



Logo and branding

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CERN is part of a global research family

We are one of several laboratories around the world **providing facilities for the world's particle physics** community to further the **frontiers of knowledge.**

And it is also with family that we will celebrate our 70th birthday.

We believe in the importance of creating a specific logo that represents our event's personality

Looking good is primordial as the visual image we present carries an important message:

CERN is a modern, innovative organisation with a clear sense of mission.

This logo evokes stability in movement.



YEARS / ANS **CERN**

A full corporate image development

The logo is designed to show the evolution of CERN and enlighten its dynamism and projection into the future.

Based on the accelerator chain while making “70”
It is versatile and adaptable

The basic is stable and the placement of the different elements can be adjusted according to the context:

- Years/Ans
- 1954-2024
- Motto
- Flags

The color is a variation from Pantone 289, CERN logo colour.

70 ANNIVERSARY CORPORATE PANNEL

Logo



YEARS / ANS CERN

Original logo



YEARS / ANS CERN

Logo with color variant and dates



ANS / YAHRE / ANNI CERN

Logo with color variant and dates + country



Grayscale logo on a dark background



Grayscale logo on a light background



White logo



Co-branding with CERN logo



YEARS / ANS CERN

Font

Leadfont - logo font + dates

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

This is a Google font.

Colours



BLUE	CYAN BLUE	LIGHT BLUE	GRAY	CERN BLUE
CERN-289-19-30	CERN-289-19-30	CERN-289-19-30	CERN-289-19-30	CERN-289-19-30
R21-G20-B14	R4-G1-B17	R12-G11-B11	R19-G17-B15	R19-G17-B15
#19304D	#00AEEF	#99D9E9	#808080	#19304D

PowerPoint



Rollup



Exhibition



The logo is designed to show the evolution of the Laboratory and enlighten its dynamism and projection into the future. It is versatile and adaptable. The basic design is stable and the placement of the different contents can be adjusted according to the context.
The basic color is a variation from the Pantone 289 (CERN logo colour), which offers a great complementarity to the the CERN one and may vary depending on the context.

What's next?

Deployment of the visual identity

<https://cernbox.cern.ch/s/DtkpPXDXTUXqPu4>

A website to share resources

<https://design-guidelines.web.cern.ch/guidelines/10th-anniversary-higgs-bosons-discovery>



ANS / JAHRE / ANNI CERN 



χρόνια CERN 



YEARS/ANS **CERN**

home.cern