

tnc 23

BRANDING **GUIDELINES**
V.03



DIGITAL GENERATIONS

WE OFTEN HEAR THE TERM 'DIGITAL NATIVES' TO DESCRIBE A PERSON WHO HAS GROWN UP IN THE INFORMATION AGE BUT WE ARE ALL LIVING IN THAT AGE - WE ARE ALL THE DIGITAL GENERATIONS.

Tirana, nominated the European Youth Capital for 2022, is the perfect juxtaposition of these generations with a vibrant community of students and young workers.

Serving all digital generations is a challenge that NRENs must face, from building innovative educational experiences to supporting advanced research projects that have spanned decades.

Our conference in Tirana will be the perfect opportunity to reflect on how we engage digital generations and to reflect on how we are integrating future generations into our own organisations and infrastructure.



BRANDING ELEMENTS

The contour lines are an acknowledgement of the landscape surrounding Tirana, but they also demonstrate the notion of life and growth that the event theme 'Digital Generations' conveys. The addition of points or 'PoPs' on the lines changes the contour definition to a network, recognising the GÉANT community and validating the 'Information age' that we all live in. These new elements can be included in all static and animated graphics and will serve to connect the variety of visual communications we produce.



LOGO OVERVIEW

The TNC23 Logo is the purest part of the event brand and cannot be altered in any scenario, which means that its proportions and line weight always remain the same.

The coloured version of the logo should only be used in conjunction with the brand colours and should appear reversed out white on non-brand colours.



MINIMUM SIZES

Our Logo is made up of two parts: the Symbol and the Wordmarks.

Our Wordmarks express the theme, dates and place and can be used individually or together.

Like our Symbol, the Wordmarks cannot be altered—only their colours can be changed.

We have specified minimum sizes of our Logo to ensure it always looks its best.



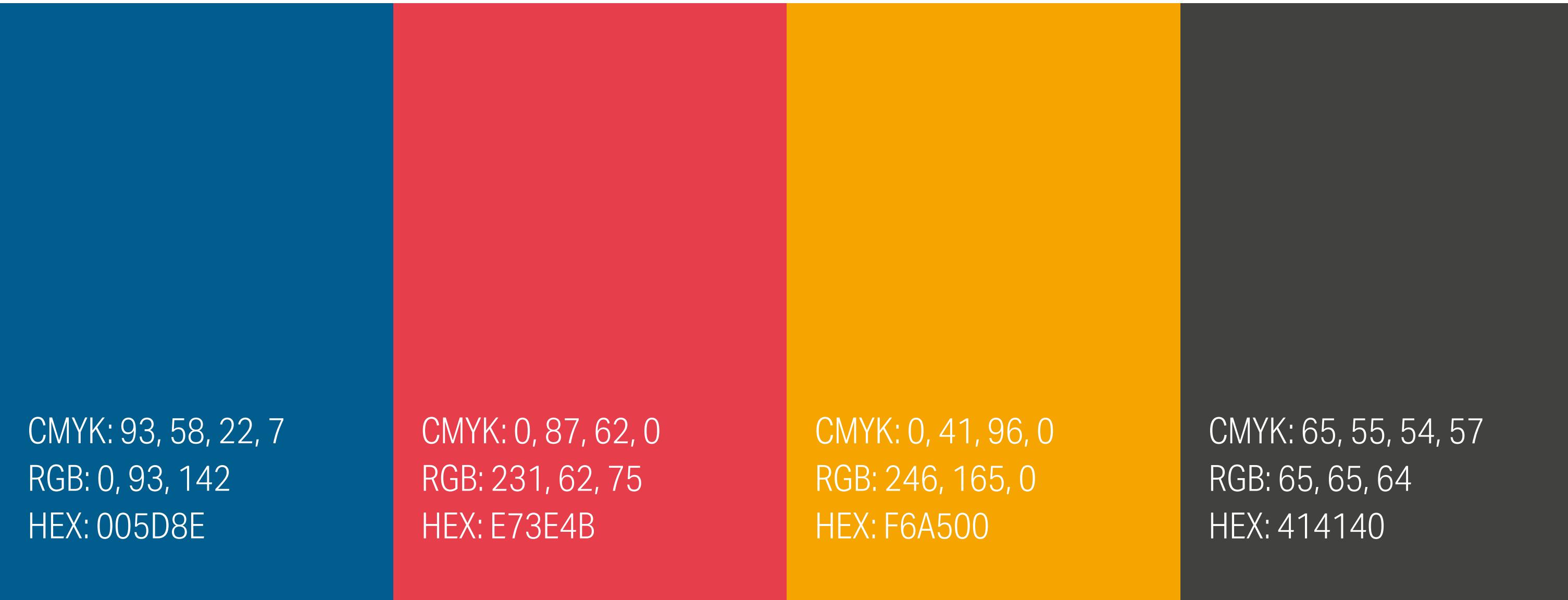
COLOUR PALETTE

All colours in our brand colour palette complement each other.

Our brand thrives on simplicity, not excess. Please do not use more than four brand colours within one design.

Our brand colours look best at full saturation but, when necessary, it is possible the use of tints (90%, 80%, 70%, etc).

Please use the correct colour values of our brand palette specified on this page.



TYPOGRAPHY

Aktiv Grotesk, is our typeface.

It is used in two weights: Light and Xbold.

Our webfont is OpenSans.

1. Aktiv Grotesk CD Light and Xbold combined (all caps)
2. & 3. Aktiv Grotesk Light
4. Aktiv Grotesk Italic
5. Aktiv Grotesk CD XBold

LIGHT
XBOLD

CONTACT DETAILS

If you have any questions about these guidelines, please get in touch.

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