# E-RIHS

EUROPEAN RESEARCH INFRASTRUCTURE
FOR HERITAGE SCIENCE

WHAT IS

# E-RIHS?

E-RIHS (European Research Infrastructure on Heritage Science) is a pan-European distributed research infrastructure based on advancing and sharing the best research resources available in the field of Heritage Science.

Heritage Science is a trans-disciplinary scientific domain founded on the synergy of knowledge from arts, humanities, science and technology and provides a holistic approach to cultural and natural heritage preservation, documentation, interpretation and management.

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## BRAND FONTS

E-RIHS fonts are Proxima Nova and Libre Franklin. As an alternative to Proxima Nova, the brand will use Montserrat as a system font. (For outputs such as Canvas and Google presentation)

Proxima nova is an Adobe font, Libre Franklin is a Google font both are highly legible and contemporary.

Download montserrat

Download libre franklin

**Proxima Nova**

**Aa Bb Cc Dd Ee**
**Ff Gg Hh Ii Jj Kk Ll**
**Mm Nn Oo Pp Qq Rr**
**Ss Tt Uu**
**Vv Ww Xx Yy Zz**
**0123456789**
**#!@£$€%&*():;?•**

**SEMIBOLD**
**BOLD**
**EXTRABOLD**
**BLACK**

**Libre Franklin**

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789
#!@£$€%&*():;?•

REGULAR
*ITALIC*
**SEMIBOLD**
**SEMIBOLD ITALIC**

**Montserrat (system font)**

**Aa Bb Cc Dd Ee**
**Ff Gg Hh Ii Jj Kk**
**Ll Mm Nn Oo Pp**
**Qq Rr Ss Tt Uu**
**Vv Ww Xx Yy Zz**
**0123456789**
**#!@£$€%&*():;?•**

**SEMIBOLD**
**BOLD**
**EXTRABOLD**
**BLACK**

## FONT HIERARCHY

**NEWS**

da Redazione | Feb 10, 2023 | 0 commenti

**THE 2ND IPERION HS ACADEMY TRAINING CAMP WILL BE HELD IN TELČ, CZECH REPUBLIC ON JUNE 26-30, 2023**

**THE 2ND IPERION HS A CADEMY TRAINING CAMP**

In the historic centre of Telč – the UNESCO World Heritage Site. The Institute of Theoretical and Applied Mechanics of the Czech Academy of Sciences (ITAM CAS) is organizing the 2nd IPERION HS Academy Training Camp, which will be held at the Centre Telč of ITAM CAS (Telč, Czech Republic) from June 26 to June 30, 2023. This on-site camp will offer the experience of working with the complexity of built heritage and will introduce the participants to cutting-edge tools for diagnostics and methods of investigation.

**CATEGORIES HASHTAGS**
Proxima Nova Bold
Letter spacing 25pt

**ACCENTS**
Libre Franklin Regular
Letter spacing 0pt

**HEADING 1**
Proxima Nova Extrabold
All Caps | Letter spacing 0pt

**SUB HEADING**
Proxima Nova bold
All Caps | Letter spacing 0pt

**BODYTEXT**
LibreFranklin Regular
Letter spacing 0pt

**TEXT DINAMIC**
LibreFranklin Semibold
Libre Franklin Italic

# COLOUR PALETTE

**E-RIHS RED**
CMYK 0 · 86 · 81 · 8
RGB 234 · 33 · 45
#EA212D

**DARK BEIGE**
CMYK 0 · 4 · 10 · 13
RGB 221 · 212 · 198
#DDD4C6

**LIGHT GREY**
CMYK 0 · 0 · 0 · 15
RGB 217 · 217 · 217
#D9D9D9

**E-RIHS BLUE**
CMYK 60 · 38 · 0 · 59
RGB 42 · 65 · 105
#2A4169

**E-RIHS WHITE**
CMYK 0 · 0 · 0 · 3
RGB 247 · 246 · 246
# F7F6F6

## INSTITUTIONAL COLOURS

E-RIHS has one main colour, red, that is complemented by dark beige, light grey and blue forming the primary colours of the brand. These colours must be used for **general and institutional communications**, such as news, events and others.

In addition, white is used as neutral colors to balance the other institutional brand colours.

**YELLOW**
CMYK 0 · 30 · 76 · 5
RGB 242 · 170 · 57
#F2AA39

FIXLAB

**LIGHT BLUE**
CMYK 34 · 0 · 3 · 18
RGB 137 · 208 · 202
#89D0CA

MOLAB

**LIGHT GREEN**
CMYK 13 · 0 · 40 · 12
RGB 195 · 224 · 134
#C3E086

ARCHLAB

**BEIGE**
CMYK 0 · 4 · 11 · 0
RGB 228 · 218 · 204
#E4DACC

DIGILAB

## PLATFORM COLOURS

Within E-RIHS there are four main access platforms:

- ARCHLAB
- MOLAB
- FIXLAB
- DIGILAB

To differentiate their activities within E-RIHS and separate them from E-RIHS institutional communication, each platform will be identified by one colour that composes the logo's symbol and therefore composes E-RIHS.

E-RIHS
EUROPEAN RESEARCH INFRASTRUCTURE
FOR HERITAGE SCIENCE

## MAIN LOCKUP

E-RIHS logo consists of three elements. The icon, the wordmark and the payoff. The full  logo should only appear in full colour or grayscale. Both follow the same usage rules, such as minimum size.

In no way should the logo be modified, redrawn and distorted.

The logo is protected as a trademark in Europe, US, BR, PE, Canada and Argentina. The use of the logo must be  reuqired and supervised by the Communications Office.

## SECONDARY LOGO

The secondary logos have **very restrictive usage.** It can **only** be employed in **social media** where the main logo cannot fit the layout.

The secondary logos guarantee E-RIHS visibility social media communication without compromising the brand recognizability and it's aesthetic nature.

LOGO WORDMARK + PAYOFF VERTICAL LOCKUP

E-RIHS
EUROPEAN RESEARCH
INFRASTRUCTURE
FOR HERITAGE SCIENCE

LOGO WORDMARK + SYMBOL SIMPLIFIED

E-RIHS

## POSITIVE & NEGATIVE

### LOGO - MAIN LOCKUP

### LOGO - SOCIAL MEDIA ALTERNATIVES

# USAGE RULES

The rules demonstrated here are valid the logos lockups and must **always** be respected.

## LOGO CLEAR SPACE

To ensure the right breathing space for the logo follow the following steps:

**STEP 1:** Pick the letter "E"

**STEP 2:** Rotate it 90°

**STEP 3:** Use the hight to create the logo clear space

## MINIMUM SPACE

Minimum size
4,0 cm

Minimum size
100 px

## SCALING

# USAGE RULES

The rules demonstrated here are valid the logos lockups and must **always** be respected.

## INCORRECT LOGO USAGE

Do not alter the symbol

Do not change the proportion of the elements

Do not eliminate elements from the logo

Do not re-arrange the elements of the logo

Do not use a colour outside from the institucional colour palette

# USAGE RULES

## USE IN IMAGES

The logotype should always be visible and not lost on busy backgrounds and textures.
If the legibility of the logo is ever compromised create a colour box on top of the image to place the logo.

# NATIONAL PERSONALIZATION

## NATIONAL LOGO

The logo must be used locally and it should be customised at a national level. Next to the name E-RIHS is added a dot and the abbreviation of the regional branch in **lower case**, alluding to the website.

For example, E-RIHS.fr is allowed, but 'E-RIHS.FRANCE', 'E-RIHS.FR', 'E-RIHS. Île-de-France' cannot be used.

The addition must appear in **Montserrat Extra Bold.**

For all national usage, regardless of location, the logo must respect all of its rules of usage (minimum size, colour...).

- The Wordmark must be in the brand's red.
- The payoff must be in dark beige.
- The Symbol cannot be altered.
- The composition cannot be altered.

*A branch personalization file with an editable logo and font will be provided to each regional office where E-RIHS is currently active.

## INCORRECT LOGO USAGE

## HS ACADEMY LOGO

IPERION HS established the HS Academy,  that gathers the training opportunities for the community: Training Camp, Doctoral Summer School, Webinar, Lecture, and Training modules.

The HS Academy logo consists of two elements: the icon and the wordmark.

The logo has one main colour: blue.

The font is Montserrat.

**E-RIHS BLUE**

CMYK 60 · 38 · 0 · 59
RGB 42 · 65 · 105
#2A4169

## POSITIVE & NEGATIVE

LOGO - MAIN LOCKUP

HSAcademy

HSAcademy

E-RIHS

# COMMUNICATION

**E-RIHS** IS MADE UP OF FOUR ACCESS PLATFORMS:

## FIXLAB

### FIXED LABORATORIES

Access to large-scale and medium-scale facilities for sophisticated scientific investigations on samples or whole objects, revealing their microstructure and chemical composition, giving essential and invaluable insights into historical technologies, materials, alteration and degradation phenomena or authenticity.

## MOLAB

### MOBILE LABORATORIES

Access to an impressive array of advanced mobile analytical instrumentation for non-invasive measurements on valuable or immovable objects, archaeological sites and historical monuments. The Mobile LABoratory allows its users to implement complex multi-technique diagnostic projects, permitting the most effective in situ investigations.

## ARCHLAB

### ARCHIVES

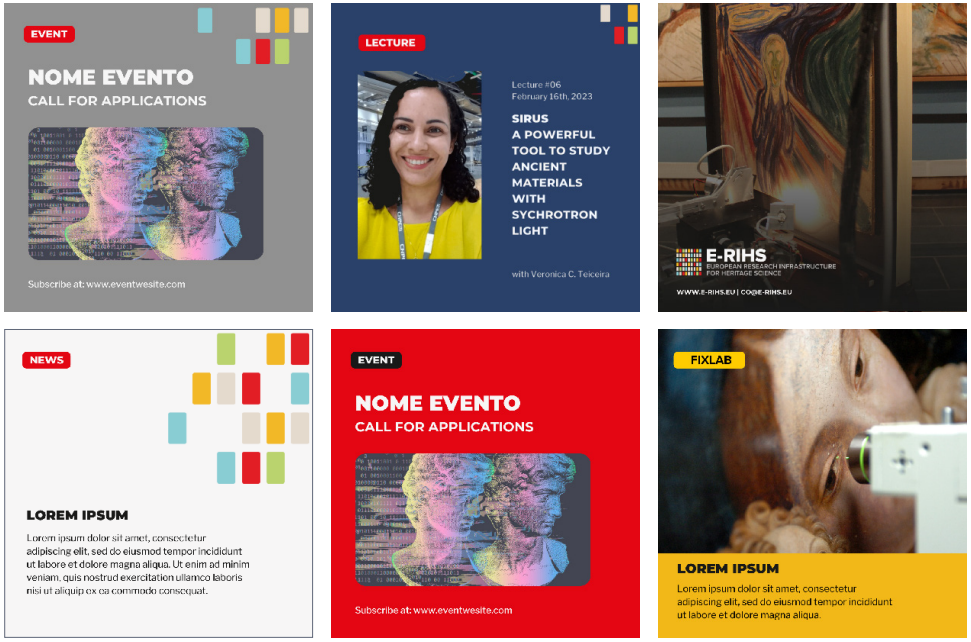
Access to specialized knowledge and organized scientific information – including technical images, analytical data and conservation documentation – in datasets largely unpublished from archives of prestigious European museums, galleries and research institutions.

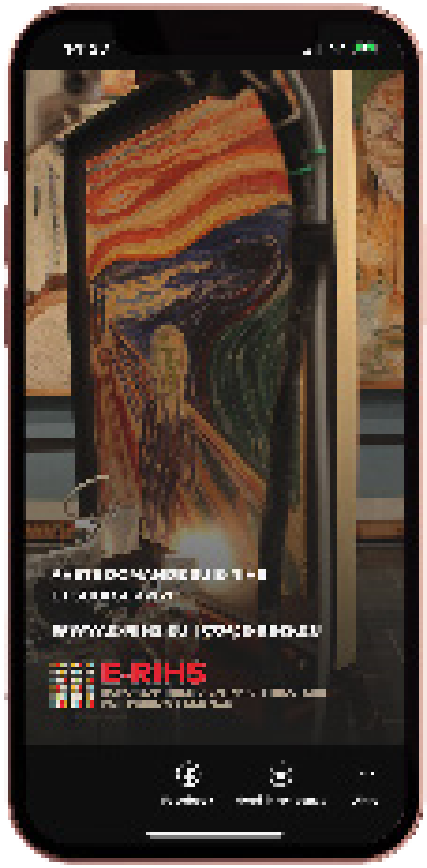
## DIGILAB

### DIGITAL DATA AND TOOLS

Virtual access to scientific data concerning tangible heritage, making them FAIR (Findable, Accessible, Interoperable, Reusable). It includes searchable registries of multidimensional images, analytical data and documentation from large academic as well as research and heritage institutions

# SOCIAL MEDIA



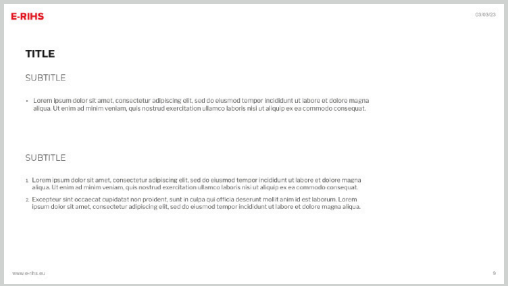



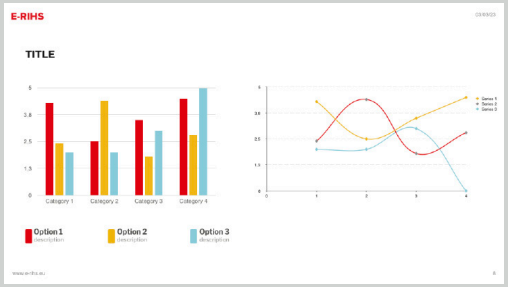

## CANVA ACCOUNT FOR SOCIAL MEDIA

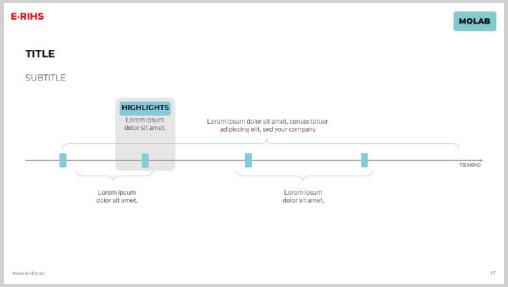
To create the visuals for social media and use the models for E-RIHS, it is necessary to sign in in Canva and follow the links:
Facebook post
Stories
Instagram

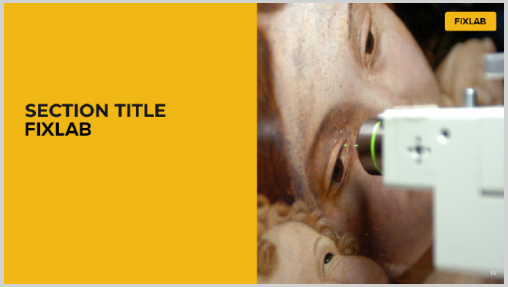
If you don't have an account, you can create a new one for free at the follow link:
https://www.canva.com/

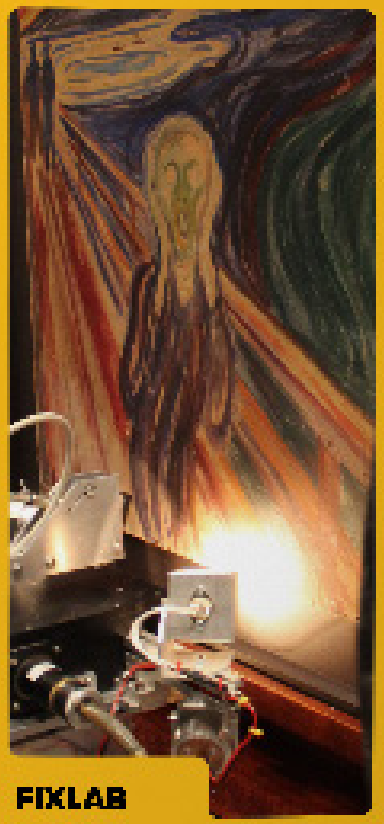
# PRESENTATION







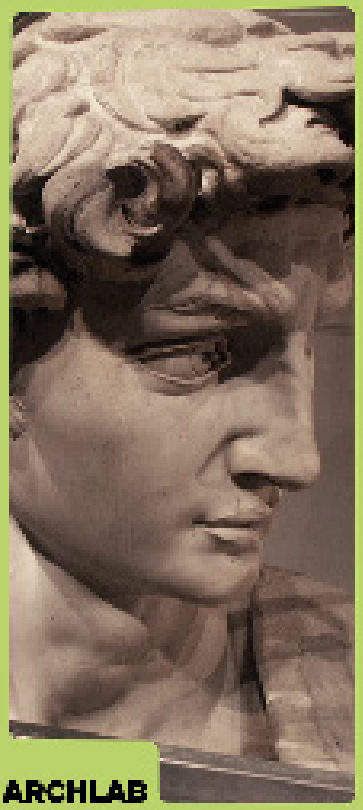





## FIXLAB

### FIXED LABORATORIES

Access to large-scale and medium-scale facilities for sophisticated investigations on samples and whole objects.



## ARCHLAB

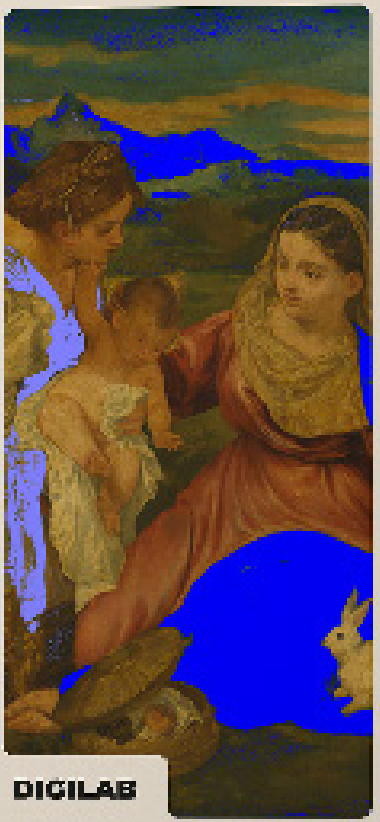
### ARCHIVES

Access to specialized knowledge and organized scientific information dataset largely unpublished from prestigious archives.

## MOLAB

### MOBILE LABORATORIES

Access to advanced mobile analytical instrumentation for non-invasive measurements on movable or immovable art objects.



## DIGILAB

### DIGITAL DATA AND TOOLS

Virtual access to scientific data concerning tangible heritage, making them FAIR (Findable-Accessible-Interoperable-Reusable).

# BROCHURE

WHAT DOES
E-RIHS DO?
WE PROVIDE SERVICES
E-RIHS offers access to its 4 platforms, shares scientific resources and knowledge, promotes joint research activities.
WE EDUCATE
E-RIHS organizes training and mobility of researchers and advances the development of innovative academic curricula in heritage science.
WE CONNECT PEOPLE
E-RIHS promotes the synergy of cooperation among academies, research centers and cultural institutions.
WHAT IS
E-RIHS?
E-RIHS is on the way to become a pan-European distributed Research Infrastructure based on advancing and sharing the best cross-disciplinary resources available in the field of Heritage Science.
DO YOU HAVE QUESTIONS ABOUT E-RIHS AND ITS SERVICES?
WWW.E-RIHS.EU | CO@E-RIHS.EU
Funded by the European Union
E-RIHS

FIXLAB
FIXED LABORATORIES
Access to large-scale and medium-scale facilities for sophisticated investigations on samples and whole objects.
ARCHLAB
ARCHIVES
Access to specialised knowledge and organized scientific information dataset largely unpublished from prestigious archives.
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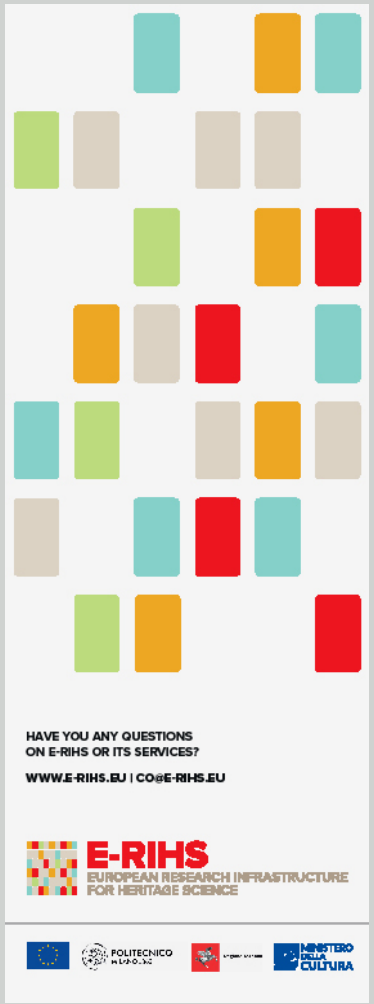
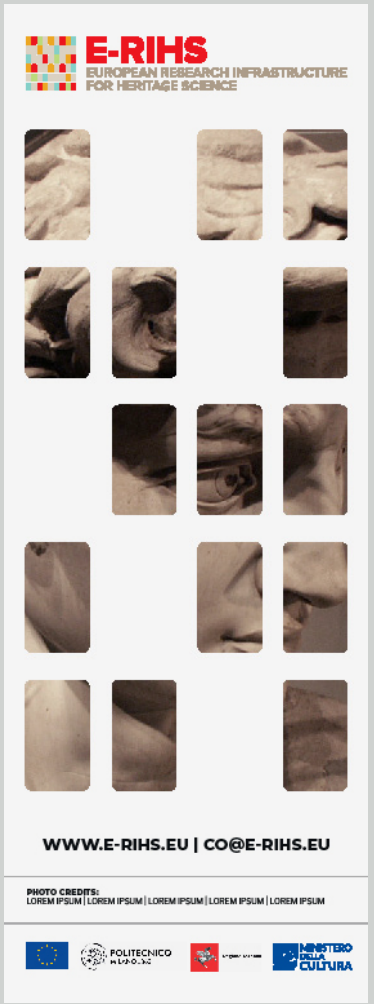
MOBILE LABORATORIES
Access to advanced mobile analytical instrumentation for non-invasive measurements on movable or immovable art objects.
DIGILAB
DIGITAL DATA AND TOOLS
Virtual access to scientific data concerning tangible heritage, making them FAIR (Findable-Accessible-Interoperable-Reusable).

E-RIHS COMMUNICATION

# ROLL-UP

# ROLL-UP


HAVE YOU ANY QUESTIONS
ON E-RIHS OR ITS SERVICES?
WWW.E-RIHS.EU | CO@E-RIHS.EU
E-RIHS
EUROPEAN RESEARCH INFRASTRUCTURE
FOR HERITAGE SCIENCE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FOR HERITAGE SCIENCE
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PHOTO CREDITS:
LOREM IPSUM | LOREM IPSUM | LOREM IPSUM | LOREM IPSUM | LOREM IPSUM

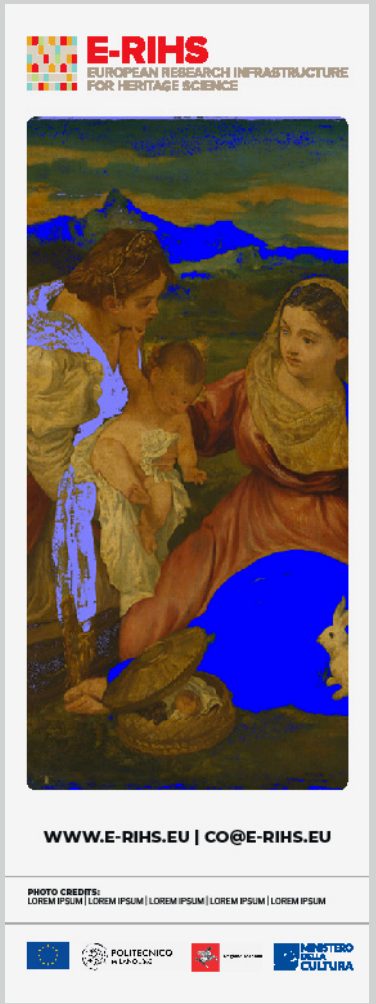
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PHOTO CREDITS: LOREM IPSUM
MOLAB
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