

CAP'EM Logo usage guide



Guidelines for using the CAP'EM logo

This document provides guidelines for the correct use and reproduction of the CAP'EM logo.

The guide treats of the following subjects:

- Logo size and whitespace
- Colours
- Logo reproduction
- File Formats
- Accompanying font
- How to use in combination with other logos ?

Summary

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Logo size

■ Minimum size



■ Maximum size

The logo can be enlarged to any size, however the aspect ratio and the required resolution (in case of bitmap images) must be maintained.

■ Standard size



Spacing

- The minimum white space around the logo should be equal to half of the height of the letter C of CAP'EM. The size of this white space should be kept in proportion to the size of the logo.



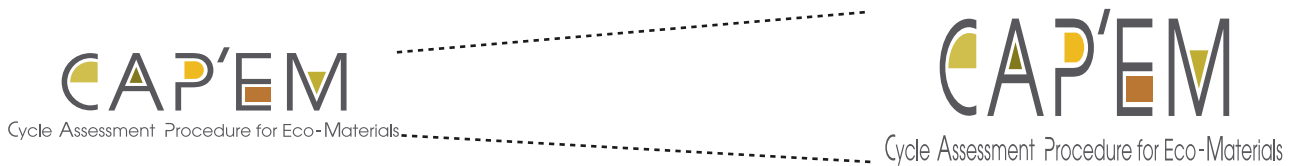
Resizing the logo

- Remember to maintain the aspect ratio of the logo at all times.

Correct



Incorrect



Colours

■	<p>CMYK Grayscale RGB Hex RGB</p>	<p>C 8 / M 8 / Y 75 / K 19 34% Black R 206 / G 200 / B 96 #CEC860</p>		■	<p>CMYK Grayscale RGB Hex RGB</p>	<p>C 12 / M 50 / Y 82 / K 22 64% Black R 174 / G 131 / B 65 #AE8341</p>	
■	<p>CMYK Grayscale RGB Hex RGB</p>	<p>C 25 / M 21 / Y 90 / K 47 77% Black R 134 / G 131 / B 43 #86832B</p>		■	<p>CMYK Grayscale RGB Hex RGB</p>	<p>C 14 / M 14 / Y 84 / K 22 44% Black R 190 / G 183 / B 73 #BEB749</p>	
■	<p>CMYK Grayscale RGB Hex RGB</p>	<p>C 2 / M 26 / Y 90 / K 5 31% Black R 225 / G 195 / B 65 #E1C441</p>		■	<p>CMYK Grayscale RGB Hex RGB</p>	<p>C 60 / M 50 / Y 45 / K 40 92% Black R 95 / G 95 / B 99 #5F5F63</p>	

Logo reproduction

The logo should always appear on a white background.
Do not use the logo on a coloured or patterned background, or over an image.
Do not add any effects to the logo, e.g. a drop shadow.

Correct



Incorrect



File format

- Printing (offset/digital) : An Illustrator EPS or PDF vector format or a TIFF with a resolution of minimum 300 dpi format. These file formats guarantee a sufficient quality reproduction of the logo.
- Web : A PNG format with a resolution of 72 dpi must be used for web applications.

Font

- Any text accompanying the logo should use the font Verdana.

Verdana

The quick brown fox jumps over the lazy dog.
0123456789 (.,:;-*!?)

- Use

Body Text : Verdana regular 10 pt

Titles : **Verdana bold 12 pt**

Sub-titles : **Verdana bold 10pt**

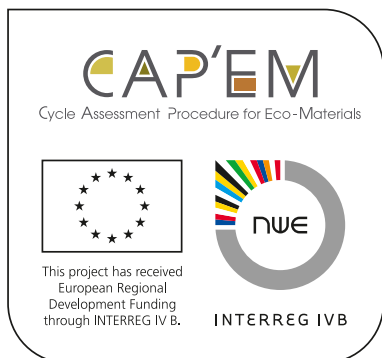
Citations : *Verdana italique 10pt*

- Colour

Font colour : 92% black (preferably) , 100% black as a second choice.

In combination with other logos

- In combination with other logos please preserve the white space around the logo.
- The CAP'EM logo should be used in a block layout when it has equal status to other logos.



- The CAP'EM logo should be placed separately where it has priority over other logos.



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