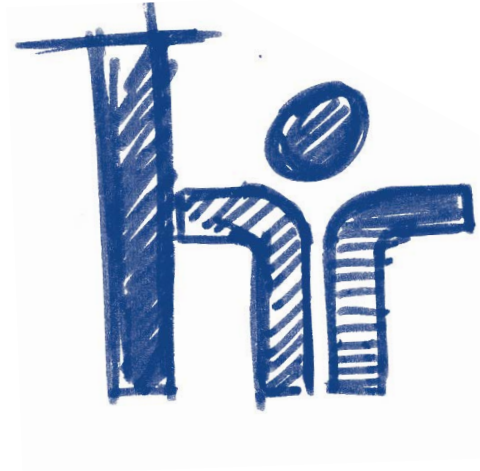




HR EXCELLENCE IN RESEARCH

VISUAL IDENTITY GUIDELINES FOR A VISUAL SIGN OF THE HUMAN RESOURCES STRATEGY FOR RESEARCHERS



The “HR Strategy for Researchers” (HRS4R) is a mechanism to support the implementation of “The European Charter for Researchers” and “The Code of Conduct for the Recruitment of Researchers” by research institutions and other employers. This would help increase these institutions’ attractiveness to researchers which would in turn identify them as a stimulating and favourable working environment. By creating a visual sign for HRS4R the European Commission aims to acknowledge the efforts carried out by the institutions which implemented the Chartist and the Code. The visual identity presented can help researchers to identify these organisations.

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## HR EXCELLENCE IN RESEARCH

**Logotype.** The letters 'HR' directly indicate the core objective of the project. the spelling gives it a professional, dynamic and fresh feel. The yellow circle located between part of the 'h' and the 'r' symbolises a person which adds a human element to the visual sign. The 'body language' of the person suggests a positive and open feeling. The colours of the visual are the same as the colours of the European flag which indicates the connection to the European Union.

**Tagline.** The tagline addresses the primary target group - the research community. The tagline incorporates the key message for the audience of the Charter and the Code. In addition to the professional aspect of the logo, the tagline provides a dimension of security. which is often desired by job seekers.

A.



HR EXCELLENCE IN RESEARCH

B.



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The logotype will be used on different off - and on-line materials in a number of ways.  
In order to fit perfectly into any support, there are two different variations that can be used.

A.



B.



The preferred version is the blue and yellow visual. (A)

The black and white logo should be used for documents that can only be seen in black and white such as faxes and photocopies. (B)



The visual should always be isolated on the background.  
The minimum open space between the visual and any other element is indicated above.  
The minimum space surrounding the visual is defined by the size of the dashed circle. No framing is allowed.



The visual should always be isolated on the background.

The minimum open space between the visual and any other element is indicated above.

The minimum space surrounding the visual is defined by the size of the dashed circle. No framing is allowed.



## Blue Gradient



Gradient type: Linear  
Angle: -90°  
Colours: 2

### Colour 1

Pantone Reflex Blue

C: 100 - M: 91 - Y: 6 - K: 1

R: 0 - G: 51 - B: 153

L: 25 - a: 21 - b: -61

H: 220 - S: 100 - B: 60

#003399

### Colour 2

Pantone 306 C

C: 76 M: 0 Y: 0 K: 0

R: 0 G: 181 B: 226

L: 68 - a: -28 - b: -34

H: 192 - S: 100 - B: 88

#00b5e2

## Yellow



PANTONE 108C

C: 0 - M: 25 - Y: 100 - K: 0

R: 255 - G: 194 - B: 14

L: 82 - a: 13 - b: 81

H: 45 - S: 95 - B: 100

#ffc20e

The different graphical elements have their own specific colours.  
The colours are described for all off- and on-line use. No other colours are allowed.

A.



**HR EXCELLENCE IN RESEARCH**

B.



**HR EXCELLENCE IN RESEARCH**

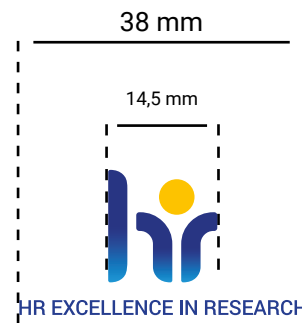
When the number of printing colours is limited, one can use a black and white version of the logotype or a specific blue one.

A. A BLACK AND WHITE VERSION WHEN THE NUMBER OF COLOURS IS LIMITED.

B. A COLOUR PANTONE 746C WHEN THE NUMBER OF COLOURS IS LIMITED.



NORMAL USAGE



MINIMUM SIZE PERMITTED



IF SIZE IS SMALLER THAN 38 MM, USE THE VISUAL WITHOUT THE TAGLINE



The minimum width for the visual is 14,5 millimetres without the tagline and 38 millimetres with the tagline  
 Bear in mind that the minimum open space surrounding the logotype also has to be respected.



The visual is preferably placed on a white background. On a black or dark background the logotype can be used in negative. In that case, the visual should always be white, never coloured.

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto Black

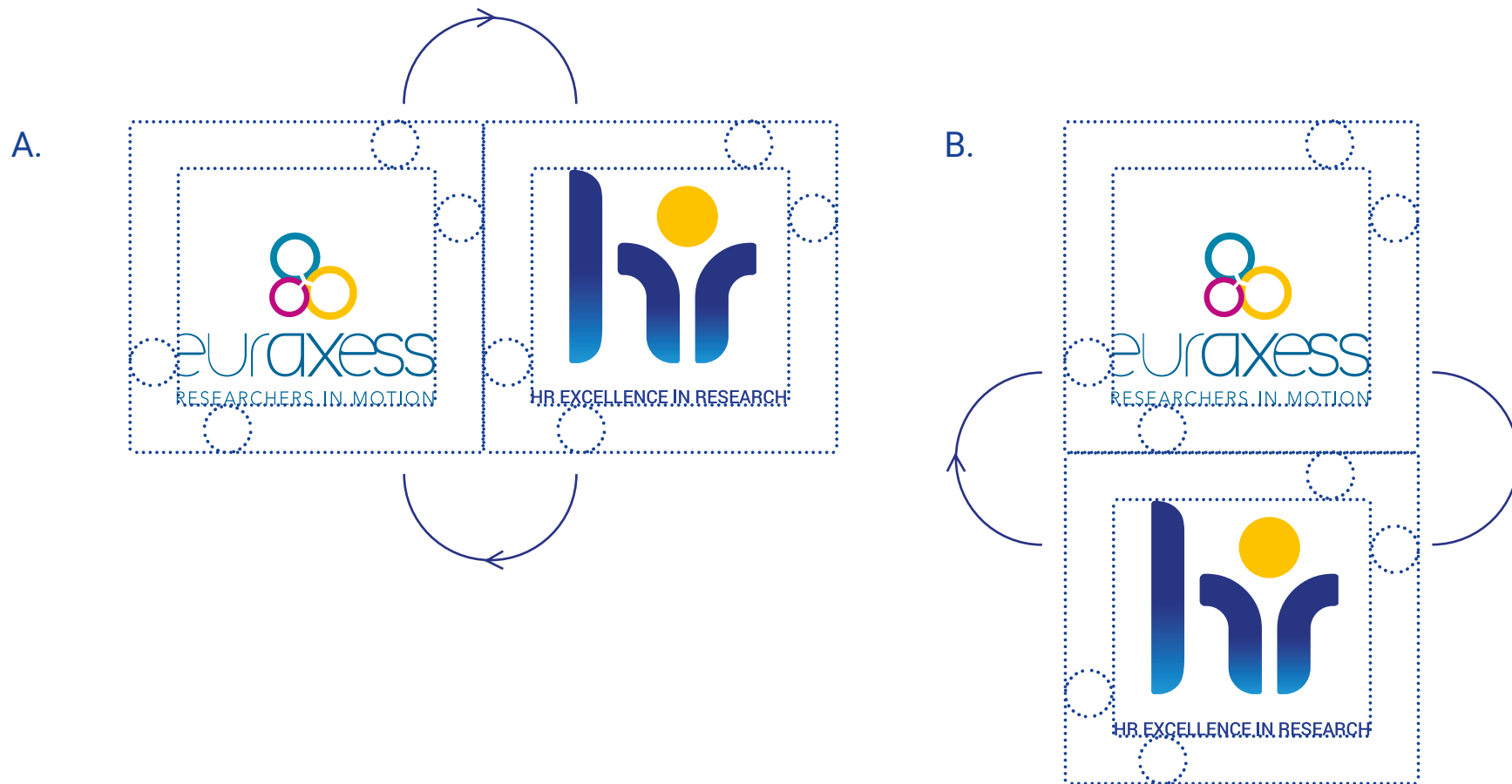
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The typeface for the stationary is Roboto.

It is a Google font, it's web friendly, it has 5 different weights and has good readability in web and print.



The logo of Euraxess and the HR visual can be used together as demonstrated above.  
The minimum distance between the two visuals is measured by the double size of the yellow circle above the 'HR' letters. No framing is allowed. The two visuals could be placed horizontally (A) or vertically (B).  
The order of the two visuals depends on the context and the materials that the visuals are placed on.

