

CLARIN ERIC Style Guide

Visual consistency leads to improved recognisability of CLARIN, both on a general as well as national level. National nodes and individuals wishing to visually align their output with the CLARIN ERIC style, can find some basic guidelines below.

Editorial Cornerstones

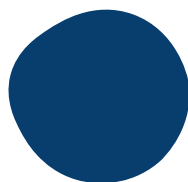
To achieve consistency across the network, please follow the following guidelines for written text:

- **Spelling.** CLARIN uses British English spelling. Note that verbs take the *-ise* ending (i.e. *realise*), and nouns should end in *-our* (i.e. *behaviour*) and *-re* (i.e. *centre*).
- **Punctuation.** Use hyperlinks for additional information in online texts, not brackets or footnotes.
- **Plain English.** We aim for simple, straightforward writing that avoids unnecessary complexity to ensure accessibility for a wide range of users.

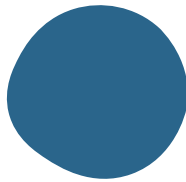
Layout and Design

To achieve a consistent look across the CLARIN network, please use the following fonts and colours:

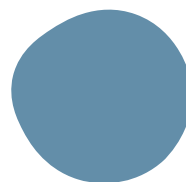
- **Image use.** We recommend good quality, real photographs, ideally in landscape orientation.
- **Font.** single typeface Source Sans
- **Font size.** This depends on the type of output you produce. We recommend the following:
 - For presentations (see also slide template below)
 - title: bold, 44pt
 - headers: bold, 36pt
 - body: 28pt and 24pt for second level text
 - For documents/print
 - headers: bold, no larger than 24pt
 - body text: no larger than 11pt and no smaller than 9pt
- **Colour Palette.** CLARIN uses the three main colours: **dark blue**, **turquoise** and **spring green** (plus lighter shades for contrast, if desired):



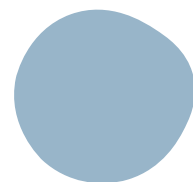
HEX #07426E
RGB 7, 66, 110
CMYK 100, 50, 0, 50
Pantone PMS Reflex
Blue



HEX #39688B
RGB 57, 104, 139
CMYK 81, 51, 27, 11

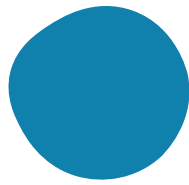


HEX #6A8EA8
RGB 106, 142, 168
CMYK 62, 34, 23, 6

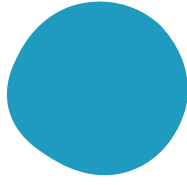


HEX #9CB3C5
RGB 156, 179, 197
CMYK 43, 22, 17, 2

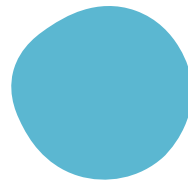




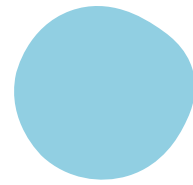
HEX #0080AA
 RGB 0, 128, 170
 CMYK 83, 35, 19, 4
 Pantone PMS 633



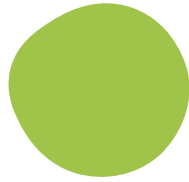
HEX #3399BB
 RGB 51, 153, 187
 CMYK 73, 26, 37, 2



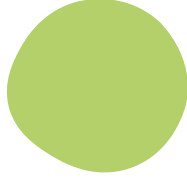
HEX #66B3CC
 RGB 102, 179, 204
 CMYK 60, 16, 31, 0



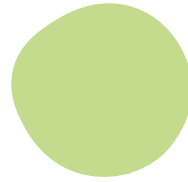
HEX #99CCDD
 RGB 153, 204, 221
 CMYK 52, 0, 14, 0



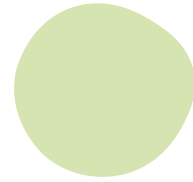
HEX #A2C037
 RGB 162, 192, 55
 CMYK 50, 0, 100, 0
 Pantone PMS 376



HEX #B5CD5F
 RGB 181, 205, 95
 CMYK 37, 2, 75, 0

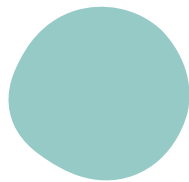


HEX #C7D987
 RGB 199, 217, 135
 CMYK 29, 1, 59, 0

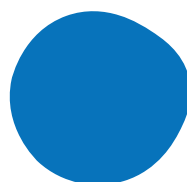


HEX #DAE6AF
 RGB 218, 230, 175
 CMYK 20, 0, 41, 0

- In addition, the following colours are recommended as **accent colours**, with the blue on the right being used specifically for hyperlinks:



HEX #9AC7C1
 RGB 154, 199, 193
 CMYK 23, 0, 3, 22



HEX #0273CB
 RGB 2, 115, 203
 CMYK 99, 43, 0, 2

RGB or HEX colours are used for display on a screen, such as websites and presentations.

The CMYK colour model is used in the printing process. Full-colour printing is preferred, but Pantone colours can be used instead.

Resources

We have created a stack of resources for you to use, including:

- Our Guidelines For Presenting To A Layperson Audience [\[here\]](#)
- A Powerpoint presentation template [\[here\]](#) and poster template [\[here\]](#)
- An overview of the CLARIN logos [\[here\]](#)
- Source Sans font [\[here\]](#)

All info can also be found on our **style guide page** on the website [\[here\]](#).

Questions? communications@clarin.eu

