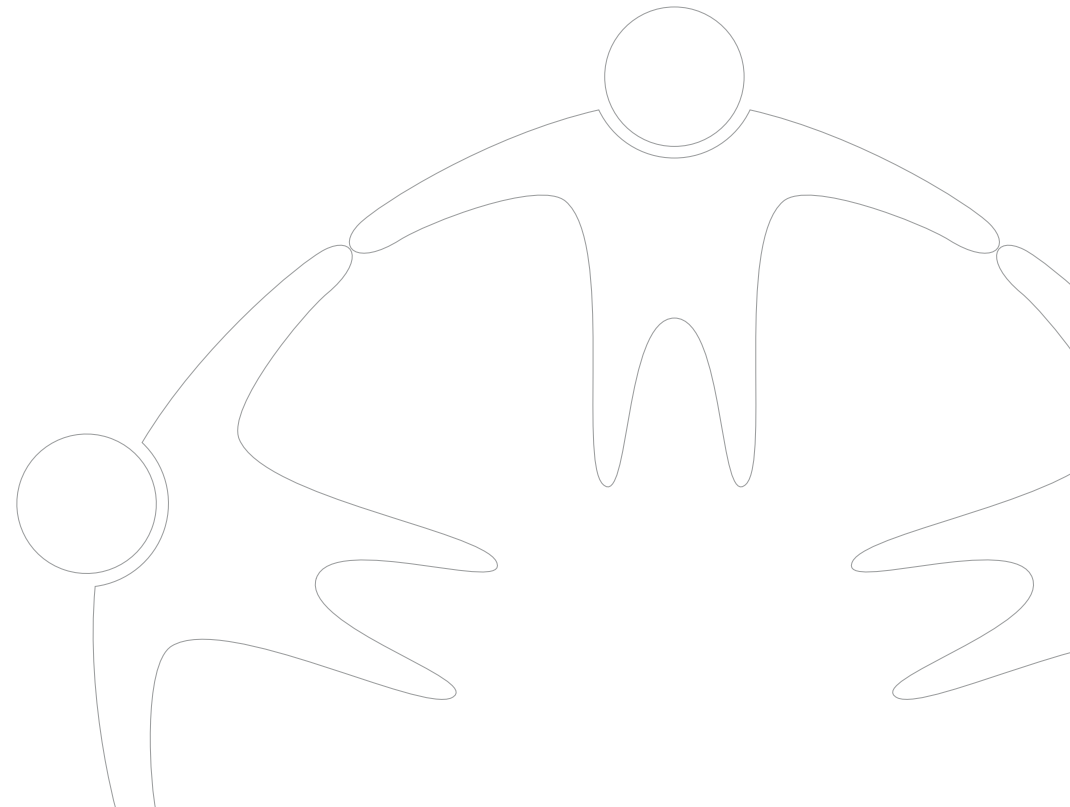




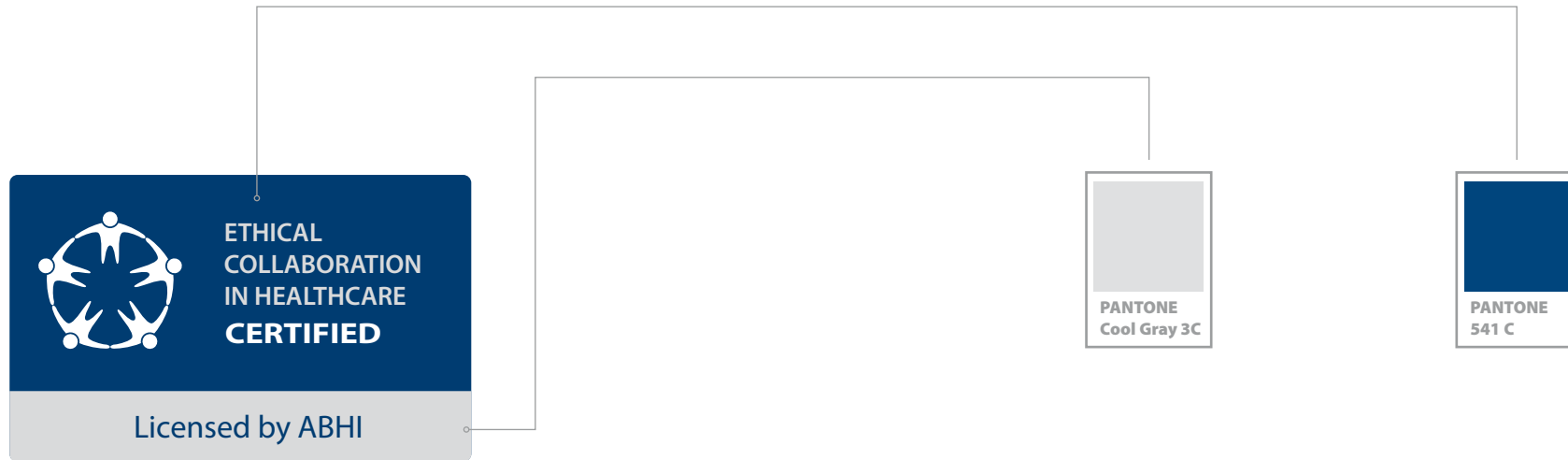
Eucomed Ethics

Brand Guidelines

Version 1.1 – July 2011



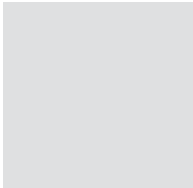


Colours



Monochrome version

Exceptional circumstances might call for the use of the logos in black & white (e.g. fax template). If the logo were to be used in black & white, please use the logo as indicated.

Colours

	PANTONE	CMYK	RGB	HEX.
 GREY	PANTONE Cool Gray 3C	C: 0 M: 0 Y: 0 K: 20	R: 209 G: 211 B: 212	#: D1D3D4
 BLUE	PANTONE 541	C: 100 M: 61 Y: 0 K: 45	R: 0 G: 60 B: 114	#: 003C72
 BLACK	BLACK C	C: 0 M: 0 Y: 0 K: 100	R: 35 G: 31 B: 32	#: 231F20

Dos and don'ts

Care must be taken to ensure consistent reproduction of the Ethics Logo.
Some common misuses of the logo which must be avoided are shown below.



Do not use the standard logo smaller than 30 mm or 85 pixels.



Do not try to recreate or redesign the logo. Always use the official version of the logo.



Do not insert any text or graphics inside the clearance area.



Always keep correct the proportions of the logo.



Always use the adequate colour version of the logo. (e.g. the monochrome version for the black & white publications; the reversed version on dark backgrounds).



Neither the typography nor the colours may be modified.



Do not change the position of any of the elements of the logo.



Do not change typography of the logo.

Clearance Area & Minimum size



X



The minimum size ensures that the baseline stays clear and readable.

PRINT = 30 mm

ONLINE = 85 pixels

Clearance Area

The Ethics Logo must be surrounded by a clearance area. No visual elements such as a pattern or text must be placed in this area.

The size of the area is calculated using the width between the device and the text "ETHICAL COLLABORATION IN HEALTHCARE CERTIFIED" as the base unit of measurement.

The clearance area must be applied to both print and web uses of the logo.