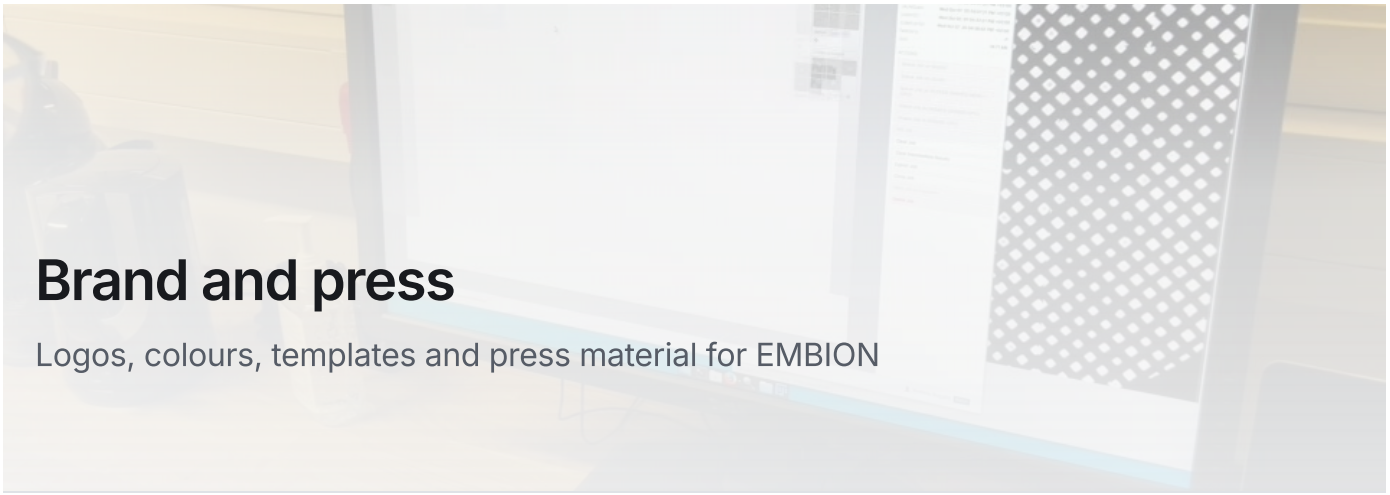


Brand and press

Logos, colours, templates and press material for EMBION

Press kit

Ready-made descriptions, the right way to write our name, photographs of the instruments and the team, and who to talk to.

Descriptions

Short · one sentence

EMBION is the Danish National Cryo-EM Facility, Aarhus Node, hosted by the Department of Molecular Biology and Genetics (MBG) at Aarhus University with the University of Copenhagen as co-host.

Long · one paragraph

EMBION, the Danish National Cryo-EM Facility – Aarhus Node, is a cryo-EM consortium between Danish universities, hosted by the Department of Molecular Biology and Genetics (MBG) at Aarhus University with the University of Copenhagen as co-host. Cryogenic electron microscopy (cryo-EM) allows for collection of high resolution data from a range of samples including protein molecules, macromolecular complexes or cells. Funded through the Danish Roadmap for Research Infrastructures by the Ministry of Higher Education and Science, the facility offers local, national, international academic and industrial users access to state of the art cryo-EM equipment, including Titan Krios transmission electron microscopes, and specialist assistance in areas including single particle analysis and tomography.

How to refer to us

Full name

The Danish National Cryo-EM Facility Copy

Add “Aarhus Node” where the node matters.

Short form

EMBION Copy

Always in capitals in running text.

Host

Department of Molecular Biology and Genetics (MBG), Aarhus University Copy

With the University of Copenhagen as co-host.

The lowercase “embion” is the logo wordmark only. In text, write EMBION.

Instrument photographs



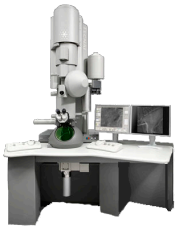
Titan Krios G3i (300 keV)



Titan Krios 300 kV TEM



Aquilos 2 Cryo FIB



Tecnai Spirit 120 kV TEM



Versa 3D Focused Ion Beam SEM



Nova NanoSEM

Team photographs

Portraits of the team as shown on the About page. Some are small; ask before printing them large.

Press contact

Use the contact form, or write to the facility directly.

Thomas Boesen, Scientific Director
thb@mbg.au.dk

EMBION, Department of Molecular Biology and Genetics, Aarhus University
Universitetsbyen 81, Building 1872
8000 Aarhus C, Denmark

Logo

Three versions of the EMBION logo. If you reference EMBION, choose the one that suits the background. We encourage stories and publications about EMBION and would like to hear about them, so we can share them on our social media.



Colour

The default. On white and light backgrounds.



White

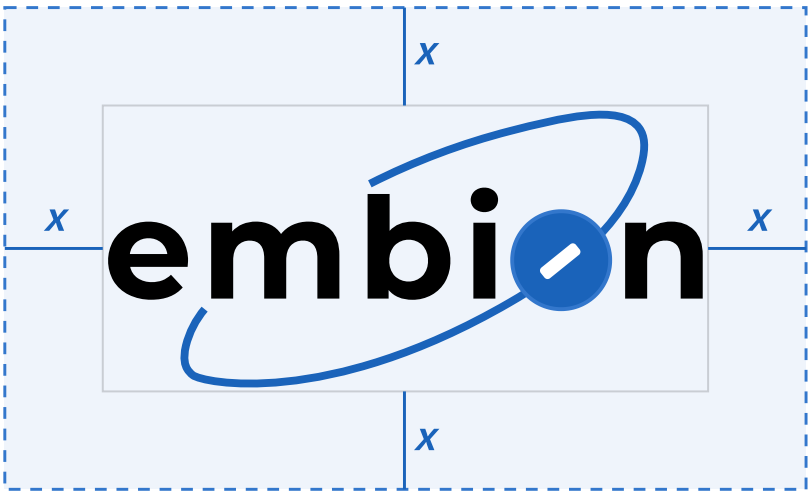
On dark backgrounds and photographs.



Black

Light backgrounds where colour is not available, such as one-colour print.

Use the SVG wherever you can. The PNGs have a transparent background; the number is the width in pixels.



Clear space

Keep a margin of at least **x** on every side, where x is the height of the logo's blue "o". Nothing else (text, other logos, the edge of the page) goes inside it.



56 px

Minimum size

At least **56 px** wide on screen (15 mm in print), so the wordmark stays legible; that is about the size it has in this site's top bar.

Do and don't





✓ Colour logo on light

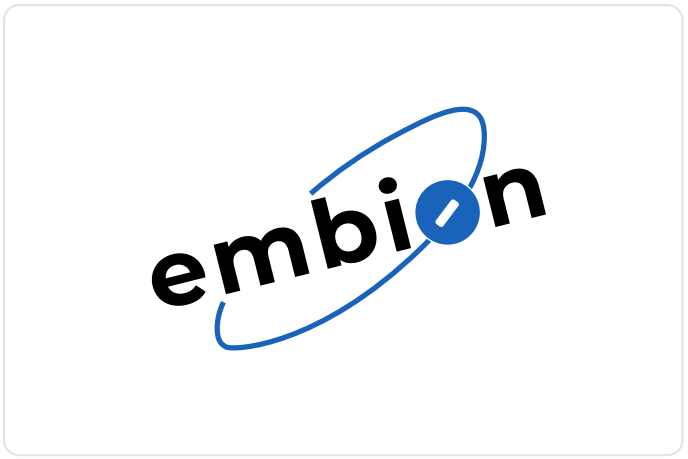
✓ White logo on dark



✕ Don’t stretch or squash



✕ Don’t recolour



✕ Don’t rotate



✕ Don’t use the colour logo on dark

Also don’t add shadows, outlines or other effects, and don’t rearrange or redraw parts of the logo.

Colour

Cool neutrals carry the design. One blue is used for actions, links and focus; green, amber and red only for status. The values below come straight from the design tokens shared by the website and the app.

EMBION blue

EMBION blue: the logo and every action

The blue of the logo is also the accent for buttons, links and focus. The dark theme uses a lighter step of the same blue.

#1A63BA 26, 99, 186

#3377CC 51, 119, 204

Interface colours, light and dark

Role	Light theme	Dark theme
Foreground primary	#181A1E 24, 26, 30	#F7F8F9 247, 248, 249
Foreground secondary	#565C66 86, 92, 102	#9BA1AA 155, 161, 170
Background primary	#FFFFFF 255, 255, 255	#0E0F12 14, 15, 18
Background secondary	#F7F8F9 247, 248, 249	#0A0B0D 10, 11, 13
Border primary	#DFE2E6 223, 226, 230	#202328 32, 35, 40
Accent primary	#1A63BA 26, 99, 186	#3377CC 51, 119, 204
Accent foreground	#1A63BA 26, 99, 186	#8DB3E5 141, 179, 229

Role	Light theme	Dark theme
Focus ring	#3377CC 51, 119, 204	#5A90D8 90, 144, 216
Success primary	#178A49 23, 138, 73	#22A55B 34, 165, 91
Warning primary	#E8A10C 232, 161, 12	#E8A10C 232, 161, 12
Danger primary	#CD2B31 205, 43, 49	#E5484D 229, 72, 77

Palette

Gray

0	#FFFFFF	255, 255, 255
25	#FBFBFC	251, 251, 252
50	#F7F8F9	247, 248, 249
100	#F0F1F3	240, 241, 243
150	#E8EAED	232, 234, 237
200	#DFE2E6	223, 226, 230
300	#C9CDD3	201, 205, 211
400	#9BA1AA	155, 161, 170
500	#6E7580	110, 117, 128
600	#565C66	86, 92, 102
700	#3E434B	62, 67, 75
800	#2A2E34	42, 46, 52
850	#202328	32, 35, 40
900	#181A1E	24, 26, 30
925	#131518	19, 21, 24
950	#0E0F12	14, 15, 18
1000	#0A0B0D	10, 11, 13

Blue

50	#EDF3FB	237, 243, 251
100	#DAE6F6	218, 230, 246
200	#BAD1F0	186, 209, 240
300	#8DB3E5	141, 179, 229
400	#5A90D8	90, 144, 216
500	#3377CC	51, 119, 204
600	#1A63BA	26, 99, 186
700	#13519A	19, 81, 154
800	#16437C	22, 67, 124
900	#173862	23, 56, 98
950	#0D1F37	13, 31, 55

Green

50	#ECFDF3	236, 253, 243
100	#D1FADF	209, 250, 223

Amber

50	#FFF8EB	255, 248, 235
100	#FEECC7	254, 236, 199

400	#4ADE80	74, 222, 128
500	#22A55B	34, 165, 91
600	#178A49	23, 138, 73
700	#136C3A	19, 108, 58
950	#0A2716	10, 39, 22

400	#FBBF24	251, 191, 36
500	#E8A10C	232, 161, 12
600	#B87503	184, 117, 3
700	#8F5A06	143, 90, 6
950	#2E1C04	46, 28, 4

Red

50	#FEF2F2	254, 242, 242
100	#FEE2E2	254, 226, 226
400	#F87171	248, 113, 113
500	#E5484D	229, 72, 77
600	#CD2B31	205, 43, 49
700	#A51F25	165, 31, 37
950	#2F0E10	47, 14, 16

Typography

One typeface, Inter, in three weights. Headings are semibold, body text regular and labels medium. Where Inter is not available (in Office, say), use Arial.

Aa

Inter Regular

400

Aa

Inter Medium

500

Aa

Inter Semibold

600

Type ramp

display

56px / 60px · 600

The Danish National Cryo-EM Facility

h1

36px / 42px · 600

The Danish National Cryo-EM Facility

h2

28px / 34px · 600

The Danish National Cryo-EM Facility

h3

22px / 28px · 600

The Danish National Cryo-EM Facility

h4

18px / 26px · 600

The Danish National Cryo-EM Facility

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body-lg

16px / 24px · 400

The Danish National Cryo-EM Facility

---

body

14px / 20px · 400

The Danish National Cryo-EM Facility

---

small

13px / 18px · 400

The Danish National Cryo-EM Facility

---

caption

12px / 16px · 500

The Danish National Cryo-EM Facility

Writing style

Write the way the portal works: clear, direct and calm. These guidelines apply to the website, the app, slides and press material.

Sentence case for headings, buttons and labels

Capitalise the first word and names only, as the app does. No full stop after a heading or a button.

Before

Meet the Team

After

Meet the team

EMBION in capitals

The lowercase form is the logo wordmark, not the name.

Before

With the embion portal you are able to track your data live

After

With the EMBION portal you can follow your data live

Plain words, short sentences

Lead with what the reader can do. One idea per sentence; cut words that do not change the meaning.

Before

Applications for equipment time also goes through the portal for an easy and collaborative workflow.

After

Apply for instrument time in the portal.

Talk to the reader

Address the reader as “you” and the facility as “we”.

Before

Users can apply for introductory training in TEM

After

You can apply for introductory training in TEM

Write numbers and units the same way every time

Currency code first, then the amount; spell out “million”.

Before

30.8 mio DKK

After

DKK 30.8 million

Check apostrophes and spelling

Small slips cost trust. Read headings aloud before publishing.

Before

You cant innovate without the best equipment

After

You can’t innovate without the best equipment

Templates

For staff presenting EMBION: a slides template in the brand colours and type, and the acknowledgement to use in publications.

Slides template

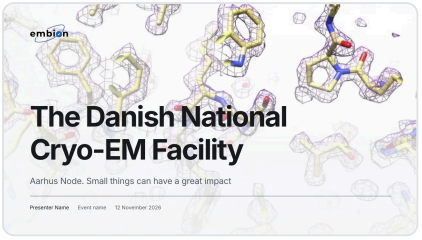
Eleven light layouts in 16:9, with the logo, colours and type built in. The same design for PowerPoint and for LaTeX Beamer (which adds an equation layout).

PowerPoint, Keynote or Google Slides

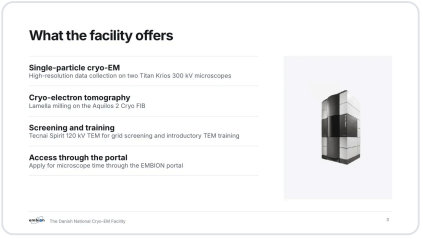
Add a slide with Home › New Slide and pick a layout, then type into the placeholders. To replace a picture, delete it and drag your own onto the empty placeholder; it is cropped to fit. Uses Inter (free from Google Fonts); falls back to Arial.

LaTeX

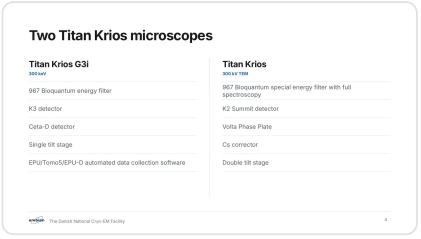
Upload the zip to Overleaf as a new project, or unzip it and build the example deck. Works with pdfLaTeX, XeLaTeX and LuaLaTeX; the README lists the layouts.



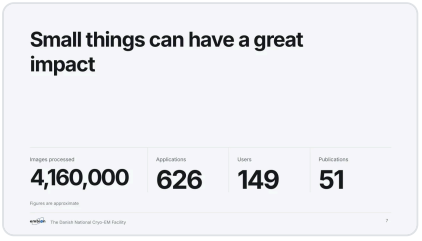
Title



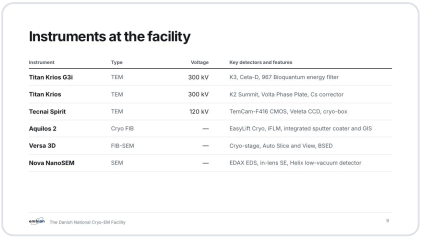
Title and content



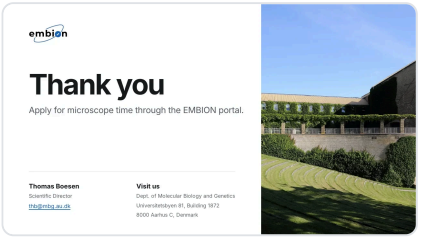
Two columns



Big number



Table



Closing

Acknowledgement for publications

We acknowledge the EMBION Cryo-EM Facility at iNANO, Aarhus University, for time under application ID XXXX.

Where XXXX is the application ID number. From the terms of service.

These guidelines as a PDF

The same content as this page, for printing or sending on.