This document showcases the elements that are key to our brand identity. The brand identity includes the logo principles and a mix of graphic language and layouts to create a coordinated image. These guidelines allow the brand to remain iconic and consistent, bringing out the brand’s DNA in all types of communication.

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01. INTRODUCING OUR BRAND

Vision

A EUROPE WHERE:

- kidney health is prioritised
- kidney care is accessible
- the kidney community is thriving
01. INTRODUCING OUR BRAND

Values

Diversity in leadership and equality of opportunity in all our activities.
Openness, respect and transparency in decision making.
Bold vision, clear communication, strategic implementation, global reach.
Recognise and reward scientific and clinical excellence.
Attract the best of the next generation and prioritise their career development.
02. LOGO

**Structure**

The position and proportion of the logo are strictly fixed. They must not be changed or redrawn for any reason. It is important that any use of this logo is in accordance with the standards set forth in these guidelines at all times.

Minimum size: 35mm is the minimum size for the logo in printing materials and 44 px in digital materials.
Colours

Our full-colour logo is made with the brand colours. It is the first option for digital and printing materials. **It can only be used on a white background.**

<table>
<thead>
<tr>
<th>LOGO TYPE</th>
<th>PAY-OFF</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Logo Type" /></td>
<td><img src="image" alt="Pay-Off" /></td>
</tr>
</tbody>
</table>
| PANTONE: 485 C  
RGB: 211/46/18  
CMYK: 0/95/100/0 | PANTONE: Pantone Process Black  
RGB: 0/0/0  
CMYK: 0/0/0/100 |

<table>
<thead>
<tr>
<th>ICON</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Icon" /></td>
<td></td>
</tr>
</tbody>
</table>
| Gradient blue - green | PANTONE: 2935 C  
RGB: 0/94/195  
CMYK: 100/46/0/0 |
| Gradient red - yellow | PANTONE: 485 C  
RGB: 211/46/18  
CMYK: 0/95/100/0 |
| PANTONE: 123 C  
RGB: 251/200/23  
CMYK: 0/24/94/0 | PANTONE: 361 C  
RGB: 13/175/43  
CMYK: 70/100/0/0 |

Here are some examples of what cannot be done.
02. LOGO

Negative & positive

Black version

from 0 to 40% of colour background use black version

White version

from 50 to 100% of colour background use white version
03. COLOUR CODE

The brand “ERA” is identified by the use of 4 colour codes that represent the different relevant areas:

- Institutional
- Networking
- Education
- Science
The Futura font is one of the most famous geometric fonts, and is still popular for daily use. The font uses basic geometric forms and even-width strokes that eliminate any type of contrast. Lowercase letters like the ‘a’ are the exception when it comes to the even width. Ascenders and descenders in the lowercase letters are tall and go over the height of uppercase characters. This makes the font look elegant and sets it apart from other geometric fonts.

**Book**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Book Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Heavy**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Heavy Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
05. LAYOUT

Graphic elements

OPEN CALLS

ERA GUIDELINES
05. LAYOUT

Coloured band

The coloured line must respect the dimensions shown in this example.

Total height of visible area

The height of the coloured line can cover only 2% of the total height of the visible area.
On-Offline

Did you know? ERA publishes internationally renowned scientific and educational journals

Stay on top of the latest research in nephrology to give the best possible care to your patients

NDT, CKJ, and NEP