

PC version

Second edition

ESF UK

Logo Guidelines



EUROPEAN UNION
European Social Fund

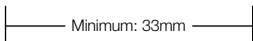
These guidelines have been produced by the DfEE's European Social Fund Unit to provide a guide to using the ESF logo.

Size

On all sizes of publication, the logo should be reproduced at a minimum width of 33mm and a maximum width of 45mm.



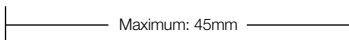
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Minimum: 33mm



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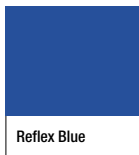
Maximum: 45mm

These are the recommended logo sizes for standard format documents such as A4, A5 and DL publications. The application on larger or smaller items is at the discretion of the user but please ensure that the logo is always legible.

Colours

Wherever possible the logo should be printed using the 3 colours: Reflex Blue, Process Yellow, and Process Black. When it is not possible to use Reflex Blue, the logo may be reproduced using the four-colour process, as indicated below.

There is also a black only and reversed out version of the logo, examples for usage of which are shown on the following page.



Four-colour values:

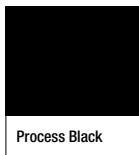
Cyan: 100%
Magenta: 72%
Yellow: 0%
Black: 6%

Please note that the swatch is printed as a Pantone colour



Four-colour values:

Cyan: 0%
Magenta: 0%
Yellow: 100%
Black: 0%



Four-colour values:

Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 100%

Colour versions

On a white or pale background the colour logo should be used.



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Single colour versions

On a dark or similar coloured background the reversed out (ie white) logo should be used.



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When it is not practical/economical to use colour, the black and white version may be used.

Exclusion zone

There is a designated area around the logo that should not be invaded by other graphics or logos. This area is measured using a distance which is 50% of the size of the squares which make up the logo.

The tinted area indicates the exclusion zone – the area to be kept clear.



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