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**eduroam logo**  
guidelines

The Logo exists in two versions:  
The basic white and a negative version.

Following the few rules of this manual will ensure  
that the eduroam identity given by the logo, the  
readability and aesthetics are well maintained.



File: eduroamneg.eps

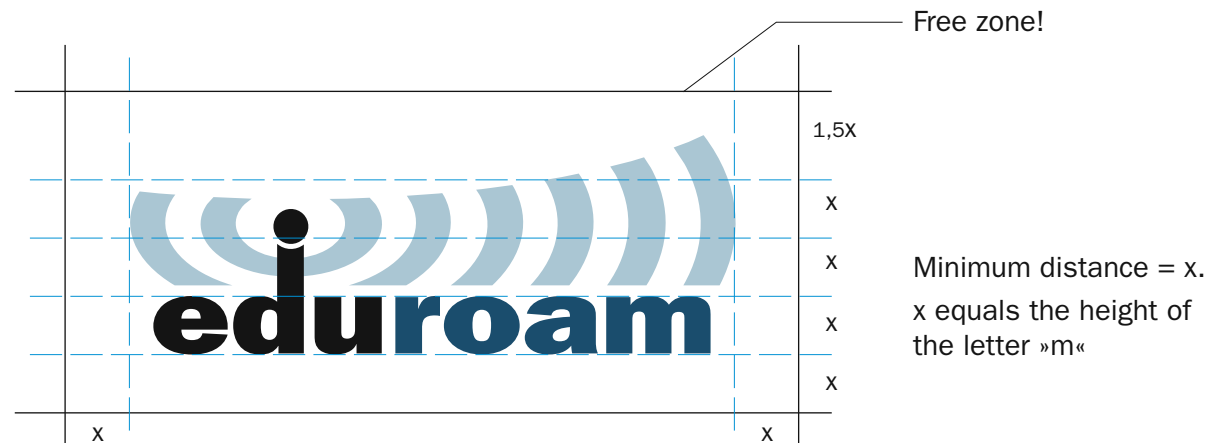


File: eduroam.eps

Transparent versions (filenames: eduroamtrans.eps, eduroamtransneg.eps) are also  
available for use on background colours or image files, or for stickers etc.

Bitmap versions (.png, .gif) are available as well.

The logo should always stand as clear as possible without interference or distortion  
from any other graphic elements. Keeping space around the logo is more important than  
enlarging the logo size.



The eduroam logo is a redesign based on the  
original design by Pavel Satrapa.



#### **Colours**

Pale blue »radiowaves«:

CMYK: 25-10-5-0

RGB: 191-213-220

Blue letters »roam«:

CMYK: 90-50-25-10

RGB: 29-74-116

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Negative version

Blue »radiowaves«:

CMYK: 80-35-22-8

RGB: 51-105-135

Pale blue letters »roam«:

CMYK: 33-10-12-0

RGB: 171-201-200

#### **Typeface**

The letters in the logo are based upon the typeface **Franklin Gothic Demi**.

The typeface is modified for the purpose and are not to be transformed in any way.

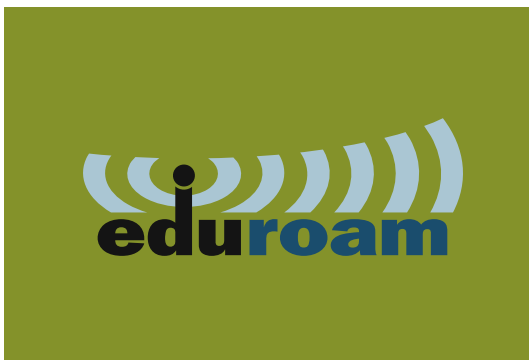
Especially when you work with printed material the use of the Franklin font family is highly recommended. In this way you can create a natural context between the logo and your text.

This manual is made with Franklin font only.

# Franklin Gothic Book

# **Franklin Gothic Demi**

OK!



You can place the logo on coloured backgrounds... ..but never choose a background colour that weakens the elements of the logo!

You can place text in visual correspondance with the logo, but keep distance...

Lorem ipsum, consectetur adipiscing elit, sed diam nonummy nibh euismod.



Lorem ipsum,  
consectetur adipiscing  
elit, sed diam nonummy  
nibh euismod.



Follow the visual lines  
rather than physical lines



The »radiowaves« can be used as decoration in your artwork - avoid contrast though...

Bad  
ideas!



Do not stretch, skew or tilt the logo...



Do not frame the logo or place it in shapes

Do not apply any objects to the logo



Do not change the colours



Do not increase the number of wavelines



Do not apply shadow



Avoid very small sizes



Do not place the logo on any interfering backgrounds