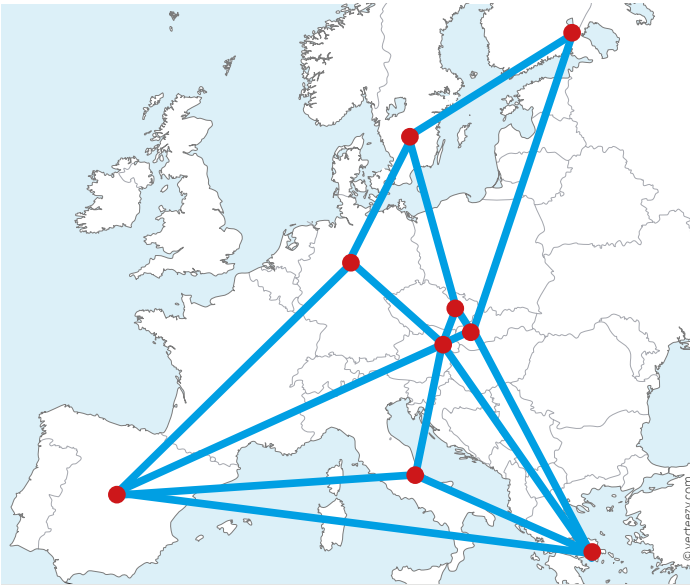




EULiST

Logo Manual

Logo



Origin of the logo

Based on our motto “European Universities Linking Society and Technology”, our logo comprises the locations of the involved universities.





Font

The logo font is “Source Sans Pro Semibold” and is set in black capital letters.

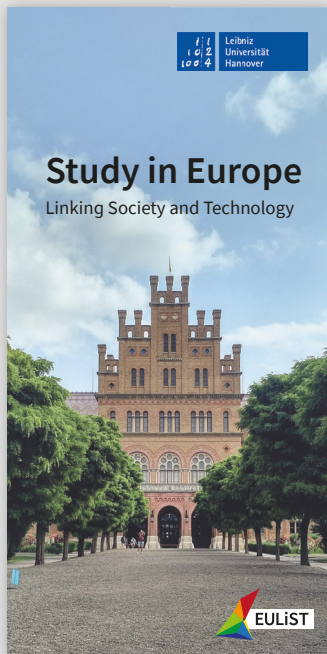
- 1) The space between the font and the graphic art is 1E.
- 2) In order to ensure legibility on multicoloured or distracting backgrounds, the logo lettering is set on a white background.

Colours

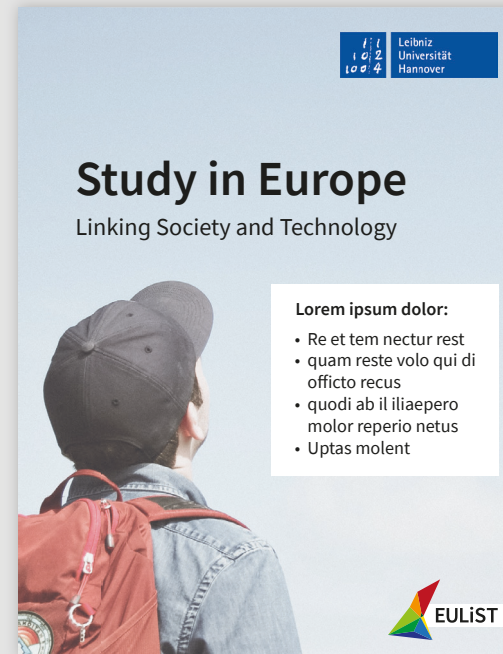
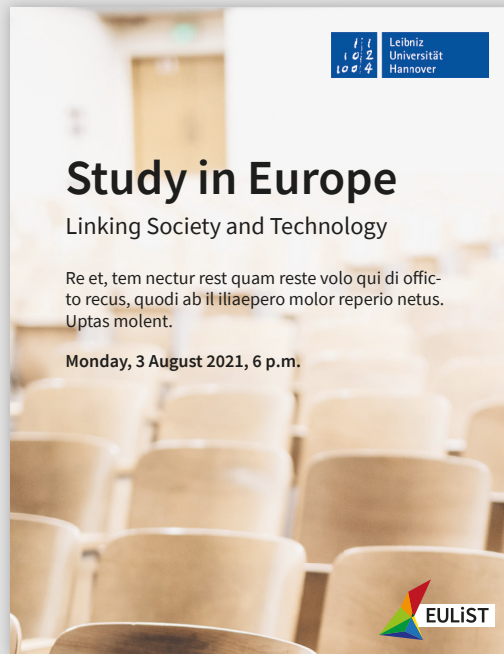
	CMYK: 15-100-90-10	RGB: 190-22-34
	CMYK: 0-50-100-0	RGB: 243-146-0
	CMYK: 50-0-100-0	RGB: 149-193-31
	CMYK: 85-10-100-0	RGB: 0-152-58
	CMYK: 100-90-0-0	RGB: 39-52-139
	CMYK: 85-50-0-0	RGB: 29-113-184
	CMYK: 0-10-95-0	RGB: 255-222-0
	CMYK: 90-30-95-45	RGB: 0-87-43

Examples

Flyer



Poster



Letter



Each university uses its own corporate font for texts on all materials.