



# LABEL GUIDELINES



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# Introduction

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This handbook provides the guidelines for the use of the eTwinning School Label. The objective is to define the criteria for management and use.

The following rules are considered, therefore, mandatory to ensure that the eTwinning School Label is used uniformly by all and retains its intended look & feel.

It is advisable to read carefully the entire handbook and follow the instructions described in each of the following sections.

# The Label

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Original Label:



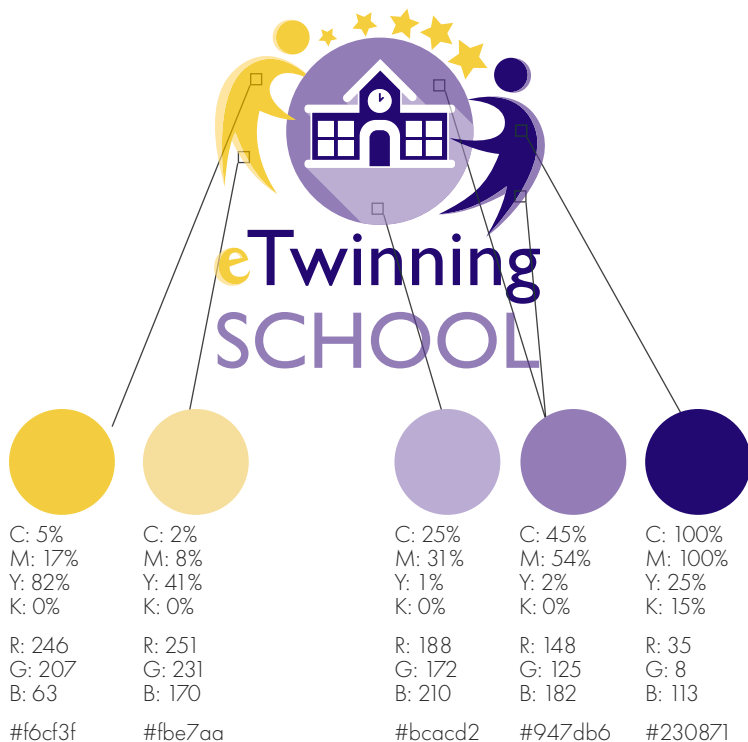
Black and White:



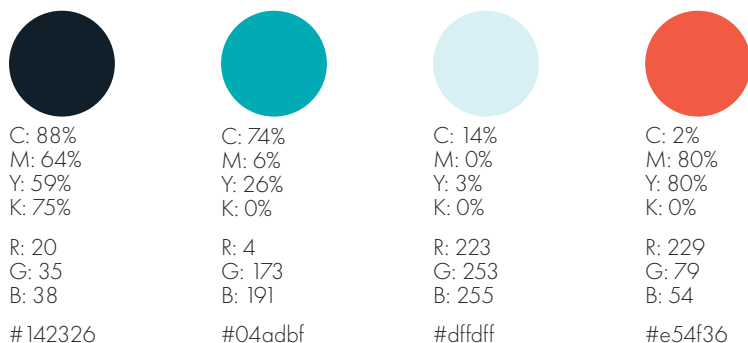
Negative:



# Colours



## Secondary Colours



# Clear Space

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# Size

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## Minimum size



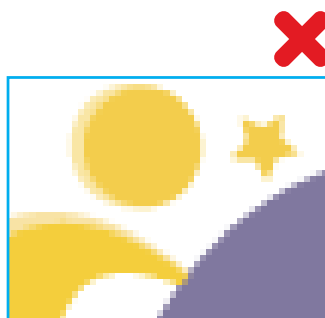
The minimum size refers to the smallest size the eTwinning School Label may be reproduced at, to ensure its legibility. The minimum reproduction size of the Label is 10 mm high.

## Maximum size

The eTwinning School Label logo can be reproduced at any size bigger than 10 mm high, without losing its image quality, as long as it is in vector format. Note that the logo **must be always scaled proportionally to its height and width**.



Vector version





# Correct Use

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The eTwinning School Label must be always visible and legible. If you put the logo on a photo or on a busy background, ensure you put a white box around the logo (keep the clear space around).



Always use a white box when it is placed on a background similar to one of the colours in the Label, or alternately use the negative version.

# Don'ts

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Never stretch, skew or deform the Label in any way.



Never use a transparent Label.



Never change the colours of the Label or the original order.

# Typography

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

### **Futura**

#### **Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ?!,,:;()**

#### **Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ?!,,:;()**

#### **Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ?!,,:;()

## Secondary font (titles, quotation, ...)

### **Museo Slab**

#### **500**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 ?!,,:;()**

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