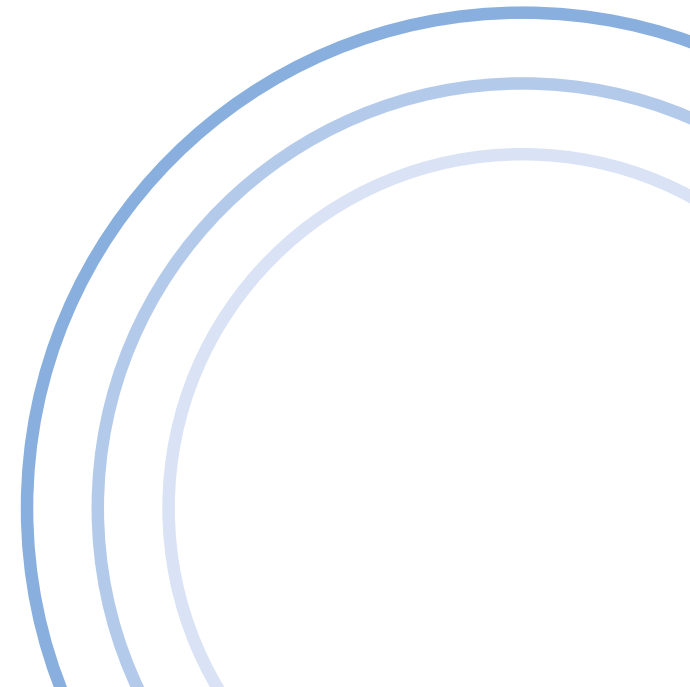




**PROTECT
EUROPE.**

BRAND GUIDELINES.

Version 1
March 2023



OUR LOGO.



PROTECT
EUROPE.

**Notes on the
logo design:**

The shield forms the central part of the iconography to clearly represent protection. The layers of protection afforded by vaccination are represented by the concentric circles. The coloured dots represent cancer and HPV respectively. There is also a dot at the end of the text to tie it back to the iconography of the graphical element.

The font used is Poppins.

OUR LOGO VARIATIONS.

Full colour logo



Fully reversed logo



INCORRECT LOGO USE.

DO NOT expand the logo



DO NOT constrict the logo



DO NOT change the logo colours



DO NOT move logo elements



DO NOT place the logo on a background which could affect legibility



LOGO SAFE AREA.



The logo should never appear smaller than 25mm wide.

To maximise the impact of the identity, a generous amount of clear space between the logo and other text or graphic elements and borders must be established.

Clear space should be at least $\frac{1}{2} (x)$, where (x) is equal to the height indicated.

COLOUR PALETTE.

Primary colours



CMYK C90 M62 Y13 K1
RGB R37 G93 B154
HEX 255d9a



CMYK C82 M47 Y0 K0
RGB R40 G119 B189
HEX 2877bd



CMYK C66 M0 Y2 K0
RGB R59 G191 B237
HEX 3bbfed

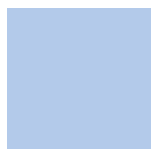


CMYK C0 M57 Y94 K0
RGB R241 G132 B24
HEX f18418

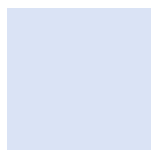
Secondary colours



CMYK C51 M23 Y0 K0
RGB R136 G175 B222
HEX 88afde



CMYK C34 M15 Y0 K0
RGB R179 G202 B234
HEX b3caea



CMYK C17 M8 Y0 K0
RGB R218 G227 B245
HEX dae3f5

OUR PRIMARY FONT.

Poppins is the preferred font for titles and body text and should be used whenever possible – and always for print jobs where system fonts do not have to be used.

Titles, subtitles and highlights: Poppins semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)**

Body Text: Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(!@#\$%&.,?;:)

The Poppins family of fonts
is available for free at:
<https://fonts.google.com/>

Google fonts can be used
for both print and online
including use on websites

OUR SECONDARY FONT.

Calibri is the alternative system font. It should be used only when primary fonts are not available.

Titles, subtitles and highlights: Calibri semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%&.,?;:)

Body Text: Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(!@#\$%&.,?;:)

THE CIRCLES.

The concentric circles motif can be used as a design element to enliven a page.

They are best used by having some or most of the circles bleed off of the pages.

