Council of Europe's new visual identity
- Guide [extract]

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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.

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Colour reference:

	CMJN	Pantone	RVB	TSL	HTML
Blue	100 - 80 - 0 - 10	287	30 - 68 - 138	219 - 78 - 54	#1e448a
Yellow	0 - 20 - 100 - 0	116	253 - 203 - 11	48 - 96 - 99	#fdcb0b

Font: Optima

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

COUNCIL OF EUROPE
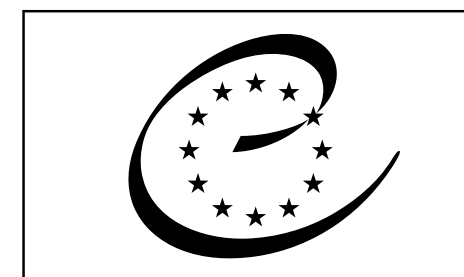
CONSEIL DE L'EUROPE

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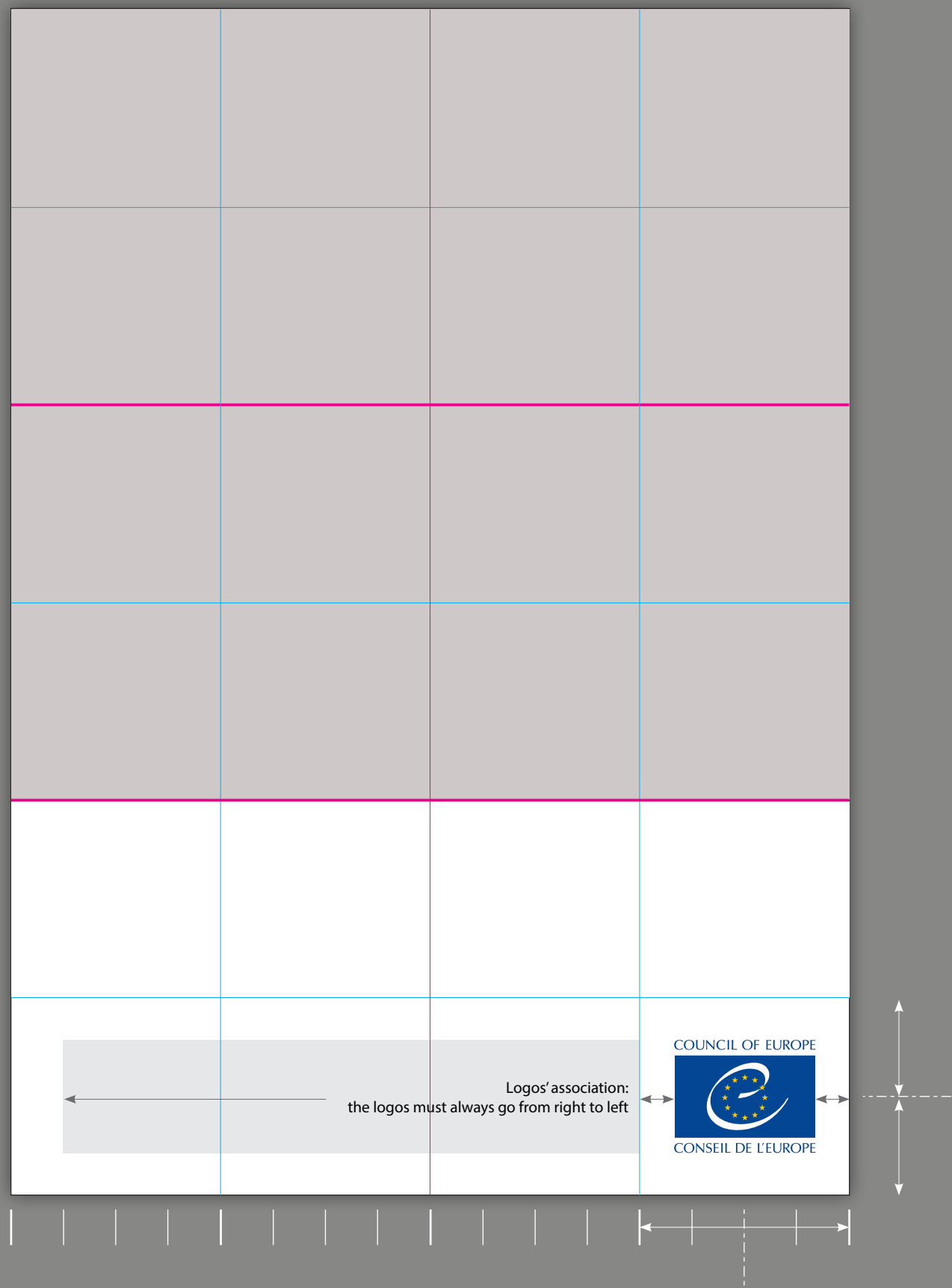
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Logo variant: white text should be used for dark backgrounds.

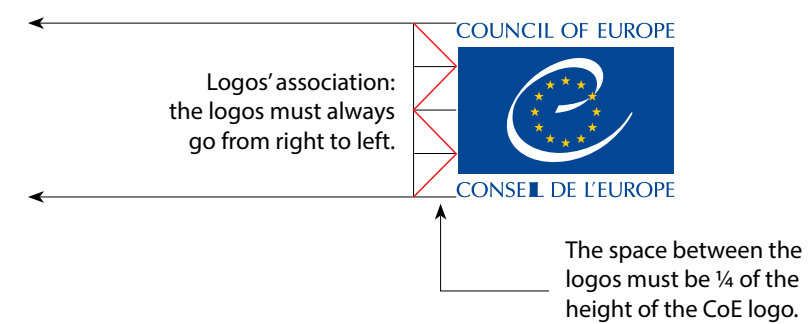**Logo variant: black and white must be used for all two-colour documents.**

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Logos' association:
the logos must always go from right to left

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The key principles for positioning the logo(s):
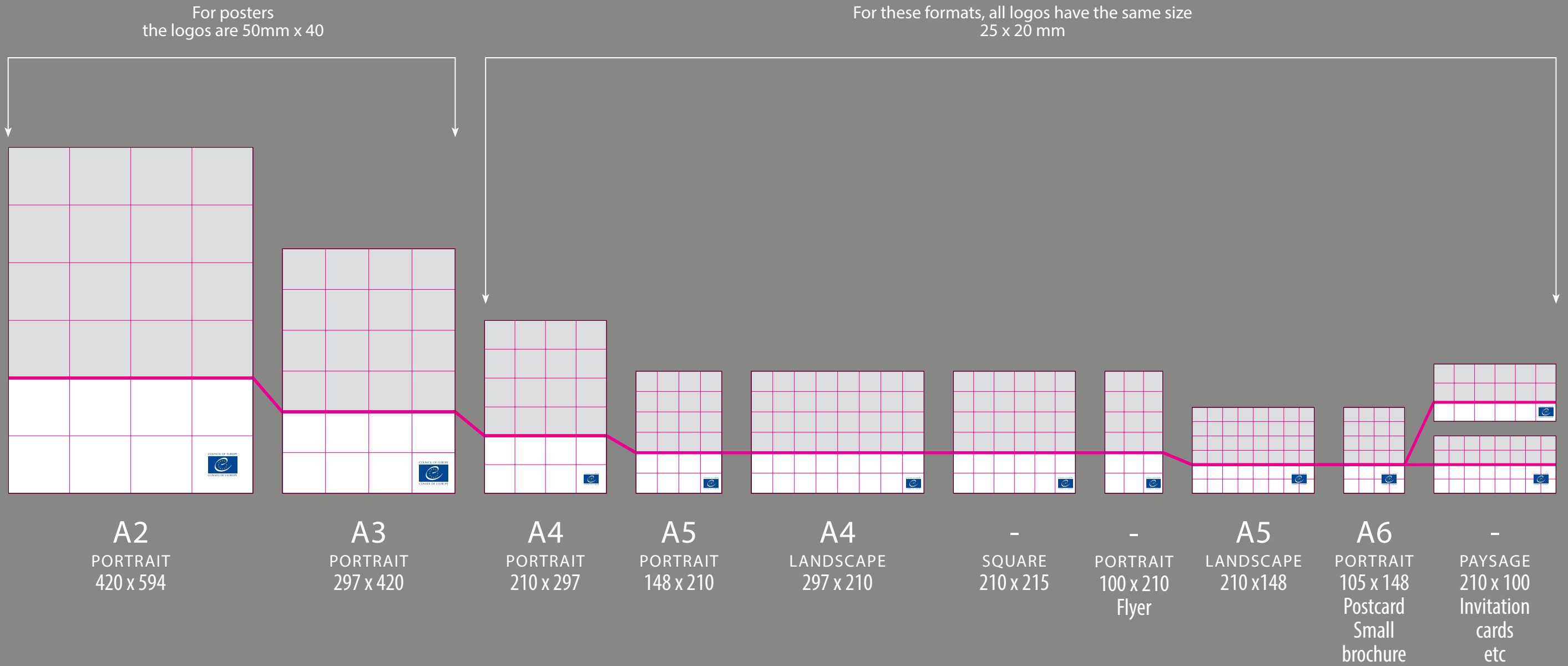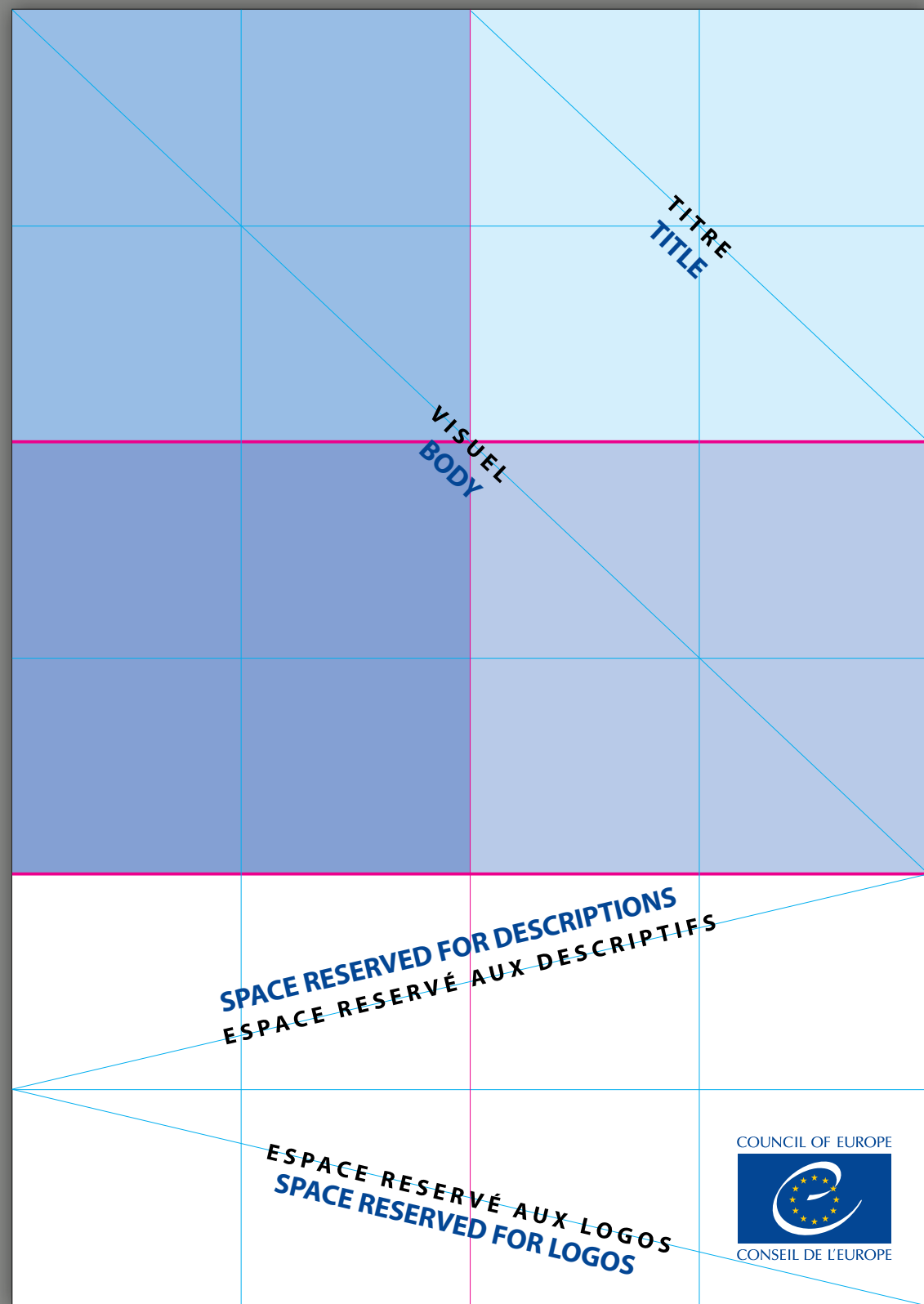
Logo positioning
always bottom right,

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.

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Logos' association:
the logos must always
go from right to left.

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

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Logo size:

For posters
the logos are 50mm x 40

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

A2	A3	A4	A5	A4	–	–	A5	A6	–
PORTRAIT	PORTRAIT	PORTRAIT	PORTRAIT	LANDSCAPE	SQUARE	PORTRAIT	LANDSCAPE	PORTRAIT	PAYSAGE
420 x 594	297 x 420	210 x 297	148 x 210	297 x 210	210 x 215	100 x 210	210 x148	105 x 148	210 x 100
						Flyer		Postcard	Invitation
								Small	cards
								brochure	etc

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TITRE
TITLE

VISUEL
BODY

SPACE RESERVED FOR DESCRIPTIONS
ESPACE RESERVÉ AUX DESCRIPTIFS

ESPACE RESERVÉ AUX LOGOS
SPACE RESERVED FOR LOGOS

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Precise demarcation of page use

PUBLICATION
TITLE
Subtitle

Quotations
Hooks
Epigraphs

Type of publication	Content description	Authors Co-authors	Date

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Page layout example (A5)