

EUROPEUM Institute for European Policy

# GRAPHIC MANUAL

EUROPEUM INSTITUTE 2024



Introducing EUROPEUM Institute's visual communication toolkit and guidelines for using the brand elements. This document should be made familiar to all those involved in the presentation and promotion of the EUROPEUM brand and the partners who use it. It outlines the core elements of our brand identity, including our logo, colour palette, typography and other elements. By using these guidelines consistently, we will strengthen EUROPEUM's brand recognition and maintain a coherent and professional image.

# INTRODUCTION

1. Logo
2. Colour scale
3. Typography
4. Forbidden colours, fonts and use
5. Logo colour variations
6. Contact

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## LOGO PLACEMENT

Always place the Institute's logo horizontally and visibly so that nothing overlaps it. Make sure to use the correct version of the logo of good quality and legibility.



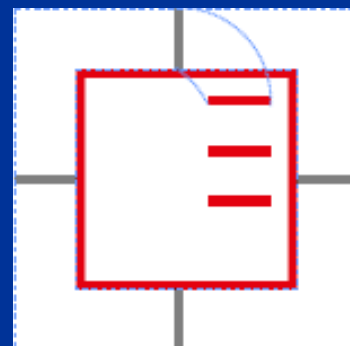
## COLOUR VARIANTS

ATTENTION! The EUROPEUM Institute's Prague office uses the red, white and black variant, the Brussels office has its own colour scheme – see further in the manual.

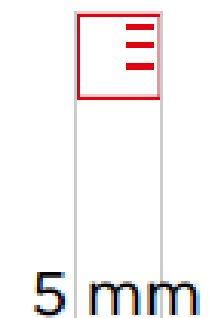
# LOGO

## PROTECTION ZONE

When placing the logo, pay attention to the protection zone, other logos and graphic elements should be placed outside of it.



## MINIMUM LOGO SIZE



# LOGO

The chosen colour palette is linked to our identity, ensuring good brand recognition. Strategically chosen colours underline the main message. **The basic colours are red, complemented by white, and it is also possible to use a black version of the logo.**

### **EUROPEUM INSTITUTE'S BRUSSELS OFFICE**

The Brussels office uses its own colour palette for better recognition in its projects, which consists of dark blue complemented by white.



# COLOUR SCALE

## **FONT**

We use the **POPPINS** font in most of our social media posts. In the text of publications or other posts, we mostly choose **OPEN SANS** or **OPEN SAUCE**.

## **SIZE**

Choose a size appropriate to the desired graphic, with headings or important messages clearly separated from other text.

## **LAYOUT**

When creating graphics, make sure you have sufficient letter spacing, line height and paragraph spacing to create clean, readable text. Align text primarily to the left or in a block to give a clear and organized appearance.

# TYPOGRAPHY

## **FONTS**

such as these and similar ones:

**Comic Sans**

Courier New

Times New Roman

*Freestyle Script Regular*

## **COLOURS**

It is forbidden to change the colour variations and modify the logo in any way, see examples on the next page.

# FORBIDDEN USAGE





FORBIDDEN USAGE

# STANDARD VARIATION

## Full version



## Simple version



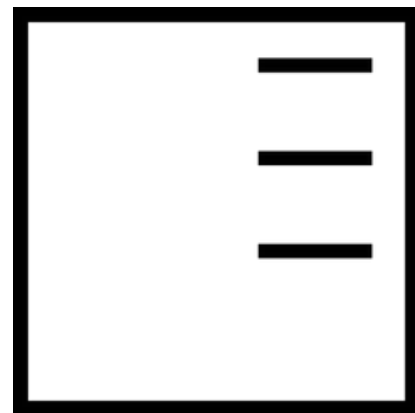
COLOUR  
LOGO  
VARIATIONS

# BLACK & WHITE VARIATION

**Full version**



**Simple version**



**Full version**



**Simple version**



# INVERTED VARIATION

# BRUSSELS OFFICE

## Full version



## Simple version



## FULL X SIMPLE VERSION

- **Use the full version e.g.:**
  - in presentations during events
  - in documents with multiple partners (logos)
  - on channels for the public, which don't fall directly under EUROPEUM
- **The simple version can be used e.g.:**
  - on our channels (EUROPEUM's social media, website)
  - generally, where it is obvious that it's an EUROPEUM publication/post



EUROPEUM Institute for European Policy

Should you have any questions regarding size, placement, logo variations or other, please do not hesitate to contact our communication team, they will gladly give you advice!



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