



# Logo Manual

The 2009 European Elections



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European

**Elections**

*IT'S YOUR CHOICE!*

## Sizes

Files are available for various application sizes. They have been categorised by the abbreviations M and S.

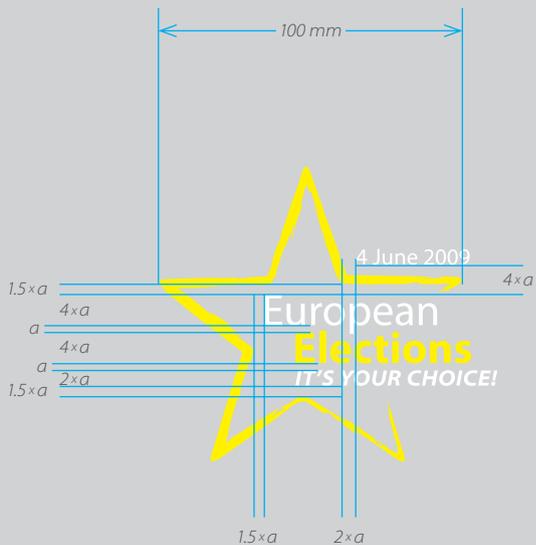
**M** (star width 100 mm) may be downscaled to a **minimum of 25%**. For larger applications, the trademark may be scaled to more than 100%.

**S** (star width 20 mm) is the smallest permissible version and **may not be scaled down**.

Note: The S version as defined is the minimum size for printed applications. The files have been marked accordingly and may not be altered as they have been optimised for the different applications.



**S** (size 100%)

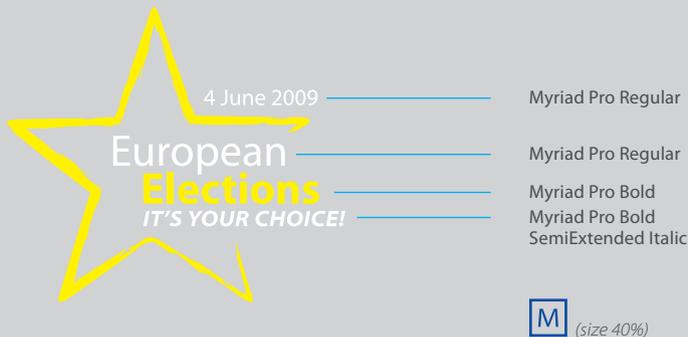


**M** (size 40%)

# Typography

The typeface used for the logo and all communication of the European Elections is Myriad Pro. The following fonts appear in the

logo: Myriad Pro Regular, Myriad Pro Bold and Myriad Pro SemiExtended Italic.



## Protected area

To make sure the logo is as strong as possible, there has to be a minimum area surrounding it – no design elements can be placed inside this protected area.

Above, below, and to the left of the logo is a free space of  $3x E$  ( $E$  = height of capitals). Because of the different lengths of the translations (e.g. Polish, Greek, Finnish) the protected area to the right is determined by the longest text element, but is also  $3x E$ .



# Backgrounds

The logo (which has no background colour) will always be placed on a blue background – either a technical or photographed one. The minimum size of this blue background is defined by the protected area rules (page 7).

The photographed background is an integral element of the campaign, the press kit, give-aways and other supporting material.

The technical background (see also: Colours on page 10) can be used for stationery, give-aways and other supporting material.

There are special versions of the logo which do not need a background (e.g. for fax communication). They are shown on pages 14 and 15.



photographed background

technical background



# Colours

Files are available for various forms of application. They are categorised by the abbreviations CMYK (print colours), RGB (screen colours), P (Pantone/special colours) and 1C (black-and-white).



CMYK

100|80|0|0

0|0|100|0



screen colours

0|76|153

255|225|0



special colours/Pantone

Pantone Reflex Blue C

Pantone 115 C



black

0|0|0|100

## Wrong applications

The logo may only be scaled proportionately in any direction. The colours may not be interchanged or replaced by other colours.

In no event may the house typeface be modified; no other typeface may be used

as an alternative; nor may the fonts ever be altered. The logo is always placed inside the defined blue area or on the campaign background – never directly on a picture or a background of a different colour.



Do not twist the logo.



Do not change the background colour.



Do not stretch the logo horizontally.



Always keep the protected area intact.



Do not change the logo colour.



Do not place the logo on pictures.

## Special versions

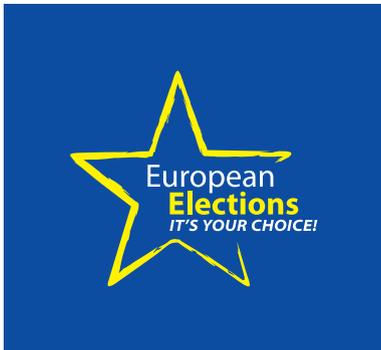
The following special versions are available as shown on the next page:

*WOD* – a version without date.

*XSM* – a version for special applications, where the regular logos would become too small when scaled down.

*WSQ* – a version only for use in special on-line applications. The size of the square and the size of the star remain constant. The star remains centred. All of this does not exclude the possibility that the text element requires different spacing depending on the language.

without date



Web square



xsmall



## Placement

The logo is placed at the right side in the layout grid. In applications where it is only combined with text, it is placed at the top. This largely applies to office stationery. The European Parliament logo is placed at the bottom right. In most other cases the logo is used to indicate the respective item's authorship and is combined with additional elements, such as headings and images.

In these cases it typically appears at the bottom right. The European Parliament logo is then placed at the top right.

Exceptions: Certain mediums require a different logo placement. For example, the logo may be used as a motif (*see page 19, press kit*).



**Headline venim ip eu feugiatue la alit.**

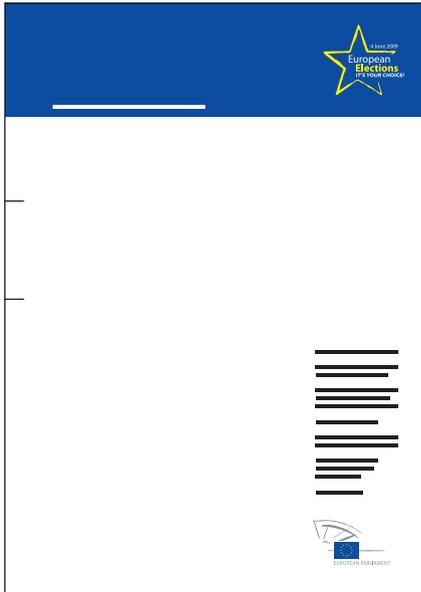
Vote in the European Parliament Elections on **June 4th.**

[www.europarl.europa.eu](http://www.europarl.europa.eu)



Billboard

## Sample applications



Letterhead



Carrier bag



Press kit



Roll-up

## International versions

There already exist 26 versions for the international applications in the member nations of the European Union (ISO 639-1). Several language versions will be used in more than one country – these are indicated below only in cases where the logo differs due to different polling dates. Additional national and/or minority language versions will be produced on demand. *Please be aware that in some countries the exact date of the Elections is still to be officially finalised!*

BG – Bulgarian

CS – Czech

DA – Danish

DE – German

EL – Greek

EN\_GB – English (UK)

EN\_IE – English (Ireland)

EN\_MT – English (Malta)

ES – Spanish

ET – Estonian

FI – Finnish

FR – French (Belgium, France)

GA – Gaelic (Ireland)

HU – Hungarian

IT – Italian

LV – Latvian

LT – Lithuanian

MT – Maltese

NL\_BE – Dutch/Flemish (Belgium)

NL\_NL – Dutch (The Netherlands)

PL – Polish

PT – Portuguese

RO – Romanian

SK – Slovak

SL – Slovenian

SV – Swedish



Bulgarian



Czech



Danish



Dutch (The Netherlands)



Dutch/Flemish (Belgium)



English (UK)



English (Ireland)



English (Malta)



Estonian



Finnish



French (Belgium, France)



German



Greek



Hungarian



Gaelic (Ireland)



Italian



Latvian



Lithuanian



Maltese



Polish



Portuguese



Romanian



Slovak



Slovenian



Spanish



Swedish

