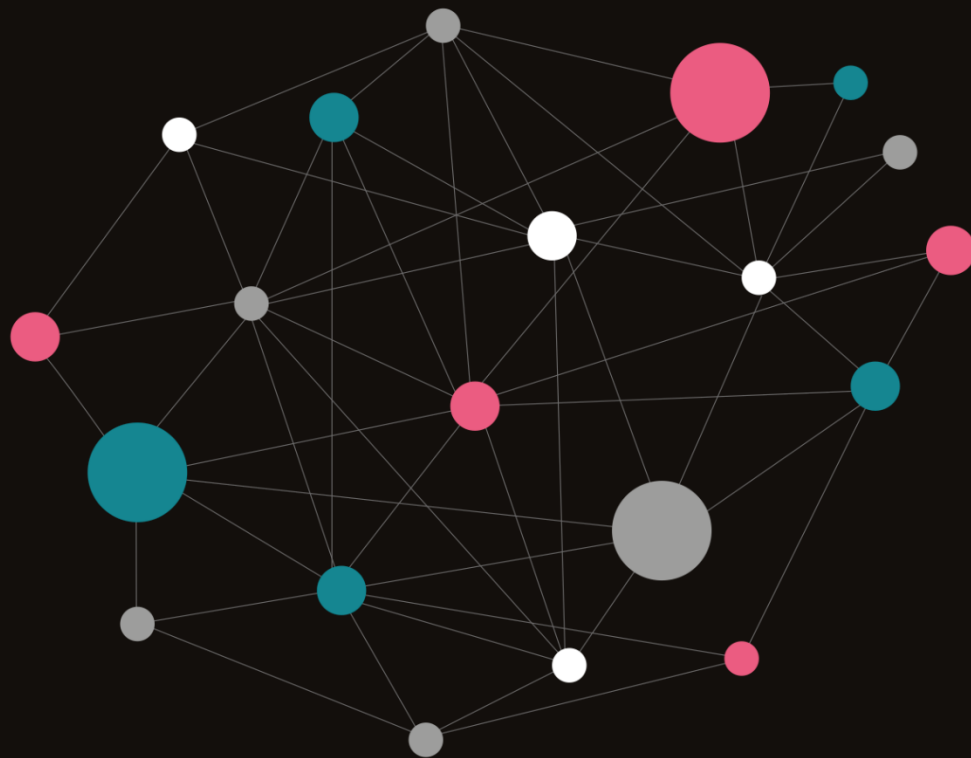


Corporate Design Guidelines

of the EOOSC Federation Build-up Phase



Welcome

These guidelines have been established for the purposes of branding the EOSC Federation Build-up Group and its sequenced or enrolled EOSC Nodes and resource providers for the duration of the EOSC Federation's build-up phase. The document's purpose is to familiarize the Build-up Group members with the ways the EOSC Federation presents itself through its design, and how the sequenced and enrolled EOSC Nodes in particular can optimise their use of the EOSC brand throughout the Federation's build-up phase.

The guidelines have been co-developed within the EOSC Tripartite Governance, which includes representatives of the European Commission, the EOSC Association, and the EU Member States and Countries Associated to Horizon Europe.

Please adhere closely to the guidelines and apply the brand consistently across the relevant communications and promotional materials, documents, websites, presentations, artwork and other branding opportunities you have identified: a coherent visual identity ensures that your role in the EOSC Federation's build-up phase is recognized as such and ultimately helps to fulfil the EOSC mission to advance Open Science in Europe.

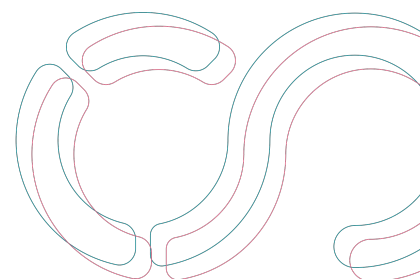
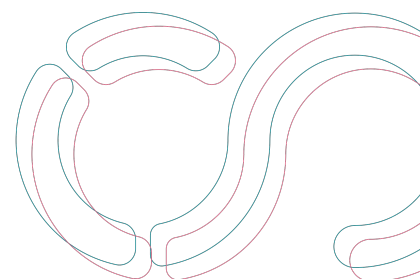


Table of contents

OVERVIEW.....	4
Background	4
Strategic considerations.....	5
EOSC NODES NAMING CONVENTION	6
HOW AND WHEN TO USE THE EOSC FEDERATION AND EOSC NODE LOGOS	7
EOSC Federation Member	7
EOSC Federation Contributor.....	8
EOSC Node	9
Branding of eponymous national EOSC Nodes	9
Branding of other national EOSC Nodes	10
Branding of thematic and e-Infrastructure EOSC Nodes	10
HOW TO GET THE EOSC FEDERATION AND EOSC NODE LOGOS.....	11
ANNEX 1: EOSC NODE NAMING APPLICATION FORM	12



Overview

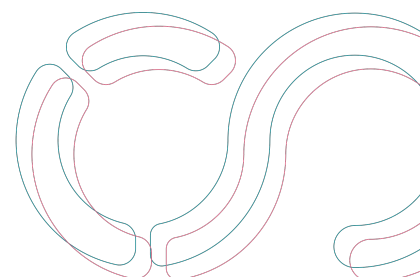
Background

The EOSC Federation aims to provide Europe's researchers with the necessary digital resources to conduct research within and across disciplines and borders according to the principles of FAIR data and Open Science, in a trustworthy and secure environment driven by the scientific communities. This will be done by putting in place a so-called “system of systems” with an appropriate organisational and operational structure, between institutional, regional, national, and European data repositories, Research Infrastructures, e-Infrastructures and other scientific service providers federated into a network of nodes – the EOSC Nodes.

The EOSC Federation’s build-up phase is steered by the **EOSC Tripartite Governance** and implemented by the **EOSC Federation Build-up Group**, including all sequenced and enrolled EOSC Nodes. Coordination and support for the EOSC Federation Build-up Group is provided by the **EOSC Association** and the EOSC-A-coordinated Horizon Europe projects EOSC Gravity and EOSC United.

An EOSC Node may be made up of a single organisation or a consortium of organisations, each with its own internal governance structure and providing resources and services to the Federation. All prospective EOSC Nodes must be represented in the Federation Build-up Group by a legal organisation and must adhere to its decisions, rules, and policies.

The EOSC logo, since its introduction in 2022 by the EOSC Association, has penetrated deeply into the EOSC ecosystem, and has been adopted by nearly all of the Horizon Europe INFRAEOSC projects that have come online since 2022. EOSC is now firmly established, both legally and visibly, as a European brand. Continuation and reinforcement of the EOSC brand will accelerate recognition of the EOSC Federation as a coherent European research ecosystem.



Strategic considerations

The EOSC logo is established as a “family brand” that ensures EOSC is recognised globally as a unified initiative.



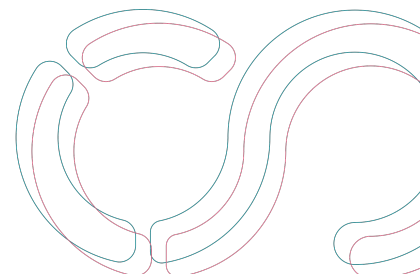
The continuation and reinforcement of the brand will enable the EOSC Federation to establish its identity during its build-up phase as a coherent data infrastructure ecosystem, and as the forthcoming European Data Space for science, research and innovation.

As important as establishing which entities are part of the EOSC Federation during its build-up phase, is to differentiate them from those entities that are not part of the Federation’s build-up phase:

- An **EOSC Node** is one that has been **enrolled** into the EOSC Federation according to the formal processes agreed by the EOSC Tripartite Governance.
- A **candidate EOSC Node** is one that has been **sequenced for enrolment** into the EOSC Federation according to the formal processes agreed by the EOSC Tripartite Governance.
- An **EOSC Federation resource (service or repository)** is one that has been **onboarded** to a sequenced or enrolled EOSC Node in accordance with the forthcoming onboarding policies agreed by the EOSC Tripartite Governance.

The *Corporate Design Guidelines of the EOSC Federation* provides a usage guide for the “EOSC Federation” and “EOSC Node” logos, together with the terms governing their use during the Federation’s build-up phase, specifically for the benefit of the following EOSC Federation stakeholders:

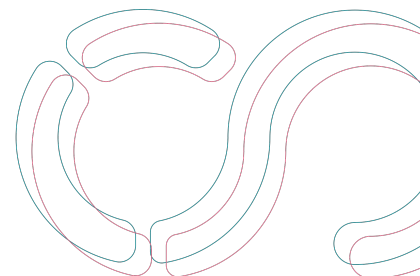
- EOSC Federation governance, administration and management entities
- EOSC Federation Build-up Group
- Sequenced or enrolled EOSC Nodes in the EOSC Federation Build-up Group (Members)
- Providers of services or resources to sequenced or enrolled EOSC Nodes (Contributors)
- EOSC Federation Build-up Phase support initiatives



EOSC Nodes naming convention

The following guidelines shall regulate the naming of EOSC Nodes:

1. National nodes must use their respective English-language country name.
2. All other Nodes may choose their own names.
3. All Node names, including organisation-based names, must be fashioned according to the following constraints:
 - a. The name must be reasonably dissimilar from all previously or concurrently sequenced EOSC Nodes, so as to avoid confusion between Node identities.
 - b. The name should strive to identify either the Node's organisational affiliation, its thematic or technical purpose, or its unique geographical identity.
 - c. The name must not exceed 25 characters, including spaces.
4. If a Node's chosen name is in dispute, or the Node is for any reason unable to abide by these constraints, final adjudication is made by the EOSC Tripartite Governance.



How and when to use the EOSC Federation and EOSC Node logos

Authorised use of the EOSC Federation and EOSC Node logos and design elements is at the sole discretion of the EOSC Tripartite Governance, and is put into effect by the EOSC Association as owner of the EOSC logo¹.

The EOSC Federation logo should always be used to identify any entity authorised by the Tripartite Governance as formally part of the EOSC Federation.

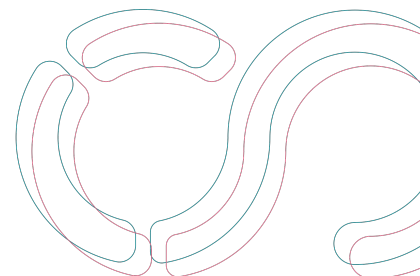


EOSC Federation Member

During the Federation's build-up phase, all sequenced or enrolled EOSC Nodes in the EOSC Federation Build-up Group are considered EOSC Federation "Members", together with those organisations identified as the coordinator(s) or operator(s) of such a Node. These are invited to identify themselves using the "Member" logo.

Use of the EOSC Federation Member logo shall not include or be combined with the name or logo of any other organisation.

¹ https://eosc.eu/wp-content/uploads/2023/12/EOSC-Corporate-Design-Manual_HR.pdf



Whether or not an entity may identify itself as an EOSC Federation Member is solely determined by the formal processes² for sequencing and enrolment into the EOSC Federation established by the EOSC Tripartite Governance.



EOSC Federation Contributor

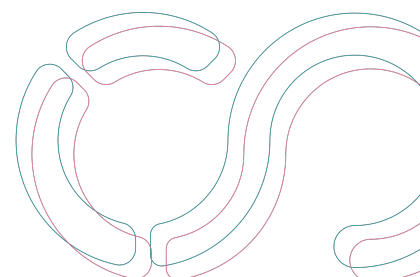
An EOSC Federation “Contributor” includes all resource or service providers that have been formally onboarded to one or more sequenced or enrolled EOSC Nodes in the EOSC Federation Build-up Group.

Usage of the EOSC Federation Contributor logo shall not include or be combined with the name or logo of the specific resource or service, nor that of its provider.

Whether or not an entity may identify itself as an EOSC Federation Contributor is solely determined by the formal processes for onboarding into the EOSC Federation established by the EOSC Tripartite Governance and the corresponding EOSC Node(s).



² EOSC Association. (2025). EOSC Federation Handbook. Zenodo.
<https://doi.org/10.5281/zenodo.14999577>



EOSC Node

The EOSC Node logo is reserved exclusively for sequenced or enrolled EOSC Nodes in the EOSC Federation Build-up Group.

Whether or not an entity may identify itself with the EOSC Node logo is solely determined by the formal processes for sequencing and enrolment into the EOSC Federation established by the EOSC Tripartite Governance.

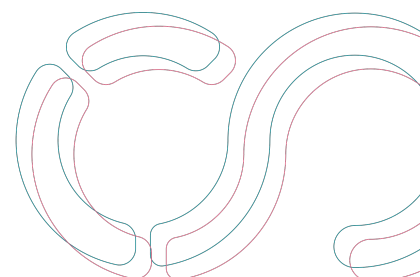
All prospective EOSC Nodes, as part of the application process to the Federation, should include a completed *EOSC Node naming application form*, which must be approved by the coordinating organisation's national ministry/authority. The form is available in Annex 1 of this document.

Branding of eponymous national EOSC Nodes

If a sequenced or enrolled EOSC Node in the EOSC Federation Build-up Group is identified as a country's eponymous national Node, that Node shall take the name of the country it represents.

The decision as to which Node fulfils the role of a country's eponymous national EOSC Node rests with the respective national ministry/authority. The contact point for national EOSC Nodes is the national representative(s) in the EOSC Steering Board.

Eponymous national EOSC Nodes shall use the following logo variant:



Branding of other national EOSC Nodes

If a sequenced or enrolled national EOSC Node is associated primarily to an organisation, the Node might use an alternative logo variant of the following form, in agreement with the corresponding national ministry/authority:



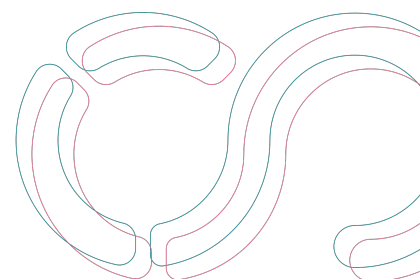
Branding of thematic and e-Infrastructure EOSC Nodes

Sequenced or enrolled EOSC Nodes that are e-Infrastructures or thematic Nodes will be secondarily identified with their designated ESFRI scientific domain³. In this case, a Node's logo does not accommodate any country affiliation.

These EOSC Nodes shall use the following logo variant(s):



³ The six ESFRI scientific domains are: Data, Computing and Digital Research Infrastructures (DIGIT), Energy (ENE), Environment (ENV), Health & Food (H&F), Physical Sciences & Engineering (PSE), and Social Sciences & Cultural Innovation (SCI). <https://ri-portfolio.esfri.eu/ri-portfolio/portfolio-editions/2024-first-edition/catalogue>



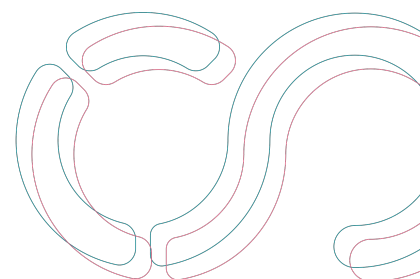
How to get the EOSC Federation and EOSC Node logos

The appropriate EOSC Federation and EOSC Node logo sets and design element files will be provided to each candidate EOSC Node once it is formally sequenced into the EOSC Federation Build-up Group; and to each Node resource provider once its respective repository or service is formally onboarded to the EOSC Federation.

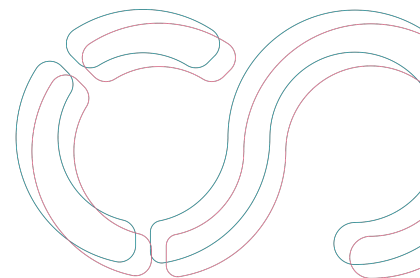
All other requests for use of the logos shall be taken up by the EOSC Tripartite Governance.

Once an organisation has ceased formal participation in the EOSC Federation Build-up Group, it is no longer authorised to use the EOSC Federation and EOSC Node logos and design elements.

All EOSC Federation and EOSC Node logo requests, questions and concerns regarding their use and misuse should be sent to the EOSC Association at logo@eosc.eu.



ANNEX 1: EOSC Node naming application form



Proposed name for the Candidate EOSC Node

Contact details

Lead organisation name:

Address:

Address line 2:

Postal code / City:

Country:

Phone:

Website:

Coordinator name (point of contact):

Affiliation:

Last name:

First name:

Direct line:

Mobile number:

Email:

Cooperating organisations (co-applicants):

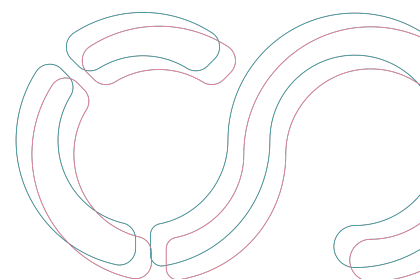
If there are cooperating organisations involved, please include for each organisation an EOSC Federation point-of-contact, together with their contact information, as an attachment to this form.

Proposed name

Proposals for EOSC Node names shall adhere to the naming convention described in chapter 3 of the EOSC Federation Corporate Design Manual.

Candidate Nodes proposing to stand as their respective country's national EOSC Node must acquire signature approval from their respective national ministry/authority. The Node's primary contact point is the national representative in the EOSC Steering Board.

Proposed Candidate EOSC Node name:



Signature panel

Name, organisation, position
Legal representative of lead organization

Date and place

Name, organisation, position
**Chair of the governance body of the consortium,
 legal entity or institution (if applicable)**

Date and place

Name, organisation, position
Legal representative(s) of co-applicants (if applicable)

Date and place

Name, organisation, position
**Chairs of co-applicants' respective
 governance bodies (if applicable)**

Date and place

Name, organisation, position
**Representative of national Ministry/Authority
 (only for national EOSC Node applicants)**

Date and place

