The FNR brand is a valuable asset. To create a distinct and memorable identity, the FNR brand must be communicated through the consistent use of the FNR logo and corporate colours. These guidelines contain the elements necessary for you to apply our corporate identity to your documents.

V01_06_2017
Table of Contents
FNR CORPORATE GUIDELINES
For beneficiaries
V01_06.2017

CHAPTERS
01 ACKNOWLEDGEMENT OF FNR FUNDING | PAGE 2

02 FNR LOGO | PAGE 5
2.1 Colour + B&W versions | PAGE 5
2.2 FNR & Marie Curie logos | PAGE 6
2.3 FNR NCER Logo - Different languages, colour versions | PAGE 7
2.4 Clear space protection area | PAGE 8
2.5 Minimum size | PAGE 8
2.6 Do’s and don’ts | PAGE 9

03 FNR CORPORATE COLOURS | PAGE 10
3.1 References and usage | PAGE 10
Acknowledgement of FNR Funding
GUIDELINES FOR BENEFICIARIES OF

Beneficiaries of the Luxembourg National Research Fund (FNR) programmes, grants and schemes, have the obligation to explicitly acknowledge that their action has received FNR funding. This must be done, if possible and unless the FNR requests otherwise, in all communication and dissemination, as well as on all equipment, infrastructure and major results funded by FNR. The FNR logo and reference to FNR funding must be displayed in a way that is easily visible for the public and with sufficient prominence (taking also into account the nature of the activity or object). In case of non-compliance, the FNR reserves the right to pursue further steps. The FNR logo is available for download in the “Download Center” of the FNR website www.fnr.lu/download-center under “FNR Logos and communication guidelines”.

The FNR expects that all project-related printed and electronic materials (e.g. invitations, presentations, films, posters, brochures, flyers, articles, funding texts, books, websites, social media, gadgets and all other form of publications) should – as far as possible – include the FNR logo in a prominent and appropriate position and always acknowledge FNR funding, using the following phrasing:

• Supported by the Luxembourg National Research Fund (FNR) (+ Project Code*)

FNR support must also be orally acknowledged during all news media interviews, including popular media such as radio, television, news magazines and digital media!

In scientific publications: please reference the funder in publication submission forms as Luxembourg National Research Fund (FNR). FNR must explicitly be mentioned as above in the “funding details” field/box and/or “funding text information” field/box (e.g. Scopus)

* Grant Management System Application ID

must always mention these titles in their communication (e.g. biographies, articles, web pages, email signatures, business cards (physical and electronical), etc.). The watchword here is that excellent people attract excellent profiles, and that mentioning these titles will raise the visibility of the two FNR programmes for the benefit of the Luxembourgish research system.
### the FNR’s PSP Scheme

(Promoting Science to the Public)

The FNR expects that all project-related printed and electronic materials (e.g., invitations, presentations, films, posters, brochures, flyers, articles, funding texts, books, websites, social media, gadgets and all other form of publications) should – as far as possible – include the FNR logo in a prominent and appropriate position and always acknowledge FNR funding, using one of the following:

- **GB**: Supported by the Luxembourg National Research Fund (FNR)
- **FR**: Soutenu par le Fonds National de la Recherche, Luxembourg (FNR)
- **DE**: Mit der Unterstützung des Fonds National de la Recherche, Luxembourg (FNR)

FNR support must also be orally acknowledged during all news media interviews, including popular media such as radio, television, news magazines and digital media!

### AFR Postdoc Grants

(co-funded through Marie-Curie actions)

The FNR expects that all project-related printed and electronic materials (e.g., invitations, presentations, films, posters, brochures, flyers, articles, funding texts, books, websites, social media, gadgets and all other form of publications) should – as far as possible – include the FNR logo and the Marie Curie logo in a prominent and appropriate position and always acknowledge FNR funding, using the following phrasing:

- **Supported the Luxembourg National Research Fund (FNR) and cofunded by the Marie Curie Actions of the European Commission (FP7-COFUND) (+ Project Code*)**

FNR support must also be orally acknowledged during all news media interviews, including popular media such as radio, television, news magazines and digital media!

* Grant Management System Application ID

### NCER

A special FNR funding acknowledgement logo has been created for use in all NCER-related communications.

The FNR expects that all project-related printed and electronic materials (e.g., invitations, presentations, films, posters, brochures, flyers, articles, funding texts, books, websites, social media, gadgets and all other form of publications) should – as far as possible – include this special FNR funding acknowledgement logo in a prominent and appropriate position. Please always use this acknowledgement logo together with the NCER logo by placing it directly adjacent or at least on the same page as the NCER logo.

FNR support must also be orally acknowledged during all news media interviews, including popular media such as radio, television and news magazines and digital media. The wording of the acknowledgement logo should not be separated from the graphic.
2.1 FNR LOGO
COLOUR + B&W VERSIONS

The FNR logo exists in two languages: French and English.

The English version should be used for all international publications. When the target group is Luxembourg-based, then the French version should be used.

When the logo has to be used in black & white, it should assume 100% black in its totality (and 100% white for a dark/black background).

For 80% to 100% black backgrounds, the negative colour version below can be used.

The most common forms of the FNR logo - and, for AFR Postdoc funding, the Marie Curie logo - are available for download on: www.fnr.lu/download-center

Avoid using the logo in black (exception: print ads in black & white)
2.2 FNR LOGO
FNR & MARIE CURIE LOGOS (FOR AFR POSTDOC GRANTS ONLY)

THE FNR & MARIE-CURIE LOGOS ARE AVAILABLE:

- in jpg format, suitable for Word, Excel, PowerPoint or Publisher documents
- in eps format, suitable for professional print applications, e.g. InDesign, Photoshop, Pagemaker
- in gif format, for online use only

THE FNR & MARIE-CURIE LOGO COMBINATION:

The FNR & Marie-Curie logo combination is only available in 4C.
The FNR funding acknowledgement logos are available:

- in **jpg** format, suitable for Word, Excel, PowerPoint or Publisher documents
- in **eps** format, suitable for professional print applications, e.g. InDesign, Photoshop, PageMaker

The logo exists in five languages (EN, D, F, L, P) and is available for download on: www.fnr.lu/download-center

The FNR funding acknowledgement logos:
2.4 **FNR LOGO**  
**CLEAR SPACE PROTECTION AREA**

In order to maximise its visual presence, the logo requires a surrounding clear space (area clear of any other design or graphic elements or type that may compete with or distract from the logo). The length of the clear space equals the length of the horizontal bar of the graphic logotype.

2.5 **FNR LOGO**  
**MINIMUM SIZE**

Logo size consistency is important when producing a wide range of communications. The size is reduced/enlarged proportionally to accommodate alternative sizes. Please be careful not to distort the logo.

**Minimum size:** to be clearly visible, the FNR logo must be minimum of 7 mm in height, when printed. The FNR & Marie Curie logo combination should not be reduced to less than 75 mm measured across the width of the logo.

The graphic element and the logotype must not be used independently!
On coloured or photo backgrounds, the FNR logo must be used in negative (white logo, eps or gif) or, in its coloured version, inside a white box (jpg). As explained on page 4, a negative coloured version can also be used on dark backgrounds (from 80% to 100% black).

In general, on dark backgrounds, please use the white version of the logo, and on light backgrounds, use the black or coloured version.

**DO’S**

- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Luxembourg National Research Fund

**DON'TS**

- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Fonds National de la Recherche Luxembourg
- Luxembourg National Research Fund
Printed material on paper should use Pantone and CMYK colour references, whereas RGB should be used for web and screen applications.

The CMYK process is a method of printing colour by using four inks – cyan, magenta, yellow and black. The Pantone Color Matching System is largely a standardised colour reproduction system, which means, different manufacturers in different locations can all refer to the Pantone system to make sure colours match without direct contact with one another.

You will probably realise most of your projects using the CMYK system.

Should you require the Pantone logo, please contact the FNR Communications Department.