



# RIPE NCC 2015

**Brand Guidelines**  
Communications Department



**We serve our members by delivering a high quality registry and supporting the core Internet infrastructure. Connecting people within and beyond the technical community through our inclusive, multi-stakeholder approach, we contribute to an innovative and reliable Internet.**

*RIPE NCC vision statement 2015*

## An Introduction to the RIPE NCC's visual identity

---

A brand is not just a logo. A brand is the way we communicate who we are, what we are and where we're going. We've spent the past few years doing some soul searching about what the RIPE NCC's vision and mission are. Now that we have the words to express who we are on the inside, we need a strong visual identity to represent that. The RIPE NCC branding encompasses four key values:

**Inclusiveness**  
**Engagement**  
**Transparency**  
**Coordination**

These values inspired the shape of the logo. Three hexagons that overlap to form a fourth. These are symbolic of the cornerstones of the RIPE NCC: the Registry, Services, Coordination and the RIPE community.

The various elements that comprise the RIPE NCC branding come together to create an identity. These guidelines will help you work with the various elements of the brand: the logo, typography, colour palette and imagery. The elements are flexible enough to allow for a multitude of different design solutions for digital and print. Adhering to these guidelines ensures that all material reinforces the RIPE NCC's core values in a professional and consistent manner.

### **Visual identity elements**

The elements which combine to create the RIPE NCC visual identity are the logo, the Flama and Open Sans fonts, the use of capitals, the RIPE NCC Colour Palette, the imagery, the grid, the formats and papers used. It is the way these elements are combined, and the techniques used, which create a strong visual language.

Elements are positioned horizontally, vertically or upside down at 90° and 180° to each other encouraging the reader to rotate the item as they read it.

### **Capitals**

Titles, key statements and quotes are set in capitals.

### **5mm surround**

Text and imagery are positioned at the edges of the pages, creating contemporary and dynamic layouts.

### **Keylines**

The use of the symbol as a keyline overlaying imagery or colour provides a contrast with the boldness of the imagery and colours used.

Any variation to these must be approved by the RIPE NCC Communications Department.

### **Design support**

For any questions or comments, please email [comms@ripe.net](mailto:comms@ripe.net)

## Logo - Main version

---



---

RIPE NCC  
Communications  
Department

This is the primary logo with subheader for the RIPE NCC. It is the preferred logo for all formats. This logo should always be positioned on a white background. This is the most efficient for printed materials to ensure the colours are retained.

## Logo - Digital version for some applications

---



---

RIPE NCC  
Communications  
Department

This is the alternative version of the logo with subheader that works best in digital formats. We include a dark background option to reflect a more technological environment.

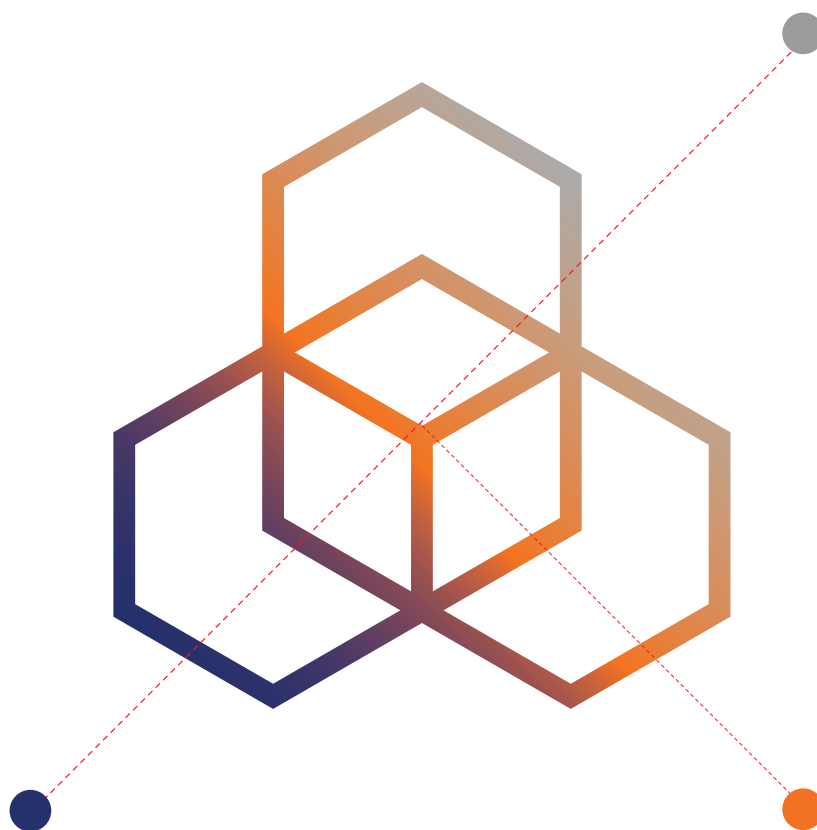
## RIPE NCC symbol structure

---



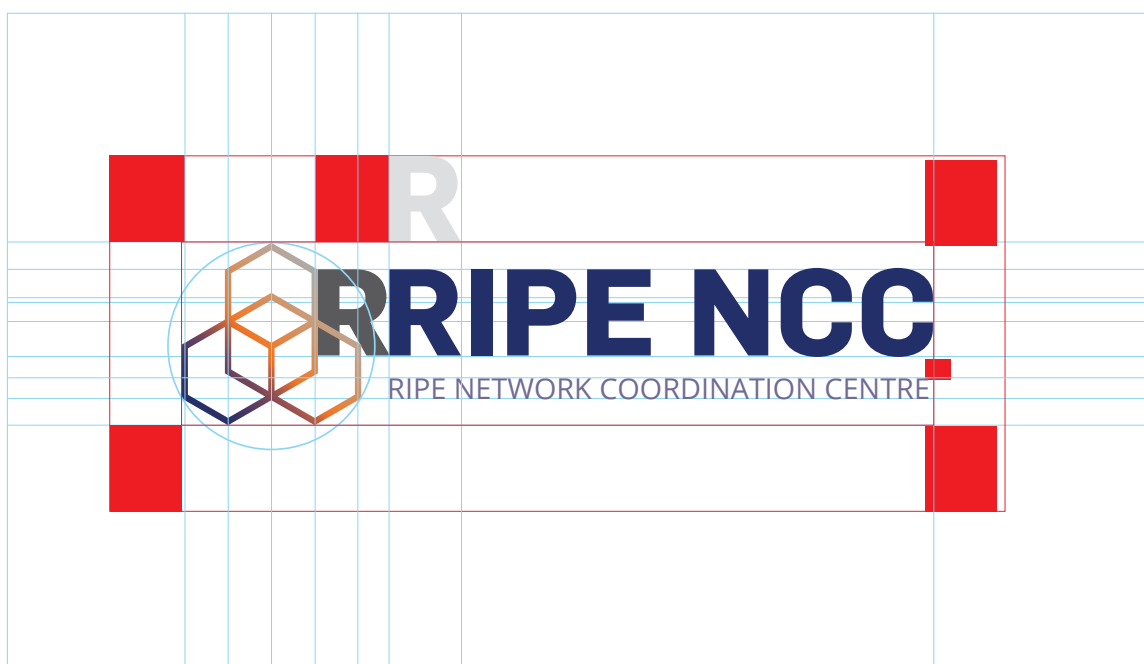
## RIPE NCC symbol structure - colours

---



## Main logo structure

---





## Readability guidelines for minimum sizes / print and digital version



### Print version | Minimum size of readability



Minimum readability size



Do not use any scale below 30mm width

### Web version | Minimum size of readability



Minimum readability size



Do not use any scale below 160 px width

## Main logo - Colour versions

---



---

RIPE NCC  
Communications  
Department

Depending on the circumstances or materials used, the logo may be used with a different colour. The first preference is the full colour option. If only one colour can be used, then use the RIPE NCC Blue (see page 25) and if it cannot be printed in colour, it should be printed in black or gray (minimum 50% black).

## Transparency percentages - Colour version

---

	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	100%	✓
	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	80%	✓
	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	60%	✓
	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	Not Allowed to use any percentage below 40% transparency	✗

## Transparency percentages - Black version

---

	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	100%	✓
	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	70%	✓
	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	40%	✓
	<b>RIPE NCC</b> RIPE NETWORK COORDINATION CENTRE	Not Allowed to use any percentage below 20% transparency	✗

## Background colour version and solid colour examples

---



RIPE NCC  
Communications  
Department

For digital use, a dark background is preferred because it enhances the readability of the logo. You must use the white logo version for a dark background. The best colours to apply in this instance (RIPE NCC Blue, black and gray with 50% black) are shown above as examples.

## Security margins

---



The RIPE NCC logo should always be surrounded by a minimum area of space: the security margin. The area of isolation ensures that other visual elements do not encroach on the logo. The first letter of the logo, the capital "R", is the exact dimension of the security margin. This is a handy way to scale the logo and ensure that the security margin is intact.

The security margin is always scaled proportionally to the letter R.

## RIPE NCC logo - Vertical version

---



---

RIPE NCC  
Communications  
Department

In some cases, it is not possible to use the main version of the logo because of space constraints and odd-sized formats (e.g. a roll-up printed banner or a narrow web banner). This vertical version of the logo may be used when a portrait (narrow) format is the only option available.

## RIPE NCC logo - Digital version for some applications

---



---

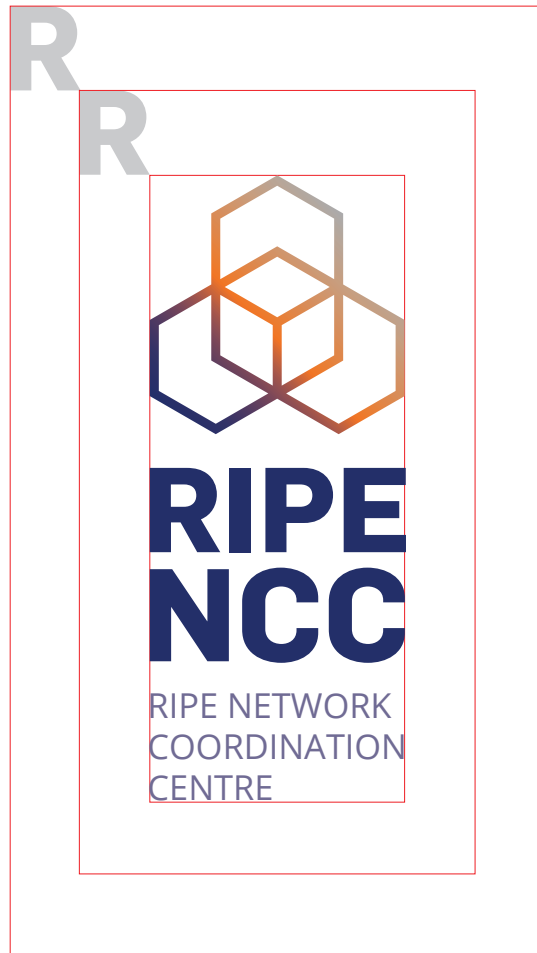
RIPE NCC  
Communications  
Department

This is an example of the vertical version of the logo on a dark background. The same principles apply for digital use of the vertical version as the horizontal version.



## Security margins - Vertical version

---



## Vertical logo - Colour version



RIPE NCC  
Communications  
Department

Depending on the circumstances or materials used, the logo may be used with a different colour. The first preference is the full colour option. If only one colour can be used, then use the RIPE NCC Blue (see page 25). If it cannot be printed in colour, it should be printed in black or gray (minimum 50% black).

## Vertical logo - Background colour version

---



RIPE NCC  
Communications  
Department

For digital use, a dark background is preferred because it enhances the readability of the logo. You must use the white logo version for a dark background. The best colours to apply in this instance (RIPE NCC Blue, black and gray with 50% black) are shown above as examples..

## RIPE NCC Logo - Alternative version without subheader

---



## RIPE NCC Logo - Alternative version without subheader - digital formats

---



**RIPE NCC Logo without subheader - Vertical version**

---



## RIPE NCC Logo without subheader - Digital vertical version

---



RIPE NCC  
Communications  
Department

There may be cases when the subheader cannot be used in a digital format. An example is a small-size pixel area where printable area is less than 160 px width (the minimum scale). In these cases, the subheader may be removed.

## RIPE NCC typography

---



**Open Sans Extra Bold**  
***Open Sans Extrabold Italic***  
**Open Sans Bold**  
***Open Sans Bold Italic***  
**Open Sans Semibold**  
***Open Sans Semibold italic***  
**Open Sans Regular**  
***Open Sans Italic***  
**Open Sans Light**  
***Open Sans Light Italic***

---

RIPE NCC  
Communications  
Department

The RIPE NCC font used for all communications is Open Sans. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance.

It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

If Open Sans is not an option, then Arial should be used as a substitute.



## RIPE NCC colour palette - Primary colours

---

RIPE NCC Blue



Pantone: **2756 C**  
CMYK: 100;91;38;45  
RGB: 19;32;72  
Web: 131F48

RIPE NCC Orange



Pantone: **1505 C**  
CMYK: 0;72;100;0  
RGB: 255;107;0  
Web: ff6a00

## RIPE NCC colour palette - Secondary colours

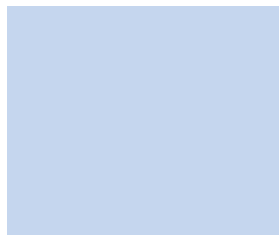
---



Pantone: **360C**  
CMYK: 61;0;96;0  
RGB: 111;191;74  
Web: 6ebe49



Pantone: **320 C**  
CMYK: 100;12;38;0  
RGB: 0;156;167  
Web: 009ba6



Pantone: **2707 C**  
CMYK: 21;9;1;0  
RGB: 196;214;237  
Web: c4d5ec

## Do not manipulate the logo



## Any questions?

---

The RIPE NCC Brand Guidelines is a working document that is managed by the RIPE NCC Communications Department. The most up-to-date version will always be available on our website.

We would appreciate your feedback. If you have any questions or comments about the information contained in this document, please email [comms@ripe.net](mailto:comms@ripe.net)



# RIPE NCC 2015

The Brand Guidelines  
Communications Department

