
EUROPEAN COOPERATION DAY 2013 STYLE GUIDE



APRIL 2013

INDEX

STYLE GUIDE CONTENT

1. European Cooperation Day LOGO

- Overview

- The Position of the logo

- Usage

- Proportions

- Size

2. Corporate Typography

3. Corporate Colours

4. Communication Documents

- Stationery Lettersheet

European Cooperation Day LOGO

OVERVIEW

LOGO IN FULL COLOUR



LOGO IN BLACK AND WHITE



LOGO IN DUOTONO

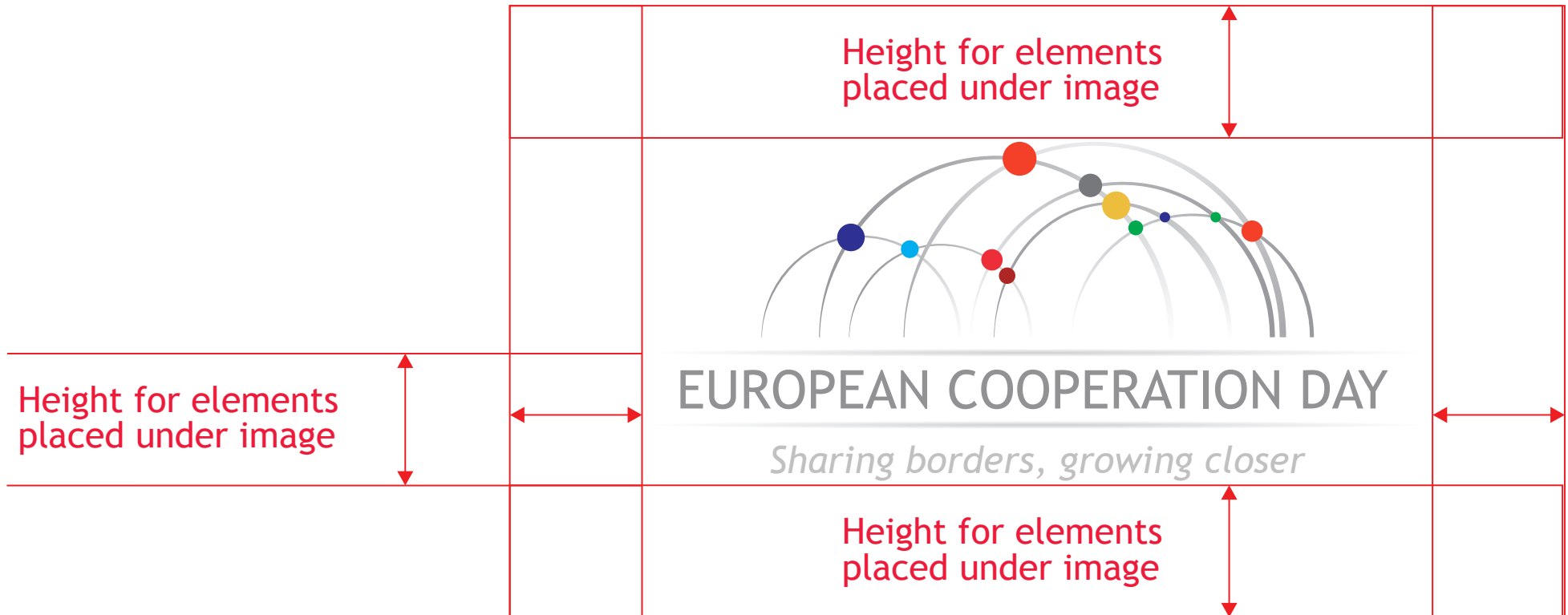


LOGO DESCRIPTION: This logo resembles multiple crossing roads. The roads represent different countries, the arches symbolise cultures crossing where the cooperation occurs, each point represents the fusion of several cross roads and the colour shows the cooperation way.

Alternatively, the logo also represents a friendly party, as the points next to each other resemble fireworks. This shows the celebration for the cooperation union and interaction from different perspectives with a common claim. The Union. The EU.

European Cooperation Day LOGO

THE POSITION OF THE LOGO



European Cooperation Day LOGO

USAGE



EUROPEAN COOPERATION DAY

Sharing borders, growing closer

The black and white European Cooperation Day Logo should never be used on a coloured background or in coloured publications.

The coloured European Cooperation Day Logo should never be printed in black and white and the black and white European Cooperation Day Logo should be used instead for monochrome publications.

The European Cooperation Day Logo should never be distorted. See the proportions section in this style manual.

The European Cooperation Day Logo should never be tiled, shaded or lined.

The European Cooperation Day Logo should only be used in a horizontal configuration, and always with all its elements included, image, name and claim.

For co-branded publications, the European Cooperation Day Logo should be equal in size or larger than the other logo. The European Cooperation Day logo should have the same amount of exposure.

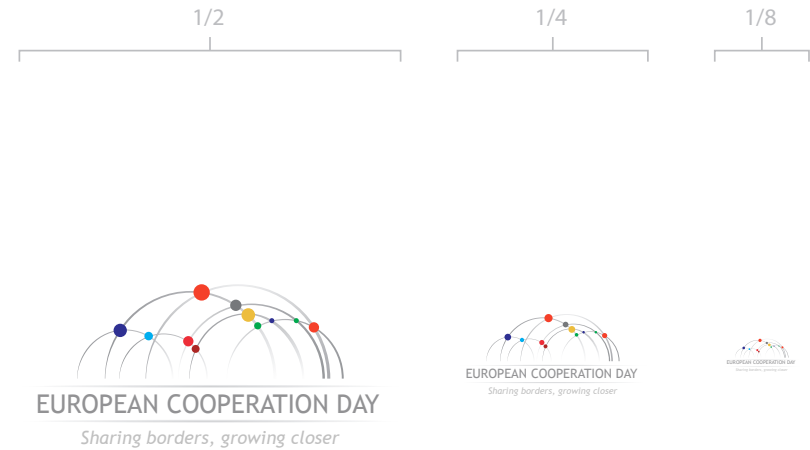
European Cooperation Day LOGO

PROPORTIONS

LOGO 02



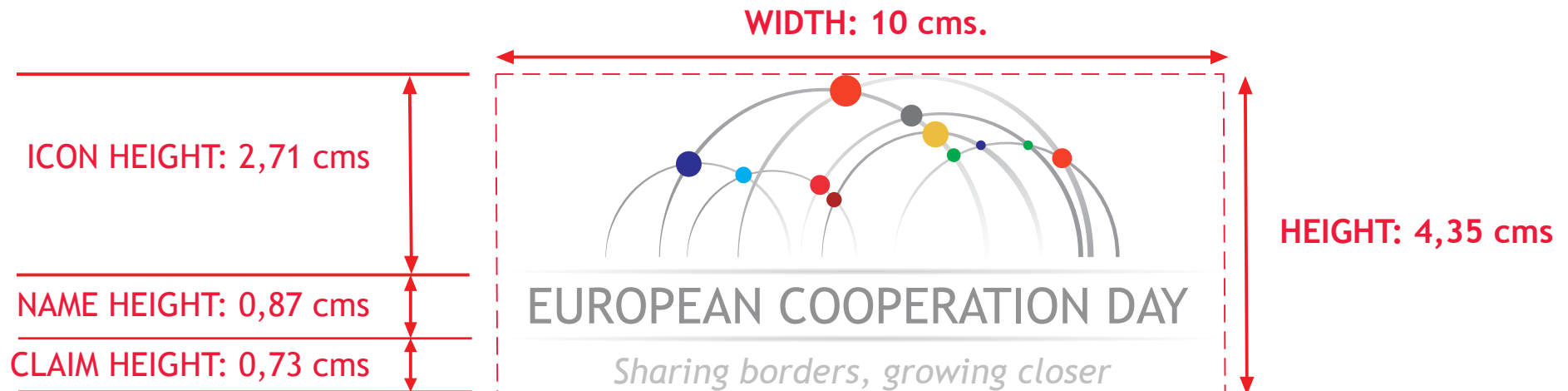
ADAPTING



Please, notice that as the logo is constructed using the name “European Cooperation Day” reproductions of it smaller than 3 centimetres will be difficult to see in printed editions and to distinguish the individual elements within the logo.

European Cooperation Day LOGO

LOGO SIZE



CORPORATE TYPOGRAPHY

MAIN TYPOGRAPHY

Trebuchet MS

TREBUCHET MS is a humanist sans-serif typeface designed by Vincent Connare for the Microsoft Corporation in 1996. Its development was influenced by other sans-serif typefaces namely Frutiger, Akzidenz Grotesk, Gill Sans or Erbar. The large height of symbols such as ì/î and simple lines make it easy to read, even at small sizes. In fact, one of Vincent Connare's intentions when designing Trebuchet was to instill personality points even at small sizes while maintaining its clarity and personality.

Trebuchet MS: abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**TrebuchetMS
Italic** *abcdefghijklmnopqrstuvxyz*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**TrebuchetMS
Bold** **abcdefghijklmnopqrstuvxyz**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

**TrebuchetMS
Bold Italic** ***abcdefghijklmnopqrstuvxyz***
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

If Trebuchet MS-Bold and Trebuchet MS-BoldItalic are not available on your computer, you can use Trebuchet MS plus Bold Trebuchet MS plus Bold plus Italic.

CORPORATE TYPOGRAPHY

ALTERNATIVE TYPOGRAPHY

Arial Narrow

Arial Narrow will be used as the secondary typeface for the European Cooperation Day visual identity, particularly in cases where a large amount of text is required, such as press releases or letters. This typeface was designed in 1982 by a 10-person team, led by Robin Nicholas and Patricia Saunders, for the company Monotype Typography. Arial Narrow is one of many styles that the Arial typeface comprises. The use of Arial Narrow allows us to achieve a visual display of the content which is much sharper and easier to follow, making texts, large content or alternative content fit the visual design and the main corporate typography, Trebuchet.

Arial Narrow *abcdefghijklmnopqrstuvwxy*
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 0123456789

**Arial Narrow
Italic** *abcdefghijklmnopqrstuvwxy*
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 0123456789

**Arial Narrow
Bold** *abcdefghijklmnopqrstuvwxy*
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 0123456789

**Arial Narrow
Bold Italic** *abcdefghijklmnopqrstuvwxy*
 ABCDEFGHIJKLMN
 OPQRSTUVWXYZ
 0123456789

If Arial Narrow-Bold and Arial Narrow-BoldItalic are not available on your computer, you can use Arial Narrow plus Bold
Arial Narrow plus Bold plus Italic.

CORPORATE COLOURS

COLOUR PALETTE

Principal Range of Colours used in logo and publications

Calid range



CMYK: 7%c - 25%m - 89%y - 0%k
RGB: R 236, G 188, B 60
Hex: ECBC3C



CMYK: 0%c - 90%m - 94%y - 0%k
RGB: R 244, G 63, B 40
Hex: F43F28



CMYK: 1%c - 95%m - 83%y - 0%k
RGB: R 236, G 45, B 55
Hex: EC2D37



CMYK: 22%c - 98%m - 99%y - 14%k
RGB: R 172, G 37, B 35
Hex: AC2523

Green range



CMYK: 93%c - 0%m - 100%y - 0%k
RGB: R 0, G 169, B 78
Hex: 00A94E

Blue range



CMYK: 100%c - 0%m - 0%y - 0%k
RGB: R 0, G 173, B 239
Hex: 00ADEF



CMYK: 100%c - 100%m - 0%y - 0%k
RGB: R 46, G 48, B 146
Hex: 2E3092

Grey range



CMYK: 0%c - 0%m - 0%y - 30%k
RGB: R 181, G 181, B 181
Hex: B5B5b5



CMYK: 0%c - 0%m - 0%y - 50%k
RGB: R 145, G 145, B 145
Hex: 919192



CMYK: 0%c - 0%m - 0%y - 65%k
RGB: R 118, G 120, B 122
Hex: 76787A

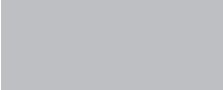


No new colours may be added. Please only use the given colour definitions. Colours may not be altered or swapped. Use CMYK proportions predominantly on every publication, or in to obtain the proportions of RGB or HEX.

CORPORATE COLOURS



MAIN COLOURS

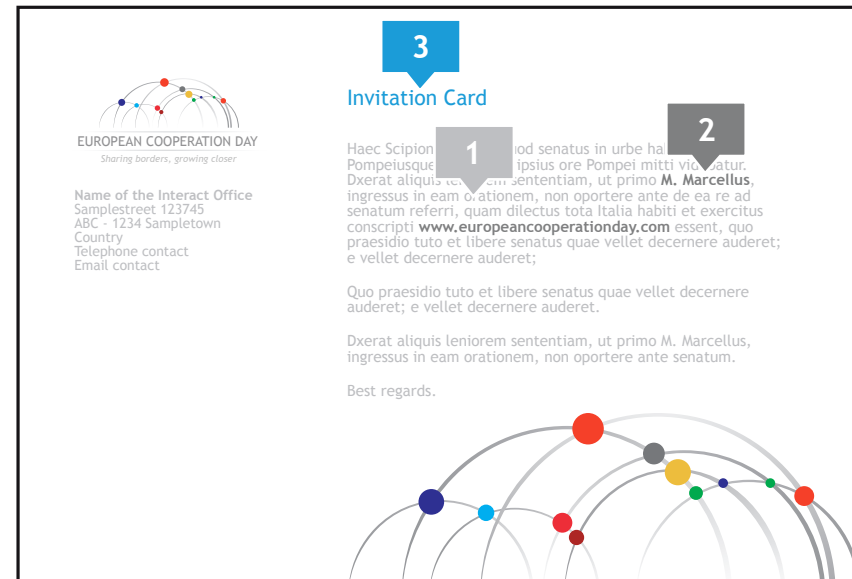
Principal Range of Colours for using in general publications

Main Colours

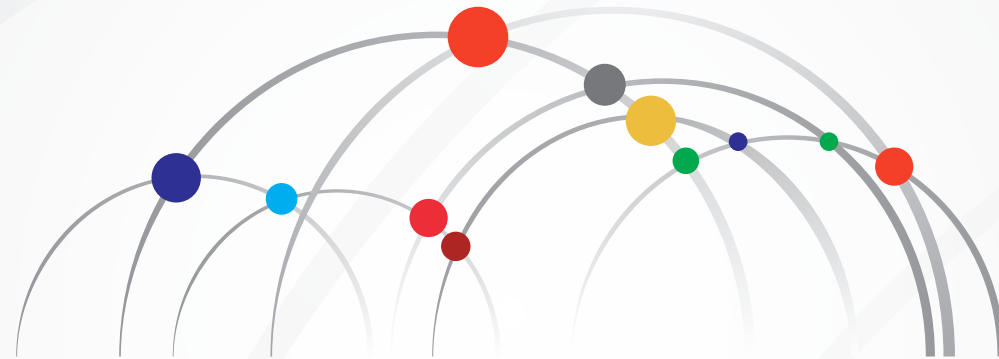
1		CMYK: 0%c - 0%m - 0%y - 30%k RGB: R 181, G 181, B 181 Hex: B5B5b5
2		CMYK: 0%c - 0%m - 0%y - 64%k RGB: R 87, G 85, B 84 Hex: 575554
3		CMYK: 100%c - 0%m - 0%y - 0%k RGB: R 0, G 173, B 239 Hex: 00ADEF

Use white or these alternative colours in event that it is not possible to use above blue one.

3b		CMYK: 93%c - 0%m - 100%y - 0%k RGB: R 0, G 169, B 78 Hex: 00A94E
3c		CMYK: 7%c - 25%m - 89%y - 0%k RGB: R 236, G 188, B 60 Hex: ECBC3C



Invitation Card
Main colours shown in this example



EUROPEAN COOPERATION DAY

Sharing borders, growing closer