

Guidelines for
Graphic identity

Consistent visual appearance allows us to establish a clarified and respected image of our organization.



Logo

The EFSLI logo is one of the key elements of making all communications recognizable. Therefore it is essential to use it in appropriate way. The logo consists of “efsli - European Forum of Sign Language” logotype and a symbol element. It should not be altered in any way.



Typographic variations

The logotype can be layed out in two ways as demonstrated. The one that has the text “*European Forum of Sign Language Interpreters*” layed out on one line is the most favourable option. The other version is intended for use, at times when there might be not enough horizontal space available, or the more compact version of the logo is needed for other reasons.

Colour variations

There are three types of accepted colour variations. The blue on the light background and the white/light blue on the blue background are the most preferred ones. Black variation can be used if colour printing is not possible or if the used background compromises the legibility of the logo. See next page for exact colour values



Minimum size

To ensure the legibility of the logotype, it must be always used at least at the size demonstrated on the right. Notice that the actual minimum size of the logo also depends of the media/printing method used.

Safety area

Always leave at least the minimum safety area around the logo. It is often better to leave more space around the logo then to exaggerate the size.

Logo usage

Guidelines for Graphic identity



Colour Values



1. Blue

PMS = PANTONE Process Cyan
CMYK = C100 - M0 - Y0 - K0
sRGB = r40, g115, b240
HEX = #2873f0



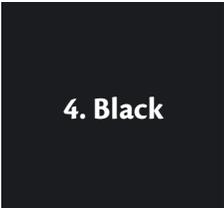
1. Dark blue

PMS = PMS 300
CMYK = C100 - M45 - Y0 - K0
sRGB = r25, g75, b180
HEX = #194bb4



3. Light blue

PMS = 25% PANTONE Process Cyan
CMYK = C25 - M0 - Y0 - K0
sRGB = r160, g215, b255
HEX = #a0d7ff



4. Black

PMS = PANTONE Process Black
CMYK = C0 - M0 - Y0 - K100
sRGB = r0, g0, b0
HEX = #000000

Cronos Regular

Usage: body texts, headings, subheadings

abcdefghijklmnopqrstuvwxyåäö 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ 1234567890

Cronos Italic

Usage: emphasizing words in body text, subheadings

abcdefghijklmnopqrstuvwxyåäö 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ 1234567890

Cronos Bold

Usage: headings, subheadings, emphasizing words

abcdefghijklmnopqrstuvwxyåäö 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890

Gill Sans

Usage: alternative when Cronos is not available

abcdefghijklmnopqrstuvwxyåäö 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ 1234567890

Typography

Cronos type face was chosen to be the EFSLI's primary type face because of its distinguishable characteristics, liveliness and its exceptionally good ability to perform in many different purposes. The Cronos typeface is designed by Robert Slimbach.

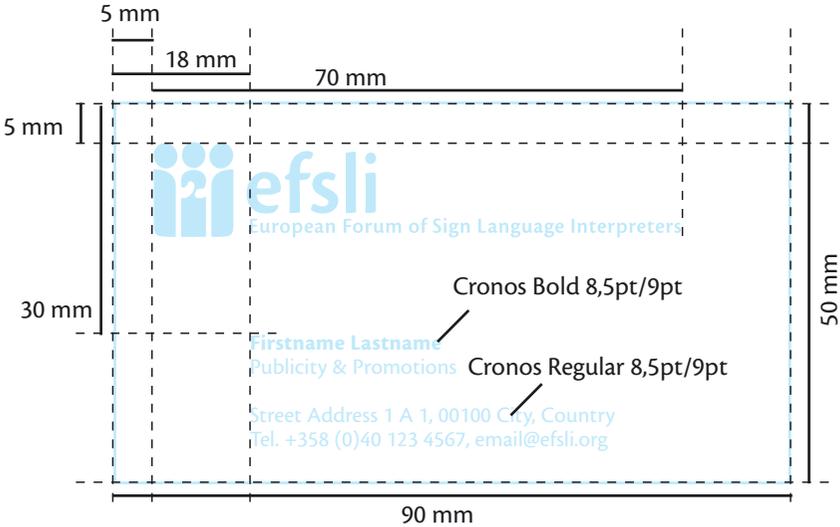
Cronos type family has many different variations. It is recommended to use the regular weight of Cronos to body texts while italic and bolder versions should be reserved for special purposes such as headings and emphasizing.

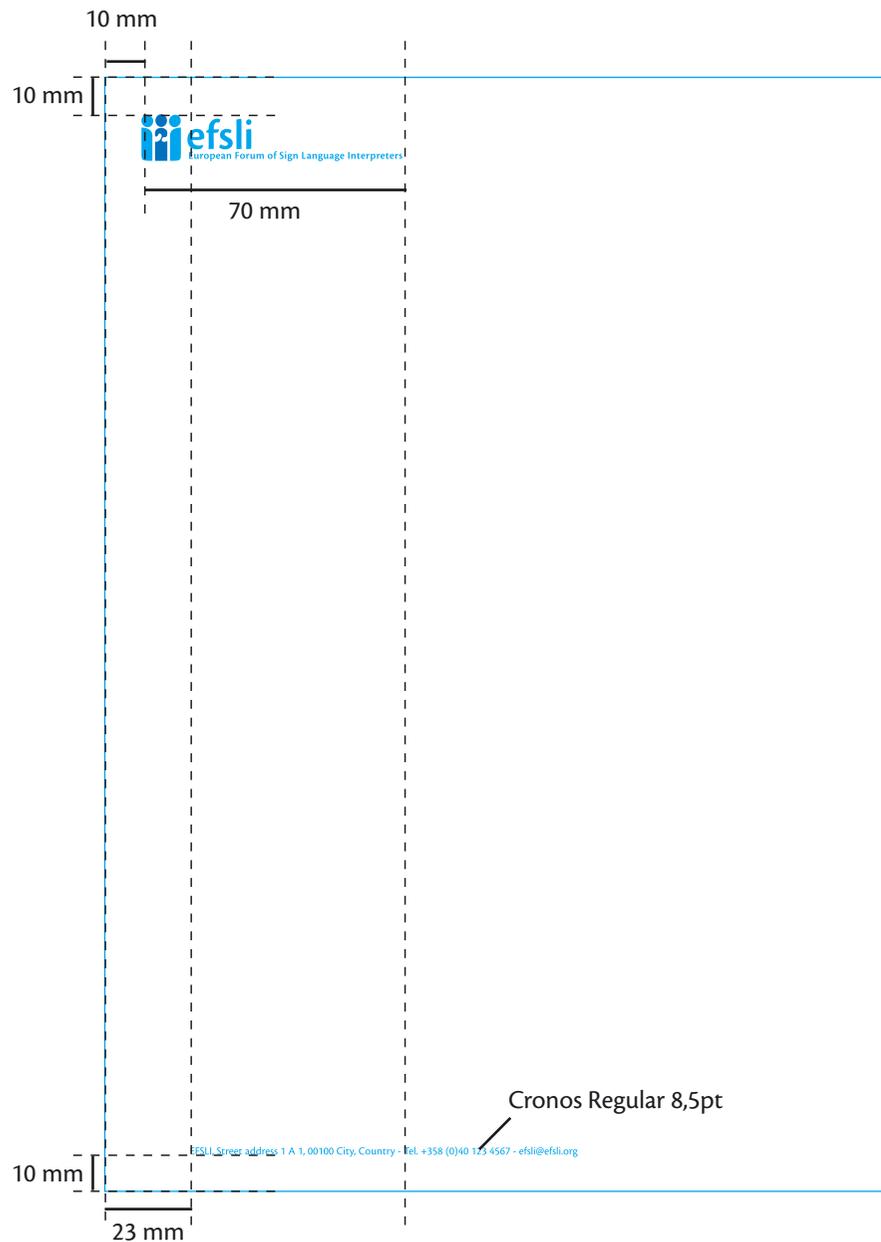
When the Cronos type face is not available, a good option is a more common Gill Sans type face, since it has a very similar proportions and texture.

On web pages and when Cronos or Gill Sans type faces are not available, Arial or Helvetica is preferred.

The licences for a Cronos fonts can be purchased for example from <http://www.fonts.com> & <http://store.adobe.com/type/>

Note that many commercial print houses already have the licence for Cronos type family, since it is bundled to most common versions of Adobe FontFolio suites.





A4 Letter

Envelopes

The example is of C5 Envelope.

For other formats, use same distances from the nearest corners and same sized logo and text point size.

