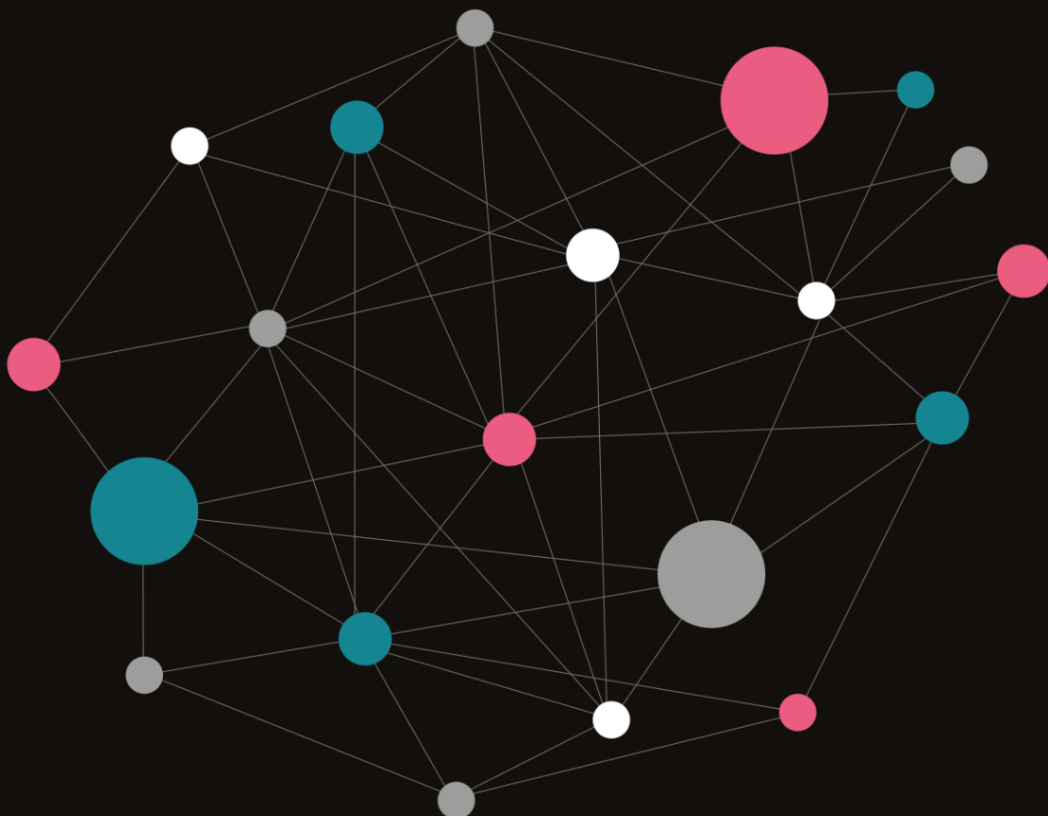


Corporate design guidelines & EOSC Nodes naming convention

of the EOSC Federation build-up phase



Welcome

The EOSC Tripartite's *Corporate design guidelines & EOSC Nodes naming convention* 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 twofold:

1. To coordinate the coherent naming of EOSC Nodes prior to their enrolment into the Federation;
2. 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 naming convention and guidelines are co-owned by 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 design 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.

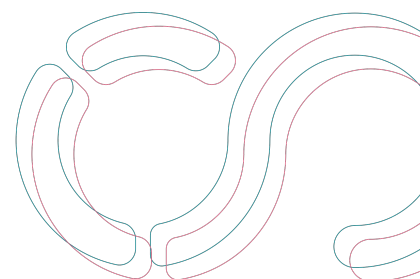
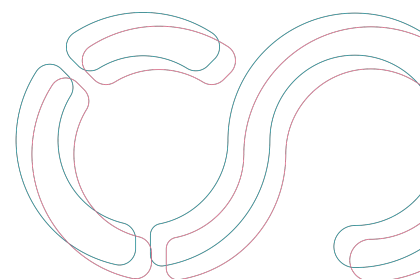


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Overview

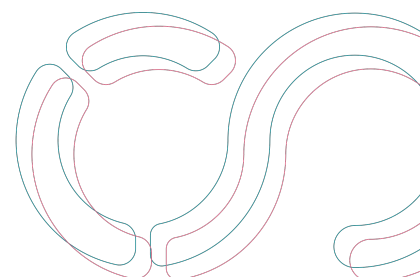
Background

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.



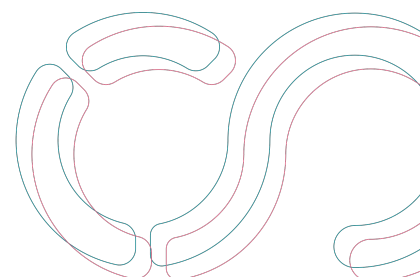
The continuation and reinforcement of the brand will enable the EOSC Federation to establish its identity during its build-up phase as a coherent data infrastructure ecosystem, and as the forthcoming European Data Space for science, research, and innovation.

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 & EOSC Nodes naming convention of the EOSC Federation build-up phase* 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, including mandated committees and working groups
- 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



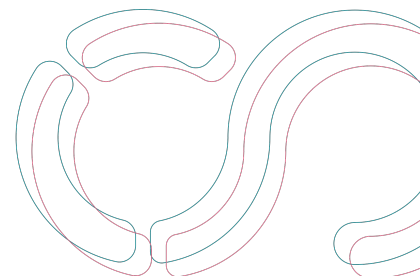
EOSC Nodes naming convention

An EOSC Node may choose its own name subject to the following guidelines and constraints¹.

1. EOSC Node names in both their formal and short forms must be reasonably dissimilar from all previously or concurrently sequenced or enrolled EOSC Nodes². They must not misrepresent the Node's scope, mandate, geography, governance status, operational status, exclusivity, or relationship to the EOSC Federation.
2. Where an EOSC Node's proposed formal name or short name is disputed, judged to be potentially misleading or insufficiently distinctive, or is otherwise unable to comply with the following rules, final adjudication shall be made by the EOSC Tripartite Governance.
3. The name of a Node in both its formal and short forms must be written in the English language.
4. By default, all EOSC Node names, in both their formal and short forms, will be preceded by the identifier "EOSC Node" (i.e., "EOSC Node Data Terra" or "EOSC Node PaNOSC").
5. All EOSC Node names must be fashioned according to the following constraints:
 - a. The EOSC Node's name should strive to identify either the Node's unique geographical or national affiliation (ex.: EOSC Node Italy), its unique organisation or infrastructure affiliation (ex.: EOSC Node CERN), or its thematic community (ex.: EOSC Node Life Sciences Connect), thematic purpose (ex.: EOSC Node European Digital Twin Ocean), or technical capability.
 - b. The name must not be based on or refer to an ongoing and explicitly time-bound EU project or consortium.
 - c. Allowed characters for EOSC Node naming include letters, numbers, spaces, hyphens, ampersands, and established acronym punctuation only where already

¹ The naming convention serves as the regulatory guideline for the naming of EOSC Nodes cited by the EOSC EU Node registration policy in section 2.1(c).

² The names and identities of the currently sequenced first- and second-wave candidate EOSC Nodes can be found here: <https://eosc.eu/building-the-eosc-federation/nodes>

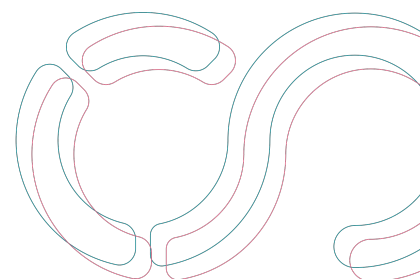


part of the recognised name (ex.: EOSC Node European DTO; EOSC Node BBMRI-ERIC). For special rules governing country names, see section 6.

- d. Each EOSC Node shall have an approved **formal name** and an approved **short name**.
 - i. The Node's **formal name** should serve for governance, registry, legal, policy, and administrative purposes.
 - ii. The Node's **short name** must reference or be derived from, or be the same as, the formal name (i.e., a Node must not have two unrelated identities).
 - iii. The Node's **short name** should also function in the Node's visual identity, and will be integrated into the Node's logo (see following chapter for implementation).
 - iv. To accommodate the requirements of the EOSC EU Node online registry, the **formal name**, including the "EOSC Node" prefix, must not exceed 100 characters counting visible characters including spaces, hyphens, and punctuation.
 - v. To accommodate the requirements of the EOSC EU Node registry as well as its usage in the Node's logo, the Node's **short name**, including the "EOSC Node" prefix, must not exceed 35 characters counting visible characters including spaces, hyphens, and punctuation. For comparison, the short name for EOSC Node Life Sciences Connect is "EOSC Node Life Sciences Connect", which is 31 characters.
 - vi. The Node's **formal name** and **short name** can be the same name, provided they meet all other requirements for both forms.
- e. The Node's coordinating organisation is responsible for resolving EU trademark, domain name, and/or acronym conflicts prior to submitting the name for approval.

6. Additional guidelines for national EOSC Nodes

- a. The **formal name** and **short name** for eponymous national EOSC Nodes will be the **same name** (ex.: "EOSC Node Poland").
- b. There can be only one EOSC Node designated as a country's national node. The country's English-language name, used in conjunction with "EOSC Node" (e.g., "EOSC Node Germany"), is reserved for the exclusive use of the designated national node.



- c. A country's eponymous national EOSC Node shall use the full official English-language short-form country name used by the European Union. ISO country codes, EU abbreviations, shortened acronyms, and informal abbreviations **are not permitted**. For example, "EOSC Node IT" would not be an acceptable name for Italy's designated national Node, which must be named "EOSC Node Italy" in both its formal and short formats.
- d. The designation of a country's national EOSC Node must be approved by the Node's respective national ministry or authority. The contact point for candidate national EOSC Nodes is the national representative(s) in the EOSC Steering Board.

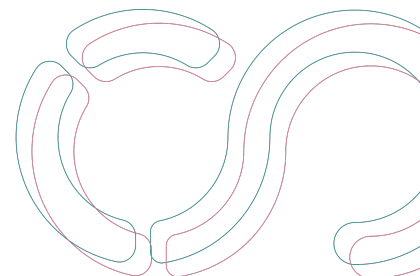
7. Additional guidelines for thematic EOSC Nodes

- a. Thematic EOSC Nodes shall use a **formal name** that most appropriately identifies their relevant research infrastructure, thematic community or purpose, scientific area, or established thematic platform (ex.: "EOSC European Digital Twin Ocean").
- b. Thematic **short names** may include an established acronym, infrastructure name, or concise thematic brand (ex.: "EOSC Node PaNOSC").
- c. References to country names, including ISO country codes, EU abbreviations, shortened acronyms, and informal abbreviations **are not permitted** for thematic Node names. Concerning the use of national affiliation for branding purposes, please see page 13.
- d. To reinforce the identity of the short name for a thematic EOSC Node, the relevant ESFRI scientific domain³ will be included **in its logo** as a secondary designation (see following chapter for implementation).

8. Guidelines for e-Infrastructure EOSC Nodes

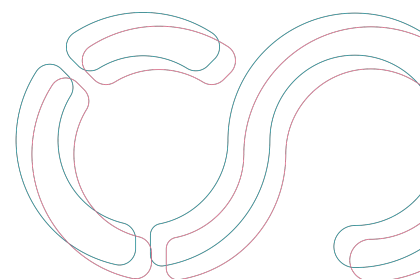
- a. e-Infrastructure EOSC Nodes shall use a **formal name** that identifies the relevant e-Infrastructure, technical capability, provider consortium, or service ecosystem, including, for example, an established infrastructure acronym or concise technical brand (ex.: EOSC Node EUDAT).
- b. References to country names, including ISO country codes, EU abbreviations, shortened acronyms, and informal abbreviations **are not permitted** for e-

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>



Infrastructure Node names. Concerning the use of national affiliation for branding purposes, please see page 13.

- c. To reinforce the identity of the **short name** for an e-Infrastructure EOSC Node, the relevant ESFRI scientific domain will be included **in its logo** as a secondary designation (see following chapter for implementation).
9. Following the Tripartite Governance's approval of a proposed EOSC Node formal and short name, a request to rename a Node is only possible after a waiting period of three months. The proposed new name must then be submitted for approval by the Tripartite.



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 logo⁴.

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

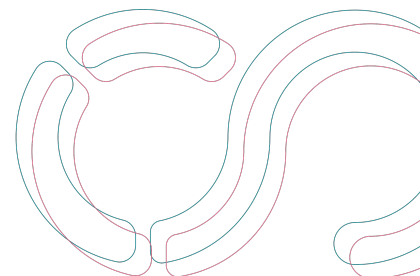


EOSC Federation Member

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.

⁴ 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 processes⁵ for sequencing and enrolment into the EOSC Federation established by the EOSC Tripartite Governance.



EOSC Federation Contributor

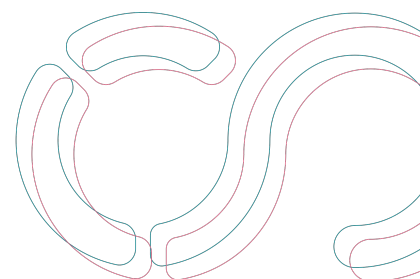
An EOSC Federation “Contributor” includes all resource or service providers that have been formally onboarded to one or more sequenced or enrolled EOSC Nodes in the EOSC Federation Build-up Group.

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).



⁵ 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.

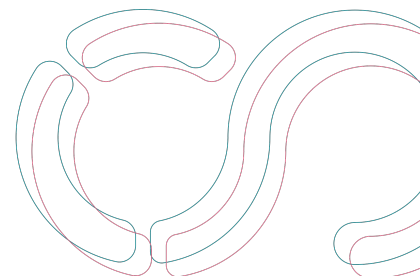
All prospective EOSC Nodes, as part of the application process to the Federation, should select a name in accordance with the *EOSC Nodes naming convention* in Chapter 3. The applicant should then complete the *EOSC Node naming application form*, which must be signed by the coordinating organisation's national ministry or 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, subject to the guidelines in Chapter 3, the *EOSC Node naming convention*.

The decision as to which Node fulfils the role of a country's eponymous national EOSC Node rests with the respective national ministry or 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 EOSC Nodes with national affiliation

If a sequenced or enrolled EOSC Node chooses to secondarily associate itself to its home country, the Node might use an alternative logo variant of the following form:



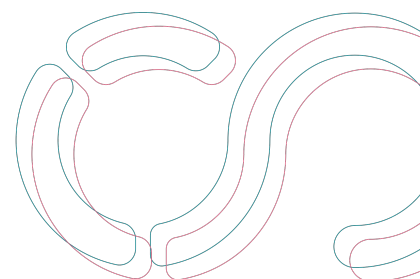
Branding of thematic and e-Infrastructure EOSC Nodes

Sequenced or enrolled EOSC Nodes that are e-Infrastructures or thematic Nodes will be secondarily identified with their designated ESFRI scientific domain⁶. In this case, a Node's logo does not accommodate any country affiliation.

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



⁶ 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>



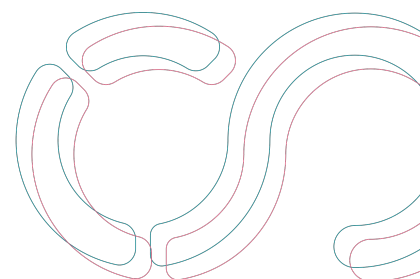
How to get the EOSC Federation and EOSC Node logos

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.

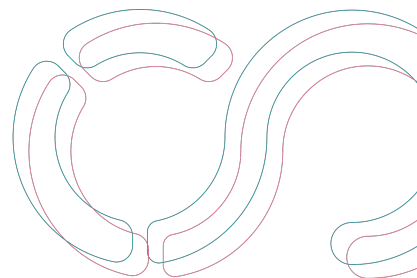
All other requests for use of the logos shall be taken up by the EOSC Tripartite Governance.

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.

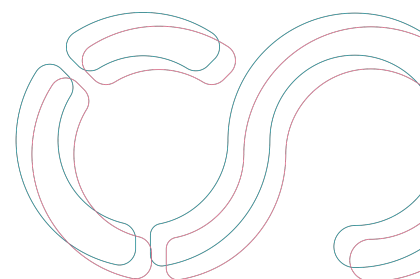
Proposed name

Proposals for EOSC Node formal and short 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 EOSC Node formal name (100-character limit):

Proposed EOSC Node short name (35-character limit):



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

