



Contribution ID: 58

Type: **Talk**

Looking good

Tuesday, 30 May 2017 10:45 (20 minutes)

The visual image we project carries an important message about CERN to the world and, as our visibility grows, it is increasingly important for that message to be that CERN is a modern organisation with a clear vision and mission. That is why we have developed a set of visual identity tools. These include a graphic charter, which defines the guidelines for constructing our visual identity, built around the CERN logo, a brand book which is an overview document describing our identity position, but also animations. Our 2D and 3D animations are widely used in CERN's exhibitions to visualise the invisible and turn complex technical information into engaging content.

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Session Classification: Parallel session 3