



RIPE NCC

Branding Guidelines 2025
Communications Department

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OUR VISION

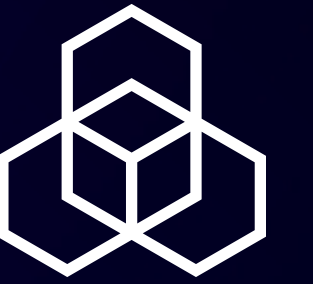
Together, let's shape the future of the Internet

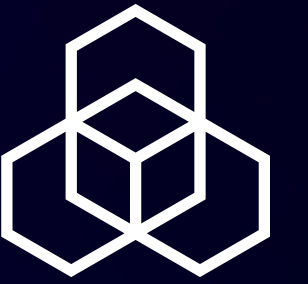
OUR MISSION

As an authority on unique Internet number resources, we enable people to operate and develop the Internet.

As the Secretariat for the RIPE community, we are a trusted steward of the open, inclusive, collaborative Internet model, engaging and connecting people and communities.

As a neutral source of information and knowledge, we actively contribute to the stability and evolution of the Internet.





A brand is how we are recognised - how we share who we are, what we do and the values we uphold.

These guidelines will help you work with the various elements of our brand: the logo, typography, colour palette and imagery.

The elements are flexible enough to allow for design solutions for both digital and printed materials. Following these guidelines ensures that all our material reinforces the RIPE NCC's core values in a professional and consistent manner.

Logo Main Version

Horizontal

This is the primary version of the logo without subheader for the RIPE NCC.

This is the primary and the preferred version of the RIPE NCC logo. Use this version as far as possible.

Using the Logo

These full colour logos should always be positioned on a light background. This is important when printing materials so that the colours appear correctly.

Use the white version (negative version) of the logo on dark backgrounds if needed.



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Logo Horizontal with Subheader

This is the secondary version of the RIPE NCC logo with the subheader, Network Coordination Centre.

This version can be used on larger printed materials like roll-up banners or letterheads.



RIPE NCC
RIPE NETWORK COORDINATION CENTRE

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Logo Versions

Horizontal and Vertical

The RIPE NCC logo has both horizontal and vertical versions.

Use the horizontal versions as far as possible. The vertical versions are useful when there is limited space available, such as on merchandise or for smaller images.

White versions are available for use on a dark background.



Horizontal | Main Version



Horizontal | With Subheader



Vertical | Without Subheader



Vertical | With Subheader

[Download](#)

Logo use with background colours

Horizontal | Main version

The primary version should be used on a white or light grey background.

Use the negative version of the logo on brighter or darker backgrounds.

Here are some examples of the primary and negative versions against different background colours.

The same rule applies to all other versions of the RIPE NCC logo and variants.



Logo Variations

RIPE NCC Services

All of our services derive their logos from the primary RIPE NCC logo.

Use the full colour version as far as possible on white backgrounds.

Each of these are also available in white to use on dark backgrounds or on top of images. A black version is also available for each of these variations.

 **RIPE NCC Academy** **RIPE NCC Access** **RIPE Database** **RIPE IPmap** **RIPE Atlas** **LIR Portal** **RIPEstat** **DNSMON** **RPKI** **RIS** **RIPE NCC Academy** **RIPE NCC Access** **RIPE Database** **RIPE IPmap** **RIPE Atlas** **LIR Portal** **RIPEstat** **DNSMON** **RPKI** **RIS** **RIPE NCC Academy** **RIPE NCC Access** **RIPE Database** **RIPE IPmap** **RIPE Atlas** **LIR Portal** **RIPEstat** **DNSMON** **RPKI** **RIS**

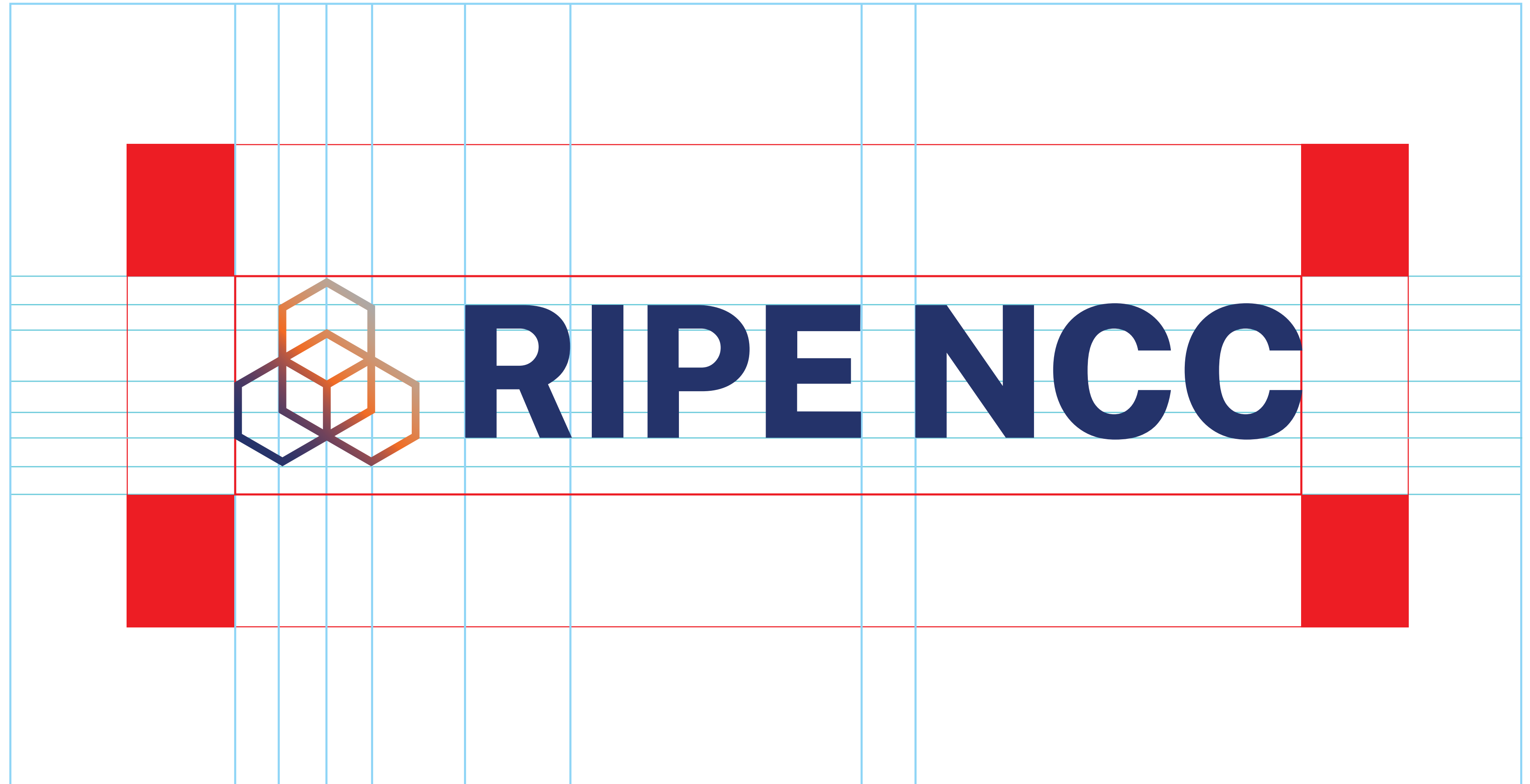
Download

Logo Structure

Horizontal Main Version

This page shows you how the typography in the logo is aligned with the symbol.

The spacing of the symbol and the typography should never be changed. Further, the proportion of the typography to the symbol should always stay the same.

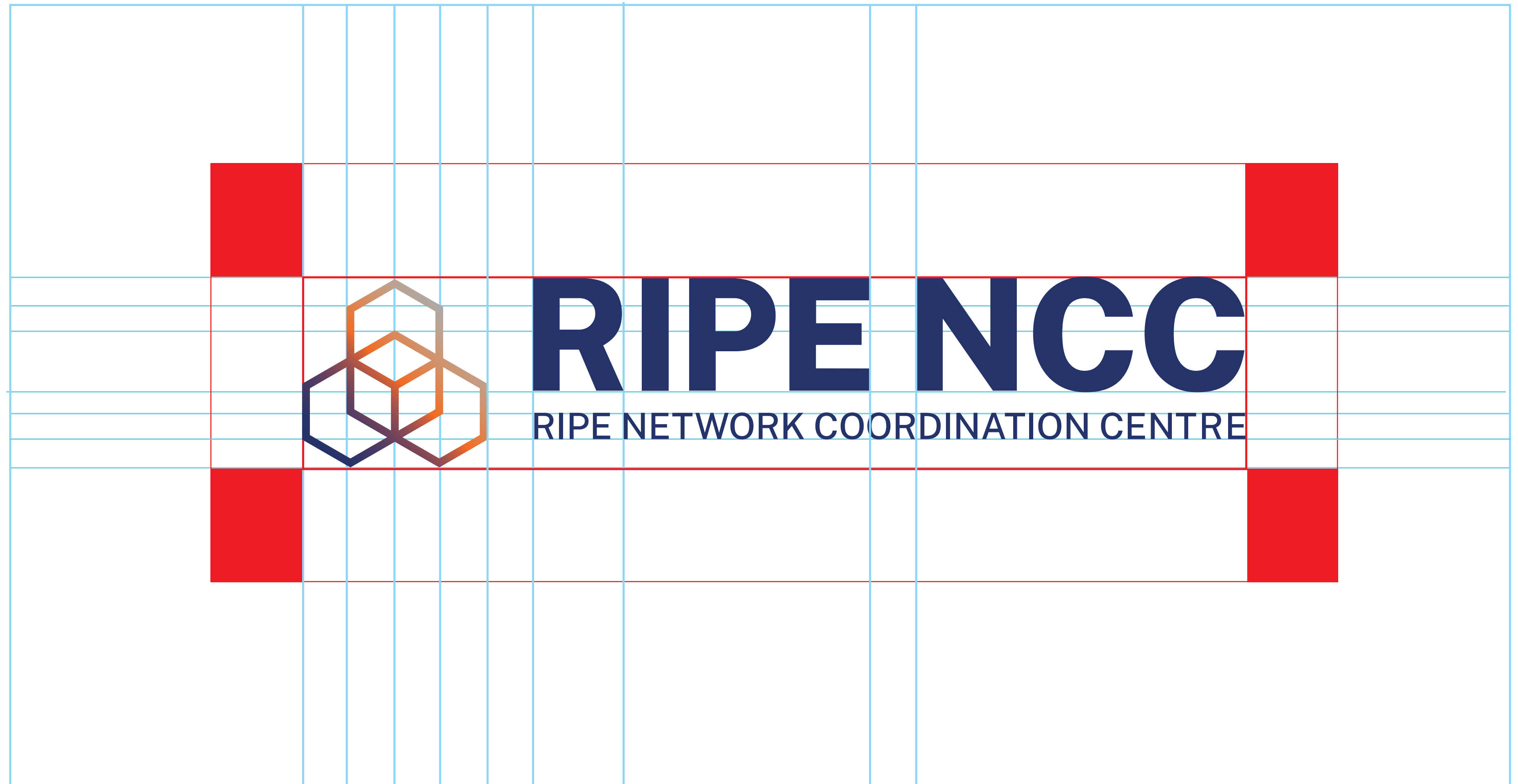


Logo Structure

Horizontal with Subheader

This page shows you how the typography in the logo is aligned with the symbol, including the subheader.

The spacing of the symbol and the typography should never be changed. Further, the proportion of the typography to the symbol should always stay the same.



Security Margins

Horizontal Versions

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.



Security Margins

Vertical Versions

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.



Transparency percentages

A maximum transparency of 60% can be applied to the logo for use in watermarks and other digital stamps.

Anything less than 60% makes the logo unreadable.



100% Color



80% Color



60% Color



40% Color



Transparency percentages

For the black version of the logo or any other colour of the brand colour palette.

The RIPE NCC logo transparency must not go below 40% when the logo is in black or in any other colour of the official brand colour palette.



100% Color



80% Color



60% Color



40% Color



Readability guidelines for minimum sizes

Print and web versions

The RIPE NCC logo has been designed with a minimum width of 30 mm.

The logo must never be smaller than this. On the web, the minimum size of the logo is 160 pixels wide.

There is no maximum limit to the size of the logo.

Print version | Minimum size of readability



Print version | Minimum size of readability 30mm



The scale of the Logo should never be used below the minimum size of 30mm



Web version | Minimum size of readability



Print version | Minimum size of readability 160px



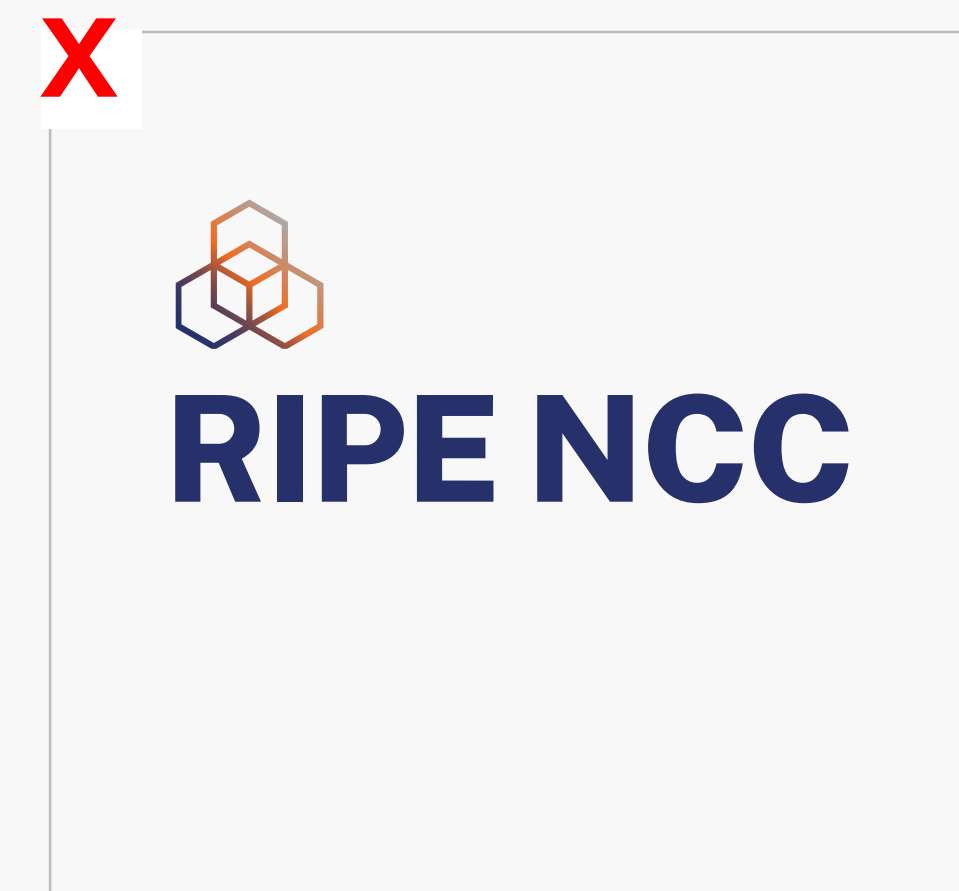
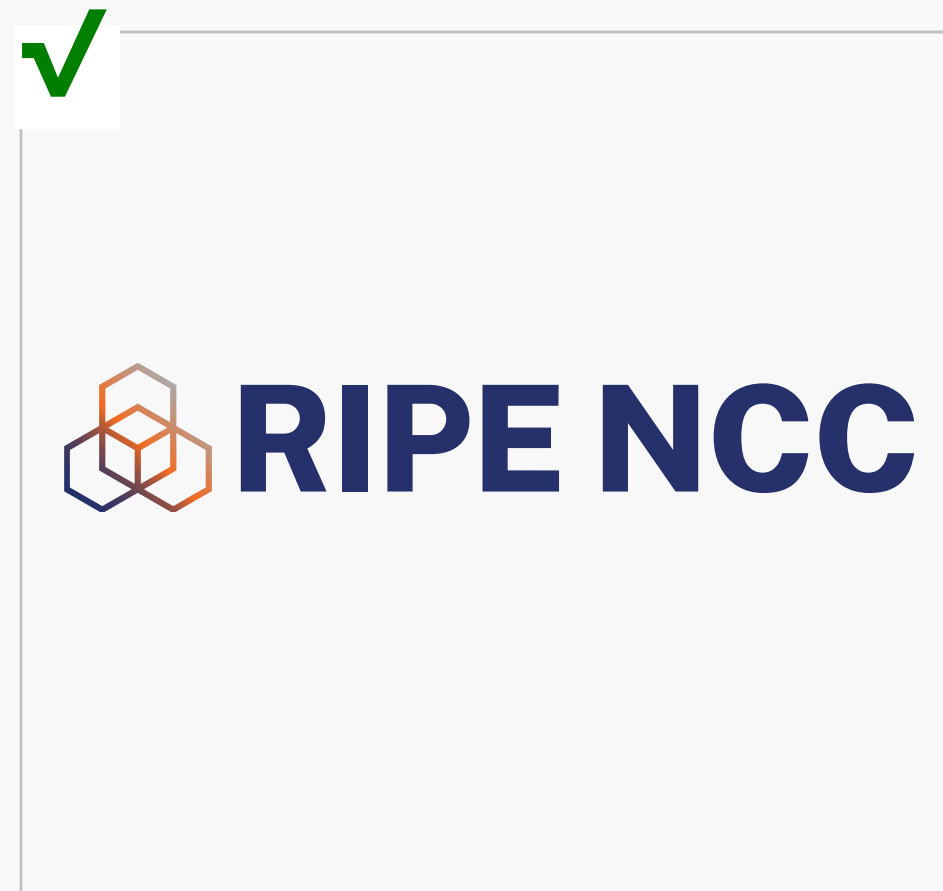
The scale of the Logo should never be used below the minimum size of 160px



Incorrect Use

Do not manipulate the logo

The structure of the logo must never be manipulated (e.g. stretched, rotated, shrunk, font changed, colour changed, etc).



Logo Use on top of images

We place the logo on the top left, or the top right or in the centre of images as far as possible. Avoid placing the logo at the bottom of an image.

The logo should always be placed so that it remains readable and with enough colour contrast.

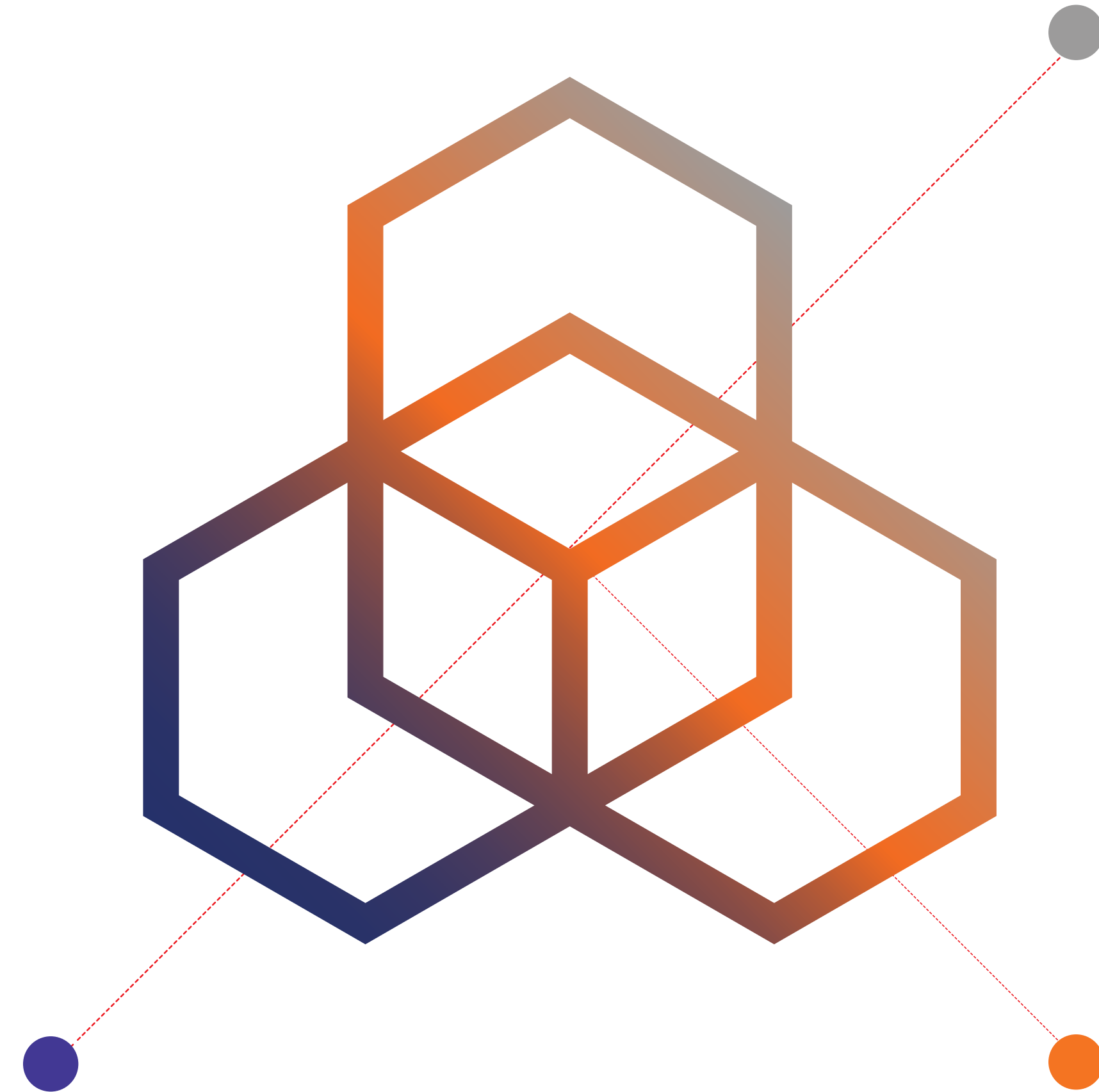


RIPE NCC Symbol

The symbol of the RIPE NCC was constructed to reflect the four original values:

- Inclusiveness
- Engagement
- Transparency
- Coordination

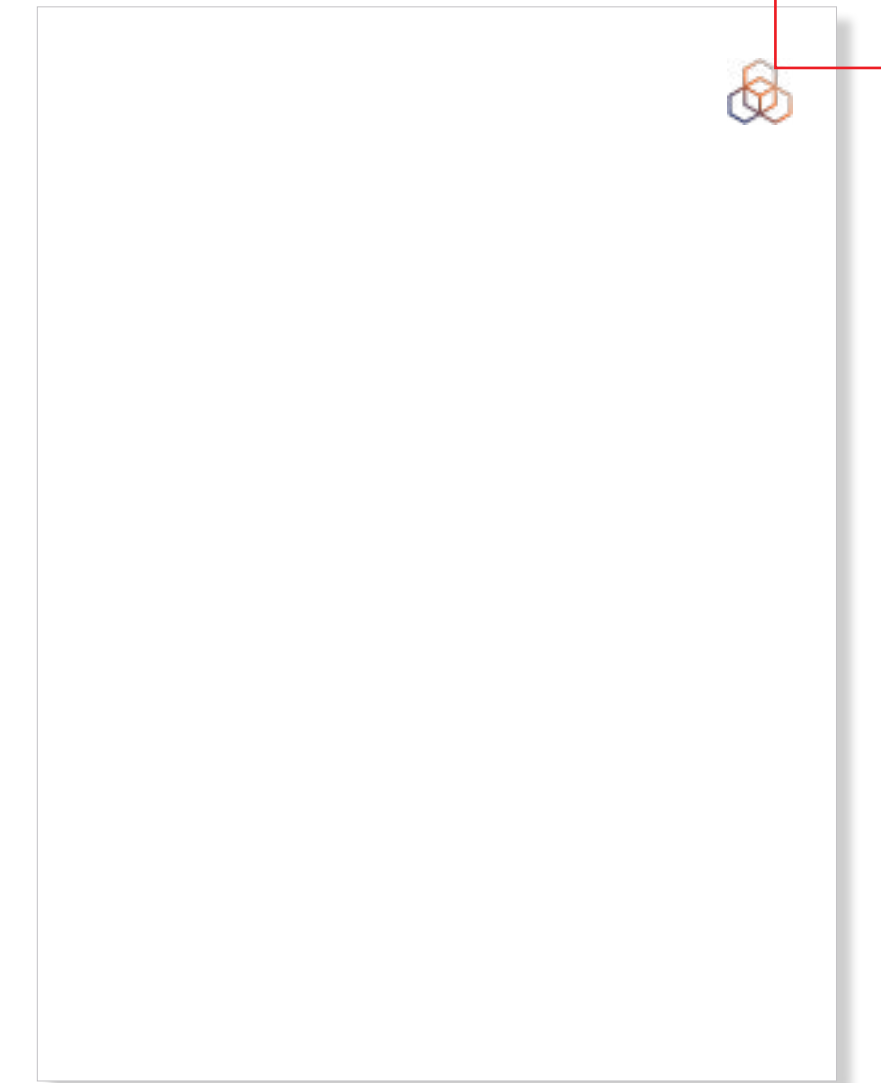
CMYK: 41;34;34;1 RGB: 155;155;155 Web: 9c9b9b
CMYK: 0;72;98;0 RGB: 242;107;33 Web: f26b21
CMYK: 100;92;29;17 RGB: 37;49;106 Web: 25316a



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Using the RIPE NCC Symbol

The symbol of the RIPE NCC should be always used on the top right corner in every layout (horizontal and portrait or any other format) when the main version of the logo is not being used.



[Download](#)

Colour palette

These are our primary brand colours. We use these to ensure that the RIPE NCC can be recognised easily.

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

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

Extended Colour Palette

Secondary Colours

This set of colours extends our colour palette, particularly for charts and graphs.

RGB: 19, 31, 72 Hex: #131f48 Background colour (dark)	RGB: 42, 69, 135 Hex: #2a4587	RGB: 243, 107, 33 Hex: #f36b21	RGB: 108, 190, 69 Hex: #6cbe45	RGB: 0, 156, 167 Hex: #009ca7	RGB: 37, 49, 106 Hex: #25316a	RGB: 143, 183, 225 Hex: #8fb7e1	RGB: 53, 107, 180 Hex: #356bb4
RGB: 213, 42, 39 Hex: #d52a27	RGB: 250, 173, 27 Hex: #faad1b	RGB: 39, 176, 75 Hex: #27b04b	RGB: 101, 101, 101 Hex: #c9c9c9	RGB: 3, 92, 84 Hex: #035c54	RGB: 82, 69, 156 Hex: #52459c	RGB: 145, 84, 182 Hex: #9155a2	RGB: 199, 41, 141 Hex: #c7298d

Typography

Official Font

The font used for the RIPE NCC logo and all our websites is **Public Sans**.

This version contains the complete character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets.

Public Sans 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.



Public Sans Extra Bold

Public Sans Extrabold Italic

Public Sans Bold

Public Sans Bold Italic

Public Sans Semibold

Public Sans Semibold italic

Public Sans Regular

Public Sans Italic

Public Sans Light


Public Sans Light Italic

Download

Typography

Digital + Print Materials
Presentation Slides

Font Muller

The image shows the letters 'A' and 'g' in a very bold, sans-serif font. The 'A' is tall and narrow, while the 'g' has a thick, rounded bowl and a short, curved tail. The letters are positioned between horizontal dashed lines that indicate the font's vertical alignment and height.

Muller Extra Bold

Muller Bold

Muller Medium

Muller Regular

Muller Light

Digital and Printing

We use Muller for promotional materials such as social media and banners.

Font Verdana

The image shows the letters 'A' and 'g' in a classic serif font. The 'A' has a slightly slanted top and a thick, solid body. The 'g' has a distinct, rounded bowl and a long, thin tail that curves downwards. The letters are positioned between horizontal dashed lines that indicate the font's vertical alignment and height.

Verdana Bold

Verdana Bold Italic

Verdana Regular

Verdana Regular Italic

Presentation Slides

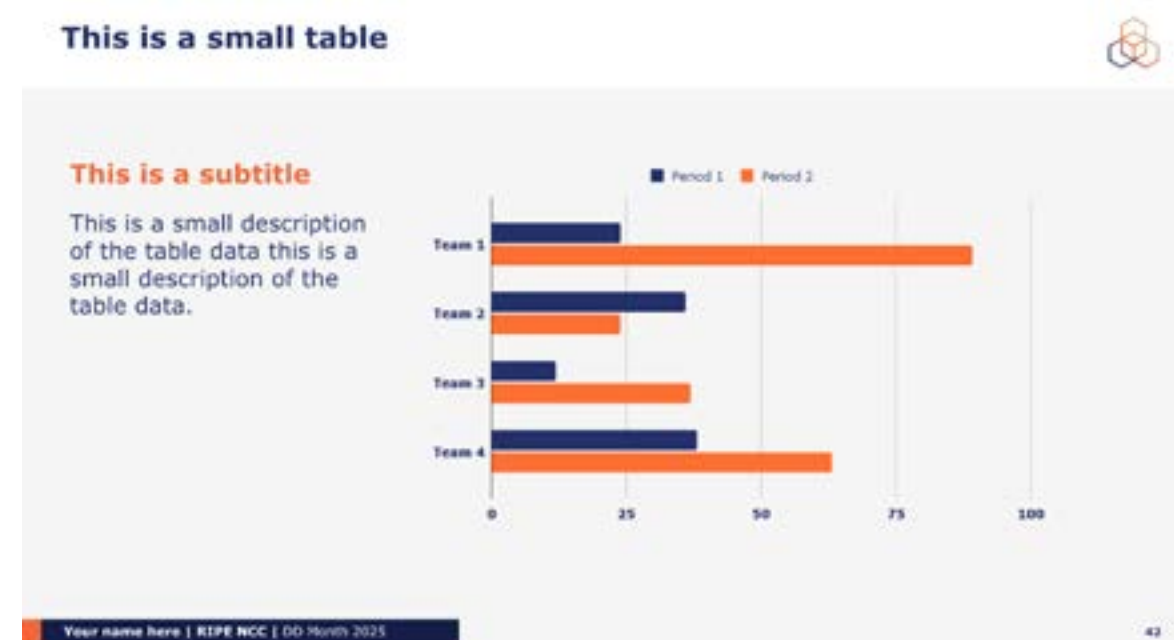
We use Verdana for all presentations. Verdana is available on Google Slides, Keynote and Powerpoint.

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Presentation Template

The official presentation template is available on Google Slides. You can export your presentations to PDF and PPTX formats. We also have a simple Keynote version of the template.

Please ensure that any presentations you make on behalf of the RIPE NCC use this template.



Presentation Slides

Download Template

Terminology and Style

Every message should be clear, consistent, and reliable - whether you're writing an email, a report or a presentation.

This is the style guide for all communications we do here at the RIPE NCC.

It covers our writing style, a guide to spelling, punctuation and grammar as well as formatting rules.

How we communicate reinforces our values and shapes how we're seen by our members, the RIPE community and wider Internet world.

It includes:

General Rules

A-Z Glossary

Writing Style

Tone of Voice

Formatting by Task

Brand Imagery

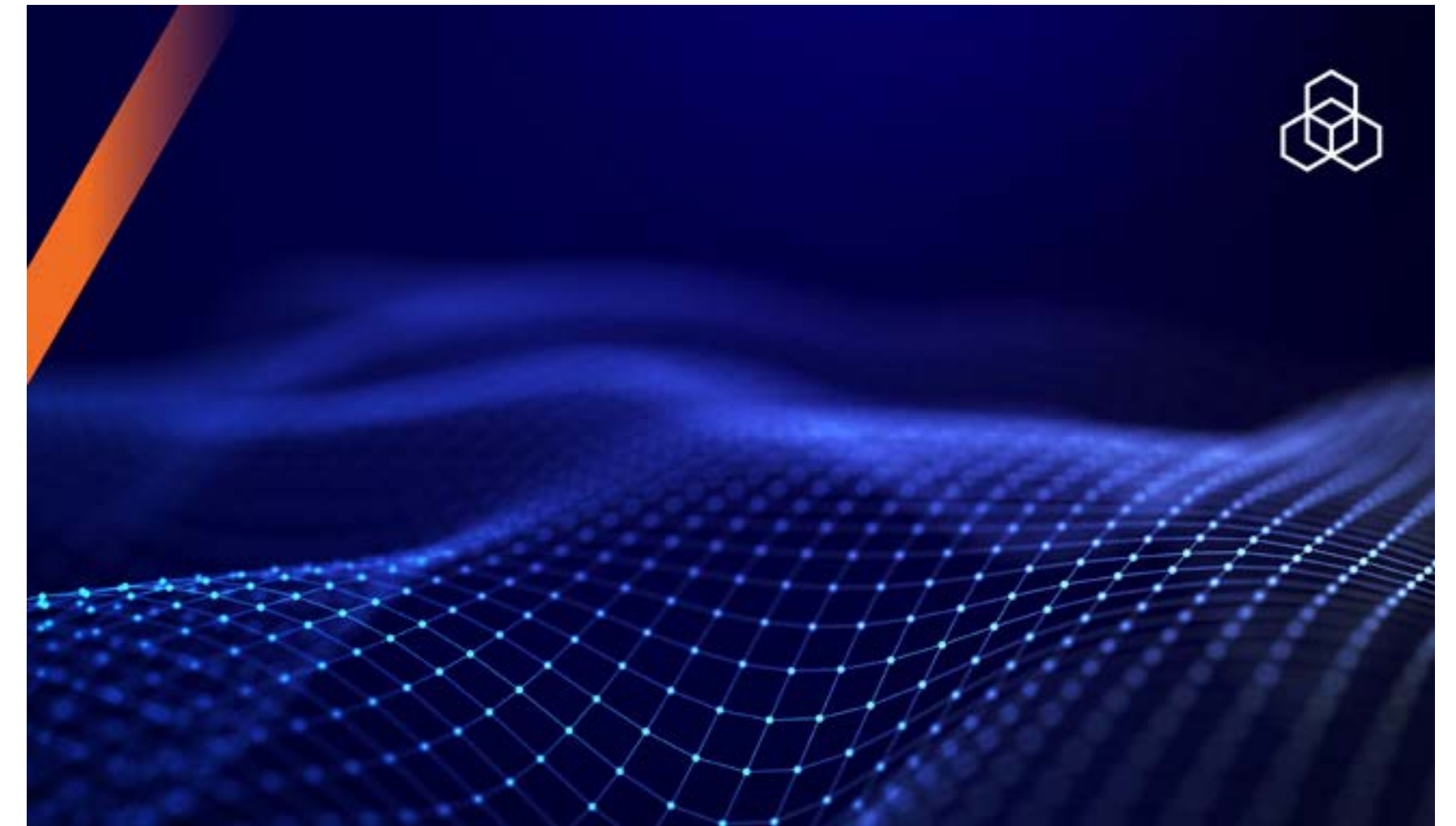
We have a bank of abstract images that we use. If you need specific images for your presentations, get in touch with Comms.



[Download](#)

Virtual Backgrounds

You can use these backgrounds on Google Meet or Zoom



[Download](#)

LinkedIn Backgrounds

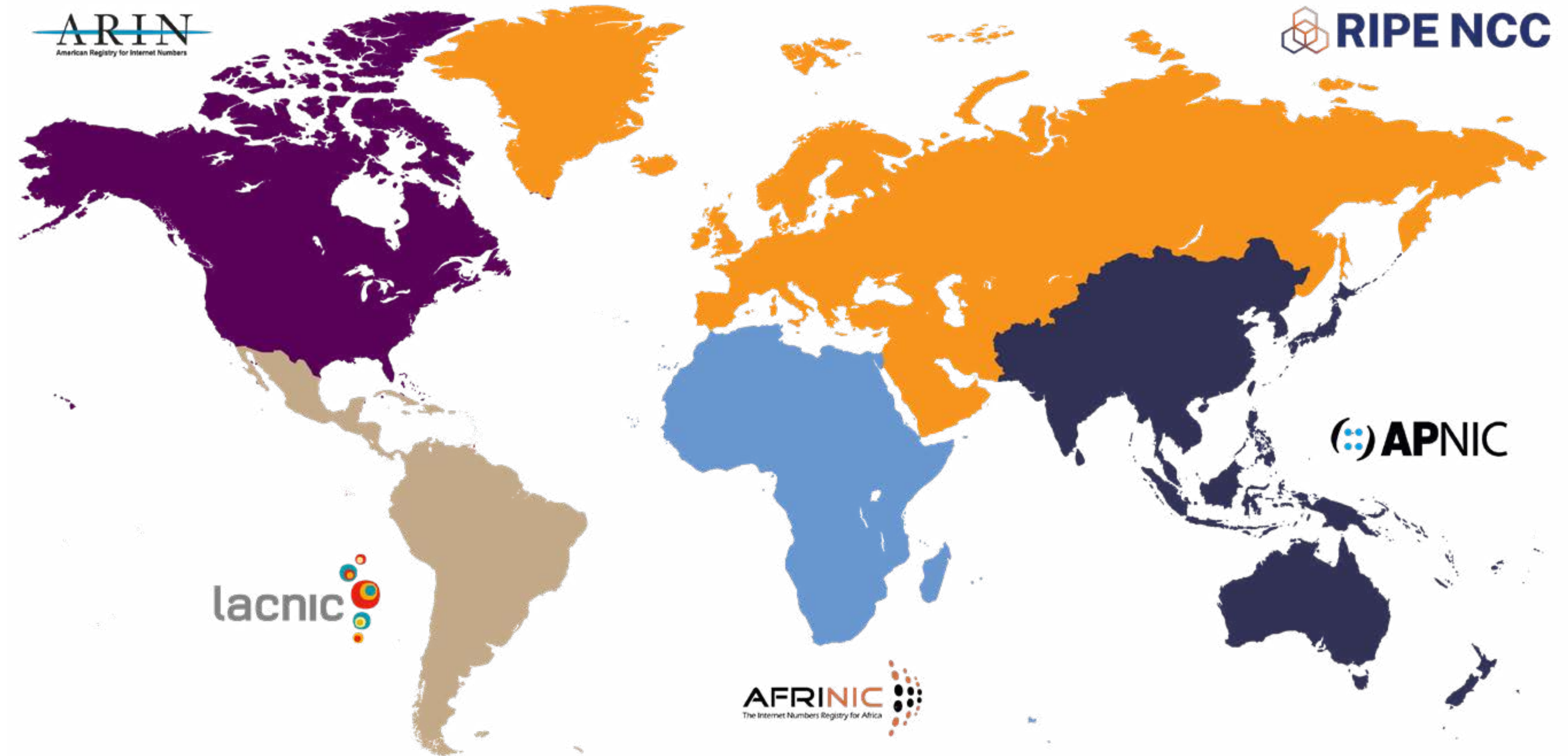
You can use these images as the background image for your LinkedIn profile.



[Download](#)

RIR Map

Avoid using maps with country borders as far as possible. This image is available for use in presentations and other materials.



[Download](#)

Service Region

Avoid using maps with country borders as far as possible. This image is available for use in presentations and other materials.



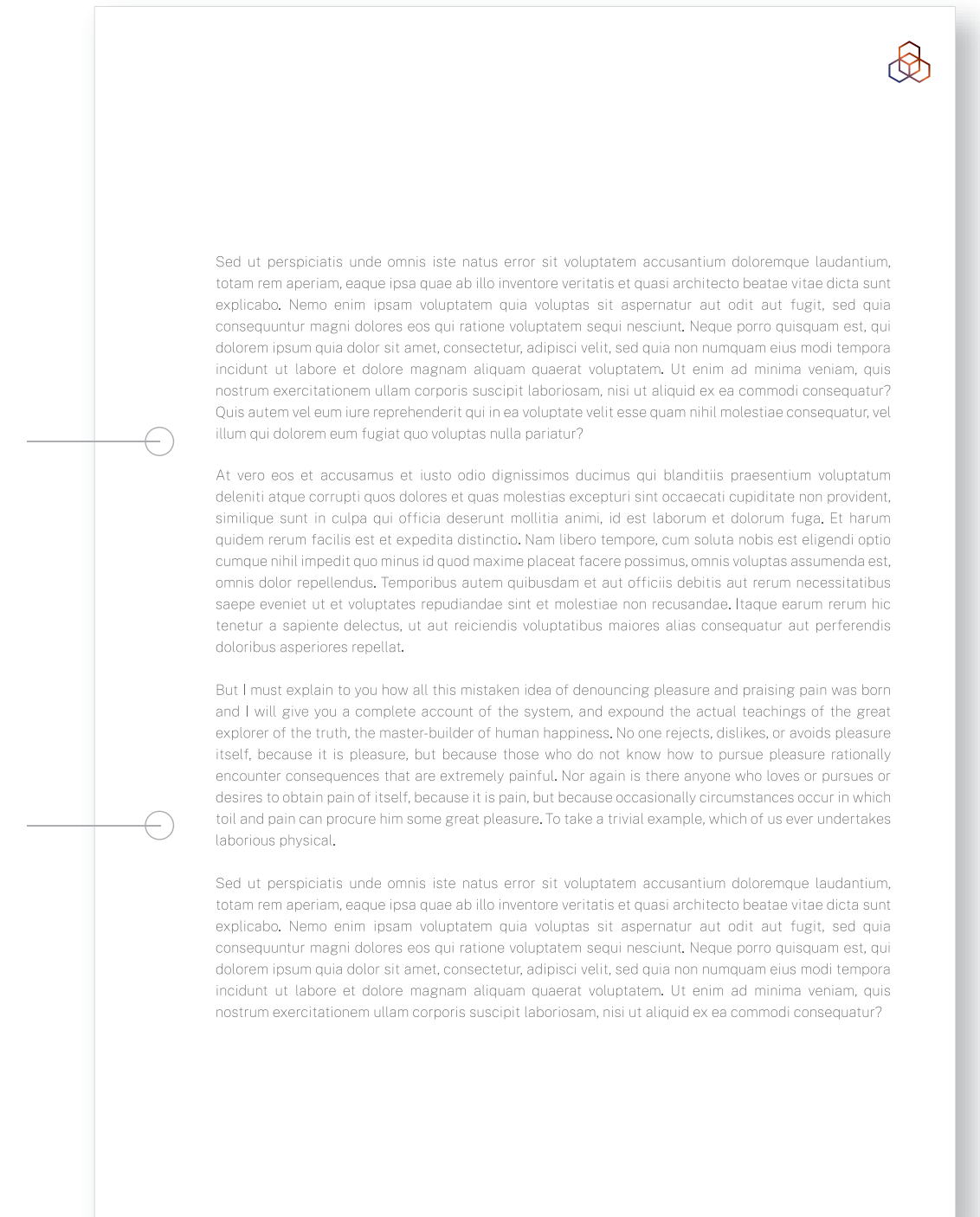
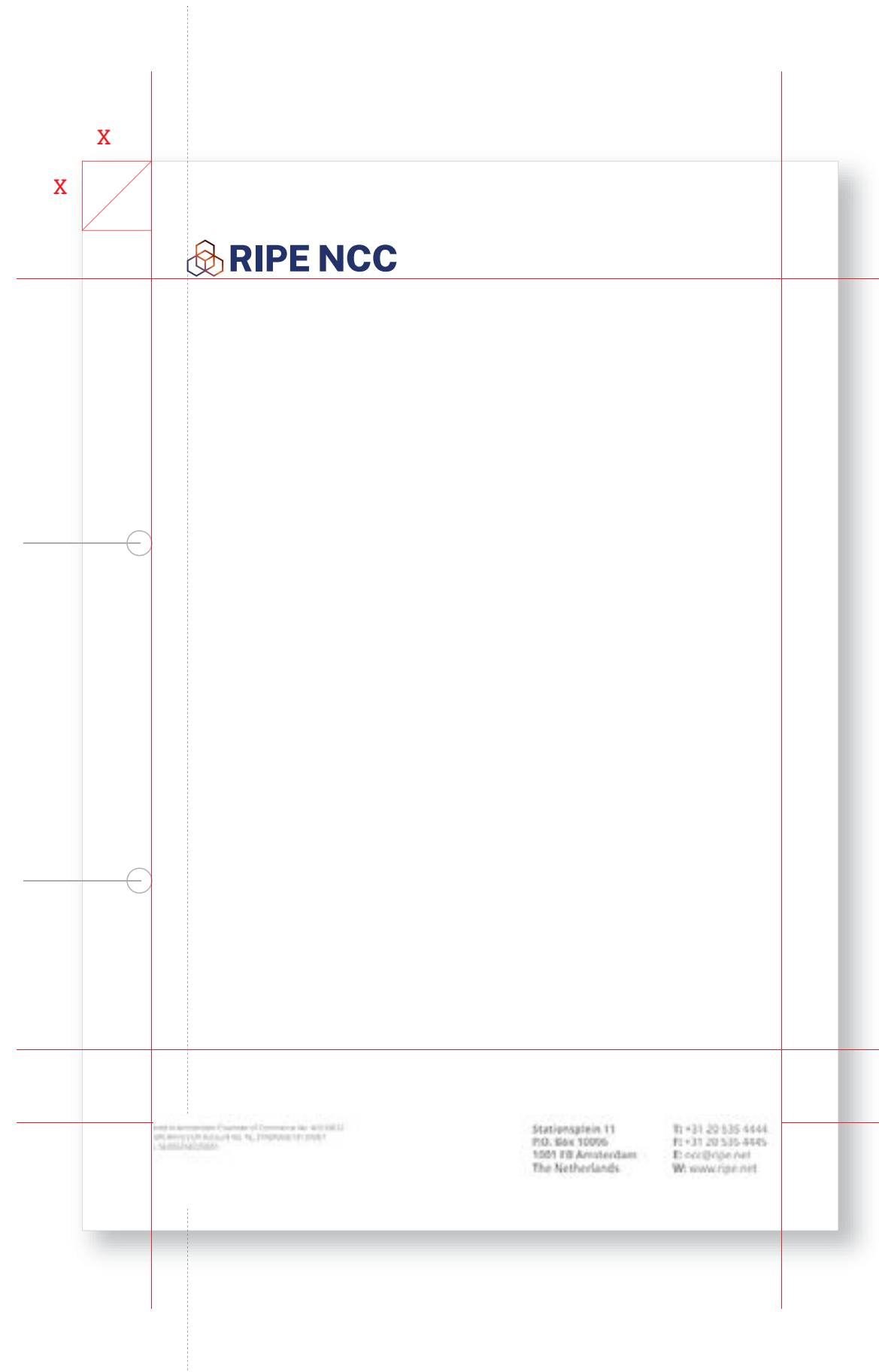
[Download](#)

Stationery

Letterhead

If you need to print a document with the letterhead, download it and print it out.

If you need to send a letter digitally, use the Google doc version which does not include the footer.





THANK YOU

RIPE NCC | COMMUNICATIONS DEPARTMENT | 2025

Marketing and Design support

For any questions or comments, please email

marketing@ripe.net