



CESNET HAS A NEW LOGO

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Binary code – a kind of DNA of computer science – was the chief inspiration behind the new logotype. Together with the new logo, CESNET started to use a new typeface – Avenir, which is French for ‘future’.

“Undoubtedly, CESNET is an organisation that helps form the future. We provide our services to academic, scientific and research communities as well as other experts. This allows them to get ahead in their fields. That’s why we have chosen Avenir, or Future, as our new typeface. We think it’s highly symbolic,” says Gabriela Krčmařová, Head of Communication at CESNET.

The new logo consists of the Association’s name and seven blue squares, which are a graphic representation of the letter ‘c’ in binary-coded ASCII. The authors Petr and Michal Stupka of Radical Design carried out conversion utilising the principle of a Cartesian plane coordinate system with x- and y-axes.

If both axes have the same unit of length, we get a square grid in which

we can move – a one will always be one row higher than a zero. The transcription of the letter ‘c’ produced a ‘binary smiley’, which has become the Association’s basic graphic symbol.

New logos have been created in the same manner for each of the Association’s services, which used diverse graphic styles before. The form of these graphic marks has also been determined by binary code, or more precisely the representation of the initial letter of the service in the code. Examples include:

- m for MetaCentrum (high-performance computing)
- d for DataCare (date storage)
- c for CzechLight (unique photonic devices)
- p for Perun (system for user, group and access management for services of the national e-infrastructure CESNET)
- f for FLAB (forensic laboratory)

Affiliation of the services to the CESNET brand is highlighted by the new graphic concept.

See more at www.cesnet.cz

