

# VISUAL GUIDELINES 2012



EUROPEAN ASSOCIATION FOR  
THE EDUCATION OF ADULTS

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# 1. EAEA LOGO

## 1.1 STANDARD VERTICAL LOGO

**The EAEA logo.** The form of the logomark represents *community* (connection between all the parts of the logomark), *vitality* (playfulness of the layout) and *progressivity* (the letters are on the move). The timeless design represents the depth and long history of European education.

**Standard vertical logo.** There are two variations of the logo: standard vertical logo and horizontal logo (see page 4). Standard vertical logo is primarily used.

**Protected area.** An empty area should surround the logo. The size of the protected area is the height of the logotype.

**Minimum size.** The logo should not be used in a smaller size than a width of 2.5 cm, because the logotype will be unreadable when smaller.

**File formats.** EAEA logo is available as JPG for screen and EPS for printing purposes. It is important to use right file format depending on the media so that the logo is always shown in the best possible quality.

**Colours.** The chosen colours, blue and orange, continue the tradition of EAEA's visual identity. See exact definitions on page 4.



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Positive



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Negative



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Greyscale



Protected area



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← 2.5 cm →

Minimum size


## 1.2. HORIZONTAL LOGO


**Horizontal logo.** This version is to be used only when the layout does not allow the usage of the standard vertical logo (e.g. small space).

**Protected area.** The size of the protected area is the height of one letter of the logotype.

**Minimum size.** The logo should not be used in a smaller size than a height of 1 cm, because the logo will be unreadable when smaller.

**Colours.** The colour system is chosen according to the media used. Generally, CMYK and PMS are used for prints while RGB is used for screen. The correct colour value is chosen following the guidelines below.

 **Blue**  
 CMYK: 80/20/20/0  
 PMS: 3135  
 RGB: 0/157/188

 **Yellow**  
 CMYK: 0/10/100/0  
 PMS: 109  
 RGB: 255/221/0

 **Grey:**  
 CMYK: 0/0/0/50  
 PMS: Cool Gray 9  
 RGB: 147/149/152

Positive



Negative



Greyscale



Protected area



Minimum size



## 2. TYPOGRAPHY

**Body text.** Calibri with all its typefaces is the font used for body texts. If Calibri is not available, Verdana can be used as a compensatory font. The highlighting is done by using italic or bold typeface. The highlighting should not be too long - the readability reduces.

**Headlines.** Myriad Pro with its Semibold typeface in particular is used for headlines. If it is not available, Calibri Bold is the compensatory font.

### Body text: Calibri

Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ  
abcdefghijklmnopqrstuvwxyzääö  
1234567890 (,.;!?!%&- -)

*Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ*  
*abcdefghijklmnopqrstuvwxyzääö*  
*1234567890 (,.;!?!%&- -)*

**Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890 (,.;!?!%&- -)**

***Bold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ***  
***abcdefghijklmnopqrstuvwxyzääö***  
***1234567890 (,.;!?!%&- -)***

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod tempor** incididunt ut *labore* et dolore magna aliqua. Ut enim ad minim veniam.

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Compensatory font: Verdana  
Regular, *Italic*, **Bold**, ***Bold Italic***

### Headlines: Myriad Pro

**Semibold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ**  
**abcdefghijklmnopqrstuvwxyzääö**  
**1234567890 (,.;!?!%&- -)**

***Semibold Italic***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ***  
***abcdefghijklmnopqrstuvwxyzääö***  
***1234567890 (,.;!?!%&- -)***

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**1. LOREM IPSUM**  
**1.1. DOLOR SIT AMET**

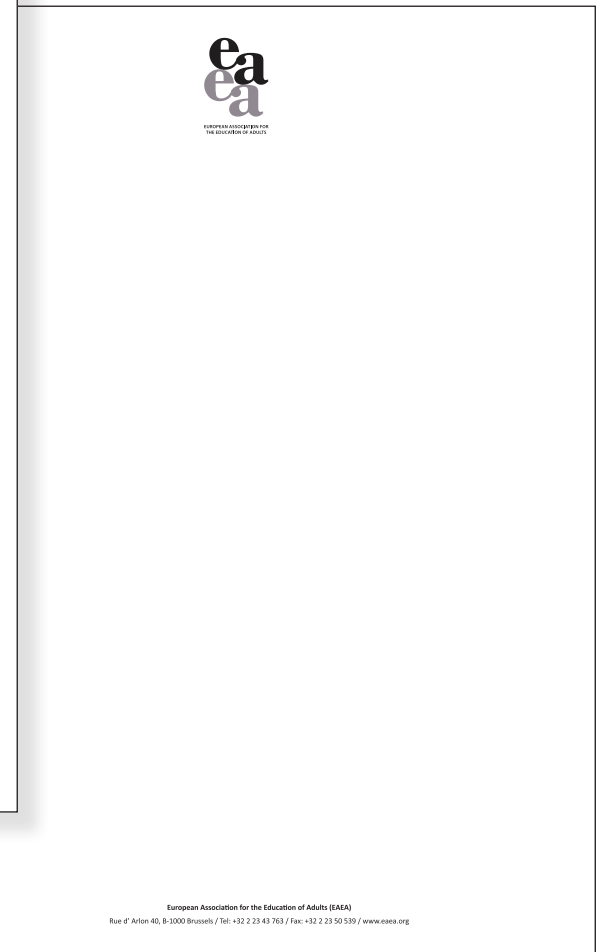
### 3. BUSINESS CARD

EAEA's business card has a size of 90 x 50 mm.  
See page 3 for colour information.



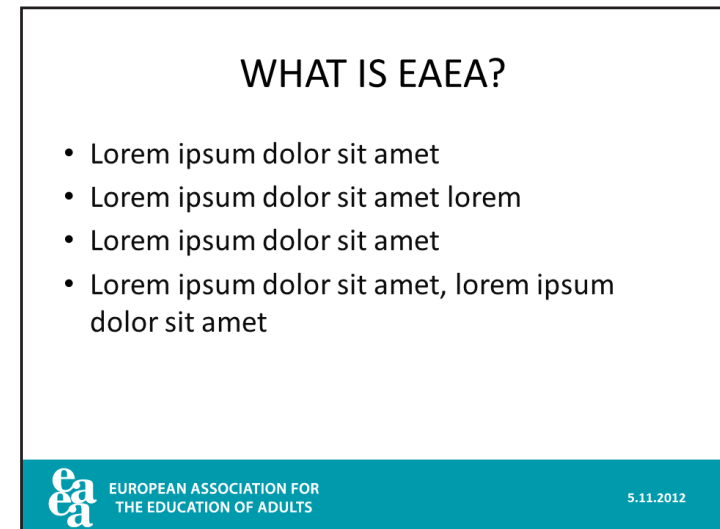
## 4. LETTERHEAD

Coloured letterhead is primarily used. If colour printing is not possible, the greyscale version can be used instead.



## 5. POWER POINT SLIDES

EAEA's Power Point presentations are held using always the same layout.





## 6. EMAIL SIGNATURES

Also the emails sent outside EAEA maintain coherent visual identity. All EAEA employees use the official signature with their own details.

