Graphic Guidelines

This manual provides the standard elements and principles that guide the proper use and/or reproduction of the Europlanet visual identity. The Department of Branding Management of Europlanet must be consulted every time that a specific situation not foreseen in this manual may occur.
Main Symbol-logo Sets

Logo

Secondary Symbol-logo Set
Clear Minimum Space

Logo

Secondary Symbol-logo Set
Minimum Sizes - Printing Media

Minimum Sizes - Digital Media
Color References

Pantone Uncoated Black 6 U
R75, G78, B85
C86, M69, Y43, K55
CSS rgb(75, 78, 85);
HEX #4b4e55
Colored Backgrounds

A wide range of background colors is permitted.
Photographic Backgrounds

The same rule of the colored backgrounds is applied to the photographic backgrounds.
**Typeface**

**Booster Next FY** is the typeface of Europlanet. This typeface and its family is also a fundamental part of the Visual Identity. Therefore its use is required in all institutional and promotional branding communications.

**Booster Next FY**

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