The official logo

The shape, font and colour must not be altered.

It is not recommended to use one or some elements of the logo.

Colour reference:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>Pantone</th>
<th>RVB</th>
<th>TSL</th>
<th>HTML</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue</td>
<td>100:80:0:10</td>
<td>287</td>
<td>30:68:138</td>
<td>#1e448a</td>
</tr>
<tr>
<td>Yellow</td>
<td>0:20:100:0</td>
<td>116</td>
<td>253:203:11</td>
<td>#ffdc0b</td>
</tr>
</tbody>
</table>

Font: Optima
For all printing in colour, the four-colour process must be used.

Logo variant: white text should be used for dark backgrounds.

Logo variant: black and white must be used for all two-colour documents.
The key principles for positioning the logo(s):

Logo positioning
always bottom right.

The page layout must always
keep the bottom third white.

Logos' association:
other logos must always be positioned to the left of the Council of Europe logo.

The space between the logos must be ¼ of the height of the CoE logo.
Logo size:

For these formats, all logos have the same size 25 x 20 mm

For posters the logos are 50mm x 40

A2 PORTRAIT 420 x 594
A3 PORTRAIT 297 x 420
A4 PORTRAIT 210 x 297
A5 PORTRAIT 148 x 210
A4 LANDSCAPE 297 x 210
- SQUARE 210 x 215
- PORTRAIT 100 x 210 Flyer
- LANDSCAPE 210 x 148
A5 PORTRAIT 105 x 148 Postcard Small brochure
A6 PORTRAIT 210 x 100 Invitation cards etc

Council of Europe's new visual identity - Guide [extract]
Precise demarcation of page use

<table>
<thead>
<tr>
<th>Type of publication</th>
<th>Content description</th>
<th>Authors Co-authors</th>
<th>Date</th>
</tr>
</thead>
</table>

Page layout example (A5)