



**VISUAL IDENTITY: THE MANUAL**

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# **BASIC IDENTIFYING FEATURES**

SIGIL – LOGOTYPE – COLOUR SCHEME

# LOGOTYPE SIGIL AND LOGOTYPE FORMATS: APPLICATION

The logotype is a combination of a sigil (sign or symbol) and lettering drafted on the basis of the Breuer Condensed Bold typeface.

## APPLICATION

**Basic** are formats featuring the abbreviated name 'ENRS'. Whenever possible, it is recommended to use **primarily the horizontal version** (see the box on the right).

The sigil may be used on its own if the basic format, the extended logotype format and - in special cases - the very name of the institution appear as part of the design.

For instance:

- a cover spine featuring the logotype on page IV,
- a website footer featuring the logotype in the upper section.

The **extended format** is used **only** when it is necessary to communicate to the recipient the full name of the institution and it does not feature unambiguously within the content of the material prepared by the editors.

These very principles apply also to the logotype in monochrome, black-and-white and negative-space versions.

## SIGIL



## LOGOTYPE: BASIC FORMATS

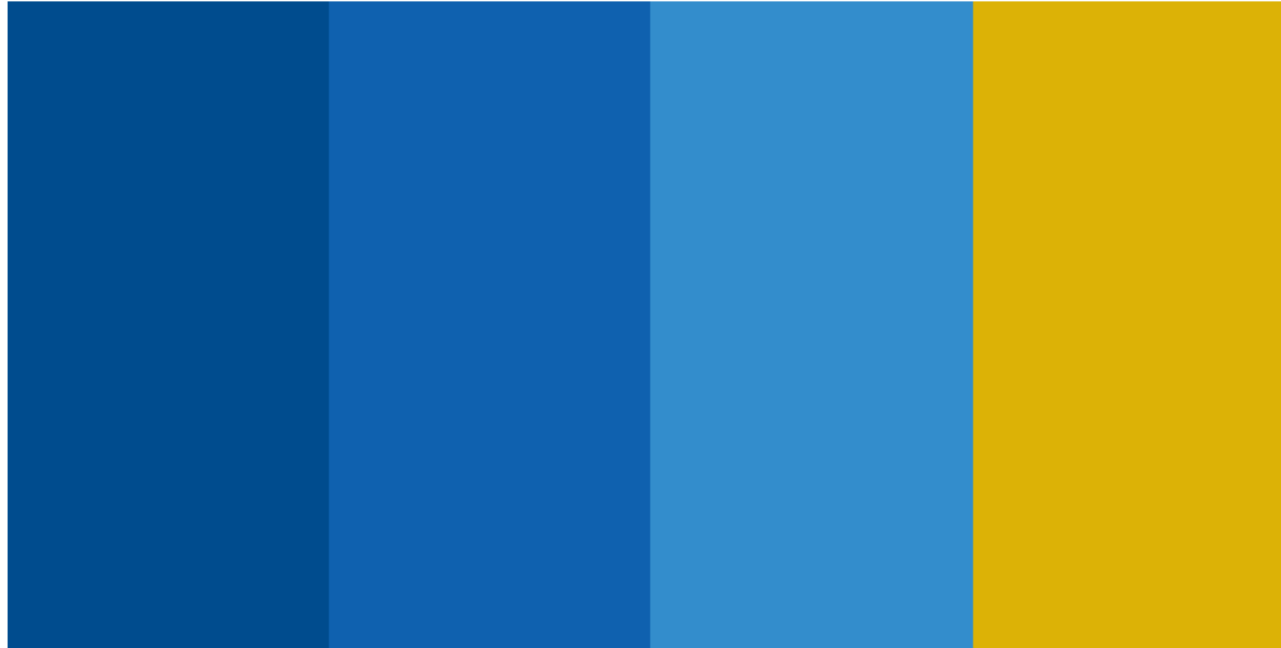


## LOGOTYPE: EXTENDED FORMAT



# LOGOTYPE: Colour scheme

## PRIMARY COLOURS



**CMYK** 100/65/0/23

**PANTONE** 288

**RGB** 6/72/135

**HEX** #064887

**CMYK** 96/56/0/0

**PANTONE** 285

**RGB** 16/100/173

**HEX** #1064ad

**CMYK** 75/35/0/0

**PANTONE** 2143

**RGB** 57/140/203

**HEX** #398aca

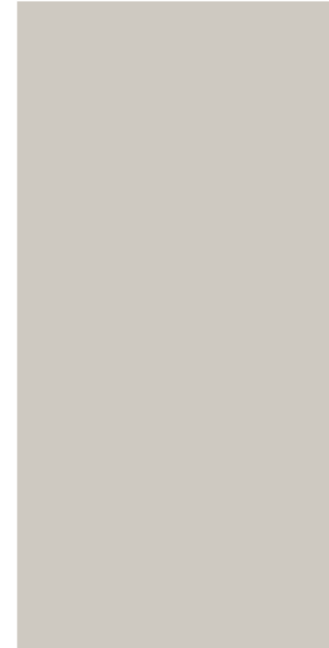
**CMYK** 0/18/100/16

**PANTONE** 110

**RGB** 220/180/0

**HEX** #dcb400

## COMPLEMENTARY COLOUR



**CMYK** 10/10/14/10

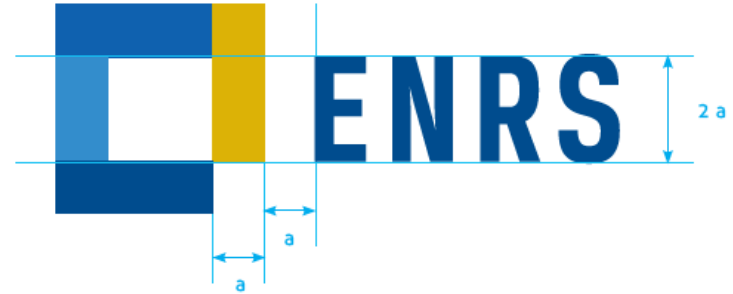
**PANTONE** 7534

**RGB** 217/212/203

**HEX** #d9d4cb

## LOGOTYPE: Structure and protective field of the basic format (horizontal)

In the basic horizontal version of the logo, the proportions are based on the 'a' module.



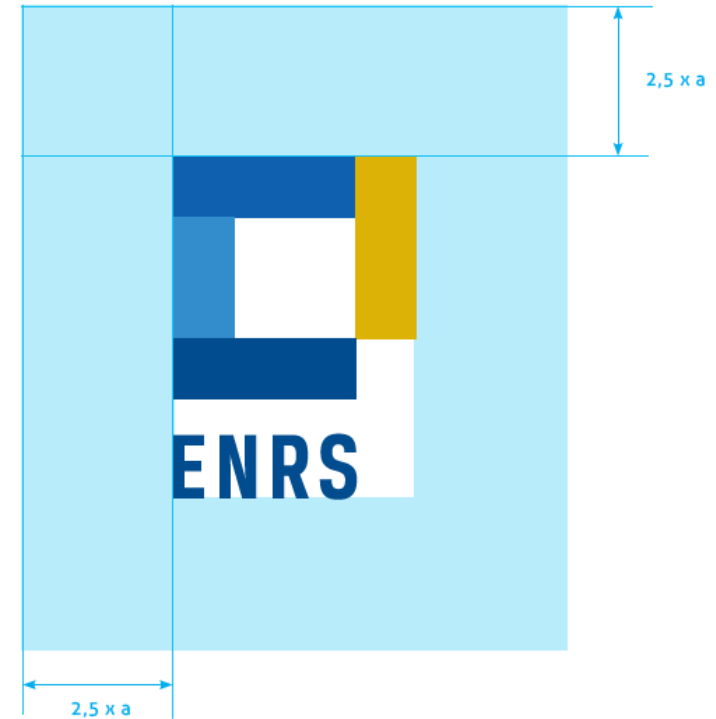
A protective field should be kept around the sigil, with a width of  $2.5a$ .



## LOGOTYPE: Structure and protective field of the basic format (vertical)



In the basic vertical version of the logo, the proportions are based on the 'a' module and the width of the letter 'N'.



A protective field should be kept around the sign, with a width of  $2.5 a$ .

## LOGOTYPE: Structure and protective field of the extended format

In the extended format of the logo, the proportions are based on the 'a' module.

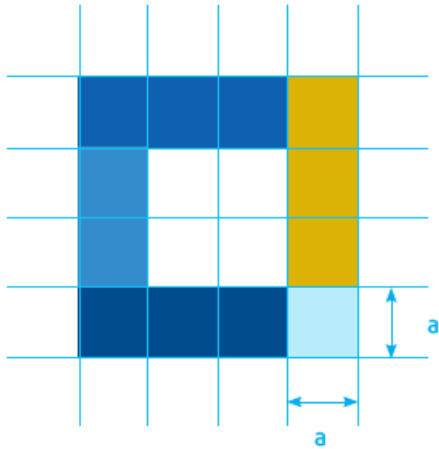


A protective field should be kept around the sign, with a width of 2.5 a.

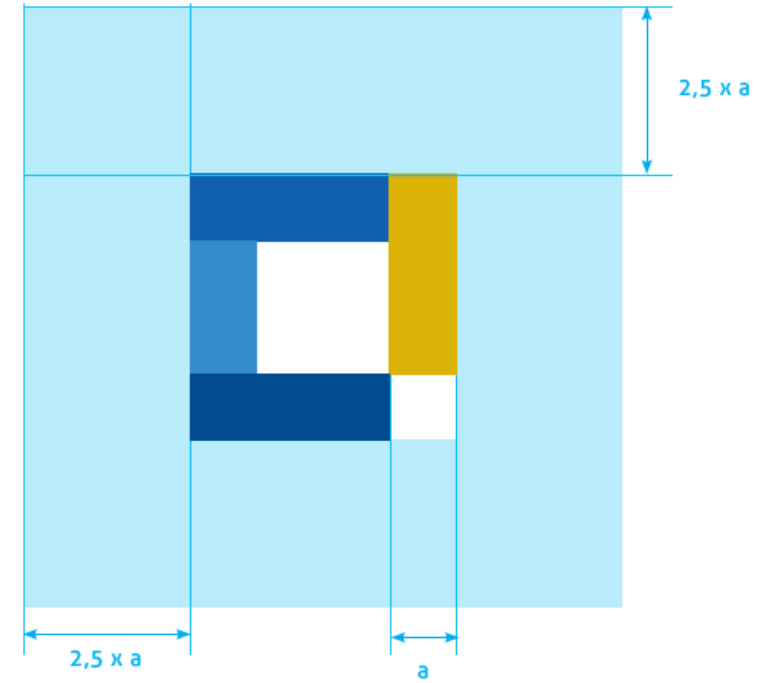




## LOGOTYPE: Sigil structure and protective field



The sigil has been drafted on a regular grid and has a modular structure ( $a \times a$ ).



A protective field should be kept around the sigil, with a width of  $2.5 a$ .

# LOGOTYPE FULL-COLOUR VERSION: PROHIBITED APPLICATIONS

This applies to all formats of the full-colour version



The darkest allowable background is the value equivalent of  
CMYK: 0/0/0/10  
RGB: 237/237/237

Only backgrounds of neutral hues are allowed.



# LOGOTYPE MONOCHROME VERSION

**CMYK** 100/65/0/23  
**PANTONE** 288  
**RGB** 6/72/135  
**HEX** #064887

A single colour has been attributed to the monochrome version.

!!! It is not allowed to change the colour scheme to other hues featuring in the visual identity or any other colours.

## APPLICATION

Printing from a limited number of colours.  
Monochrome designs.

When it is impossible to use the minimum size of the full-colour version.

Selection of the sign format – see p. 3

## STRUCTURE AND PROTECTIVE FIELD

Like in the full-colour version (see p. 5-8).

## SIGIL



## LOGOTYPE: BASIC FORMATS



## LOGOTYPE: EXTENDED FORMAT



# LOGOTYPE MONOCHROME VERSION: PROHIBITED APPLICATIONS

This applies to all formats of the monochrome version



The darkest allowable background is the value equivalent of  
CMYK: 0/0/0/30  
RGB: 198/198/198



## LOGOTYPE BLACK-AND-WHITE VERSION

**CMYK** 100/65/0/23  
**PANTONE** 288  
**RGB** 6/72/135  
**HEX** #064887

### APPLICATION

Grey scale printing.

Facsimile and black-and-white office printers.

When it is impossible to use the minimum size of the full-colour or monochrome version.

Selection of the sign format: see p. 3.

### STRUCTURE AND PROTECTIVE FIELD

Like in the full-colour version (see p. 5-8).

### SIGIL



### LOGOTYPE: BASIC FORMATS



### LOGOTYPE: EXTENDED FORMAT

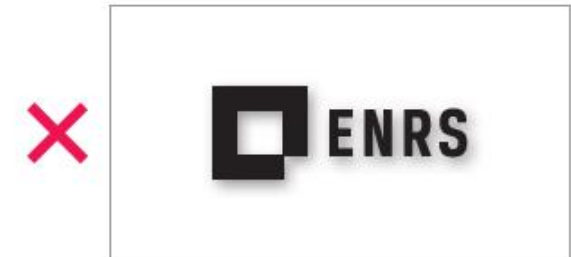
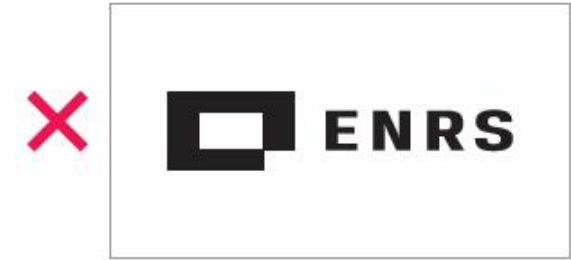
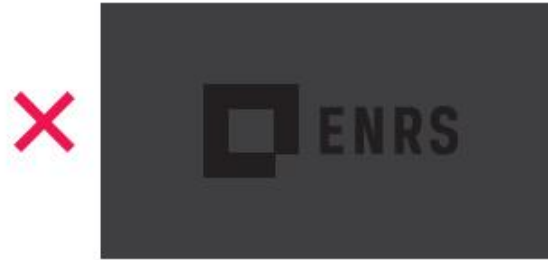


## LOGOTYPE BLACK-AND-WHITE VERSION: PROHIBITED APPLICATIONS

This applies to all formats of the black-and-white version.



The darkest allowable background is the value equivalent of  
CMYK: 0/0/0/35  
RGB: 188/188/188.



# LOGOTYPE NEGATIVE SPACE VERSION

## APPLICATION

For promotional purposes, when it is impossible to use the positive versions of the sign (full-colour, black-and-white or monochrome) due to the colour of the media or project objectives.

Selection of the sign format – see p. 3.

## STRUCTURE AND PROTECTIVE FIELD

Like in the full-colour version (see p. 5-8).

!!! For the purposes of negative-space applications, only logotypes and sigil from the source files featuring the word 'KONTRA' may be used.

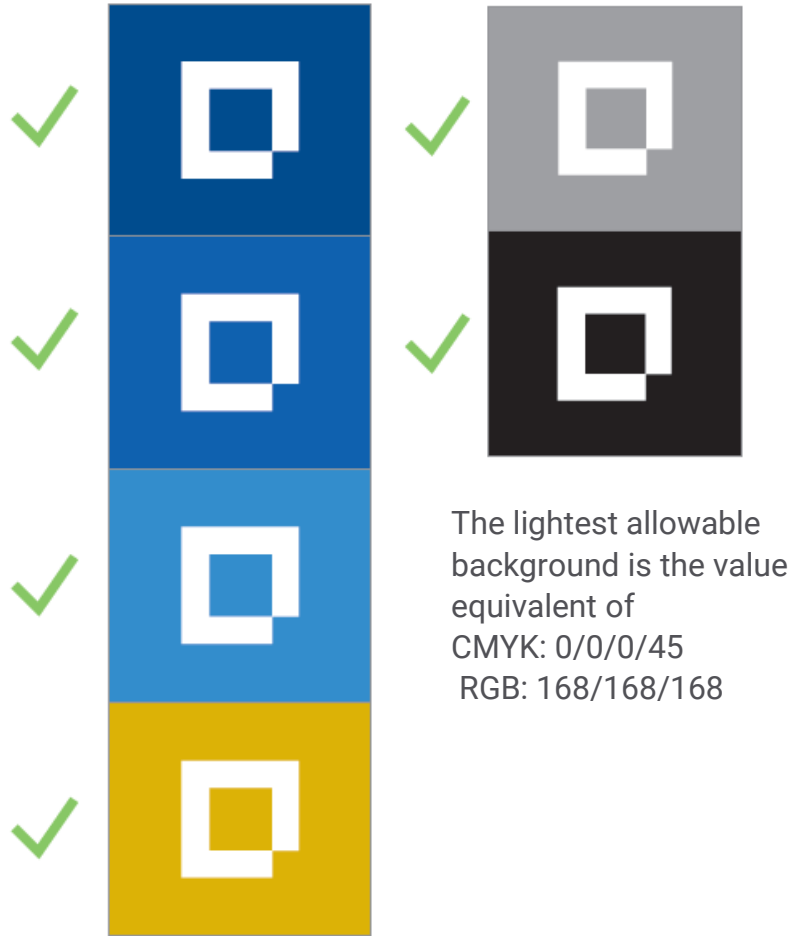
As **necessary optical corrections** have been made in the aforementioned files, **it is strictly prohibited to generate 'negative space' by changing the logotype colour in the positive.**



European Network  
Remembrance  
and Solidarity

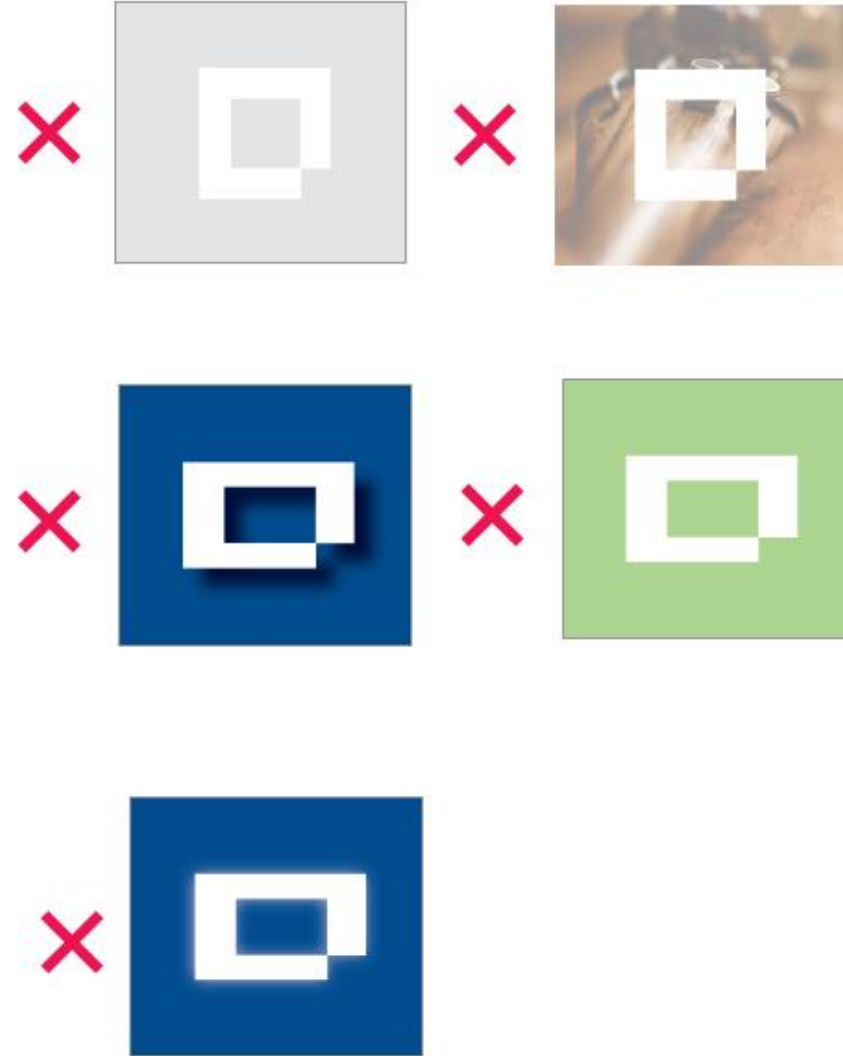
# LOGOTYPE NEGATIVE SPACE VERSION: PROHIBITED APPLICATIONS

This applies to all formats of the negative-space version.



The lightest allowable background is the value equivalent of  
CMYK: 0/0/0/45  
RGB: 168/168/168

On the basic visual identity colours.





# LOGOTYPE MINIMUM SIZES: SCREEN APPLICATIONS

The minimum sizes for applications in electronic media have been set permanently for each logo format and do not depend on the colour scheme.

h = 33px



h = 33px



h = 78px



h = 55px



# LOGOTYPE MINIMUM SIZES: DIGITAL AND OFFSET PRINTING

Sizes for printing using several colours of the triad (CMYK) or several Pantone colours.



h = 5mm / 33px

h = 5mm / 33px

h = 13mm / 78px

h = 12mm / 55px

Minimum sizes for printing using a single colour with 100% saturation.



h = 5 mm

h = 5mm

h = 9,5 mm

h = 9 mm

## LOGOTYPE MINIMUM SIZES: DIGITAL AND OFFSET PRINTING

Sizes for printing on backgrounds featuring several colours of the triad (CMYK) or several Pantone colours.



Minimum sizes for printing on backgrounds featuring a single colour (Pantone or K).



# **SUPPLEMENTARY IDENTIFYING ASPECTS**

TYPOGRAPHY – TEMPLATE – APPLICATION EXAMPLES

# TYPOGRAPHY DEDICATED TYPEFACES

## TITLES

### Breuer Condensed

ODMIANY: Light / Light Italic / Regular / Italic /  
Medium / Medium Italic / Bold / Bold Italic

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PL    Zazólc gęślą jaźń  
DE    Fix, Schwyz! quäkt Jürgen blöd vom Paß  
SK    Fučka se mi hladna goveja žolca brez pršuta  
CZ    Hleď, toť přizračný kůň v mátožné póze šíleně úpí.  
HU    Árvíztűrő tükörfúrógép  
RU    Bând whisky, jazologul şpriuit vomă fix în tequila

## BODY OF TEXT

### Roboto

ODMIANY: Regular / Italic / Bold / Bold Italic

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PL    Zazólc gęślą jaźń (PL)  
DE    Fix, Schwyz! quäkt Jürgen blöd vom Paß (DE)  
SK    Fučka se mi hladna goveja žolca brez pršuta  
CZ    Hleď, toť přizračný kůň v mátožné póze šíleně úpí.  
HU    Árvíztűrő tükörfúrógép  
RU    Bând whisky, jazologul şpri uit vomă fix în tequila

## Breuer Condensed – rodzina krojów pisma przeznaczona do formatowania tytułów

232

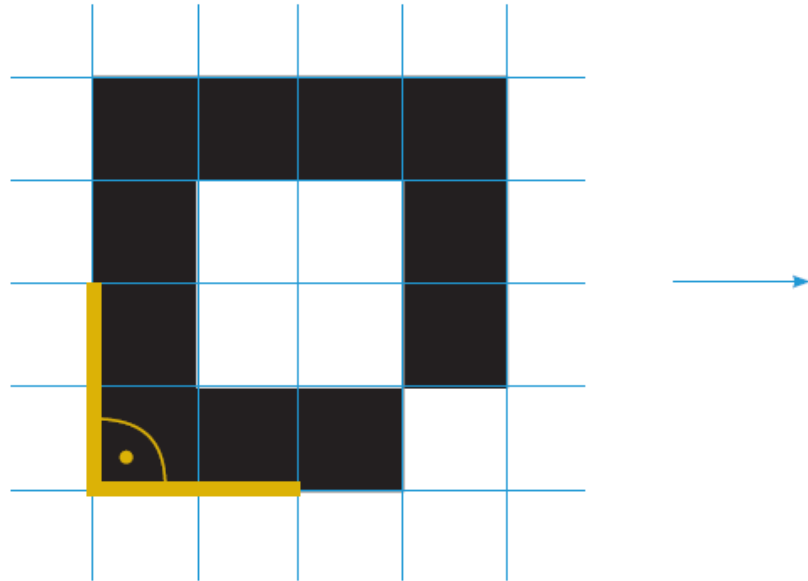
Roboto – rodzina krojów pisma przeznaczona do formatowania dłuższych tekstów aut eiusand elique verempos qui volut ut abor min ressi vendam dollupid ullabor ecabor mil maios sus estiberum et alibust aut harum quo conem si ut illendaecea quis est, omnimaionse experibusa comnis simusa. Mos solorib usaesti volorerfero el eiciis sam ium qui commos consequo pratis aut ut acculpa nonestiur, qui ium faccusa nditatq uibusam et que nobis rero blaccup tiatissum fugit esequis repraeporeser

ECABOR MIL MAIOS SUS ESTIBERUM

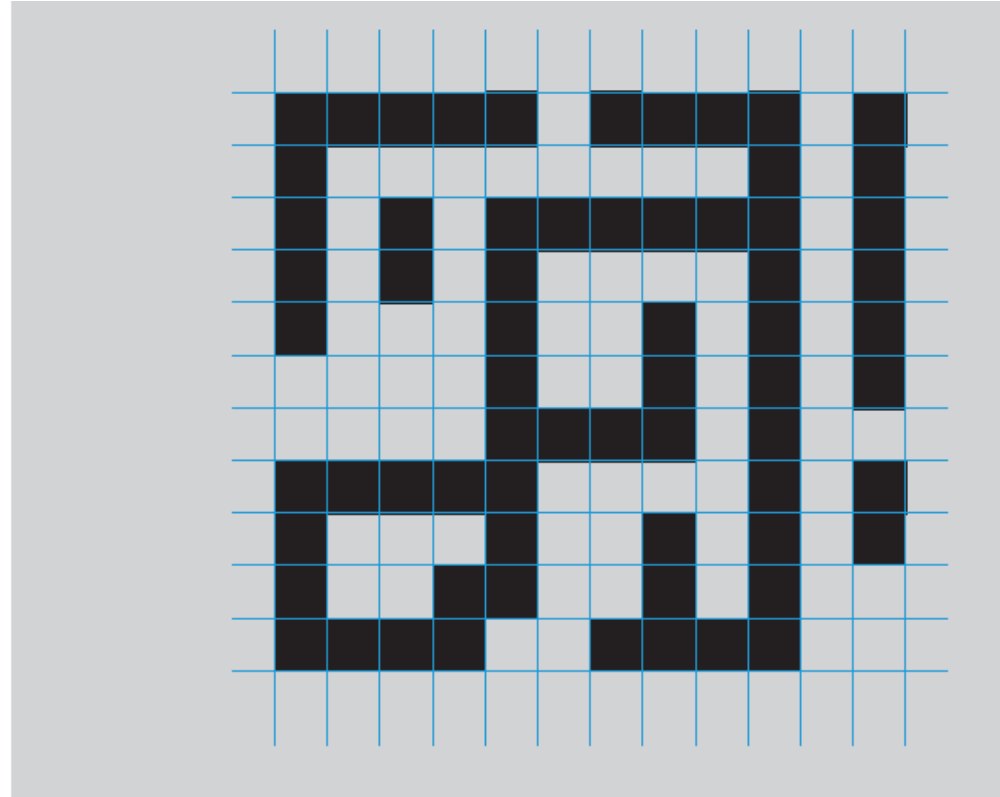
234

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## TEMPLATE STRUCTURE



The template of supplementary identifying aspects is constructed just like the sigil, on a symmetrical grid. The empty fields correspond to the width and height of the filled fields.



A file entitled ENRS\_template\_structure containing a template example has been attached to this manual.

The setup of the fields may be adapted to the design format and proportions as long as the nature and logic of the template structure are retained.

# TEMPLATE RECOMMENDED COLOUR SETS



**CMYK** 100/65/0/23  
**PANTONE** 288  
**RGB** 6/72/135  
**HEX** #064887

**CMYK** 96/56/0/0  
**PANTONE** 285  
**RGB** 16/100/173  
**HEX** #1064ad



**CMYK** 96/56/0/0  
**PANTONE** 285  
**RGB** 16/100/173  
**HEX** #1064ad

**CMYK** 75/35/0/0  
**PANTONE** 2143  
**RGB** 57/140/203  
**HEX** #398aca



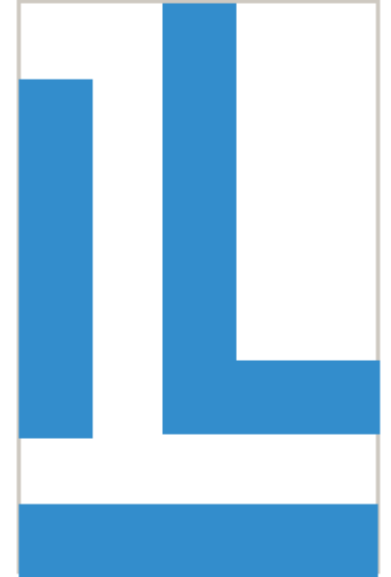
**CMYK** 75/35/0/0  
**PANTONE** 2143  
**RGB** 57/140/203  
**HEX** #398aca

**CMYK** 10/10/14/10  
**PANTONE** 7534  
**RGB** 217/212/203  
**HEX** #d9d4cb



**CMYK** 0/18/100/16  
**PANTONE** 110  
**RGB** 220/180/0  
**HEX** #dcb400

**CMYK** 10/10/14/10  
**PANTONE** 7534  
**RGB** 217/212/203  
**HEX** #d9d4cb



**CMYK** 0/0/0/0  
**PANTONE** na  
**RGB** 255/255/255  
**HEX** #ffffff

**CMYK** 10/10/14/10  
**PANTONE** 7534  
**RGB** 217/212/203  
**HEX** #d9d4cb



## EXAMPLES OF APPLICATIONS: Editorial



### This is a headline

Aut eiusand elique verempos qui volut ut abor min ressi vendam dollupid ullabor ecabor mil maios sus estiberum et alibust aut harum quo conem si ut illendaecea quis est, omnimaionse experibusa comnis simusa. Mos solorib usaesti volorerfero el eiciis sam ium qui commos consequae pratis aut ut acculpa nonestiur, qui ium faccusa nditatq uibusam et que nobis ro blaccup tiatissum fugit esequis repraee poreser Lessunt quas si que alis etur, eos plab id quis rerectem sequat isquatur, esequae

## EXAMPLES OF APPLICATIONS: Promotional materials





## European Network Remembrance and Solidarity

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