BIG DATA VALUE

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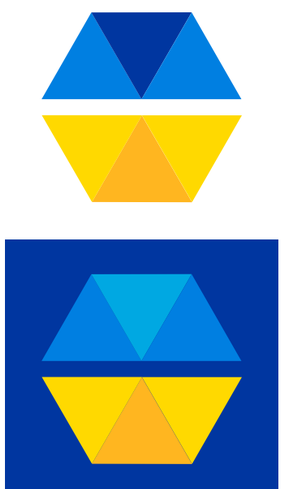
Corporate Colours



Pantone
286 C

CMYK
C 100
M 75
Y 0
K 0

RGB
R 0
G 57
B 166

Hex
0039A6

Percentage

15 %
30 %
60 %

Pantone
2727 C

CMYK
C 70
M 49
Y 0
K 0

RGB
R 61
G 126
B 219

Hex
3D7EDB

Percentage

15 %
30 %
60 %

Pantone
2995 C

CMYK
C 83
M 1
Y 0
K 0

RGB
R 0
G 169
B 224

Hex
00A9E0

Percentage

15 %
30 %
60 %

Pantone
1235 C

CMYK
C 0
M 36
Y 98
K 0

RGB
R 255
G 182
B 18

Hex
FFB612

Percentage

15 %
30 %
60 %

Pantone
108 C

CMYK
C 0
M 5
Y 98
K 0

RGB
R 252
G 217
B 0

Hex
FCD900

Percentage

15 %
30 %
60 %

Pantone
431 C

CMYK
C 45
M 25
Y 16
K 59

RGB
R 94
G 106
B 113

Hex
5E6A71

Percentage

15 %
30 %
60 %

Pantone
442 C

CMYK
C 25
M 6
Y 19
K 20

RGB
R 169
G 178
B 177

Hex
A9B2B1

Percentage

15 %
30 %
60 %

Corporate Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890¿?&%$@*+©£

Montserrat

Montserrat should be used
in headlines or display copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890¿?&%$@*+©£

Open Sans

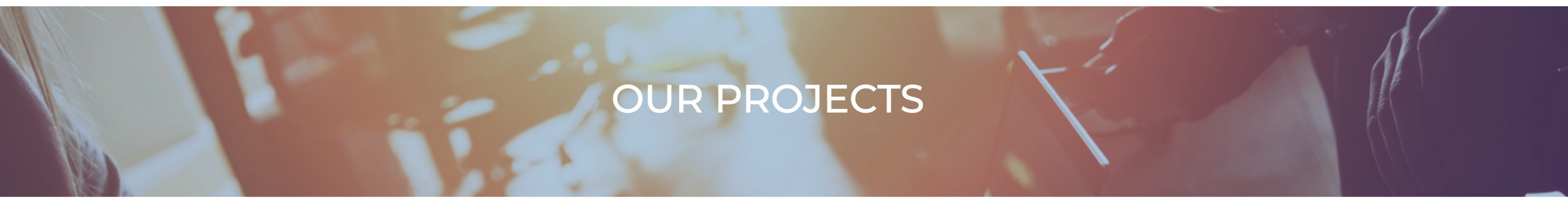
Open Sans works well for
display body text.

Typography / Menu

MENÚ MENÚ MENÚ MENÚ MENÚ

Montserrat
Capital letters
Size: 13 pt
Colour: # 0039A6
Roll over:
- Underline: # 0039A6
- Colour: # FFB612

Typography / Header



Montserrat
Capital letters
Size: 48 pt.
Colour : #ffffff

Big Data Landscape

Industry, Academia, Public Sector and many other actors are committed to maintaining the European Technological Leadership, facing the societal challenges of the usage of Big Data in key sectors. A rich Ecosystem, fuelled by SMEs and Start-up's, to foster job creation, citizens' acceptance and prosperity.

Header Page:
Montserrat regular
Lower case
Size: 23 pt.
Colour: #5E6A71

Body copy:
Open Sans regular
Lower case
Size: 16 pt.
Colour: #5E6A71

Logo / Main

Colour

Black & White

Grayscale

Colour

Black & White

Grayscale

Logo / PPP

Colour

Black & White

Grayscale

Logo / PPP Abbreviation

Colour

Black & White

Grayscale

Usage / Incorrect

Colour

Space

Loss of shape

Typography

Hidden

Tagline size

Correct typewriting	BDV Big Data Value
Incorrect typewriting	bdv big data value

.EPS

Requires specific software and can be reproduced at any size without any degradation of quality. Print file and NOT for use on web.

.PDF

High-resolution vector-based version of the logo. Not use as an embedded image. Can be edited.

.AI

Cannot be imported into other design software. Largely redundant in light of EPS and PDF files. NOT for web use.

.JPG

Used on most web platforms and applications. Can be compressed to lower file size and cannot be used larger than 100% of original image size. Always features a background color. Supported by every browser and media platform.

.PNG

Can feature a transparent background. Cannot be used larger than 100% of original image size.

.GIF

GIF images are small file sizes and the image limits colors to a 256 colour palette. Still applicable for website and email signature use.

Icons

Marketplace
Data analysis
Resources
Impact
Data Storage
Value
Research
Talent
Support

big-data-value.eu