RIPE NCC

Branding Guidelines 2025

Communications Department

INDEX

This index is interactive. Click on the page you want to view. You can return to this page by clicking on the menu icon on the top left of each page.

3 Our Vision | Our Mission
5 RIPE NCC Logo | Main Version
6 RIPE NCC Logo | With Subheader
7 Horizontal + Vertical Versions
8 Logo use with background colours
9 Logo Variations | Services
10 Logo Structure
11 Logo Structure with Subheader
12 Security Margins | Horizontal
13 Security Margins | Vertical
14 Transparency Percentages | Colour
15 Transparency Percentages | Black
16 Readability guidelines for minimum sizes
17 Incorrect use of the Logo
18 Logo use on top of images
19 RIPE NCC Symbol
20 Using RIPE NCC Symbol
21 Colour Palette | Primary Colours
22 Colour Palette | Secondary Colours
23 Typography | Official Font
24 Typography | Secondary
25 Presentation Template
26 Terminology and Style
27 Brand Imagery
28 Virtual Backgrounds | Google Meet
29 LinkedIn Backgrounds
30 RIR Map
31 Service Region Map
32 Stationery | Letterhead + Digital docs

OUR VISION

Together, let’s shape the future of the Internet

OUR MISSION

As an authority on unique Internet number resources, we enable people to operate and develop the Internet.

As the Secretariat for the RIPE community, we are a trusted steward of the open, inclusive, collaborative Internet model, engaging and connecting people and communities.

As a neutral source of information and knowledge, we actively contribute to the stability and evolution of the Internet.

A brand is how we are recognised – how we share who we are, what we do and the values we uphold.

These guidelines will help you work with the various elements of our brand: the logo, typography, colour palette and imagery.

The elements are flexible enough to allow for design solutions for both digital and printed materials. Following these guidelines ensures that all our material reinforces the RIPE NCC's core values in a professional and consistent manner.

Logo
Main Version

Horizontal

This is the primary version of the RIPE NCC logo without subheader.

This is the preferred version. Use this one as far as possible..

Using the Logo
These full colour logos should always be positioned on a light background. This is important when printing materials so that the colours appear correctly.

Use the white version (negative version) of the logo on dark backgrounds if needed.

Download



Logo Horizontal with Subheader

This is the secondary version of the RIPE NCC logo with the subheader, Network Coordination Centre.

This version can be used on larger printed materials like roll-up banners or letterheads.

Download



Logo Versions

Horizontal and Vertical

The RIPE NCC logo has both horizontal and vertical versions.

Use the horizontal versions as far as possible. The vertical versions are useful when there is limited space available, such as on merchandise or for smaller images.

White versions are available for use on a dark background.

Download



Horizontal | Main Version



Horizontal | With Subheader



Vertical | Without Subheader



Vertical | With Subheader

Logo Use With Background Colours

Horizontal | Main version

The primary version should be used on a white or light grey background.

Use the negative version of the logo on brighter or darker backgrounds.

Here are some examples of the primary and negative versions against different background colours.

The same rule applies to all other versions of the RIPE NCC logo and variants.



Logo Variations

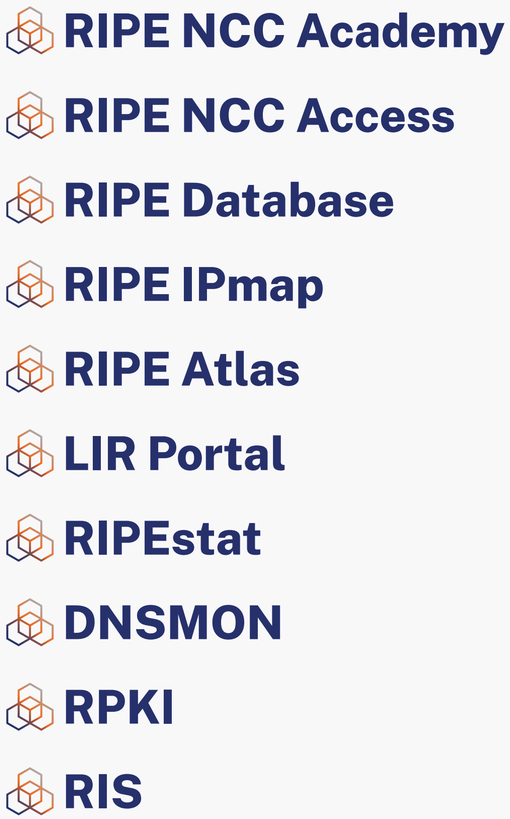
RIPE NCC Services

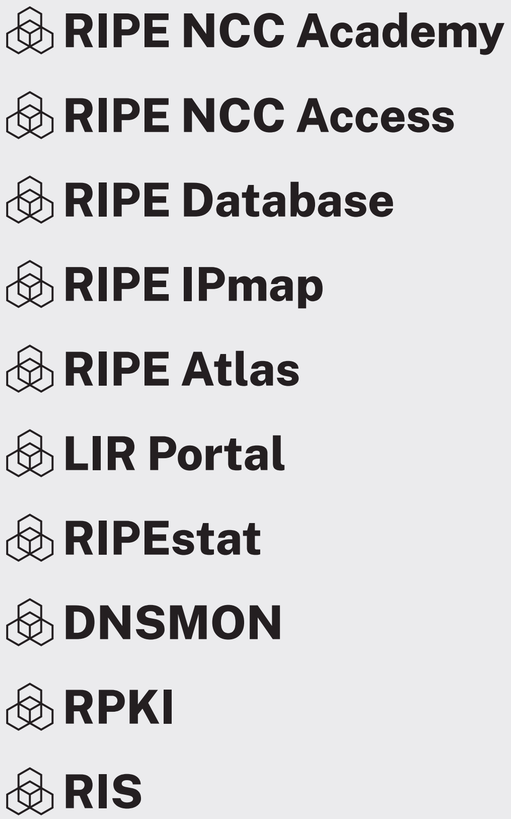
All of our services derive their logos from the primary RIPE NCC logo.

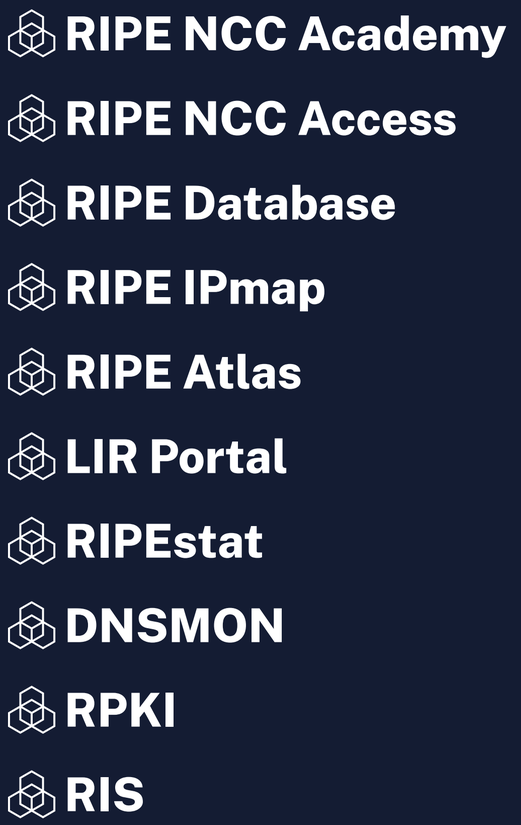
Use the full colour version as far as possible on white backgrounds.

Each of these are also available in white to use on dark backgrounds or on top of images. A black version is also available for each of these variations.

Download





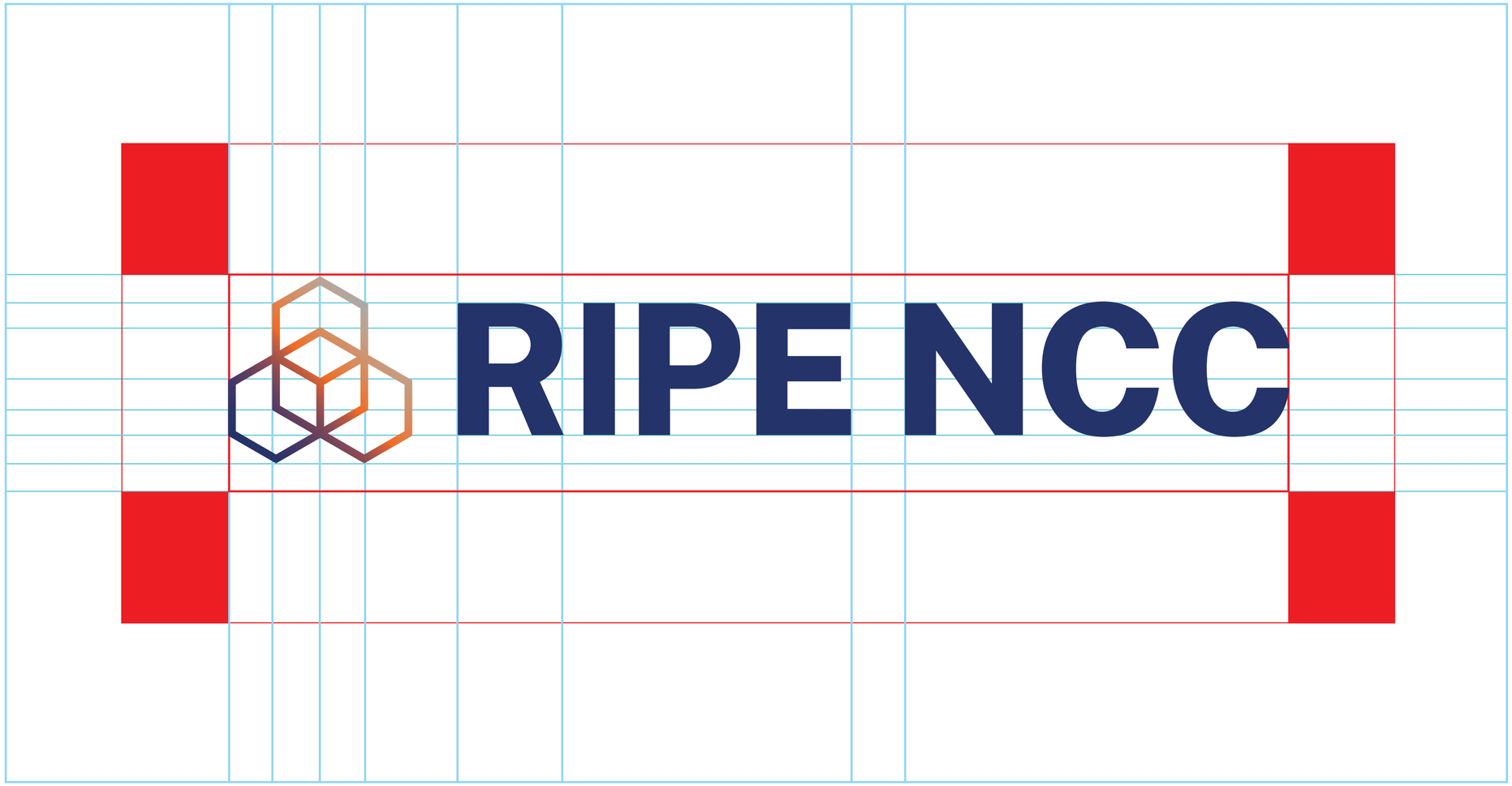


Logo Structure

Horizontal Main Version

This page shows you how the typography in the logo is aligned with the symbol.

The spacing of the symbol and the typography should never be changed. Further, the proportion of the typography to the symbol should always stay the same.

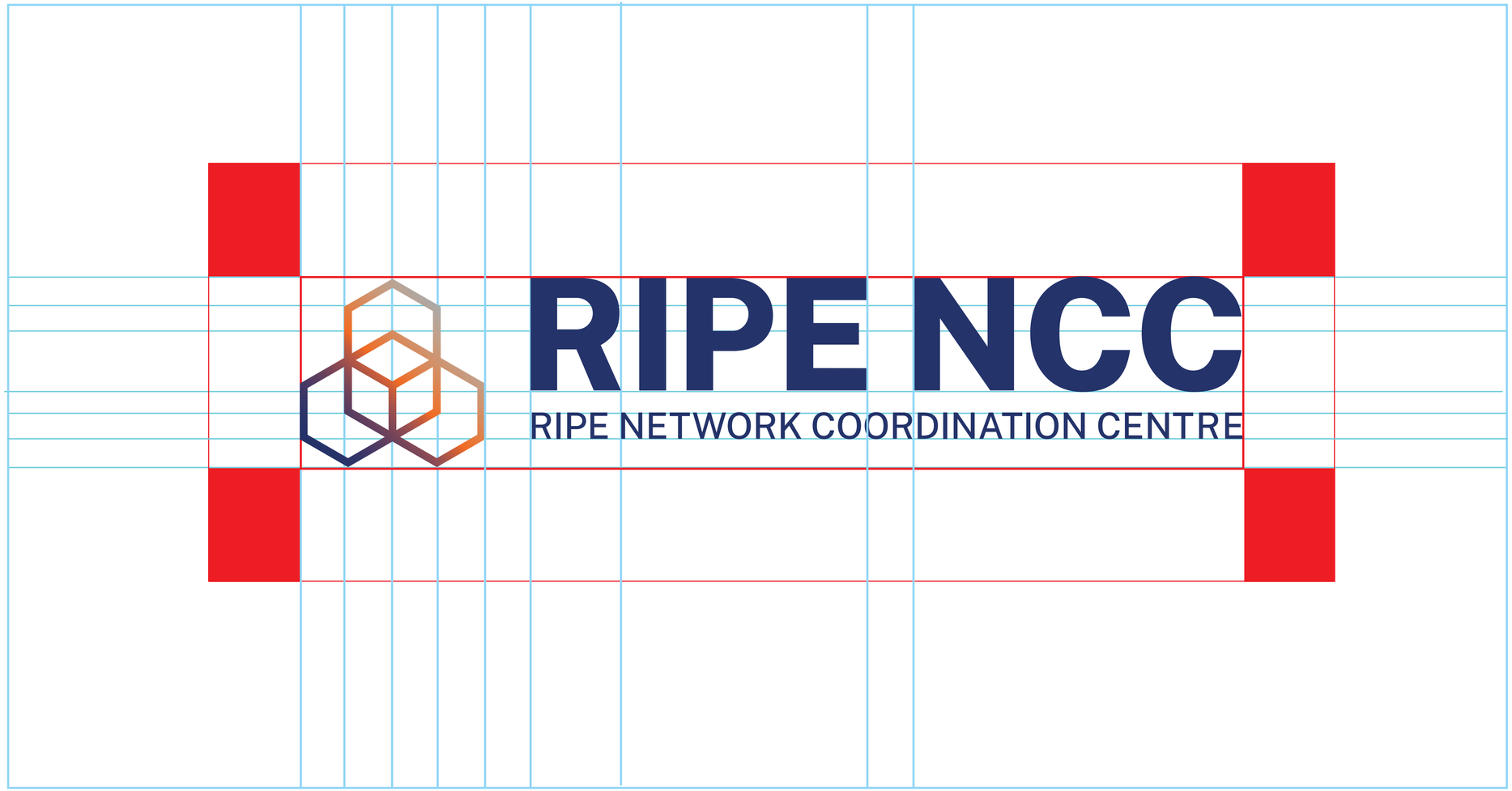


Logo Structure

Horizontal with Subheader

This page shows you how the typography in the logo is aligned with the symbol, including the subheader.

The spacing of the symbol and the typography should never be changed. Further, the proportion of the typography to the symbol should always stay the same.



Security Margins

Horizontal Versions

The RIPE NCC logo should always be surrounded by a minimum area of space: the security margin.

The area of isolation ensures that other visual elements do not encroach on the logo. The first letter of the logo, the capital “R”, is the exact dimension of the security margin.

This is a handy way to scale the logo and ensure that the security margin is intact. The security margin is always scaled proportionally to the letter R.





Security Margins

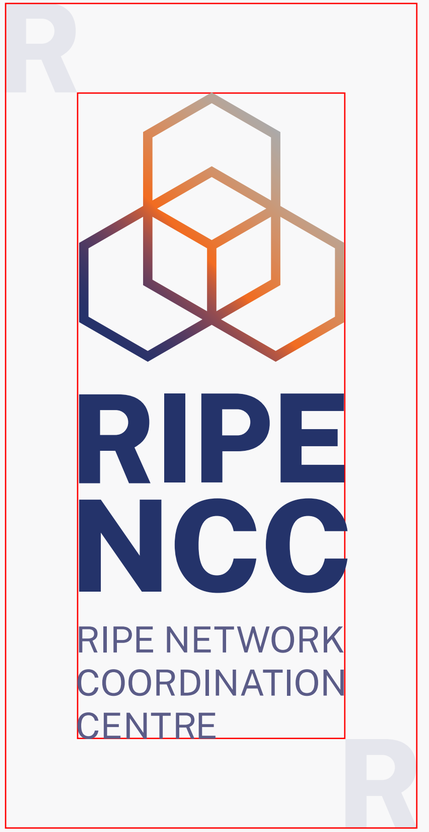
Vertical Versions

The RIPE NCC logo should always be surrounded by a minimum area of space: the security margin.

The area of isolation ensures that other visual elements do not encroach on the logo. The first letter of the logo, the capital “R”, is the exact dimension of the security margin.

This is a handy way to scale the logo and ensure that the security margin is intact. The security margin is always scaled proportionally to the letter R.





Transparency Percentages

A maximum transparency of 60% can be applied to the logo for use in watermarks and other digital stamps.

Anything less than 60% makes the logo unreadable.



100% Color ✓



80% Color ✓



60% Color ✓



40% Color X

Transparency Percentages

For the black version of the logo or any other colour of the brand colour palette.

The RIPE NCC logo transparency must not go below 40% when the logo is in black or in any other colour of the official brand colour palette.



100% Color ✓



80% Color ✓



60% Color ✓



40% Color X

Readability Guidelines for Minimum Sizes

Print and web versions

The RIPE NCC logo has been designed with a minimum width of 30 mm.

The logo must never be smaller than this. On the web, the minimum size of the logo is 160 pixels wide.

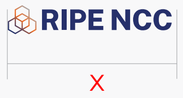
There is no maximum limit to the size of the logo.

Print version | Minimum size of readability





Print version | Minimum size of readability 30mm ✓

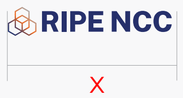


The scale of the Logo should never be used below the minimum size of 30mm X

Web version | Minimum size of readability



Print version | Minimum size of readability 160px ✓



The scale of the Logo should never be used below the minimum size of 160px X

Incorrect Use

Do not manipulate the logo

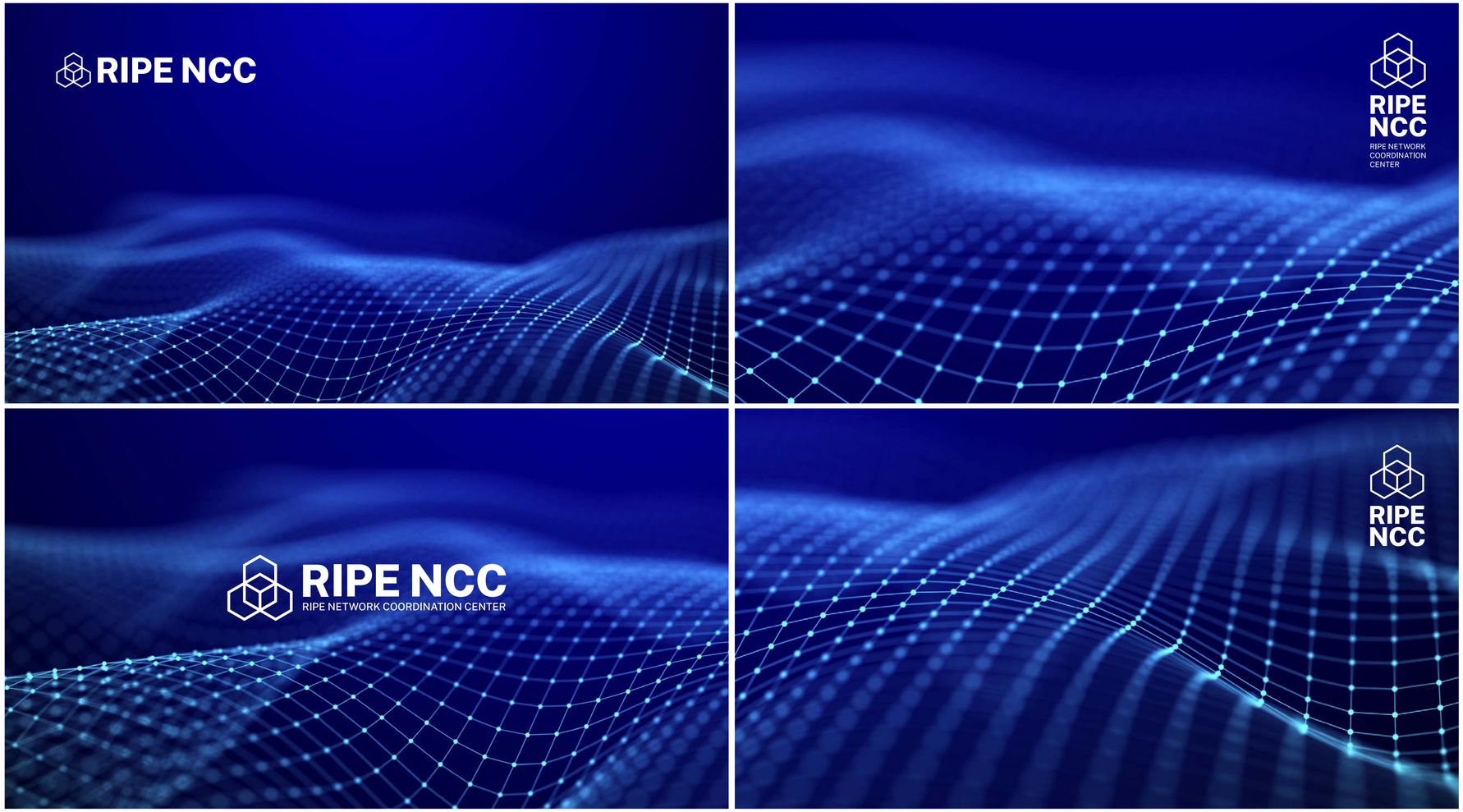
The structure of the logo must never be manipulated (e.g. stretched, rotated, shrunk, font changed, colour changed, etc).



Logo Use on Top of Images

We place the logo on the top left, or the top right or in the centre of images as far as possible. Avoid placing the logo at the bottom of an image.

The logo should always be placed so that it remains readable and with enough colour contrast.



RIPE NCC Symbol

The symbol of the RIPE NCC was constructed to reflect the four original values:

Inclusiveness
Engagement
Transparency
Coordination

CMYK: 41;34;34;1
RGB: 155;155;155
Web: 9c9b9b

CMYK: 0;72;98;0
RGB: 242;107;33
Web: f26b21

CMYK: 100;92;29;17
RGB: 37;49;106
Web: 25316a

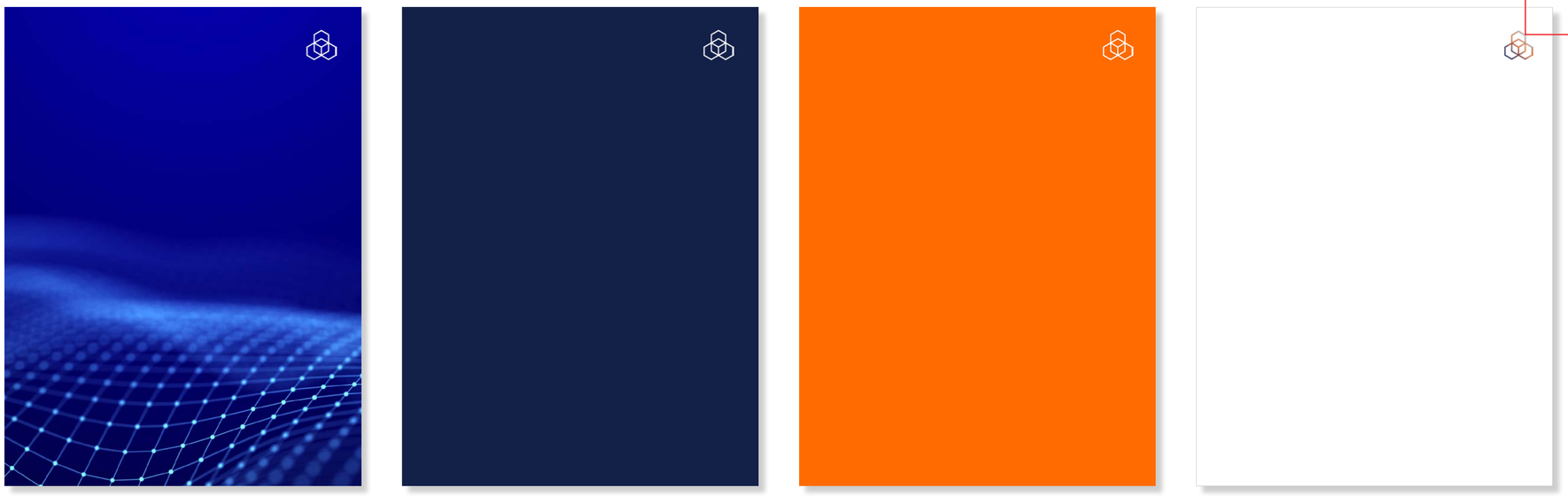




Download

Using the RIPE NCC Symbol

The symbol of the RIPE NCC should be always used on the top right corner in every layout (horizontal and portrait or any other format) when the main version of the logo is not being used.



Download

Colour palette

These are our primary brand colours. We use these to ensure that the RIPE NCC can be recognised easily.

Pantone: 2756 C
CMYK: 100;91;38;45
RGB: 19;32;72
Web: 131F48

Pantone: 1505 C
CMYK: 0;72;100;0
RGB: 255;107;0
Web: ff6a00

Extended Colour Palette

Secondary Colours

This set of colours extends our colour palette, particularly for charts and graphs.



Visualisations Guide

Typography

Official Font

The font used for the RIPE NCC logo and all our websites is Public Sans.

This version contains the complete character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets.

Public Sans Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.



Public Sans Extra Bold

Public Sans Extrabold Italic

Public Sans Bold

Public Sans Bold Italic

Public Sans Semibold

Public Sans Semibold italic

Public Sans Regular

Public Sans Italic

Public Sans Light

Public Sans Light Italic

Download

Typography

Digital + Print Materials
Presentation Slides

Font Muller



Muller Extra Bold
Muller Bold
Muller Medium
Muller Regular
Muller Light

Font Verdana



Verdana Bold
Verdana Bold Italic
Verdana Regular
Verdana Regular Italic

Digital and Printing
We use Muller for promotional materials such as social media and banners.

Presentation Slides
We use Verdana for all presentations. Verdana is available on Google Slides, Keynote and Powerpoint.

Download

THANK YOU

RIPE NCC | COMMUNICATIONS DEPARTMENT | 2025

Marketing and Design support

For any questions or comments, please email comms-req@ripe.net