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SCIENCE CENTRES & MUSEUMS

Signature

Guidelines

Welcome to our guidelines. These have been designed to make it easier to understand and use the ecsite brand.

Need Help ?
Ecsite signatures are available online at :
www.ecsite.eu/visual-identity

If you haven't found the information
you're looking for, contact :
Ecsite Executive Office
Avenue Louise 89/7 Louizalaan
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T +32 02 649 73 83
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www.ecsite.eu

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Brand communication
The Ecsite signature features nine structures extending from the same starting point – "Ecsite". The structures are complementary to one another and vary in size. Together, they elicit a sense of vibrancy, creativity, collaboration and openness. They overlap and change each other's size, colour, and reach.
The signature indicates that Ecsite is a diverse organization from which springs exciting, co-developed ideas and competencies which complement one another in a magical way.

Symbol

Name

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Tagline

The signature
The Ecsite signature is composed of a name, a symbol and a tagline. These elements are closely linked and should only be used within the frame hereafter described.

These guidelines present a set of ground rules that should be followed at all times in order to keep the integrity of the ecsite identity.

Thank you in advance for your help in following these simple rules.

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0C 0M 0Y 100K   0C 50M 100Y 0K   0C 80M 100Y 0K   0C 100M 100Y 20K
Pantone Black   Pantone 144   Pantone 1665   Pantone 186
0R 0G 0B   245R 145G 0B   220R 72G 20B   195R 0G 25B

Colour palette
The Ecsite colour palette has been created
to reflect the spirit of our brand.

The preferred color configuration
of the Ecsite signature in full color should
always appear on a white background.

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| 100% | 25% | 60% | 90% |

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| Pantone X | 40% | 70% | 100% |

Limited use
It may not always be possible to print the signature in colour. If the quality of execution is high, the greyscale version of the signature should be used.

Greyscale
Automatic translation of the original colors in greyscale will not render the proper effect, please use only the signature which has been supplied and approved.

One colour Pantone®
This exceptional version of the signature is intended for use in a one colour Pantone® environment. Automatic translation of the original colors will not render the proper effect, please use the color specifications listed in the specification section.

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Limited use
The solid-color signature has been created
for use when production techniques
may not capture the fine tonal qualities
of the gradient signature.

Solid-color
In case the signature needs to be used in
a solid-color environment (promotional
objects, specific backgrounds etc.),
it should only be used in black (on
light backgrounds), or white (on dark
backgrounds).
However, each situation has many
variables and color usage should be
carefully considered according to the
specifics of the project. In choosing
between positive or reverse, the option
which provides the greater contrast
with the background should be used.

This version should also be used
when the signature is required to appear
very small. Please contact Ecsite Office
for permission to use other versions.

Colored backgrounds

The Ecsite Signature must always appear clearly and legibly on its backgrounds. The colored ecsite signature should always be used on a white or very light colored background (max. 15%).
The reverse version should only be placed on 100% to 30% colored backgrounds.

Use the proper artwork

Both the positive and reverse, solid signatures have been carefully drawn for placement on their respective backgrounds. When placing the signature on a background other than the ones specified in these standards, use your best judgement to determine whether positive or reverse signature renders the highest contrast.
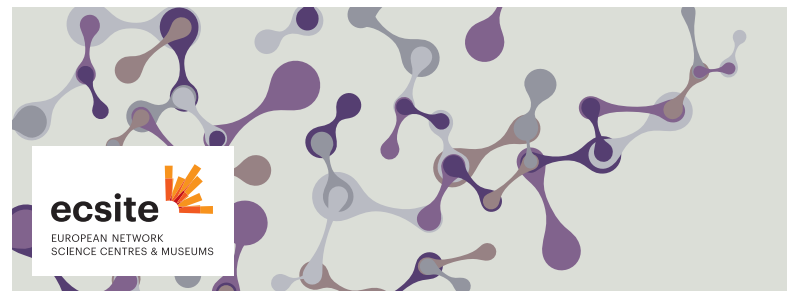
Photographic backgrounds
The Ecsite Signature must always appear clearly and legibly on its backgrounds. Therefore, only the use of the reverse solid signature is allowed on this type of backgrounds.

Always ensure legibility by placing the reverse solid signature in a dark area that is simple and uncluttered.

Complicated backgrounds

If the Ecsite signature is to be placed on a patterned or graphically complicated background, use a white box and the minimal clear area to help distinguish the signature.
Under these circumstances, the colored Ecsite signature should always be used.

20 mm

Minimum Signature size

Usage	Horizontal	Vertical
Print	20 mm	11 mm
Web	120 pixels	67 pixels

Minimum size
The minimum size of the Ecsite signature will depend on the type of communication vehicle. When the signature is being used with other company signatures or identities it should be equal or larger in size and placed prominently.

Proportions must stay consistent when the signature is resized.

To ensure legibility, never use the signature with an overall width that is less than 0.8inch (20 mm) in print.
At widths that are smaller than 0.8inch, the tagline will become illegible.

A smaller size can be used when the signature is required to appear on a very small object like a pen.
Please contact Ecsite Office for permission to use other versions.

Clear space
Signatures need breathing room! This is especially important when our signature is nearby other signatures.
We recommend very strongly that you maintain a full X-height of space around the signature.

Signage
Clear area for signs, banners, etc. Reproducing the Ecsite signature in sign applications often requires more flexibility. For banners, building façades, directory signs, monument signs, etc., provide a clear area equal to or greater than the size (X) illustrated here.

In the present guidelines, there are no exceptions to the rules.

If the needs of your project are not met by these guidelines, please contact Ecsite Office for permission to use other versions.

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