



BRANDING GUIDELINES

VI - June 2014

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This document provides guidelines on appropriate use of the eTwinning logo. To maintain the integrity of the eTwinning brand, these guidelines must be strictly followed.

The eTwinning logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable asset that must be used consistently in the proper, approved forms.

There can be exceptions to these rules, however all exceptions must be approved beforehand by the EC.



Main logo

This is the main eTwinning logo.

This version should be used in preference to the alternative horizontal version you will find on page 10 of this document.

Positive version

Colour



Positive version
Greyscale



Negative version
Greyscale



Positive version
Black & white



Negative version
Black & white



Clear space

Clear space refers to a distance of x , as a unit of measurement. The full height of the "T" of the "eTwinning" text of the logo is x .

A minimum clear space requirement has been established to ensure the prominence and clarity of the logo. It is essential that it remains free of all graphics, taglines, photography, and typography.



Minimum size

Minimum size refers to the smallest size at which the eTwinning logo may be reproduced to ensure its legibility.

The minimum reproduction size of the logo is 15 mm width.

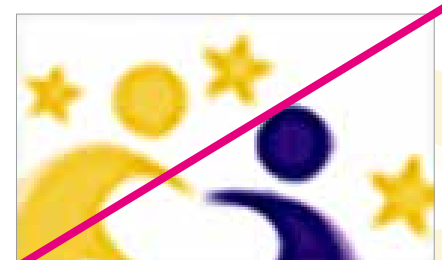


Maximum size

The eTwinning logo can be reproduced at any size bigger than 15 mm width, without losing its image quality, as long as it is a vector. Note that the logo must be always scaled proportionally to its height and width.



Vector version



Incorrect use



Identity in unspecified colours.



Identity in unspecified typeface.



Relationship between elements misaligned or/and not in the correct ratio.



The logo has been condensed.



Do not integrate the eTwinning logo with another logo.



Do not use drop shadow or any other stylistic effect to the logo.



Do not confine the identity in a decorative border.



Do not add graphics to the identity.



Wordmark never appears by itself.

Use on backgrounds



The eTwinning logo must always appear clearly and legibly on its backgrounds. Always observe clear space specifications and use a white box when the identity is placed on photos or busy backgrounds.



Always use a white box around the eTwinning logo when it is placed on a background similar to one of the colours in the logo or alternatively use the black and white version of the logo.



Always use the negative grayscale version of the eTwinning logo when it is placed on a dark coloured or black background.



Never place the eTwinning logo on its own on a busy background as it affects its legibility.



Never place the eTwinning logo on its own on a background similar to one of the colours in the logo as it affects its legibility.



Never place the eTwinning logo on its own on a black background.



Alternative logo

This is the alternative horizontal eTwinning logo.

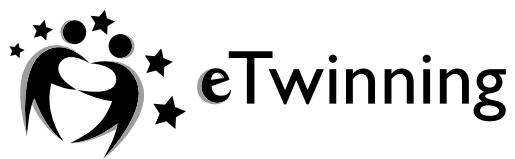
This version should only be used when the use of the **main** logo causes legibility or clear space problems.

Positive version

Colour



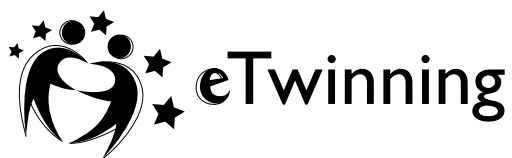
Positive version
Greyscale



Negative version
Greyscale



Positive version
Black & white



Negative version
Black & white



Clear space

Clear space refers to a distance of x , as a unit of measurement. The full height of the "T" of the "eTwinning" text of the logo is x .

A minimum clear space requirement has been established to ensure the prominence and clarity of the logo. It is essential that it remains free of all graphics, taglines, photography, and typography.



Minimum size

Minimum size refers to the smallest size at which the eTwinning logo may be reproduced to ensure its legibility.

The minimum reproduction size of the logo is 25 mm width.



Please refer to the main logo section for maximum size, incorrect use and use on backgrounds rules.



**Colours
and fonts**



Primary colours



PMS **2745 C**

C **100**
M **100**
Y **25**
K **15**

R **35**
G **8**
B **113**

Hexa **#230871**



PMS **2745 C 50%**

C **50**
M **50**
Y **12**
K **7**

R **138**
G **125**
B **165**

Hexa **#8a7da5**



PMS **129 C**

C **5**
M **17**
Y **82**
K **0**

R **246**
G **207**
B **63**

Hexa **#f6cf3f**



PMS **129 C 50%**

C **2**
M **8**
Y **41**
K **0**

R **251**
G **231**
B **170**

Hexa **#fbe7aa**

Secondary colours



PMS **433 C**

C **88**
M **64**
Y **59**
K **75**

R **20**
G **35**
B **38**

Hexa **#142326**



PMS **7710 C**

C **74**
M **6**
Y **26**
K **0**

R **4**
G **173**
B **191**

Hexa **#04adb5**



PMS **7457 C**

C **14**
M **0**
Y **3**
K **0**

R **223**
G **253**
B **255**

Hexa **#dfff**



PMS **7417 C**

C **2**
M **80**
Y **80**
K **0**

R **229**
G **79**
B **54**

Hexa **#e54f36**

Primary font (body text, titles, ...)

Print and Web

Futura Std – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Std – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Std – Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font (titles, quotation, ...)

Print and Web

Museo Slab – 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz