

eur@PLANET

Symbol and Logo Graphic Guidelines

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.

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Main Symbol-logo Sets

Logo



Secondary Symbol-logo Set

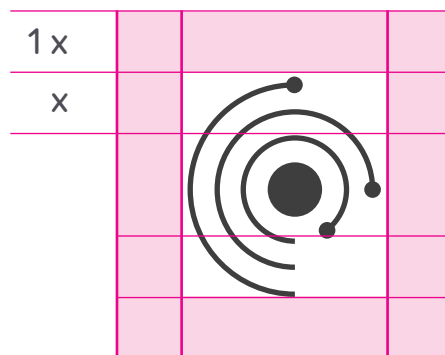


Clear Minimum Space

Logo



Secondary Symbol-logo Set



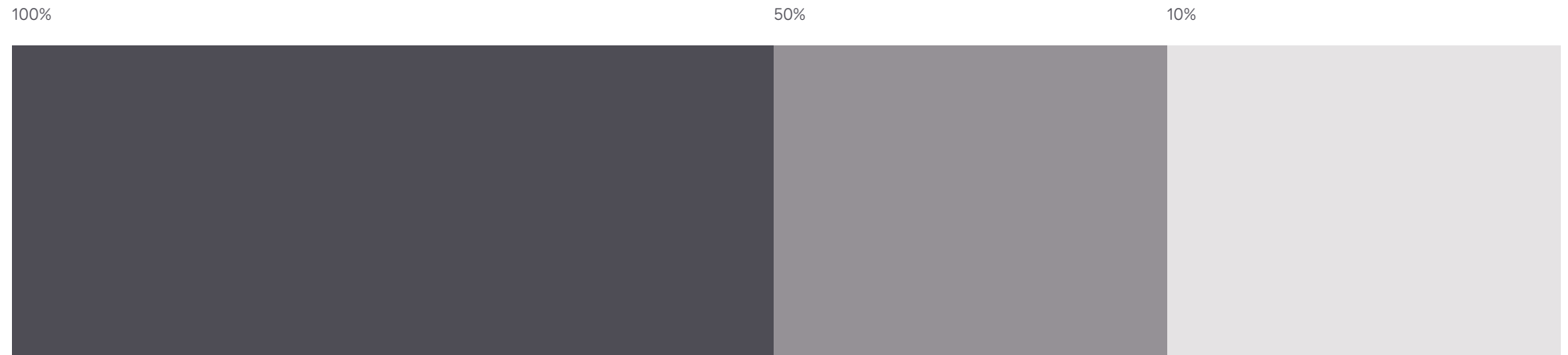
Minimum Sizes - Printing Media



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

abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890

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