

NCCR Evolving Language Visual Identity



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The logo

The NCCR Evolving Language brings together 30 research groups.

The logo is composed of three elements

- The text «evolving language», written in rainbow colours and in black and white
- A speech bubble
- In some cases, a graphic element is placed in the speech bubble.

The logo was specially designed by François Xavier Luciani.

The graphic elements were designed by Viktor Kleinschmidt.

'evolving' written in rainbow colours

the nine colours represent the evolution of language as well as the diversity of the research groups and themes covered by the NCCR.



Speech bubble

The bubble graphically and simply represents the study subject: language.

Adhoc font

Minimalist and contemporary, this geometric sans-serif typeface was specially designed for this logo

NCCR

The mention of «National Centre of Competence in Research» in the baseline is an integral part of the full logo.

Colours

The main colour of the logo is black and white.
Each letter of the word 'evolving' is written in a different colour, the whole word composing a rainbow.



black

RVB: 0 - 0 - 0
CMJN: 0 - 0 - 0 - 100
Hexa: #000000



red

RVB: 148 - 17 - 0
CMJN: 9 - 97 - 99 - 40
Hexa: #941100



dark orange

RVB: 148 - 82 - 0
CMJN: 11 - 49 - 98 - 44
Hexa: #945200



yellow green

RVB: 146 - 144 - 0
CMJN: 24 - 9 - 97 - 38
Hexa: #929000



soft green

RVB: 78 - 143 - 0
CMJN: 64 - 5 - 100 - 22
Hexa: #4E8F00



green

RVB: 0 - 143 - 0
CMJN: 76 - 3 - 100 - 14
Hexa: #008F00



blue green

RVB: 0 - 144 - 81
CMJN: 81 - 8 - 81 - 13
Hexa: #009051



cyan

RVB: 0 - 145 - 147
CMJN: 77 - 12 - 38 - 16
Hexa: #009193



blue

RVB: 0 - 84 - 147
CMJN: 92 - 59 - 5 - 16
Hexa: #005493



When the use of a dominant colour is needed, you must choose one from the available colour scheme (no creation of added colours). The recommended colours are blue and red.

Note:

The variety of greens is not easily detectable on the screen. When printing you can expect to have different letters in very similar colours.



Fonts

The logo was specially designed by François Xavier Luciani. It is a minimalist and contemporary geometric sans-serif typeface. Its design presents round letters which are rather open and slightly dancing.

The text «National Centre of Competence in Research» is written in capital letters, in Century Gothic Bold. This font presents characteristics that are close to the designed font: open geometric shapes but static.

Body text

Ubuntu font is used for the body text (web site, printed or numeric communication, mail, etc.).

It is a sans serif, humanistic typeface, designed by Dalton Maag in 2010. It is distributed with the Ubuntu font license (free license).

- It is part of the Google-fonts, allowing free usage on the web site and computers of NCCR members.
- It was designed to include a large number of glyphs (Greek, Cyrillic alphabets and diacritical signs) to be used in most of alphabets.

It can be freely downloaded and distributed, for example on:

- <https://design.ubuntu.com/font/>
- <https://fonts.google.com/specimen/Ubuntu>

Ubuntu light 10,5/13,5pt. The quick brown fox jumps over the lazy dog. Udae natem ressuratur audit ea acescilis magnati abor am excersperis volupic tem. Et elest am aut rectiur serumen dendebis di id esequis ma ditibus seniet videmporis volo volum ea volorate adis quiam, solore idioresequi comni delia nam aut velis est, que cum quundandi as ipsunt hitae cum fugiae vel maio. Liscia corecabo. Nonsequi delitas qui ut harum doluptat autlst, seque dipsae molorer chicaeperemo inci occus etur?



evolving
language

NATIONAL CENTRE OF COMPETENCE IN RESEARCH

Century Gothic, bold. Capitalised

Ubuntu font

Ubuntu light – The quick brown fox jumps over the lazy dog. Съешь ещё этих мягких французских булок, да выпей же чаю. Τρηχὺν δ' ὑπερβάς φραγμὸν ἐξήνθιζε κλώψ.

Ubuntu Regular – The quick brown fox jumps over the lazy dog. Съешь ещё этих мягких французских булок, да выпей же чаю. Τρηχὺν δ' ὑπερβάς φραγμὸν ἐξήνθιζε κλώψ.

Ubuntu Medium – The quick brown fox jumps over the lazy dog. Съешь ещё этих мягких французских булок, да выпей же чаю. Τρηχὺν δ' ὑπερβάς φραγμὸν ἐξήνθιζε κλώψ.

Ubuntu Bold – The quick brown fox jumps over the lazy dog. Съешь ещё этих мягких французских булок, да выпей же чаю. Τρηχὺν δ' ὑπερβάς φραγμὸν ἐξήνθιζε κλώψ.

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Complementary fonts

The Ubuntu font can be integrated in most operating systems and software. If it is not possible to use the Ubuntu font, the Corbel font, available in Windows should be used instead.

If a serif font is needed, the Palatino Linotype can be used instead. The use of this font should be limited to body text and quotes, but never for headlines.

Corbel 11/13pt. The quick brown fox jumps over the lazy dog. Udae natem ressuntur audit ea acescilis magnati abor am excersperis volupic tem. Et elest am aut rectiur serumen dendebris di id esequis ma ditibus seniet videmporis volo volum ea volorate adis quiam, solore idio-resequi comni delia nam aut velis est, que cum quundandi as ipsunt hitae cum fugiae vel maio. Liscia corecabo. Nonsequi delitas qui ut harum doluptat autIst, seque dipsae molorer chicaeperemo inci occus etur?

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Palatino 11/13pt. The quick brown fox jumps over the lazy dog. Udae natem ressuntur audit ea acescilis magnati abor am excersperis volupic tem. Et elest am aut rectiur serumen dendebris di id esequis ma ditibus seniet videmporis volo volum ea volorate adis quiam, solore idio-resequi comni delia nam aut velis est, que cum quundandi as ipsunt hitae cum fugiae vel maio. Liscia corecabo. Nonsequi delitas qui ut harum doluptat autIst, seque dipsae

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Logo variations

The logo was prepared in a variety of formats to correspond to most needed usage.



complete logo



minimalist logo



favicon

Colour variation

The logo is available in different variants to be used depending on the media.

- colour (standard), to be mainly used
- white and colour, to be used on dark and colourful backgrounds

Monochromes are sometimes requested for specific usage. They are also useful to integrate the logo in another object (watermark effect for ex.)

- black monochrome
- white monochrome



Format variations

Each variant exists in different file formats.

The **SVG** and **PDF** are vectorial and are preferred for all printing.

The **PNG** is light and easily read. It is preferred for a web site or a presentation slide.

The three formats have a transparent background.

Graphic elements

A series of graphic elements was designed by Viktor Kleinschmidt. It represents the various facets and themes covered by NCCR Evolving Language.

These graphic elements can be used together with the main logo or independently.



