

Visual Identity

EQAVET

BRAND GUIDELINES

02.

Brand
Colours

Primary Colours

The logo is to be reproduced in blue and yellow against white background. Alternatively, the logo may be used on a solid background: either blue (Pantone 2935) or yellow (Pantone 143).

In such cases the logo should be treated as presented.



PANTONE BLUE 2935

C 100	R 0
M 46	G 118
Y 0	B 192
K 0	#0076c0



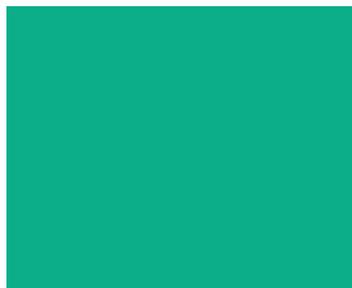
PANTONE YELLOW 143

C 0	R 252
M 35	G 176
Y 85	B 64
K 0	#fcb040

Secondary Colours



C 7	R 217
M 96	G 34
Y 74	B 56
K 1	#d92238



C 76	R 12
M 0	G 174
Y 57	B 137
K 0	#0cae89



C 27	R 163
M 100	G 3
Y 28	B 89
K 18	#a30359



C 53	R 135
M 23	G 153
Y 100	B 15
K 7	#87990f



C 97	R 9
M 67	G 76
Y 28	B 121
K 13	#094c79

03.

Typeface

User should use 'Frutiger' if creating products Adobe programs.

User should use 'Arial' if using Microsoft or other similar programs.

Aa

Font used for EQAVET - Adobe programs

Frutiger

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789.:;'"(!?)+-*/=

Heading 1

Use for heading purposes.

Frutiger x font size 16

Heading 2

Use for second level header.

Frutiger x font size 13

Subheading

Use for subheading

Frutiger x font size 12

Body text

Use for body text

Frutiger x font size 11

Aa

Font used for EQAVET - Microsoft and other programs

Arial Regular **Bold Black**

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789.:;'"(!?)+-*/=

Heading 1

Use for heading purposes.

Arial Bold x font size 16

Heading 2

Use for second level header.

Arial Bold x font size 13

Subheading

Use for subheading

Arial Bold x font size 12

Body text

Use for body text

Arial x font size 11

04.

Logo

The visual identity for EQAVET comprises a logo and a system for its consistent application. It promotes the recognition of EQAVET and helps to position EQAVET among other actors involved in the process of supporting quality assurance at European and national levels. You are encouraged to use the logo on your website and electronic and printed publications. It is essential however that it is used consistently, correctly and appropriately. The following guidelines are to assist you in this.

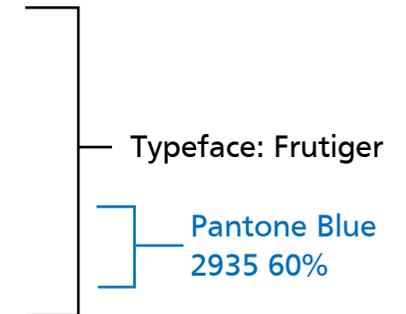
EQAVET

Logo

The EQAVET logo's shape of a star and the colour palette (blue and yellow) represent the fact that EQAVET is part of a process of European cooperation in VET. The predominance of curved, friendly shapes represents the idea of inclusiveness, which is paramount to EQAVET. The yellow mark of approval (the tick) that is incorporated into the star shape symbolizes quality. The "Slanted" angle of the square helps create a unique "mark" - dynamic and progressive.

The logo itself can be characterized by the following adjectives: friendly, welcoming, inclusive, inviting, quality orientated and European.

Full Colour Version

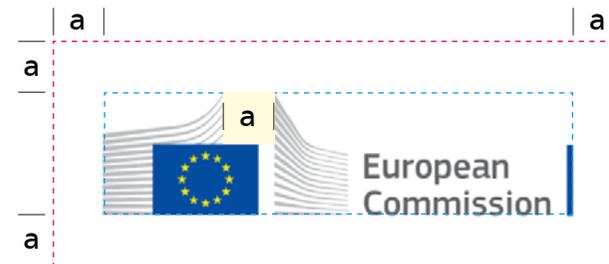
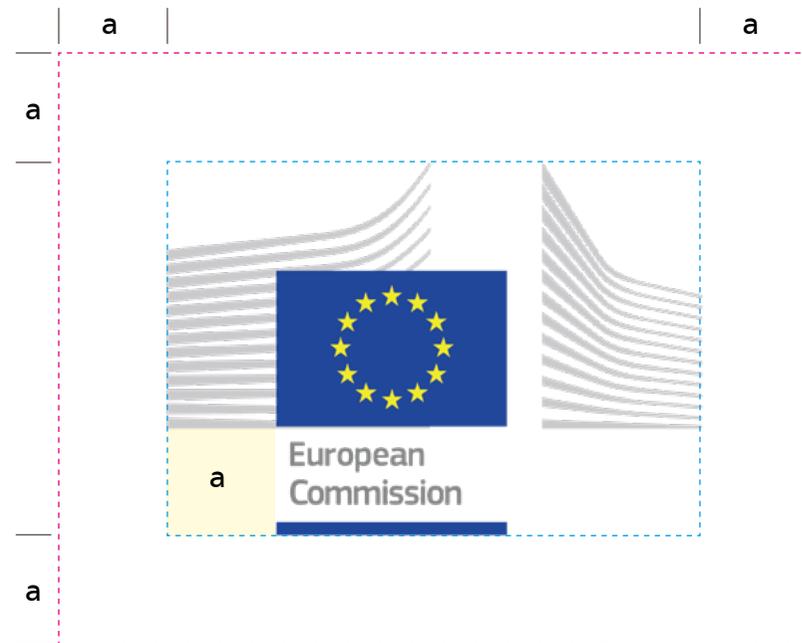


Black & White Version



Commision Logo

The logo of the European Commission must be visible in its entirety and placed on a background which does not compromise its integrity. The logo is unalterable and inseparable in all its component elements. Modifying the logo in any way is strictly prohibited. For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", which no other element (text, image, drawing, figure...) can infringe upon



Placing the logo on a background which contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo is not compromised and the protection area is respected. If the background would distort or interfere with the logo, the protection area around the logo should be white or marked with a flat colour.

EQAVET Logo

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The logo itself can be characterized by the following adjectives: friendly, welcoming, inclusive, inviting, quality orientated and European.

White Space

A minimum amount of whitespace is needed around the logo to maintain the right expression. When a smaller or bigger logo is needed, it is possible to scale the logo - including the whitespace - up or down to the required size. It is not permitted to cut the whitespace of the logo.



Colour

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Approved versions of the logo

The full EQAVET logo comprises the following elements:

- star
- acronym: EQAVET
- name: European Quality Assurance in Vocational Education and Training
- strap line: Supporting the implementation of the European Quality Assurance Reference Framework for Vocational Education and Training

The logo can be used both in full colour and black & white in the following variants:

FULL LOGO



STAR ACRONYM & NAME



STAR & ACRONYM



Where the logo can be used

The EQAVET logo can be used in information and promotional materials that refer to European Quality Assurance in Vocational Education and Training both in their electronic and printed versions: documents, brochures, reports, newsletters, posters, leaflets, banners, presentations etc.

The logo can also be used on websites.

It is not appropriate to use the logo on letterheads and business cards or any other material where the information present does not specifically relate to EQAVET work.

If you are in doubt on how and where to use the logo, please contact the EQAVET Secretariat:
email: EQAVET.mutual.learning@icf.com.

How the logo should not be used

1. Individual elements of the logo design must not be used individually or in combinations other than specified in these guidelines.
2. The star symbol must never be used independently.
3. The logo should never be reproduced vertically or at an angle.
4. The logo must not be distorted – any reduction or enlargement should be equal so that the logo reproduces in proportion e.g. when re-sizing never squash or stretch the logo.
5. The lettering is part of the logo design and the typeface must not be changed in any way.
6. The strap line must not be altered nor can any additional text be added to the logo.
7. The logo should never appear against a conflicting or busy background and should be kept clear of other graphic elements.
8. The logo must not be enclosed in a box or shape.
9. To ensure the quality of image reproduction, the logo must not be reproduced / scanned from previously printed material.
10. In order to ensure legibility, the full version of logo should not be reproduced at less than 40mm width.
11. The logo colour scheme must not be changed.

See next page



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