

Video at CERN

Brand identity

CERN IR-ECO-DVS



Brand identity in CERN videos

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Introduction

CERN's visual identity

"Design is the silent ambassador of your brand."

-Paul Raud, artistic director and graphic designer

The visual image that we present is an important message for the world:

CERN is a modern and innovative organisation with a clear sense of its mission. Our identity is established through a wide variety of media, both printed and digital. This material must always be consistent with the values of our brand.

The instructions for video branding are based on three main principles:

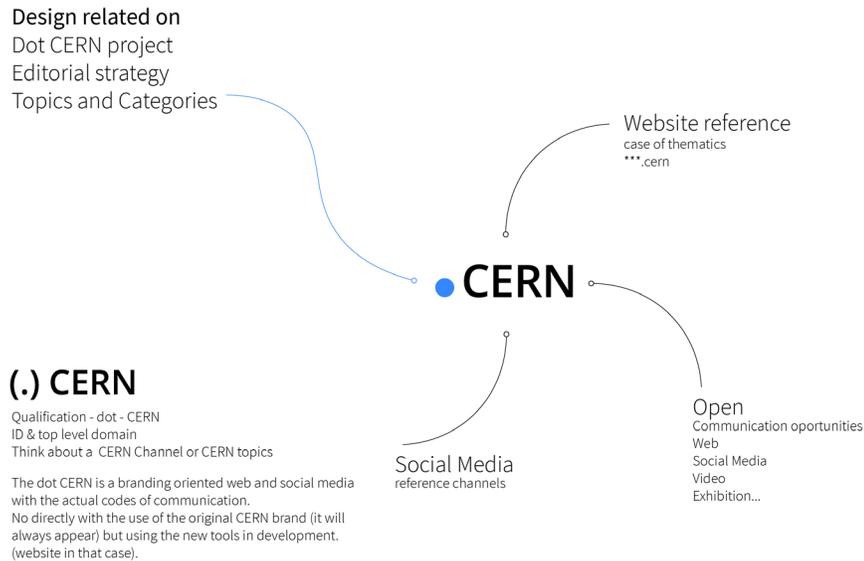
- Ensure the complete consistency of our visual identity and its deployment in digital media.
- Help to convey the image and values of our brand in an organised and structured way, by providing visual points of reference to help support the content of messages and images.
- Establish limits and a framework within which communications can be made.

This charter must be strictly followed in order to ensure the consistency of the Organization's communications.

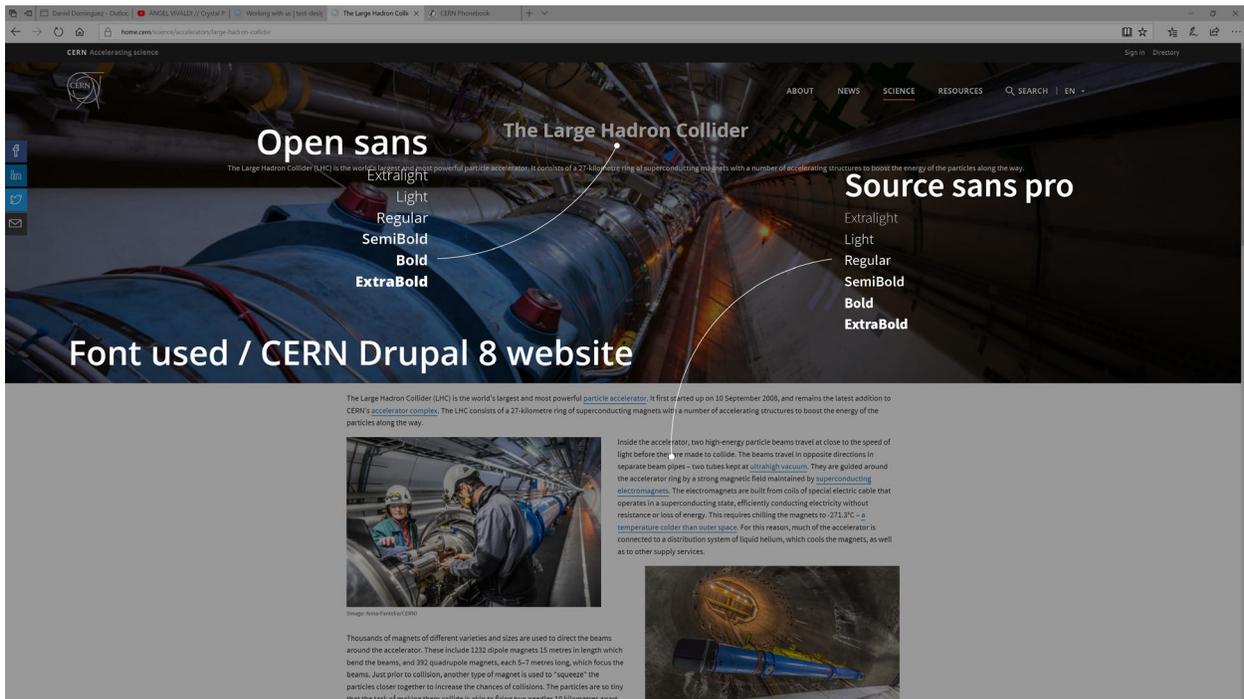
- *For more information on CERN's identity, see the annexes at the end of this document.*
- *This document can be found online at <https://design-guidelines.web.cern.ch/downloads>*

“Dot CERN” oriented video branding

CERN’s video branding is oriented towards the web and social media and is based on the existing communication rules for these media and on CERN’s own new tools under development, such as our new website.



It uses the same fonts as the “home.cern” website and its design is based on an editorial strategy oriented towards the different themes of CERN’s activities.

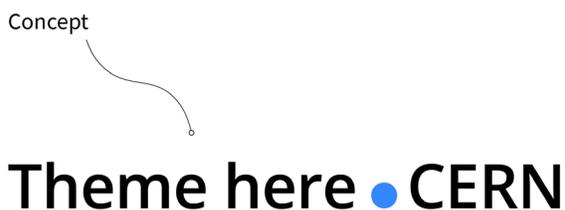


There are seven such themes:

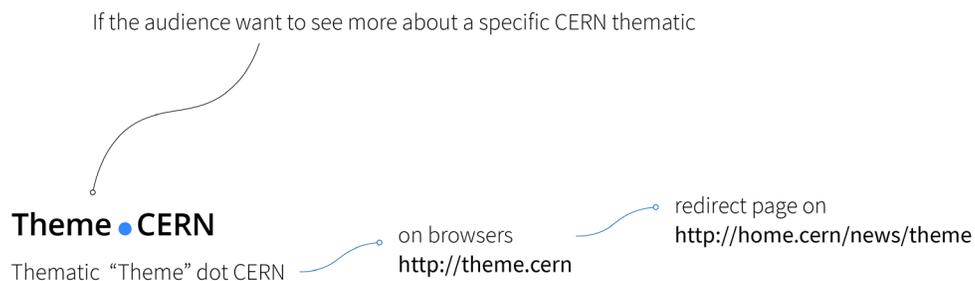
- Computing
- Experiments
- Accelerators
- Engineering
- Knowledge sharing
- Physics
- At CERN

CERN is now the owner of its own top-level domain name, “.cern”, which makes it clear that the user is on the CERN site.

The approach of “theme” + “.cern” in the URL is a visible way of embedding and promoting CERN’s editorial strategy: **Theme.CERN**



This allows video productions to be clearly categorised across our various media and also redirection to the relevant section of the website. A production branded “Computing.CERN” encourages the audience to use the URL computing.cern to discover all the articles about computing on our website.



For more information about the “.CERN” strategy, see the annexes at the end of this document.

The themes are defined as follows

- Computing > Computing.CERN
- Experiments > Experiments.CERN
- Accelerators > Accelerators.CERN
- Engineering > Engineering.CERN
- Knowledge sharing > Knowledge.CERN
- Physics > Physics.CERN
- At CERN > At.CERN

Physics ● CERN
Accelerators ● CERN
Engineering ● CERN
Computing ● CERN
Experiments ● CERN
Knowledge ● CERN
At ● CERN

Theme here ● CERN



As part of this strategy, other themes are also available online:

- Careers.CERN
- KT.CERN
- Alumni.CERN
- Archive.CERN (to be discussed/Kate)

Languages

The themes are always in English

Use in video categories

CERN video branding shall apply to the following categories of video:

- Interview
- Story
- Science videos news
- Slideshows
- Teasers/trailers
- Featured movies (to be discussed/Paola)
- Special series
- Live

Fonts and installation

Fonts

The branding uses two open-source fonts that are used on the CERN website in order to ensure the consistency of our new tools.

Open Sans

Characters

ABCČČDĐEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcččdđefghijklmnopqrsštuvwxyzž
АБВГГ'ДЂЕЄЖЗСИІЙЈКЛЉМНЊОПРСТЉ
ЎФХЦЧЏШЩџЫЬЭЮЯабвгг'дђеєжзсииійјк
љмнњопрстћуџфхцчшщџыьэюя
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθι
κλμνξοπρστυφχψωάαέεήϊϊ'ίόούύÿŸΩ
ΆΆΈΌΣϚάάέέδδσϛ1234567890?'"!'"(%)[#]{}@/
&\<-++x=>©\$€£¥¢;:,*,*

Styles

Light
Semi-Bold

Tracking

Pc -10
Mac -1

Source Sans Pro

Characters

ABCČČDĐEFGHIJKLMNOPQRSŠTUVWXYZŽa
bcččdđefghijklmnopqrsštuvwxyzž
АБВГГ'ДЂЕЄЖЗСИІЙЈКЛЉМНЊОПРСТЉ
ЎФХЦЧЏШЩџЫЬЭЮЯабвгг'дђеєжзсииійј
кљмнњопрстћуџфхцчшщџыьэюя
ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩαβγδεζηθι
κλμνξοπρστυφχψωάαέεήϊϊ'ίόούύÿŸάέ
έήήϊιόόúúώώΩ
ΆΆΈΌΣϚάάέέδδσϛ1234567890?'"!'"(%)[#]{}@/
&\<-++x=>©\$€£¥¢;:,*,*

Styles

Extra-Light
Light
Regular
Semi-Bold

Tracking

Pc -10
Mac -1

The details of each font and how it should be used are explained for each template in the “**Templates**” section of this document.

Recommended installation instructions for Macs

Before installing the templates, the fonts must be installed as follows.

Some installations or double installations result in conflicts or bugs in FPX. It is therefore necessary to carry out a “clean” installation:

- Check if the two fonts are present on your Mac (user and computer) and uninstall them if they are.
- Set up Fontbook to install the fonts in the “Computer” section (don’t install in the “user” section)
- Once this is set up, you can install the fonts via Fontbook

The fonts are available to download from Google Fonts: <https://fonts.google.com/>

Use and consistency of colours

The default colour is CERN blue.

For a video production, a single colour should be used, as defined by the needs of the video editor according to the colouring of the footage. The colour may be complementary, a composite or a shade.

For example, the “dot”, speech marks, the colour of boxed texts and the accent colour could be orange for a video with blueish tones.

For consistency with the branding and image of the Organization, the use of several colours in a single video is not authorised.

Templates

Openings (theme and titles)

Videos may be introduced with or without an opening, depending on the purpose and format of the video.



Three types of opening are possible: “Theme-no-Title”, “Theme-Title” and “Title-no-Theme”:

Intro-CERN-Theme-Title: introduction with the theme of the video and its title

Intro-CERN-Theme-no-Title: introduction with the theme only

Intro-CERN-Title-no-Theme: introduction with the title of the video only

Boxed text

Boxed text is intended for information and explanations during a video.



Big text and Fat text

This template is intended for short and snappy messages, in particular for emphasising certain points using the two size options.



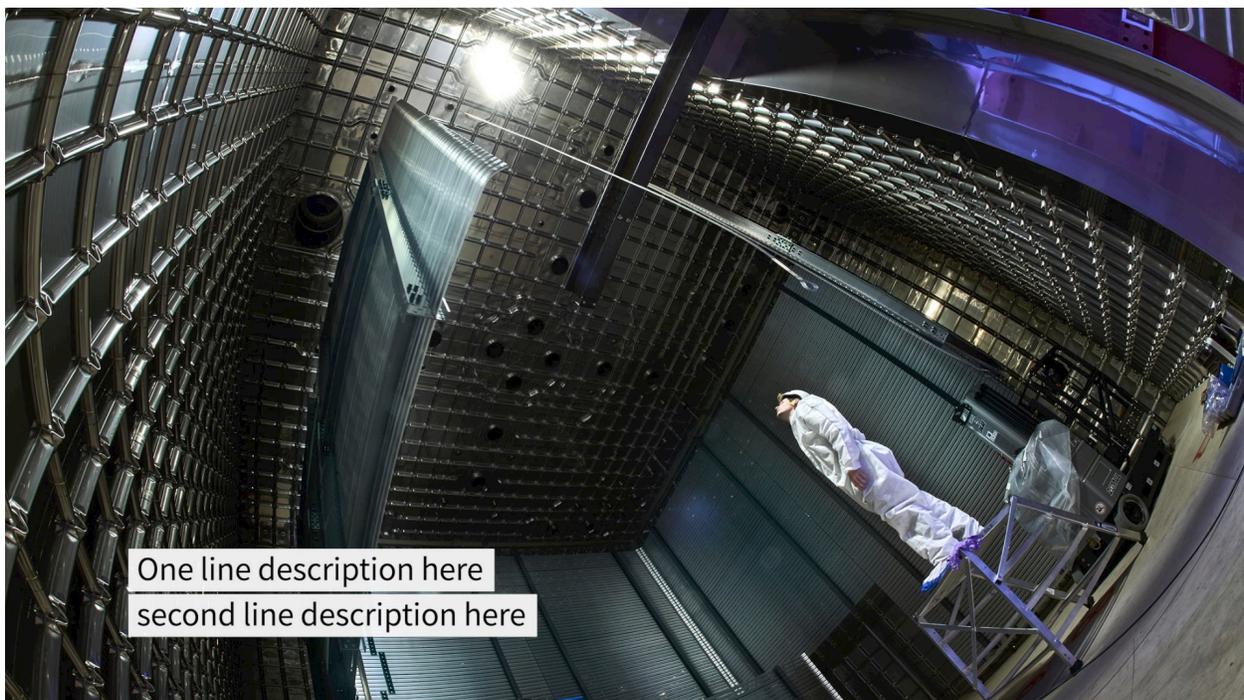
Quotations

As the name suggests, this template is used for quotations.



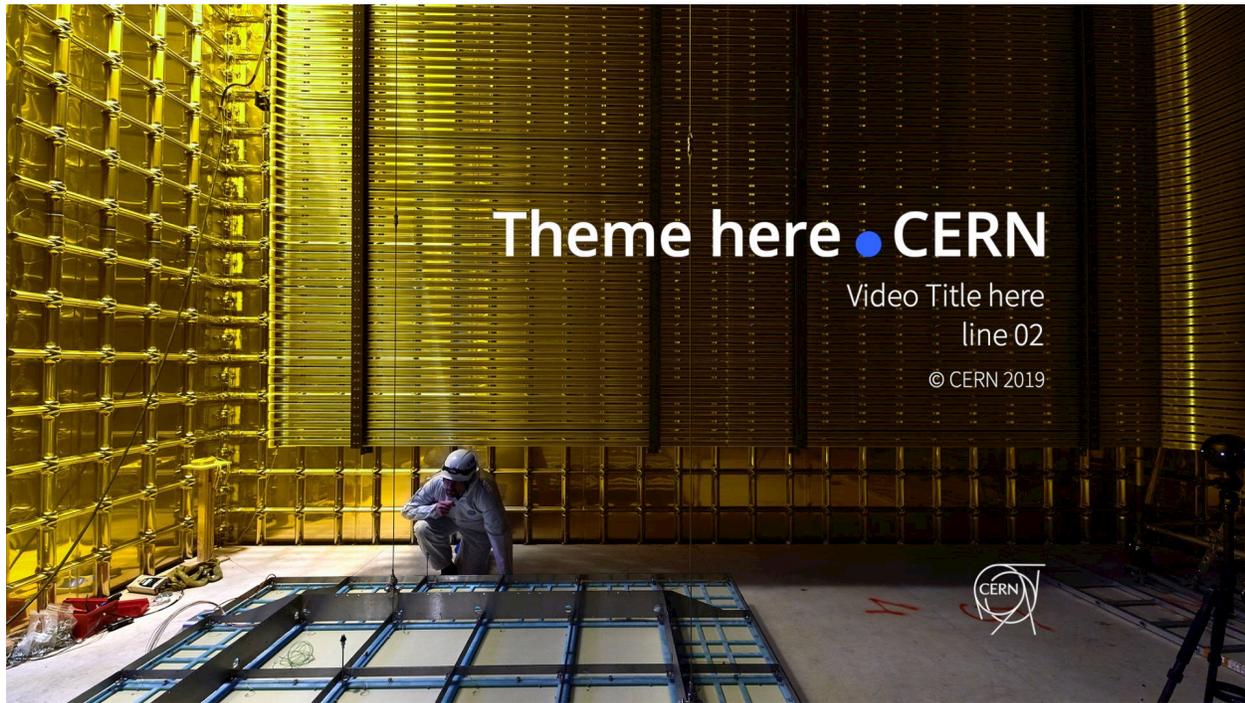
Lower thirds

There are two types of lower third: one for naming the person on the screen and one for the location where the scene is taking place.



Credits

Two types of closing credits are available.



"Credits-CERN-no-Action": simple closing credits with a reminder of the theme, the title, info and the CERN logo.

"Credits-CERN-Action": closing credits with an additional "Share"-type action to encourage users to share the video.

Details of the templates

The general format of these versions is a maximum resolution of 4K, 3840*2160px, 25p.

It is perfectly adaptable to all 16/9, 25p formats.

The time base for animations and fades is set at 10 frames.

Openings (theme and titles)

Use/Description

Introductions can be used, if necessary, to directly establish the theme and/or the title of the video. The choice of template depends on the purpose of the video.

Intro-CERN-Theme-Title: introduction with the theme of the video and its title

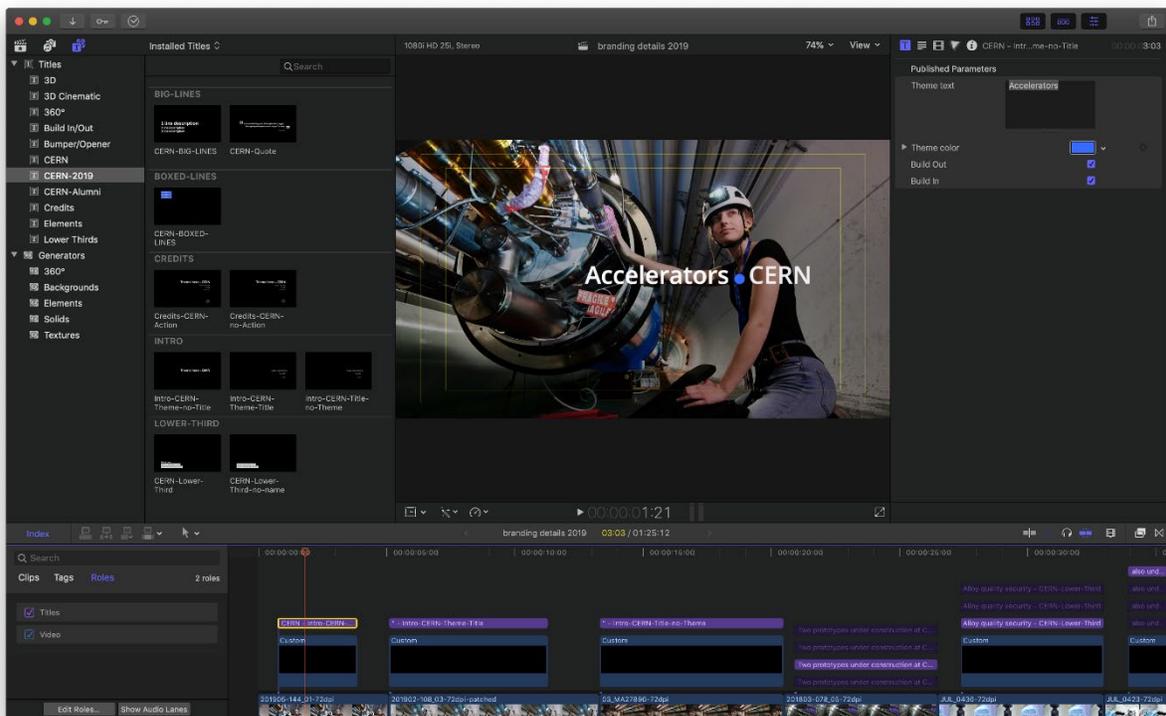
Intro-CERN-Theme-no-Title: introduction with the theme only

Intro-CERN-Title-no-Theme: introduction with the title of the video only

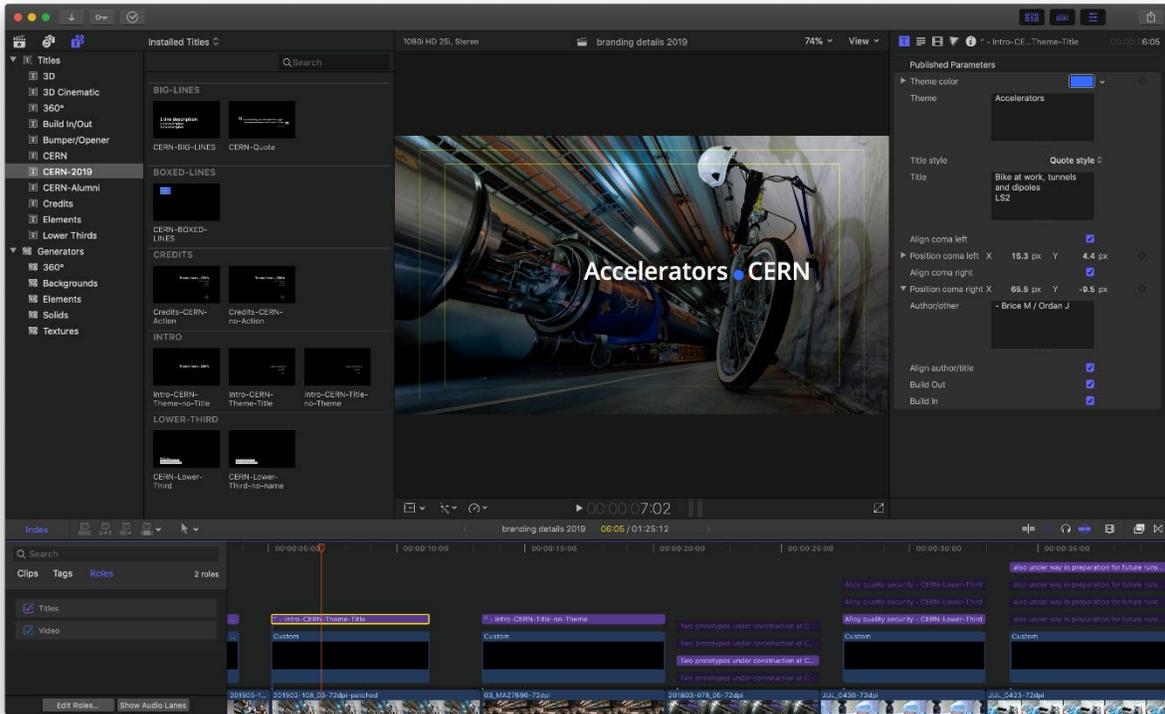
Details

Package

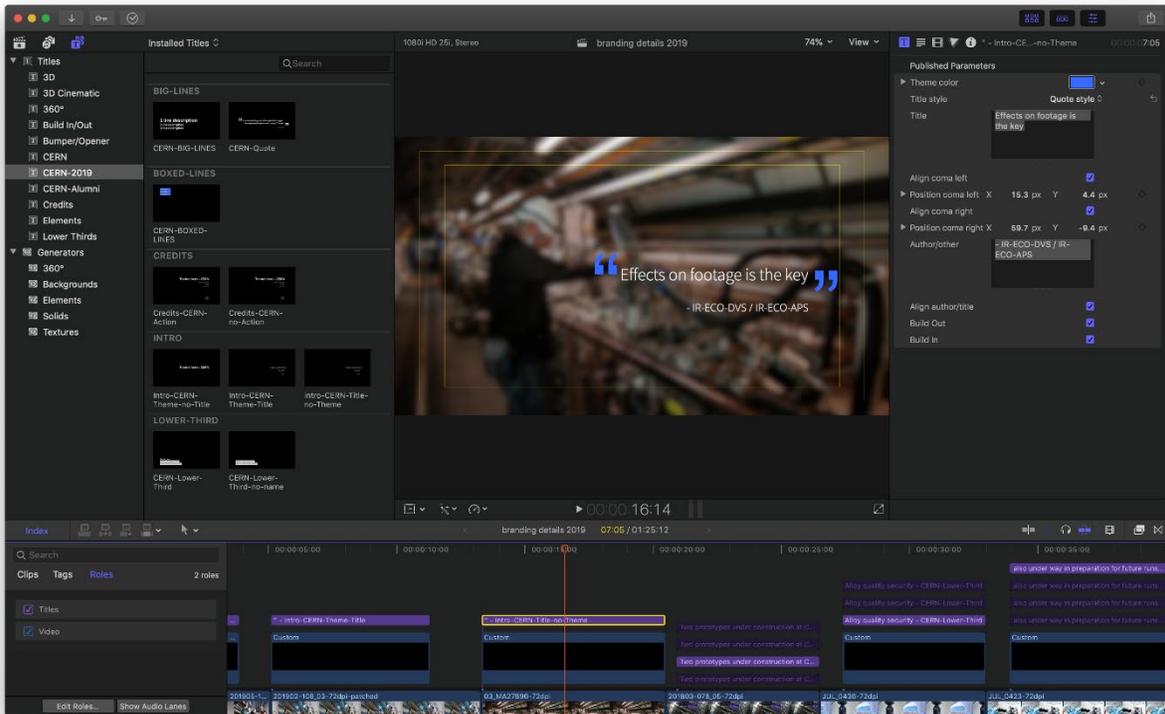
Intro-CERN-Theme-no-Title



Intro-CERN-Theme-Title



Intro-CERN-Title-no-Theme



Font/Use

Fixed: The fonts cannot be changed

Theme:

[Open Sans Semibold](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Title:

[Source Sans pro Light](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Author/other:

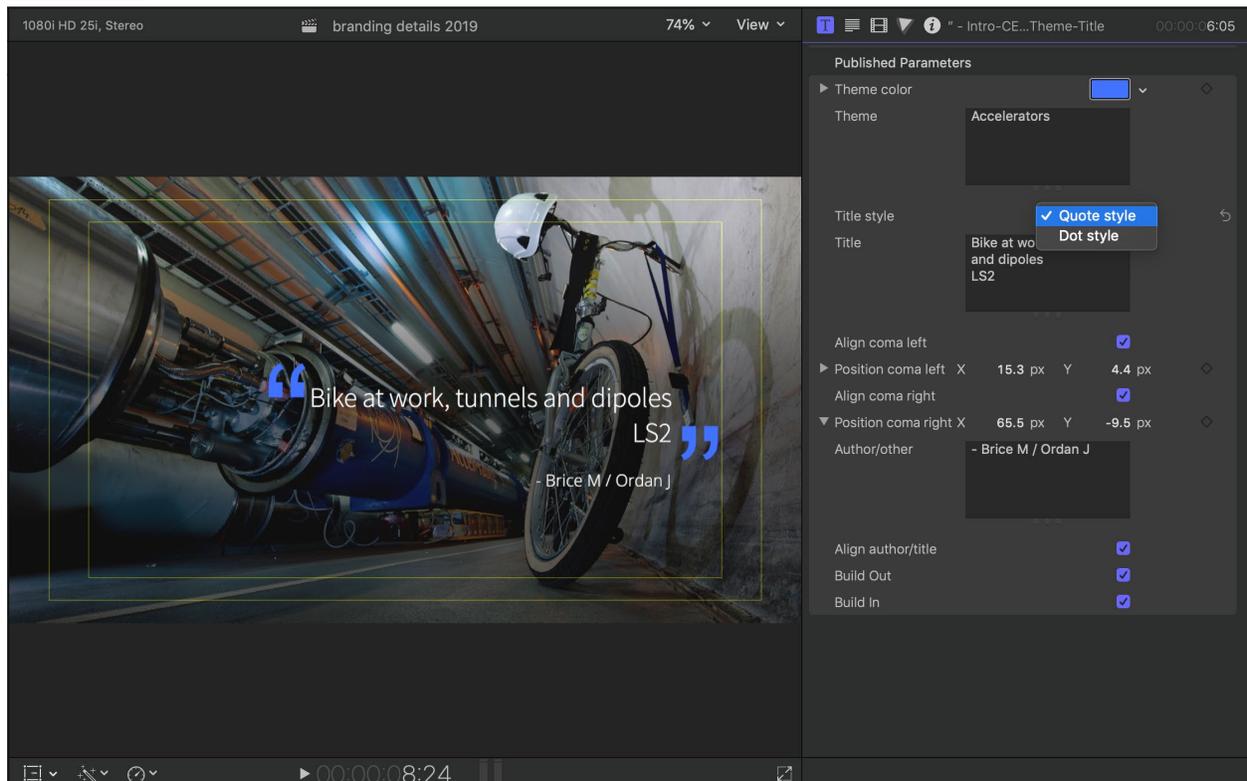
[Open Sans Light](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Position/scale

Fixed: To ensure the consistency of the Organization's branding and image, introductions must always be in the **same position, as defined in the template**, and **must not be resized**.

Colour Interface



Theme colour: drop-down list to select colour of dot and speech marks

Theme: text box to introduce the theme of the video

Title style: drop-down list to select from the two types of title introduction: dot style (standard) and quote style (if the title is a quote)

Align coma: by default, the alignment of speech marks is automatic, but an adjustment is required in rare cases with special characters in the title. This can be done by unticking the "Align coma" box and adjusting the position using "Position coma"

Author/other: text box to add the author if the title is a quote, or to add additional information about the title

Boxed text

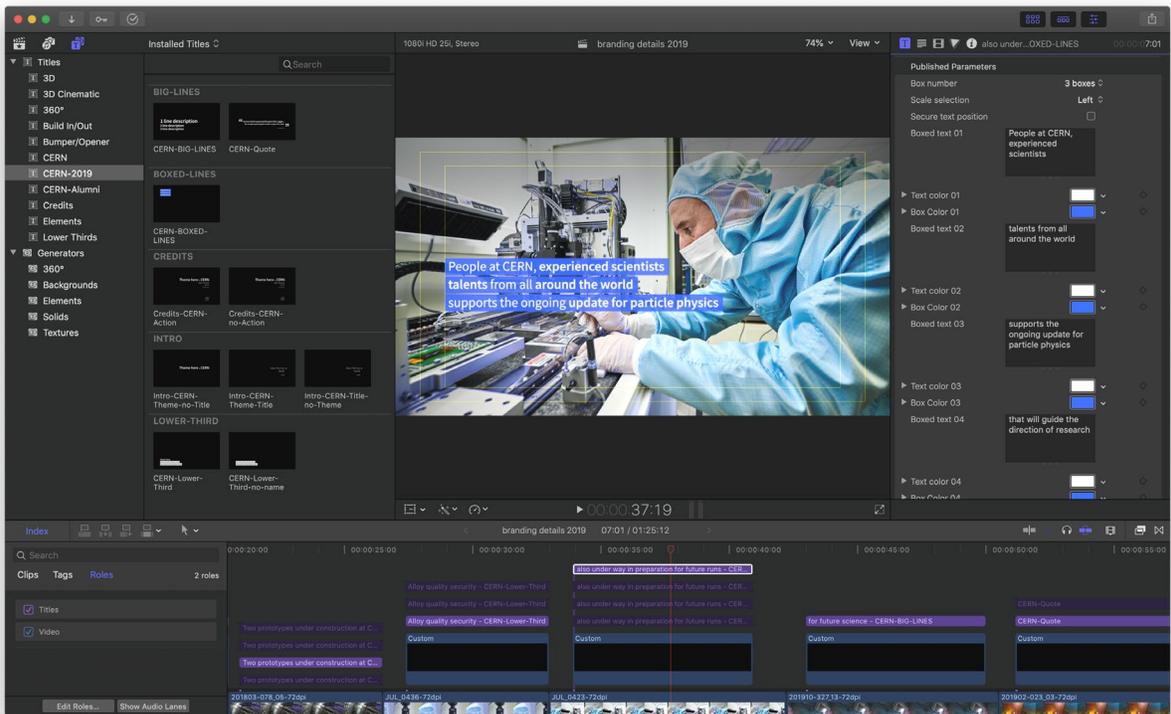
Use/Description

This template is useful for displaying a long descriptive text, information or details. It allows the use of between 1 and 6 left or right aligned boxes.

Details

Package

CERN-BOXED-LINES



Font/Use

Text:

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The template is configured to use “**Source Sans Pro Regular**”, but it is also possible to use “**Source Sans Pro Semi-bold**” to emphasise a few words or part of a sentence.



Not permitted: use of Italics, all caps, other fonts or text sizes other than those available in the template.

Position

“Boxed text” can be left or right aligned.

Provided that it remains within the “safe-frame”, “boxed text” can be positioned anywhere on the screen.



Not permitted: “Boxed text” must not be centred. The boxes must not be resized or offset from one another.

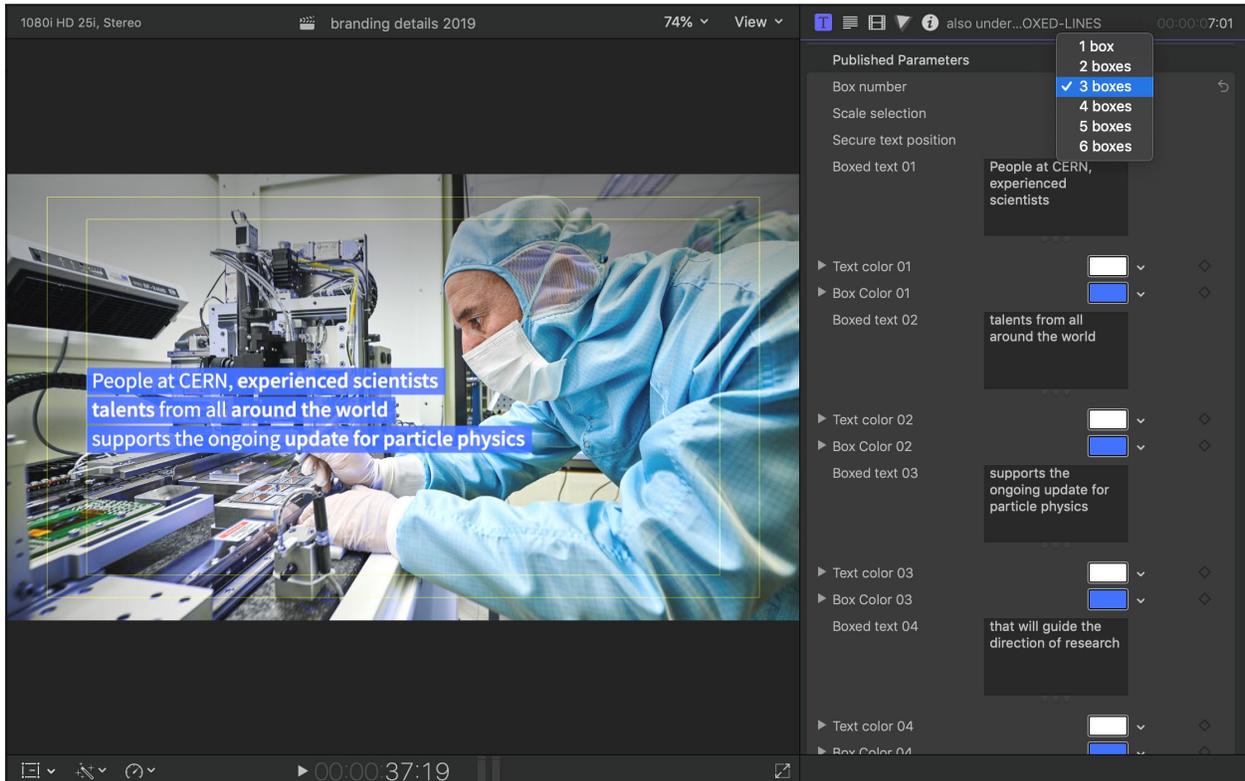
Colour

The choice of the colour of the boxes must always be in keeping with the colour chosen at the start of the video. If blue is chosen at the start of the video, all the graphic elements of the templates must use the same colour.

The text colour is either white **RGB 255,255,255** or black **RGB 0,0,0** depending on the colour of the box.

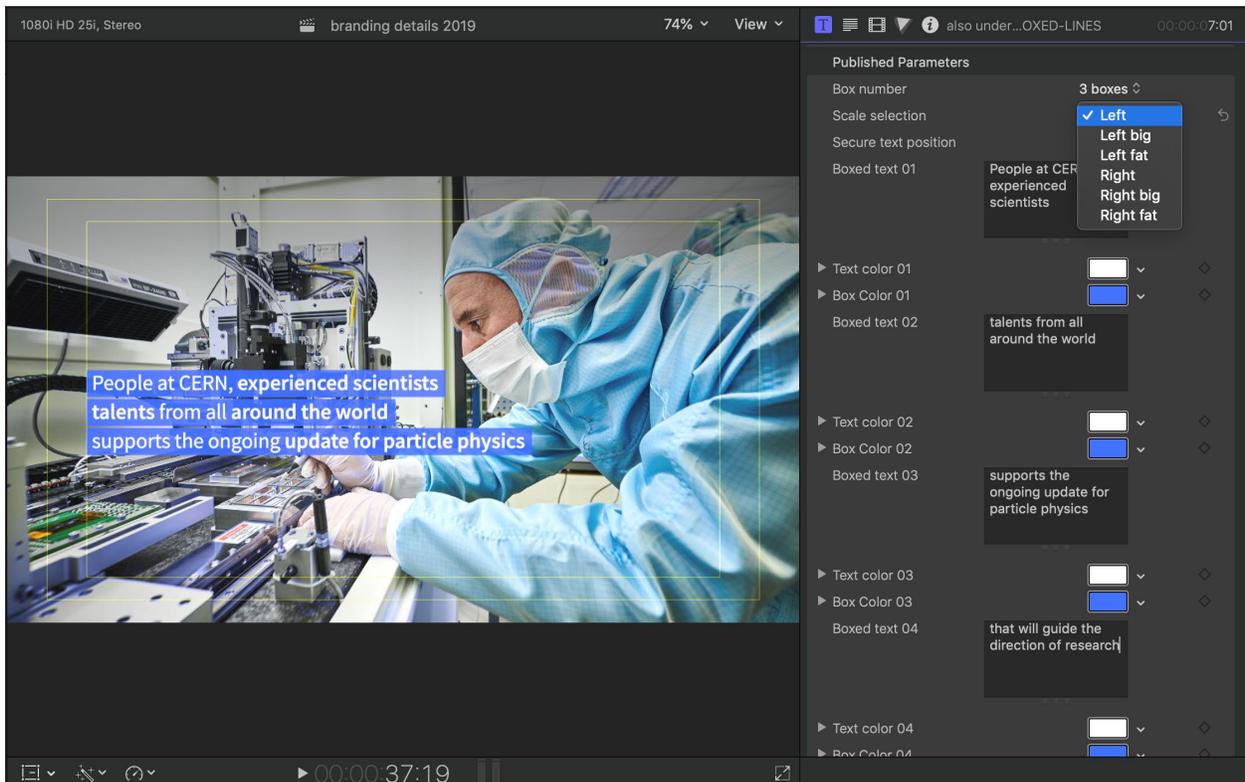


Interface



Box number: drop-down list for selecting the number of boxes to be displayed, up to a maximum of 6.





Scale selection: drop-down list for selecting the size and position of the text on the screen, allowing the boxes to be left or right aligned within the safe-frame and selection of one of three text sizes: standard, big or fat.



N.B. Standard size is recommended for a video intended for use on multiple media. Bear in mind the consistency of the production by keeping the same text size throughout the video.

- Secure text position:** check box allowing the position of boxes in relation to each other to be secured if they have been moved inadvertently
- Boxed text:** box for entry of the text (write line-by-line without using the “Enter” key. For the next line use the next box)
- Text color:** drop-down list for selecting the text colour
- Box color:** drop-down list for selecting the box colour

Big text and Fat text

Use/Description

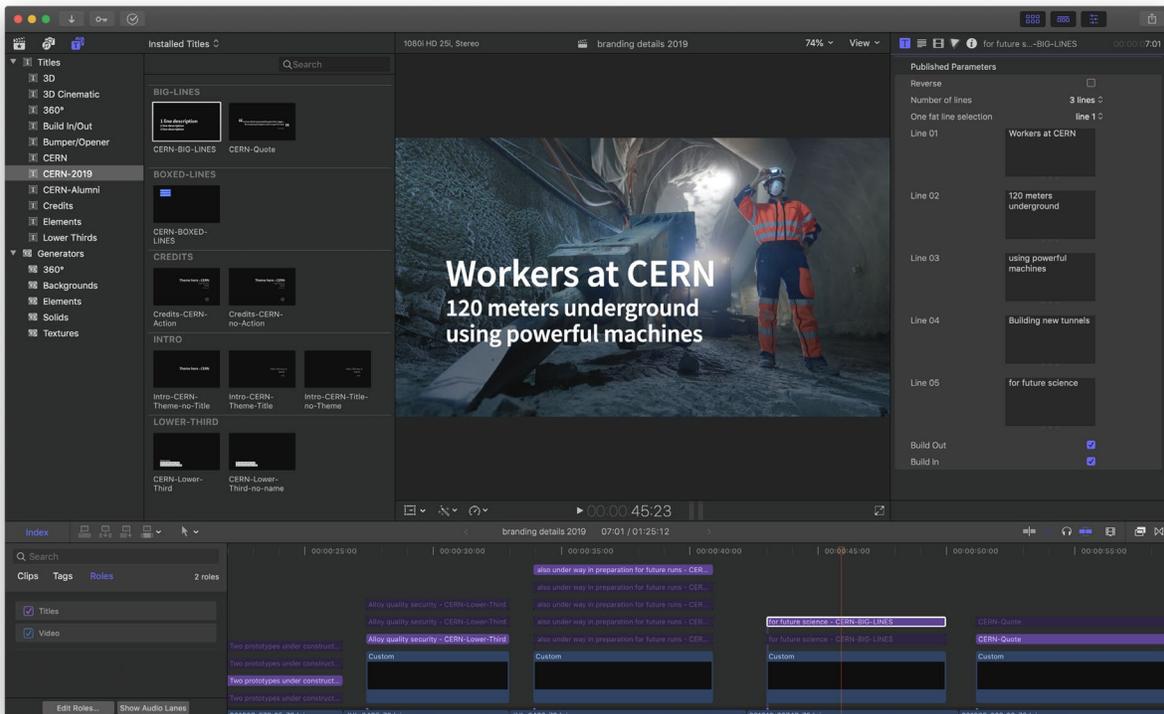
This template is intended for short and snappy messages, in particular for emphasising certain points using the two size options.

It allows between 1 and 5 left or right aligned lines of text to be used.

Details

Package

CERN-BIG-LINES



Font/Use

The template is configured to use “**Source Sans Semibold**” only.

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

For emphasis, it allows any one line to be bigger than the others.



Not permitted: use of Italics, all caps, other fonts and text sizes other than those available in the template.

Position

“Big text” can be left or right aligned.

Provided that it remains within the “safe-frame”, “big text” can be positioned anywhere on the screen.



Not permitted: “Big text” must not be centred. The lines of text must not be resized or offset from one another.

Colour

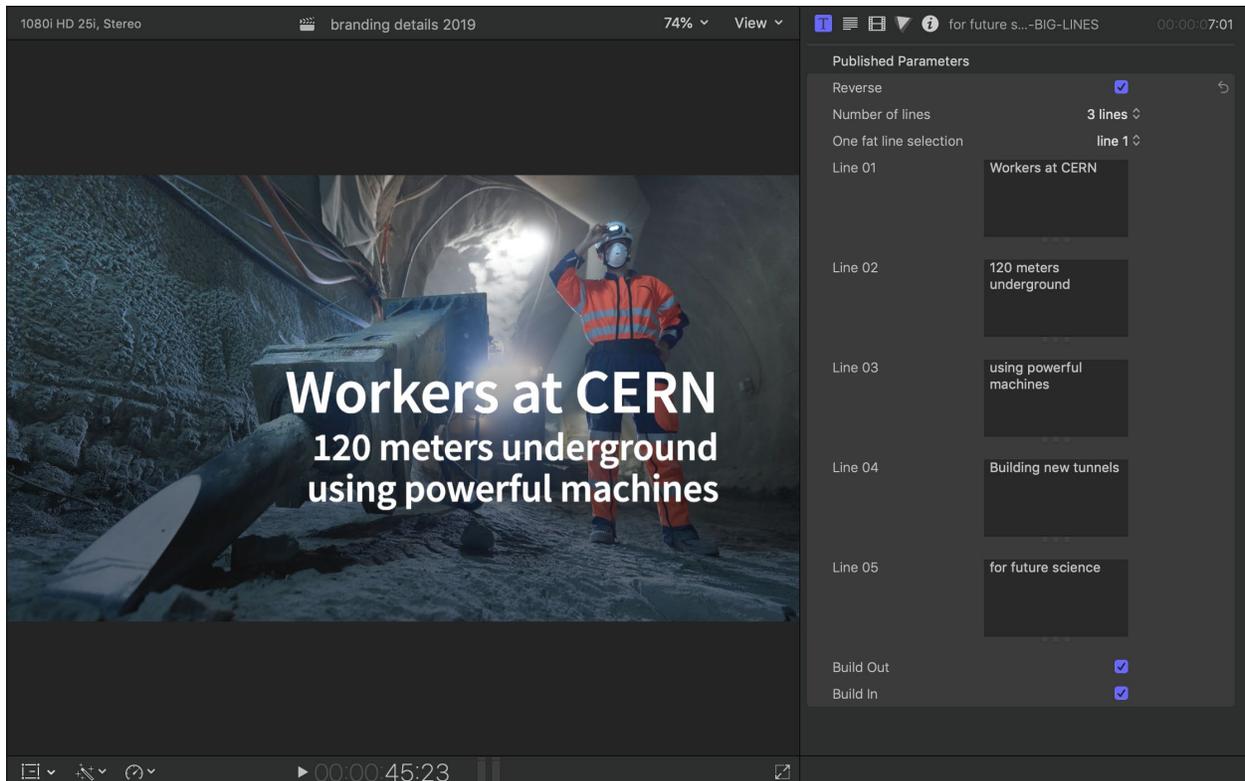
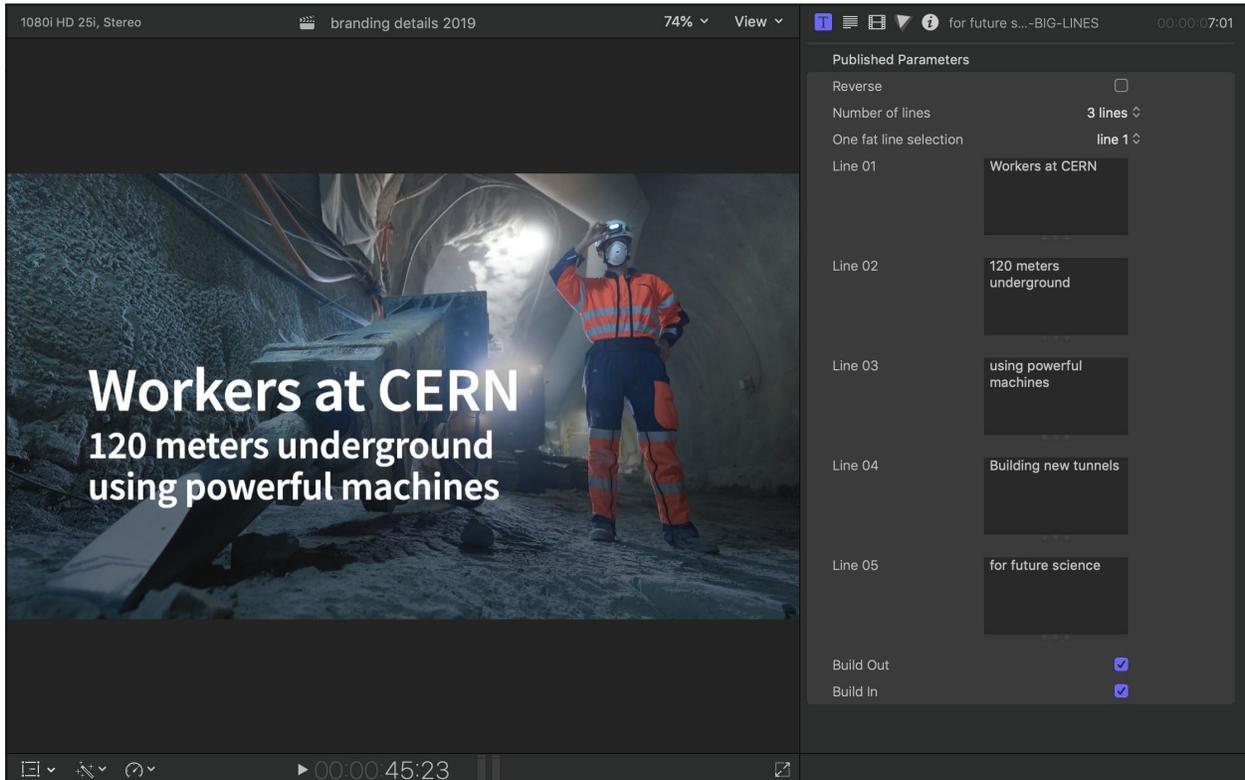
The text is always white, but it is possible (using the “text inspector”) to change the colour of certain words for emphasis.



N.B. Make sure that you use the colour you chose at the start of the video.

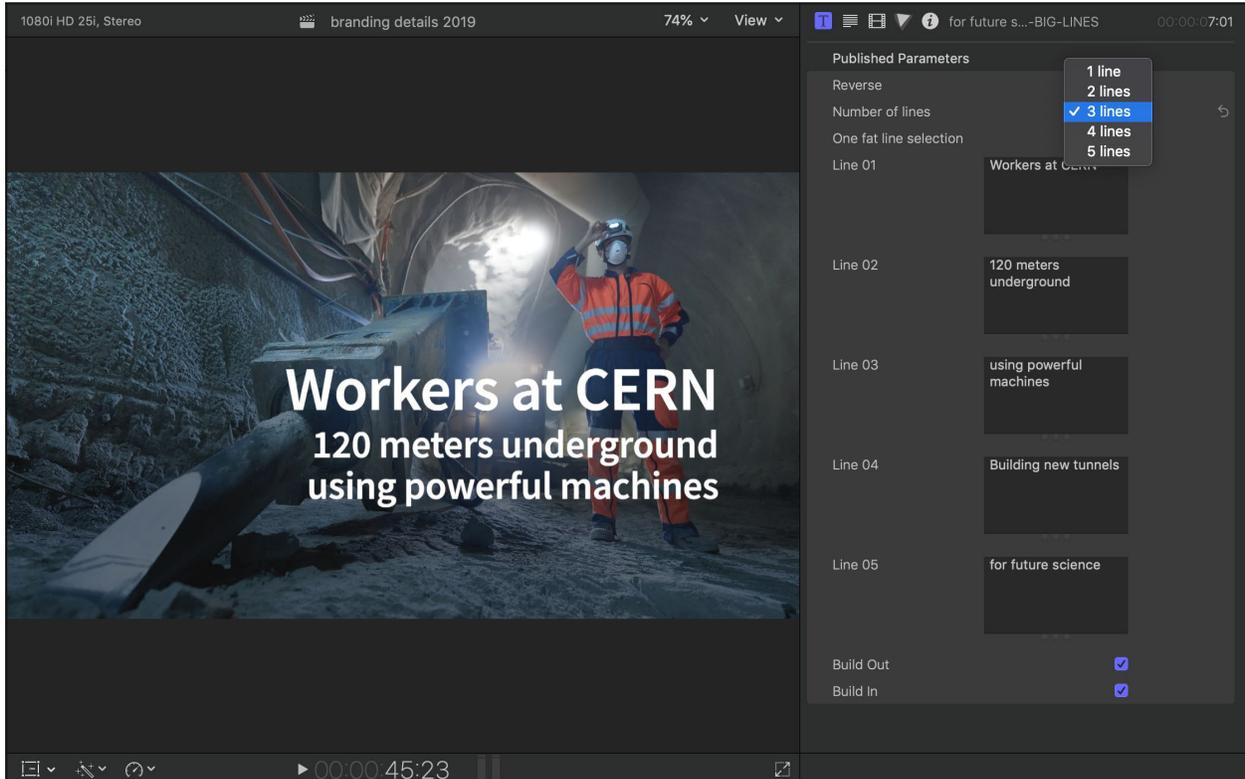
Interface

Reverse: checkbox for changing the alignment from left to right within the “safe-frame”

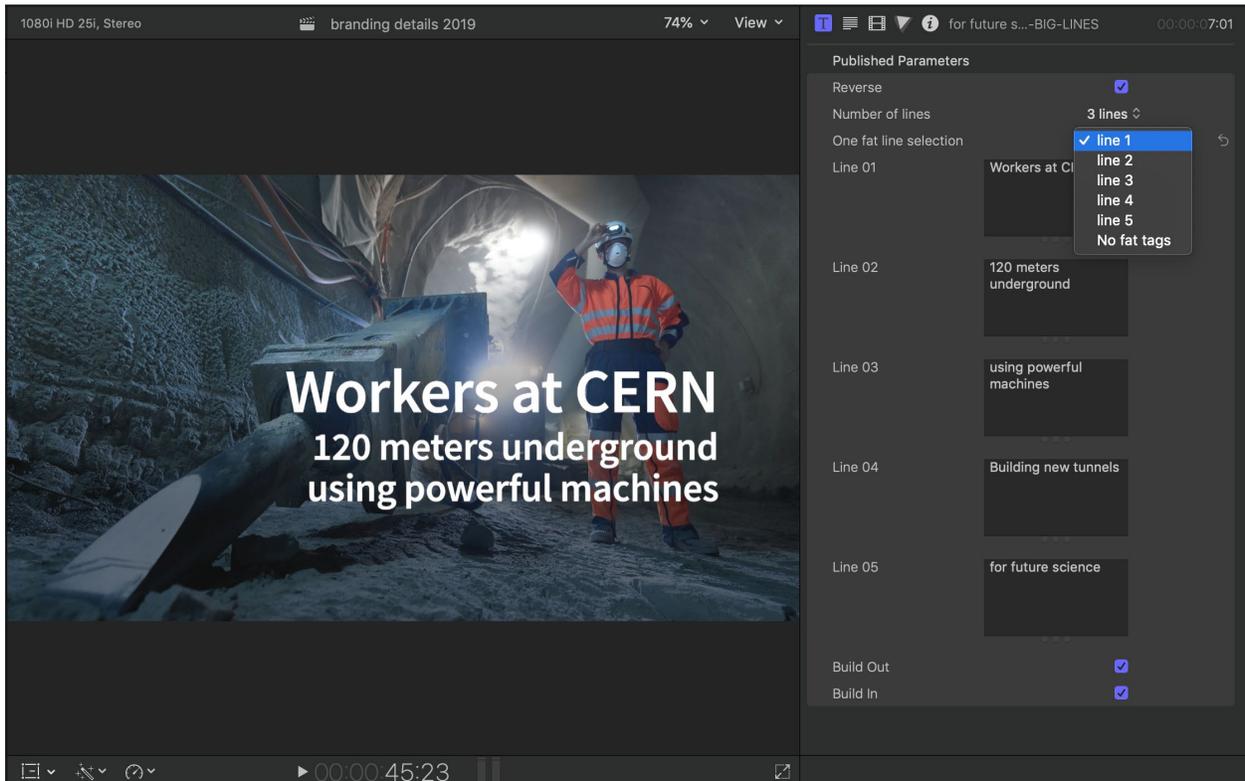


Number of lines:
lines.

drop-down list for selecting the number of lines. The template can display up to 5 lines.



One fat line selection: drop-down list for selecting which line should be emphasised or if no line should be emphasised.



Line 01 to 05: boxes for the entry of the text (write line-by-line without using the “Enter” key. For the next line use the next box.)

Quotations

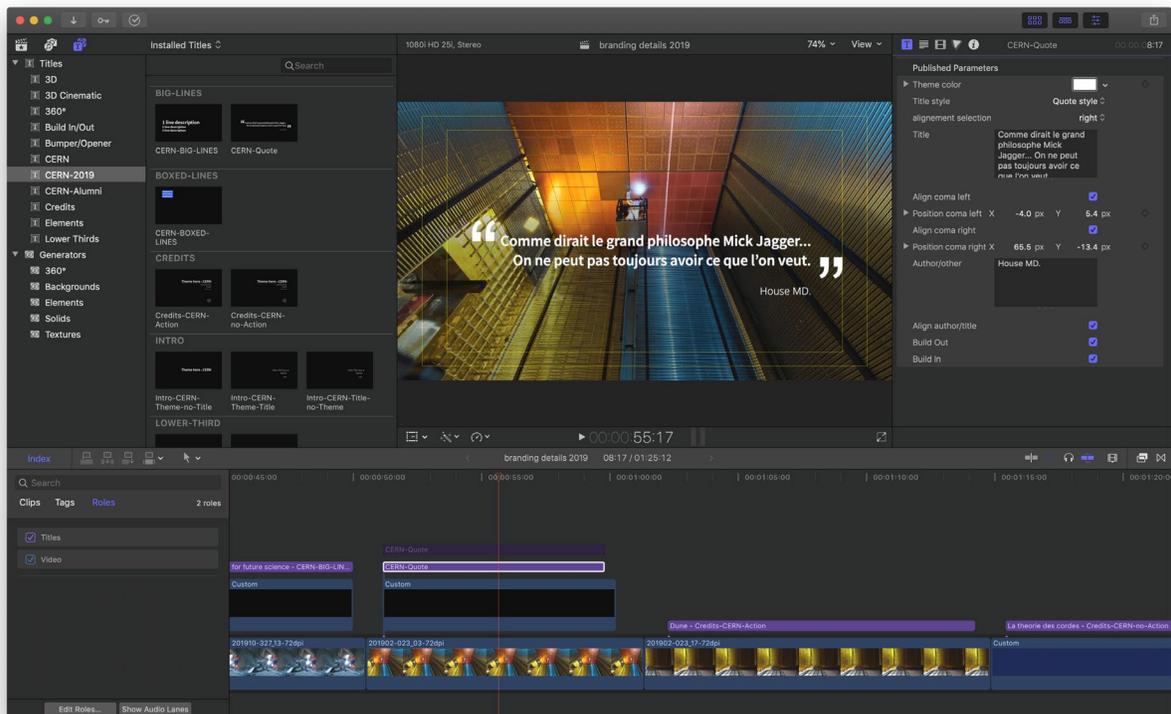
Use/Description

This template is recommended when a quotation is used.
It can be left or right aligned.

Details

Package

CERN-quote



Font/Use

The template is configured to use “**Source Sans Semibold**” only for the quotation and “**Open Sans Light**” for the author.

Quotation:

[Source Sans Pro Semibold](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Author/other:

[Open Sans Light](#)

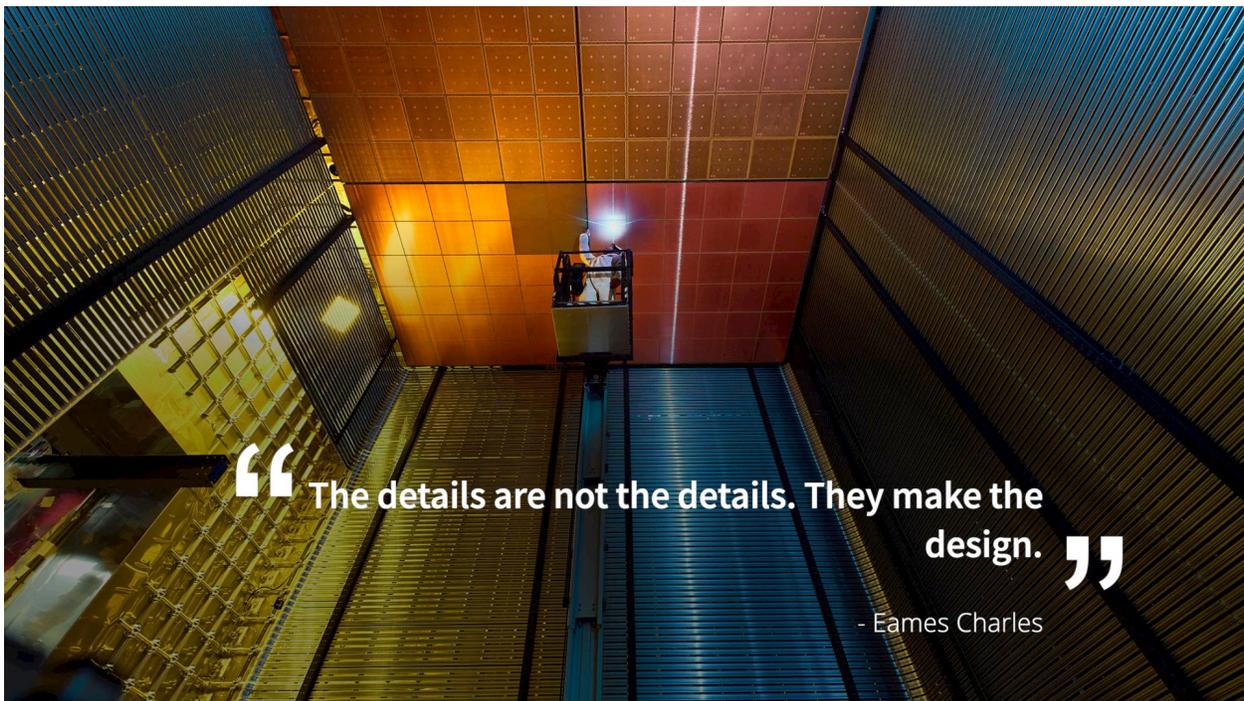
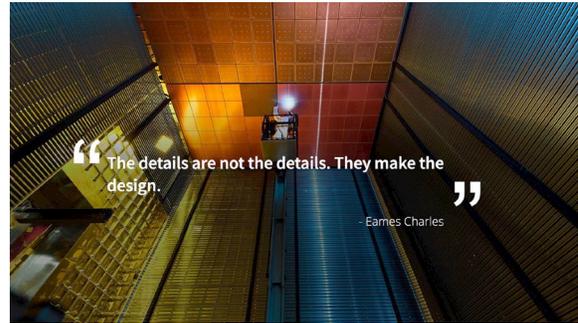
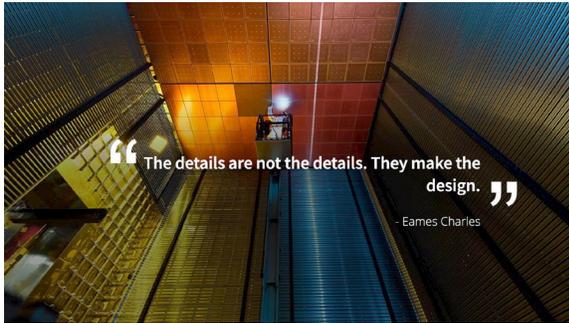
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Not permitted: use of Italics, all caps, other fonts, text sizes other than those available in the template.

Position

“Quotes” can be left or right aligned.

Provided that they remain within the “safe-frame”, “quotes” can be positioned anywhere on the screen.

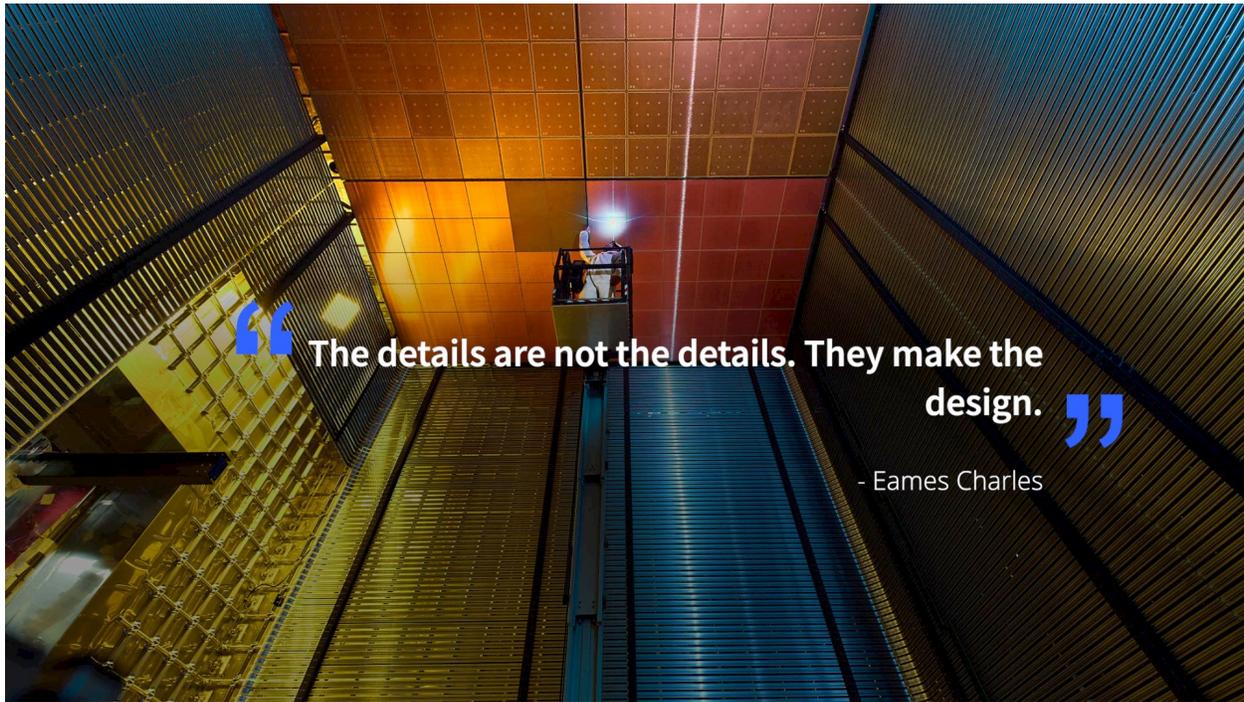


Not permitted: “quotes” must not be centred or resized.

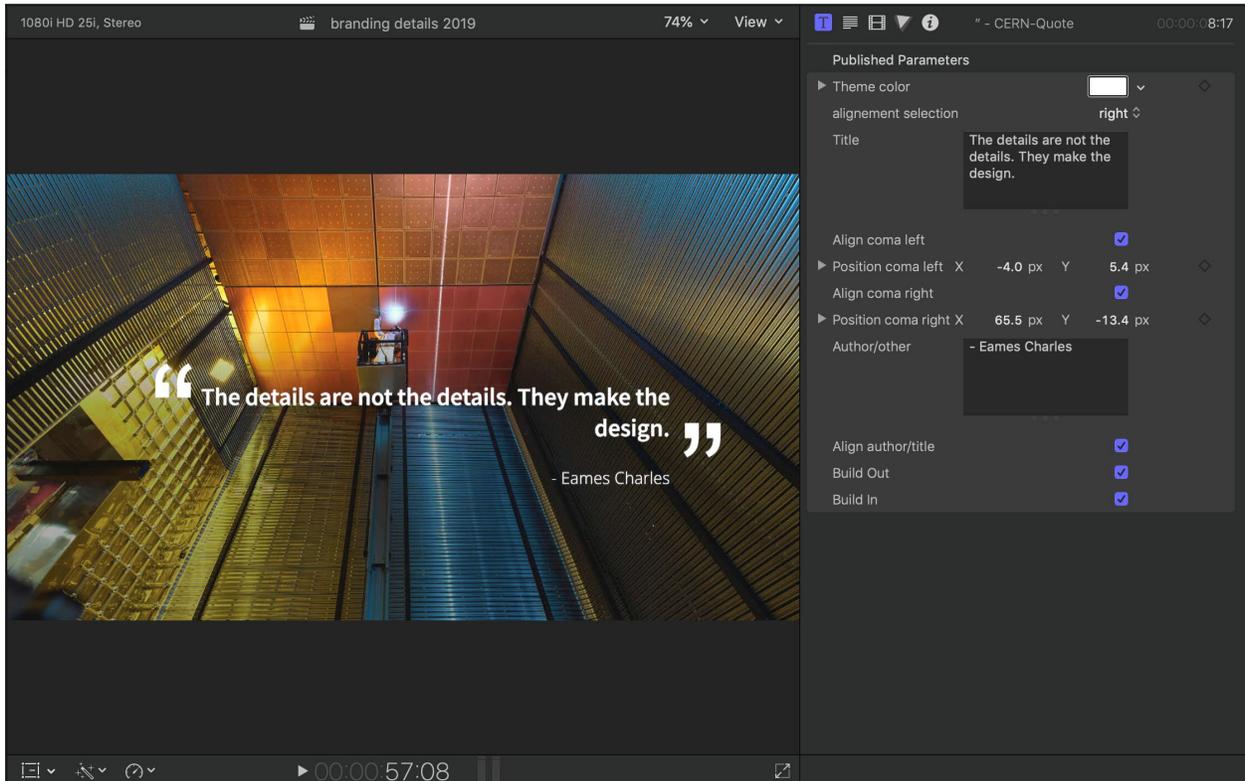
Colour

Quotations are white by default, but it is possible to use colour for the speech marks.

The choice of colour of the speech marks must be in keeping with the colour chosen at the start of the video. If blue is chosen at the start of the video, all the graphic elements of the templates must use the same colour.



Interface



- Theme color:** drop-down list for selecting the colour of the speech marks
- Alignment selection:** drop-down list for selecting right or left alignment
- Title:** text box for the quotation
- Align coma:** by default, the alignment of speech marks is automatic, but an adjustment is required in rare cases of special characters in the title. This can be done by unticking the "Align coma" box and adjusting the position using "Position coma"
- Author/other:** text box for the name of the author

Lower thirds

Use/Description

An essential element of on-screen text, used for naming the person on the screen or the location where the scene is taking place.

Information can be added in two lines in addition to the name/location line.

Details

Package

CERN-Lower-Third / CERN-Lower-Third-no-name



Font/Use

Name: "Open Sans Semibold"

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Additional line: "Source Sans Pro Regular", but it is also possible to use "Source Sans Pro Semi-bold" to emphasise a few words or part of the sentence. (See BOXED-TEXT)

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Position

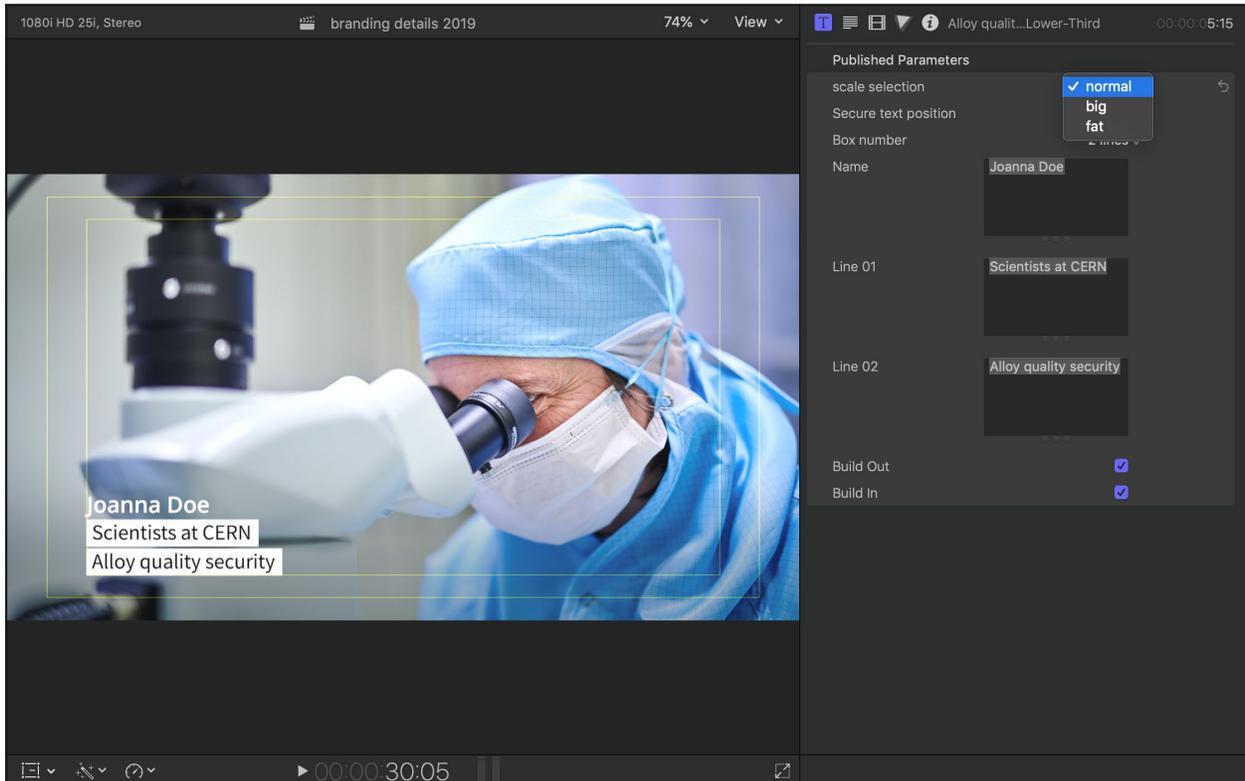
Fixed: To ensure the consistency of the Organization's branding and image, "lower thirds" must always be in the same position, as defined in the template, and must not be resized.

Special case: If the video is in cinema format with two black bands, the template can be moved up, but take care to ensure consistency in terms of spacing in relation to the black bands.

Colour

The colours are fixed and must not be modified

Interface



Scale position: drop-down list for selecting the size and position of the text on the screen, allowing the boxes to be left or right aligned within the safe-frame and selection of one of three text sizes: standard, big or fat.



N.B. Standard size is recommended for a video intended for use on multiple media.

Secure text position: check box allowing the position of the boxes in relation to each other to be secured if they have been moved inadvertently.

Box number: drop-down list for selecting the number of boxes to be displayed, up to a maximum of 2

Name : text box for the name

Line 01-02: text box for additional information

Credits

Use/Description

Two types of closing credits are available:

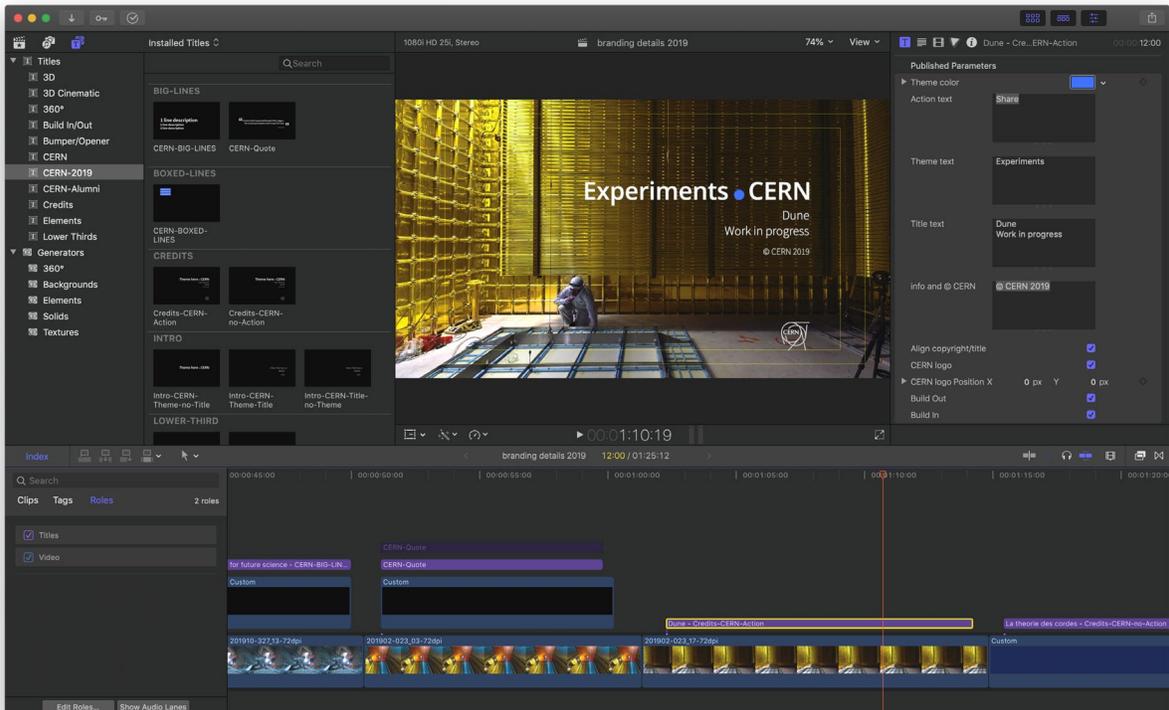
"**Credits-CERN-no-Action**", a template for displaying the theme, the title, additional information, the copyright and the logo.

"**Credits-CERN-Action**", which includes an additional "Share"-type action to encourage users to share the video.

Details

Package

Credits-CERN-no-Action / Credits-CERN-Action



Font/Use

Fixed: The fonts cannot be changed

Theme:

[Open Sans Semibold](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Title:

[Source Sans pro Light](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Additional information/copyright:

[Source Sans pro Extralight](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Position

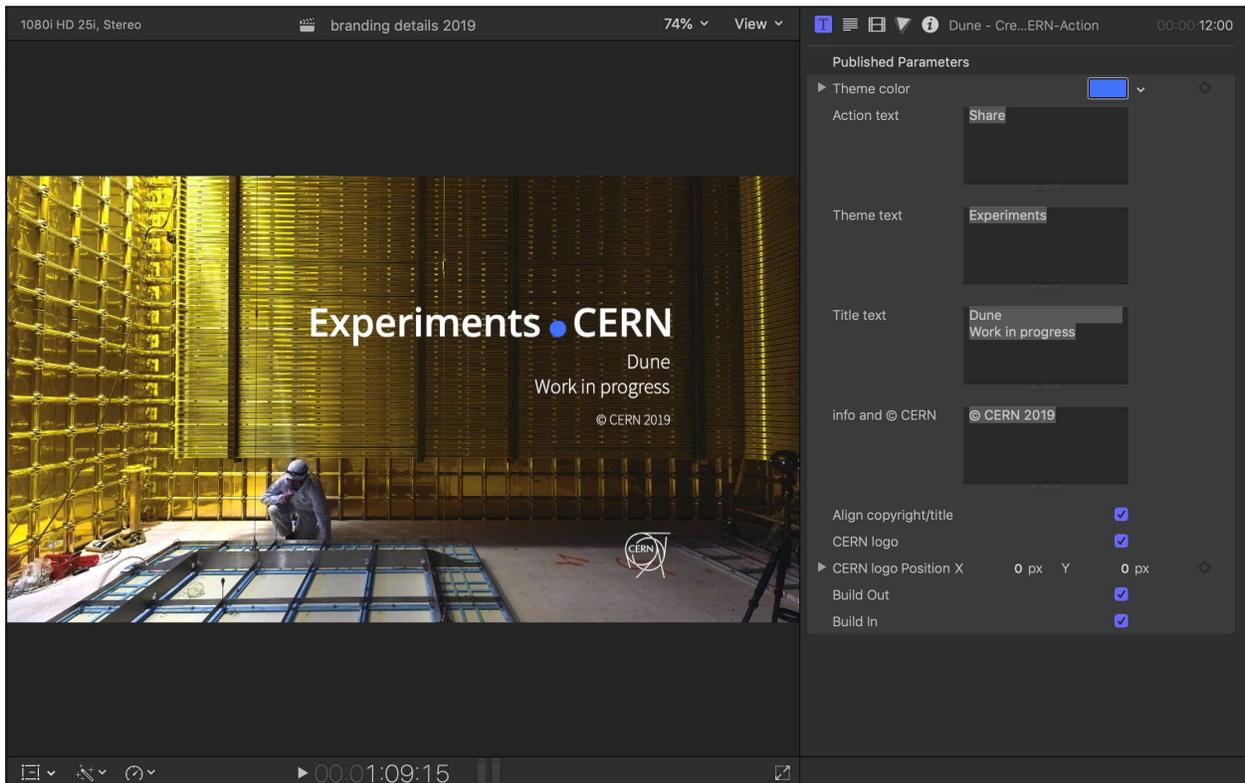
Fixed: To ensure the consistency of the Organization's branding and image, closing credits must always be in the same position, as defined in the template, and must not be resized.

An option to move the logo is available for videos in cinema format with two black bands.

Colour

The text is always white, but the colour of the "dot" can be modified to match the colour chosen for the design of the video.

Interface



Theme color:

drop-down list for selecting the colour for the dot and speech marks

Action text:

text box to describe the action



Theme text:

text box to introduce the theme of the video

Info and ©CERN:

text box for the CERN copyright: this can also be used for any additional information

Align copyright/title:

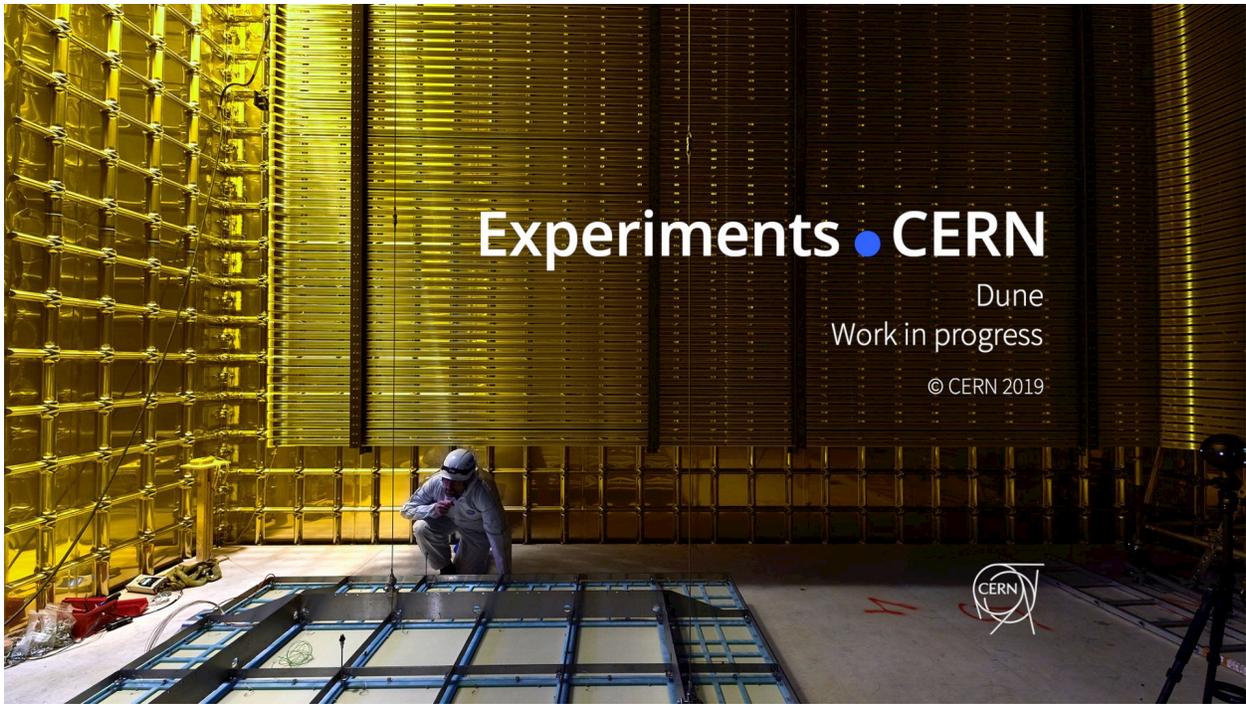
obsolete option that will be removed during the next update

CERN logo:

checkbox for selecting whether or not to display the CERN logo

CERN logo position:

option allowing the logo to be repositioned if the video is in cinema format with black bands.



Experiments • CERN

Dune
Work in progress

© CERN 2019



Physics • CERN

La théorie des cordes
Le modèle mathématique autonome

Remerciement au CNRS
et à l'ESA
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Teamwork

The conception and development of the branding for CERN's videos was a collaborative process that allowed three sections to work together to enhance our common image.

An investment in the future

[New software and technological evolution](#)

If you are using new software or changing your workflow, contact the **Design Visual Identity Service** so that we can programme the elements of our branding into your new editing tools.

[New arrival in the team](#)

We can provide training for new editors in your team to show them all the features of our branding and how best to use them.

Annexes

Our identity

The visual image that we present is an important message for the world: CERN is a modern and innovative organisation with a clear sense of its mission.

CERN's visual identity is a key component of the CERN brand. It is important to ensure consistency across CERN's communications and it is anchored in the history of the Organization. The CERN logo is at the heart of our visual identity.

Being able to identify with the Organization is essential for those who work here, and CERN's visual identity plays a symbolic role in this context.

<https://design-guidelines.web.cern.ch/our-identity>

Our brand

The CERN brand

Our brand is all of the characteristics that allow our Organization/entity to be distinguished from the other players in the same field.

Our brand defines us.

OUR BRAND IS OUR IDENTITY.

Our brand shows what we do, how we work and what we want to promote.

Our brand shows who we are.

"It's what makes us CERN."

It is distinguished by two main strands, namely Print (official and corporate documents, use of the logo and branded material) and Digital (website, social media, video).

The visual identity

The visual image that we present is an important message for the world: CERN is a modern and innovative organisation with a clear sense of its mission.

CERN's visual identity is a key component of the CERN brand. It is important to ensure consistency across CERN's communications and is anchored in the history of the Organization. The CERN logo is at the heart of our visual identity.

Being able to identify with the Organization is essential for those who work here, and CERN's visual identity plays a symbolic role in this context.

What are the guidelines for the brand?

The “Brand Guidelines” or “Brand Book” constitute a full set of rules governing branding within the Organization.

They contain a wide variety of information:

- What we do
- Our vision
- Our mission
- Our values

The instructions for video branding are based on three main principles:

- Ensuring full consistency of the brand.
- Helping to spread the image and values of the brand in a constant way.
- Establishing limits within which communication can take place.

The CERN values

Integrity

Behaving ethically and with intellectual honesty, and being accountable for one’s own actions.

Commitment

Demonstrating a high level of motivation and dedication to the Organization.

Professionalism

Producing a high level of results within resource and time constraints and fostering mutual understanding.

Creativity

Being at the forefront of one’s professional field, furthering innovation and organisational development.

Diversity

Appreciating differences, fostering equality and promoting collaboration.

Communicating complex science

Communicating complex science in a clear, engaging and accessible way and transmitting the value of fundamental knowledge and its contribution to the well-being of society.

We are engaged in a voyage of discovery as old as humanity itself.

The timescales involved in our research are often long, and society expects absolute certainty from science, but the reality of research is very different.

We live in a society that is increasingly dependent on science.

And we live in a time when fundamental science is increasingly asked to show tangible short-term advantages.

Our tone is:

- Precise and jargon-free
- Accessible to our different audiences
- Clear and engaging.

Like the science that we do, our communications are based on evidence.

Everything we say is based on clear facts and we adapt our messages to our audiences.

<https://design-guidelines.web.cern.ch/our-identity/cern-brand>

Protection and responsibility

<https://design-guidelines.web.cern.ch/our-identity/name-protection-responsability>

Global communication strategy of the ECO group

The aim of the Education, Communications and Outreach (ECO) group is to tell the world about CERN and its activities, distribute informative content, support related activities and encourage the general public to interact with fundamental research.

In general, the target audience is governments and decision-makers, the general public, the scientific community, the CERN community, local communities and teachers and students.

The group covers several areas, namely strategic communications (including visual identity), press and media relations, online communications (including social media), exhibitions and outreach (including public events), and programmes and visits for teachers and students.

<https://communications.web.cern.ch/strategy>

Dot CERN

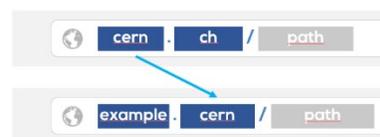
Extract from ".CERN Strategy documents / CERN IR-ECO-CO 2019" EN-version

Introduction

What are dotbrands?

ICANN – a US-based international organization – supervises the domain name space and delegates operations of every gTLD (Global Top Level Domain) to a third-party organization. Verisign for example is contracted by ICANN to operate .com. There used to be 22 gTLD and 245 ccTLD.

Between February and May 2012, ICANN opened the gTLD space in order to enhance innovation, competition and consumer choice. Many new safeguards to help support a secure, stable and resilient Internet are also being introduced as a result of the programme.



Why did CERN apply for a dotbrand?

In 2011, CERN's web presence was in need of improvement. The more than 10,000 cern.ch websites posed a maintenance and reputational risk, plus .cern rather than cern.ch would help to emphasise the international nature of the Laboratory.

CERN's application for the .cern name was successful and the Organization entered into a contract to manage the .cern space. This contract enables CERN to register domains and create websites, under a certain number of conditions. The website nic.cern was set up to outline the registration policy needed for .cern applications, and in October 2015, CERN's home website moved to home.cern. The CERN Top-Level Domain board (comprising IT, communication and legal representatives) meet quarterly to discuss and approve or reject applications.

".cern": Strengths, Weaknesses, Opportunities and Threats

The table below gives an overview of different considerations for .cern development.

Strengths	Weaknesses
<ul style="list-style-type: none"> • The birthplace of the web is at the forefront of dotbrands • Reflects international nature of CERN rather than .ch of Switzerland • Trusted, outward facing, modern web presence • Memorable, short urls • Clearer demarcation of official websites • More consistent web design elements • Site owners need to commit to resourcing and maintaining their .cern websites • Ensures a healthy lifecycle for the websites with periodic renewal periods to ensure that sites are resourced, supported, maintained and up-to-date, based on the .cern registration policy. 	<ul style="list-style-type: none"> • Infrastructure constraints: currently masking cern.ch to show .cern • Signing in for tailored content switches from [name].cern to [name].web.cern.ch • People may be attached to info.cern.ch for historical purposes
Opportunities	Threats
<ul style="list-style-type: none"> • .cern gives individual experiments and projects their own online space, while simultaneously growing the presence and value of the overall CERN brand • Marketing: Brand awareness – .cern is the shop window, cern.ch could remain and be the stockroom • A chance to streamline the 14,000 CERN websites • Clear branding elements plus flexibility for web managers to customise 	<ul style="list-style-type: none"> • Unwillingness of community to adhere to the .cern branding and design elements • Coexistence of .cern and cern.ch websites • Need for resources needed to maintain a TLD • Lack of resources across CERN to develop websites • Lack of resources for back-end web infrastructure within IT

Vision for .cern

Who should be there?

The best approach is to think of .cern as a shop window, showcasing aspects of CERN to clearly defined audiences.

...

**CERN
IR-ECO-DVS**

Document online at

<https://design-guidelines.web.cern.ch/downloads>

CERN design guidelines

<https://design-guidelines.web.cern.ch>

Contact

daniel.dominguez@cern.ch

Document online at <https://design-guidelines.web.cern.ch/downloads>

