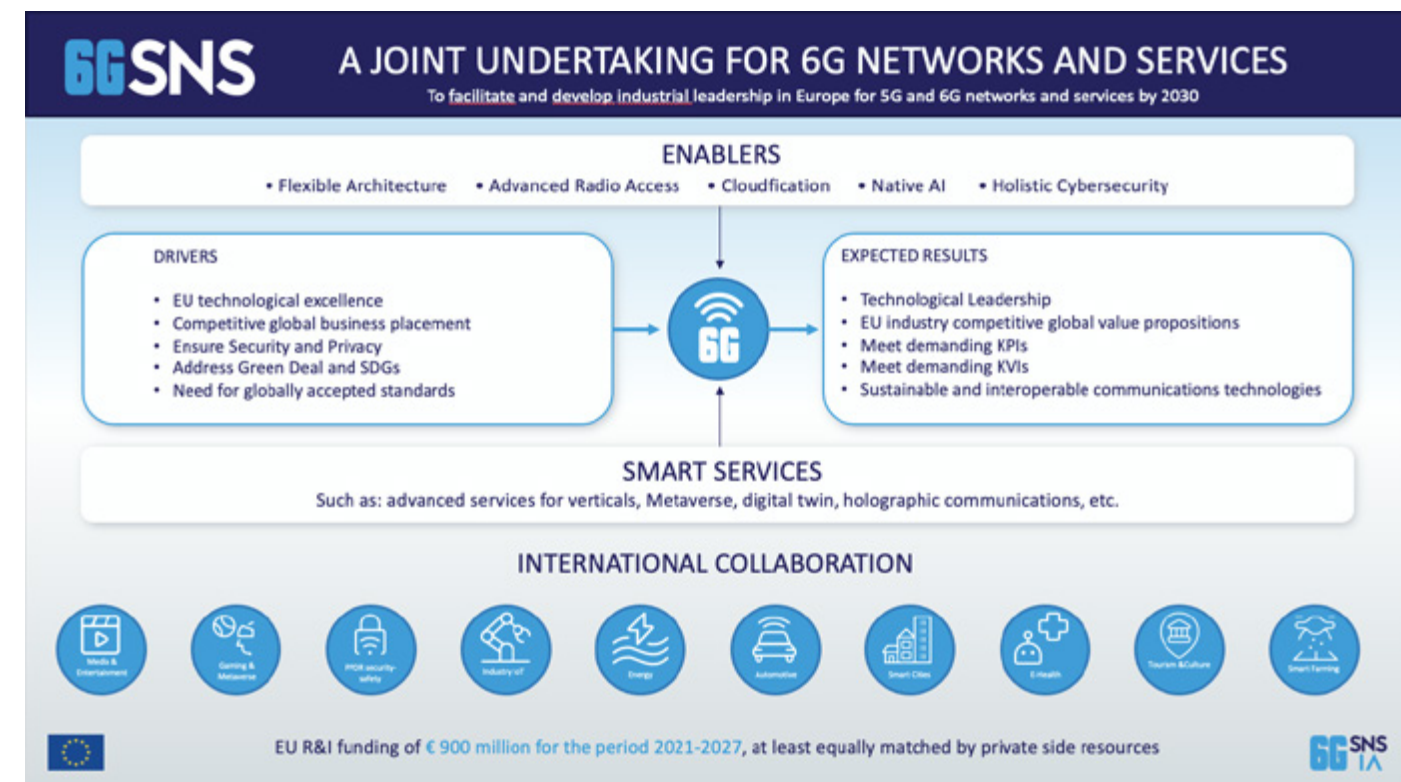
The secondary typeface is Calibri. It should be used mainly on body text, sub-titles, and quotes. Because it is a standard font, it is mostly used on office templates.

Calibri Regular

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

Calibri Bold

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



Example of secondary typeface on a ppt presentation.

COLOURS

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MAIN COLOUR PALETTE

We use 2 colours on the logo.

The image displays the logo 'GG SNS' in a bold, sans-serif font. The 'GG' is colored in a medium blue, while 'SNS' is in a dark navy blue. To the left of the logo is a square color swatch of the medium blue, and to the right is a square swatch of the dark navy blue. Dashed lines connect these swatches to the corresponding parts of the logo. Below each swatch is a list of color values: CMYK, RGB, and a hex code.

			
C: 68%	R: 64	C: 100%	R: 38
M: 22%	G: 161	M: 99%	G: 36
Y: 0%	B: 217	Y: 32%	B: 94
K: 0%		K: 24%	
#40a1d9		#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

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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



Compact composition



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.

Application on slide presentation



6GSNS

Thanks for your attention!



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