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
# FFDA12
Percentage
15 %
30 %
60 %

Pantone 108 C
CMYK
C 45
M 25
Y 16
K 0
RGB
R 94
G 106
B 23
Hex
# F8AC7B
Percentage
15 %
30 %
60 %

Pantone 431 C
CMYK
C 45
M 25
Y 16
K 0
RGB
R 169
G 178
B 177
Hex
# A9B2B1
Percentage
15 %
30 %
60 %
Corporate Typography

Montserrat
Montserrat should be used in headlines or display copy.

Open Sans
Open Sans works well for display body text.
Montserrat
Capital letters
Size: 13 pt
Colour: # 0039A6
Roll over:
- Underline: # 0039A6
- Colour: # FFB612
OUR PROJECTS
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.
<table>
<thead>
<tr>
<th>Colour</th>
<th>Black &amp; White</th>
<th>Grayscale</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Colour Logo" /></td>
<td><img src="image2.png" alt="Black &amp; White Logo" /></td>
<td><img src="image3.png" alt="Grayscale Logo" /></td>
</tr>
</tbody>
</table>

**BIG DATA VALUE**
PUBLIC-PRIVATE PARTNERSHIP
Usage / Incorrect

Colour

Loss of shape

Hidden

Space

Typography

Tagline size
Correct typewriting
BDV
Big Data Value

Incorrect typewriting
bdv
big data value
<table>
<thead>
<tr>
<th>File Format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.EPS</td>
<td>Requires specific software and can be reproduced at any size without any degradation of quality. Print file and NOT for use on web.</td>
</tr>
<tr>
<td>.PDF</td>
<td>High-resolution vector-based version of the logo. Not use as an embedded image. Can be edited.</td>
</tr>
<tr>
<td>.AI</td>
<td>Cannot be imported into other design software. Largely redundant in light of EPS and PDF files. NOT for web use.</td>
</tr>
</tbody>
</table>
Usage / File Formats / Pixel Based

**.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