

LOGO

Logo CEF consists of three elements:

- CEF graphic symbol (three human figures in an interaction),
- the name of the institution
- and slogan.

When the use of the primary logo is not possible due to legibility, the logo without slogan can be used.

COLOR OPTIONS

The **basic color logo** is set in dark blue and gray. The listed colors are specified in this manual and may not be changed. This logo should be used in corporate stationery.

Occasional color logo can be used in less formal applications such as various occasional promotional materials, icons, ...

In cases where it is not possible to use blue and gray due to the reproduction technique, they can be replaced by black.

USE OF THE LOGO ON DIFFERENT BACKGROUNDS

White logo is used on dark backgrounds.

The basic and occasional CEF logo can be used on white backgrounds and on backgrounds up to 30% black.

On the backgrounds darker than 30% black the logo is used in negative.

On color backgrounds, we consider the luminance value of the color on which the logo appears.

The primary color logo is used only on white and light gray or light blue backgrounds, on all others the black or white version is used.



PRIMARY LOGO



PRIMARY LOGO WITHOUT SLOGAN



OCCASIONAL COLOR OF LOGO



BLACK&WHITE LOGO



BLACK&WHITE LOGO - NEGATIV

LOGO CLEAR SPACE



Logo clear space is defined and may not be interfered by other elements, except in the cases specified in this manual.

The dimensions of the logo clear space also determine the minimum deviations of the background when using the logo as a negative and the minimum deviations of the logo from the edge of the page.



BLACK&WHITE LOGO ON COLOR BACKGROUND

LOGO MINIMUM SIZES



LOGO ICONE

The icon can be used with blue or colored figures in a dark blue frame or on a light gray background, or an icon with white figures on a dark blue background.

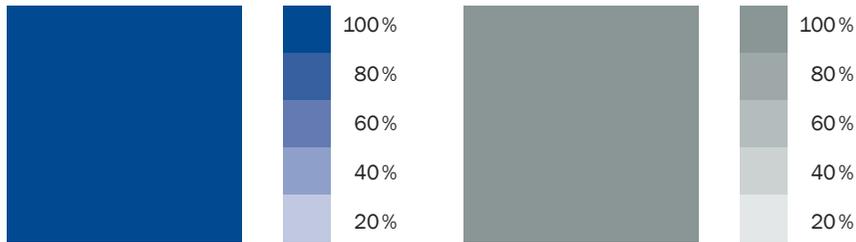


COLOR PALETTE

The primary color palette consists of two main colors of the primary logo. They should be used in corporate stationery.

The secondary color palette reinforces consistency and recognition and softens the visual corporate identity.

PRIMARY COLORS



DARK BLUE

100C 71M 0Y 18K
Pantone 662 U
5R 71G 134B
#004a91

GRAY / SILVER*

9C 0M 6Y 47K
Pantone 416 U
152R 157G 156B
#8a9594

* Silver color can be used instead of the gray in some special occasions

TYPOGRAPHY

PRIMARY TYPOGRAPHY

is used for all printed materials.

Franklin Gothic - Book

ABCĀDEFGHIJKLMNOPQRSŠTUVWXYŽŽ
abcĀdefghijklmnopqrsštuvwxyzž
0123456789.,!@#%&/()+-.*>_€\${}§β×÷

Franklin Gothic - Medium

ABCĀDEFGHIJKLMNOPQRSŠTUVWXYŽŽ
abcĀdefghijklmnopqrsštuvwxyzž
0123456789.,!@#%&/()+-.*>_€\${}§β×÷

Franklin Gothic - Demi

ABCĀDEFGHIJKLMNOPQRSŠTUVWXYŽŽ
abcĀdefghijklmnopqrsštuvwxyzž
0123456789.,!@#%&/()+-.*>_€\${}§β×÷

SECONDARY TYPOGRAPHY

is used for office use.

Arial Regular

ABCĀDEFGHIJKLMNOPQRSŠTUVWXYŽŽ
abcĀdefghijklmnopqrsštuvwxyzž
0123456789.,!@#%&/()+-.*>_€\${}§β×÷

Arial Bold

ABCĀDEFGHIJKLMNOPQRSŠTUVWXYŽŽ
abcĀdefghijklmnopqrsštuvwxyzž
0123456789.,!@#%&/()+-.*>_€\${}§β×÷

SECONDARY COLORS

