

# NEXT GENERATION INTERNET

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## Brand guide

June 2019 | Version 1.0

This document lists and explains the visual identity elements of Next Generation Internet (NGI). These are rules and values to help you create and compose visual designs that appeal to that identity. The graphic charter serves as a reference guaranteeing the durability of NGI at the visual level while marking the creative work of the designers.

## 1. Logotype

### Sizes and versions

There is no mandatory size for the use of the NGI logo. Sizes and proportions should be based on available space, aesthetics, function and readability. It is recommended that you do not use the logo version with the baseline in sizes that are too small to maintain maximum readability. The large version of the logo: Next Generation Internet can also be used in small sizes.

#### Explicit version

Without baseline

**NEXT  
GENERATION  
INTERNET**

With baseline

**NEXT  
GENERATION  
INTERNET**  
INTERNET OF HUMANS

#### Acronym version

Without baseline

**NGI**

With baseline

**NGI**  
INTERNET OF HUMANS

#### Tag / Co-branding version



#### Icon version



## 1. Logotype

### Minimum size

There is no mandatory size for the use of the NGI logo. Sizes and proportions should be based on available space, aesthetics, function and readability. It is recommended that you do not use the logo version with the baseline in sizes that are too small to maintain maximum readability. The long version of the logo: Next Generation Internet can also be used in small sizes.

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NEXT  
GENERATION  
INTERNET

or



## 2. Typography

### Typographic family of the logotype

The font used is Montserrat. It has been modified by rounding the angles to make the logo more human, warm and unique.

The letter “G” has also been modified so that there is no possible confusion with the letter “O”. The logo, the baseline and the name of the sub-groups are built with this typography. No other font is allowed in the use of these three elements.



Original Montserrat

Modified Montserrat



The use of italics is only allowed for the writing of testimonials (quotes). Regarding the logo, this form of font should not be used.

### Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?€&\*)

### Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,,:?€&\*)

### Montserrat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,,:?€&\*)**

### Montserrat Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890(,,:?€&\*)**

### 3. Colours

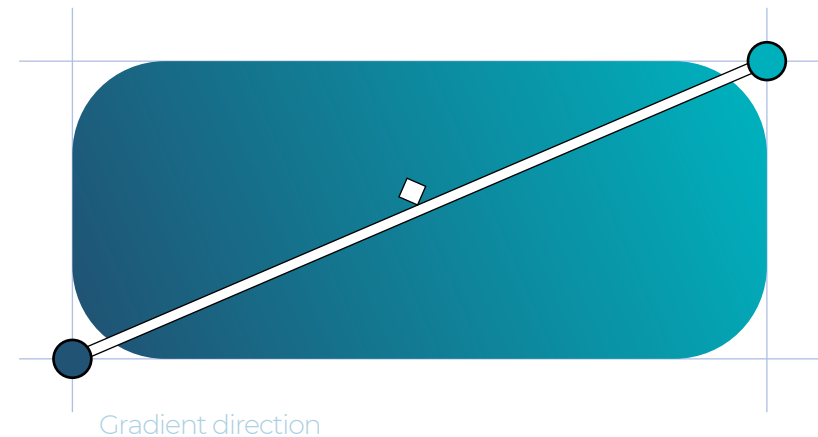
#### Main colours

The main colours of NGI's visual identity are those shown below. They can not be changed, reversed or altered.

The colour of the name following the logo (and the baseline “Internet of humans”) is the same regardless of the logo that precedes it.

The colour gradient follows a precise axis that starts from the bottom left of the element and ends at the right-hand point of the same element.

The darkest colour of the gradient is always on the left.



## 4. Spacing and sizes

### Exclusion zone

The logo should always be used with a minimum isolation area. This ensures that the peripheral elements (titles, texts, visuals ...) do not come to disturb the visibility and the integrity of the logo. This area is a minimum, it is recommended to enlarge if possible.

These exclusion zones also apply to Explicit and Tag / Co-Branding versions of the NGI logo.



## 5. General principles

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**NEXT  
GENERATION  
INTERNET**

The **Explicit** version of the NGI logo is the main version that we want to promote on all communication channels in most contexts where the brand is not yet well established.

**NGI**

The **Acronym** version is the secondary version that we recommend to use when space constraints exist (web for example), or in contexts where the brand is already well established (at the NGI Forum for example).

**NGI** FORUM  
2019

The **Tag/Co-branding** version must be used by all projects (CSAs and RIAs), platforms (NGI Community Platform for example) or specific uses (NGI Forum 2019 for example). Only this version is allowed in the cases listed above, the EXPLICIT and NGI versions being reserved for communication relating to the NGI initiative itself.

These Tag/Co-branding versions must be associated, by their colour range, with one and only one use: for example, a project always and necessarily uses the same colour.

**NGI** **NGI**

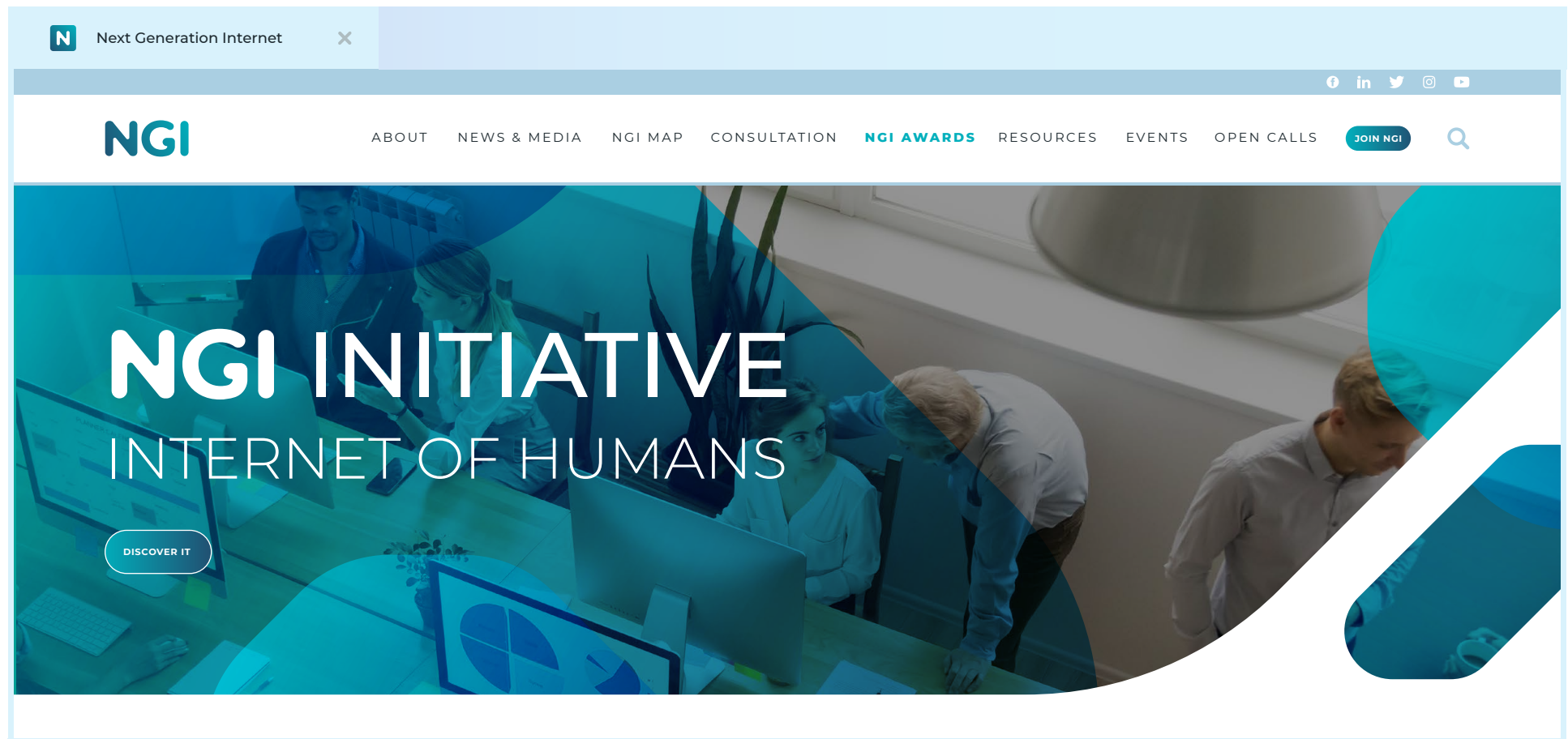
The **Icon** version (NGI, square or circular) is intended for use on social media, for all stakeholders. The ICON version ("N" only, square or circular) is not recommended.

## 6. Uses

### Website

Below is an example of the use of the NGI logo and identity applied to the header and the hero of the website.

This is an example of how a background image can be used for a slider. Other graphic treatments can be envisaged according to the context, if the rules of contrast as they are presented hereunder are respected. Please note that adopting the "rounded" version of the NGI acronym is recommended when technically possible.

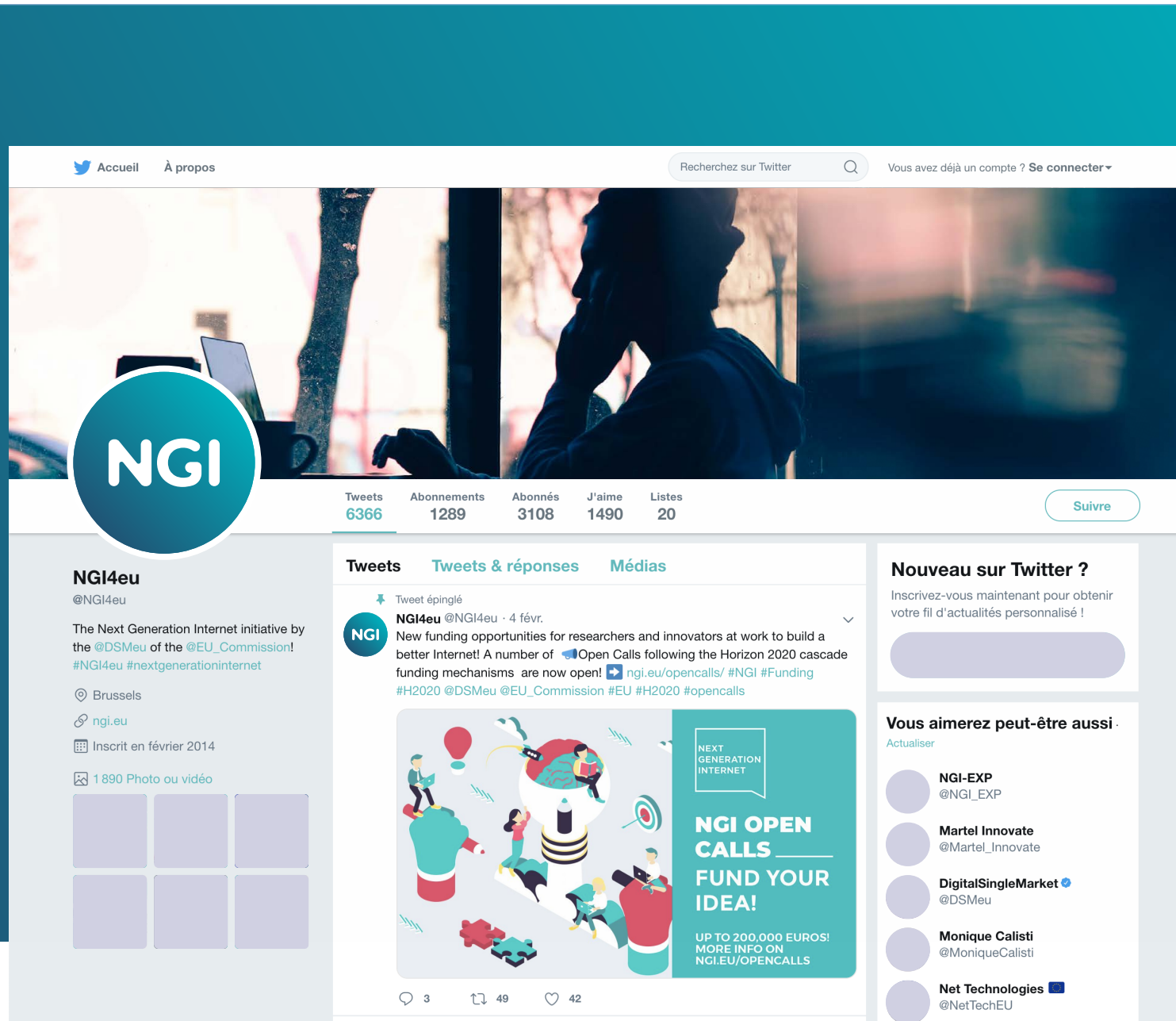




## 6. Uses

### NGI owned Social Media

Design example of the different elements on the Twitter page of NGI 4 EU.



## 6. Uses

### NGI owned Social Media

Design example of Twitter card



**NGI4EU**  
@NGI4EU



Lorem ipsum dolor [#sitamet](#). Consectetuer  
adipiscing elit, sed diam nonummy nibh euismod  
volutpat: [blog.twitter.com/2015/history-o...](#)

♡ 699 7:26 PM - Apr 31, 2019



**Duis autem #NGI on Twitter**

Duis autem #NGI on Twitter

[twitter.com/ngi4eu](#)

💬 486 people are talking about this



## 7. Co-branding

### Colourimetry

The examples on this page are not binding, except for the colours reserved by NGI (see previous pages and NGI Forum 2019 logo). All other versions are shown as examples, each project (CSAs and RIAs) being free to choose the colour range that suits it best, as long as it is not already reserved by another project, or too close to an existing range.

The NGI logo must be in a cartridge. The “arrow” and the text are on the right.




Hexa: #36204E #9C4877  
RGB: 54/32/78 156/72/119  
CMYK: 90/98/33/35 41/81/24/8  
Pantone®: 2695 C 682 C




Hexa: #205374 #00AFBC  
RGB: 32/83/116 0/175/188  
CMYK: 90/60/33/20 74/4/28/0  
Pantone®: 7700 C 7466 C



Hexa: #6300FF #18EAA4  
RGB: 99/0/255 24/234/164  
CMYK: 84/78/0/0 63/0/53/0  
Pantone®: Violet C 333 C



Hexa: #009CBE #FFDB6A  
RGB: 0/156/142 255/219/106  
CMYK: 80/13/51/1 1/14/67/0  
Pantone®: 7716 C 120 C



Hexa: #EA5F40 #FFA658  
RGB: 234/95/64 255/166/88  
CMYK: 1/74/75/0 0/43/68/0  
Pantone®: 7416 C 714 C



Hexa: #6300FF #A166FF  
RGB: 99/0/255 161/102/255  
CMYK: 84/78/0/0 61/64/0/0  
Pantone®: Violet C 265 C




Hexa: #00AFBC #18EAA4  
RGB: 0/175/188 24/234/164  
CMYK: 74/4/28/0 63/0/53/0  
Pantone®: 7466 C 333 C




Hexa: #5D4057 #A8CABA  
RGB: 93/64/87 168/202/186  
CMYK: 62/73/40/35 39/8/31/0  
Pantone®: 5195 C 559 C



Hexa: #1C282E #136483  
RGB: 28/40/46 19/100/131  
CMYK: 86/66/56/68 88/48/31/16  
Pantone®: 433 C 7700 C



Hexa: #8C6A3F #FFDA20  
RGB: 140/106/63 255/218/32  
CMYK: 33/49/74/32 2/12/89/0  
Pantone®: 873 C 115 C



Hexa: #9E8189 #F3ACB6  
RGB: 158/129/137 243/172/182  
CMYK: 37/47/33/15 1/43/18/0  
Pantone®: 7653 C 700 C



Hexa: #2E24A8 #3A33FF  
RGB: 46/36/168 58/51/255  
CMYK: 95/87/0/0 88/73/0/0  
Pantone®: 2736 C 2726 C

## 8. Signature

### Signature “... by NGI”

For the signature version, the NGI logo must be in a cartridge.

The signature version of the logo corresponds to the reverse co-branding version.

The “arrow” and the text are on the left.

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F A S H I O N F R E E D O M  
I N I T I A T I V E .

## 9. Paper

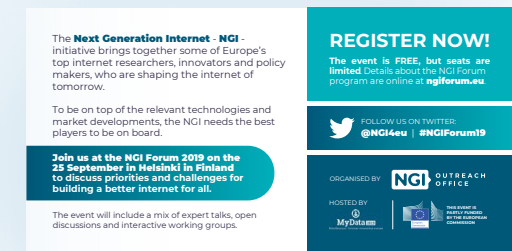
### Poster layout

For the layout of posters or flyers, the wide version of the logo is recommended. In addition, graphic elements in visual coherence with the identity of NGI will have to be used. Please refer to the layout presented below. These are examples of posters. Any other creative approaches are allowed.

Posters



Flyer





## 10. Examples

Roll-up



Web banner

**NEXT  
GENERATION  
INTERNET**

**AETIUSS HUS REC ORARIVUS FAUC REM**

Muliciis intiaes etrorio nocci se acturs publico nsulturi sistum consci fue audaceslis.

**NGI**

**AETIUSS HUS REC ORARIVUS FAUC REM**

Muliciis intiaes etrorio nocci se acturs publico nsulturi sistum consci fue audaceslis.

## 11. Dos and Don'ts

### Correct

Below you will find the correct uses of the NGI logo on any background.  
The logo must always be visible and legible.



NGI



NGI



NGI

Filter: White, opacity 80%



NGI

Filter: Gradient multiply



NGI



NGI

## 11. Dos and Don'ts

### Incorrect

Although there is a great deal of flexibility in the use of the NGI logo, there are prohibited uses: colour changes, changes in typography, distortion and rotation of the logo, non-respect for the exclusion zone, size too small does not allow the readability of the baseline, removal of some elements, ...





# NEXT GENERATION INTERNET

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## Contacts

For any questions regarding the NGI graphic charter, and the uses you would like to make of it, do not hesitate to contact the NGI Outreach Office:

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All NGI graphic assets, including this Brand Guidelines and the Montserrat open source font can be downloaded on the NGI Drive: <https://drive.ngi.eu>, section "NGI Brand Guidelines".