The Eu2P visual identity consistency, affirmation and recognition is mainly ensured by the normalized use in all graphical productions (prints, web, videos) of the Eu2P logotype, colours, acronym written form and selected font families.
LOGOTYPE

The Eu2P logotype is composed of three distinct elements:
1. The “Eu2P” acronym
2. The “European programme in Pharmacovigilance and Pharmacoepidemiology” wordmark
3. The clear space

LOGOTYPE ACRONYM DESIGN

The Eu2P acronym design focuses on the essential information to be easily remembered and pronounced: “Eu” for European programme and “2P” for Pharmacovigilance and Pharmacoepidemiology.

The Eu2P acronym design is mainly based on the use of the Conduit font family. The “P” symbol was redesign so that it could be used to build the “2” symbol by adding a hyphen, relating the two P symbols: i.e. Pharmacovigilance and Pharmacoepidemiology (but also Public and Private partners composing the Eu2P consortium).

The harmony between angularity and the rounded corners of the acronym symbols aims at transmitting a modern and innovative, though soft and open institution feeling.

The acronym is using back colour and cyan for the “2” (to visually relate to the cyan colour of the corresponding terms in the logo text).

LOGOTYPE TEXT DESIGN

The Eu2P logotype text is designed using the Conduit font family in uppercase to clearly state the Eu2P full name with a neat, modern, innovative, soft and open touch. “Pharmacovigilance and Pharmacoepidemiology” terms are coloured in cyan to visually relate to the acronym “2” symbol.
The Eu2P logotype exists in 3 versions:

1. a stacked version and
2. a landscape version

These logotype layouts are to be selected depending on the available space.

3. A version of the logo without the wordmark element can be used for specific purposes and situations

see Eu2P style guideline section

**LOGOTYPE COLOUR THEMES**

In standard colour use conditions (e.g. CMYK or RGB colour modes), specific Eu2P logotype colour variations can be used when the design background is:

4. Either Cyan
5. or Black

Other specific variations have been designed for use in colour-restricted situations such as monochromatic or greyscale modes

see Eu2P style guideline section
LOGOTYPE CLEAR SPACE

Each logotype version includes a mandatory clear space (also called exclusion space or whitespace) to keep the logotype look and feel nice and clean.

No matter the size of the logotype used, this space is scaled on the size of the Eu2P lower case “u” as shown on the figures. This “u-sized” area is the minimum space around the logotypes elements.

See Logotype variants Do’s & Don’ts section for examples of clear space misuse.
COLOURS CHART

Cyan is the dominant colour of the Eu2P graphic identity.

This primary blue colour refers to the sky, altitude, elevation, and implies success. It is frequently used in all its nuances, by private and institutional entities, including the European Union.

The cyan colour is emphasized thanks to the use of more neutral colour use: White, for clear space background, and Black, for texts.

The Cyan colour provides importance and distinction to graphic or text elements, and enables specific visual relations.

As an example, Cyan is used in the Eu2P logotype to highlight the “2P” and its relationship with the “Pharmacovigilance and Pharmacoepidemiology” terms in the logotype text.
Acronym writing rules

Eu2P at the beginning and Eu2P within a lower case title
Eu2P at the beginning and Eu2P within a normal lower case sentence.
Eu2P at the beginning and Eu2P within a bold lower case sentence.
Eu2P at the beginning and Eu2P within an italic lower case sentence.

Eu2P AT THE BEGINNING AND Eu2P WITHIN AN UPPER CASE TITLE
Eu2P AT THE BEGINNING AND Eu2P WITHIN A NORMAL UPPER CASE SENTENCE.
Eu2P AT THE BEGINNING AND Eu2P WITHIN A BOLD UPPER CASE SENTENCE.
Eu2P AT THE BEGINNING AND Eu2P WITHIN AN ITALIC UPPER CASE SENTENCE.

Acronym writing rules exceptions

Eu2P url and email in a lower case title: www.eu2p.org or contact@eu2p.org
Eu2P url and email in a normal lower case sentence: www.eu2p.org or contact@eu2p.org
Eu2P url and email in a bold lower case sentence: www.eu2p.org or contact@eu2p.org
Eu2P url and email in an italic lower case sentence: www.eu2p.org or contact@eu2p.org

Eu2P URL AND EMAIL IN AN UPPER CASE TITLE: www.eu2p.org OR contact@eu2p.org
Eu2P URL AND EMAIL IN A NORMAL UPPER CASE SENTENCE: www.eu2p.org OR contact@eu2p.org
Eu2P URL AND EMAIL IN A BOLD UPPER CASE SENTENCE: www.eu2p.org OR contact@eu2p.org
Eu2P URL AND EMAIL IN A ITALIC UPPER CASE SENTENCE: www.eu2p.org OR contact@eu2p.org

ACRONYM WRITTEN FORM

The Eu2P acronym term shall be written in text as it stands in the logotype: a “E” in upper case, a “u” in lower case + a “2” in numeric + a “P” in upper case.

1. Within a sentence (normal lower and upper case rules apply), a title (each word starts with a capital) or as full upper case text at the beginning or within a sentence

2. Exceptions to this rule apply when use of lowercased letter is technically required: e.g. for URLs, server names, email addresses...
**FONT FAMILIES**

Eu2P information should be formatted according to the following principles:

1. **Text headings** and **important keywords** should first use the **Conduit font family** to visually refer to the Eu2P logo font type. In some cases the **Calibri substitute font family** may be used.

2. **Body text** should use the **Cambria** or Calibri or Lucida (Sans or Grande) font families.

   *see Eu2P style guideline section for specific use context rules and possible alternatives*
**LOGOTYPE VARIANTS**

**DO’S & DON’TS**

**MASTER LOGOTYPE**

In CMYK mode (for print) or in RGB mode (for screens), the Eu2P standard logotype is set on a white background/clear space.

This master logotype should be used:

1. **On white background**
2. **On all plain colours background** except Eu2P Cyan, Black, Grey and Parm colours
3. **On colour gradient background**
4. **On photographic background** with the logotype clear space opacity changed to 90%
Logotype variants

In CMYK mode (for print) or in RGB mode (for screens), specific logotype variants should be used on Eu2P Cyan, Black or Parm backgrounds:

1. Cyan background logotype variant on cyan background
2. Black background logotype variant on black background
3. Parm background logotype variant on parm background

Eu2P Master fresher’s week communication material use only

殃 The Eu2P master logotype set on a white background should never be used on Eu2P Cyan, Black or Parm backgrounds
In greyscale mode, specific Greyscale logotype variants should be used as follows:

1. White background Greyscale logotype variant on white background
2. Grey background Greyscale logotype variant on grey background
3. Black background Greyscale logotype variant on black background

In two-colour mode including Black, you should use:

4. the white background Greyscale logotype variant on one-colour background
In two-colour mode or in one-colour mode, excluding Black, the White logotype variant should be used by respecting a minimum contrast to ensure the readability of the logotype:

1. the 
white logotype variant
on two-colour background

2. the white logotype variant
on one-colour background

In black and white mode, Black and White logotype variants should be used:

3. White background 
Black and 
White logotype variant on white background

4. Black background 
Black and 
White logotype variant on black background
LOGOTYPE INTEGRITY
DO’S & DON’TS

ORIGINAL ASPECT

Keep the original design elements (shapes, colours, styles, spacing). Use *ad hoc* logotype variant when applicable.

- **Do not add any text style** *(e.g. italic, bold...)* or **effects** *(shade, emboss...)*
- **Do not change any logotype colour**
- **Do not change the logotype opacity**

PROPORTIONS

Keep the original proportion for the logotype file (including clear space).

- **Do not distort** *(stretch or condense)* the logotype

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1. Logotype wordmark modified
2. Logotype colours modified
3. Logotype opacity modified
4. Logotype proportion modified
**ELEMENT LAYOUT**

Keep the original logotype elements layout:

1. Do not place the logotype elements in non-authorized ways

**CLEAR SPACE**

Keep the logotype clear space (exclusion zone or whitespace).

This clear space is included in the logotype files and should not be removed*.

* Only consider removing the clear space area from the logotype image file when your document layout is mimicking the clear space area (e.g. by adding necessary margins to the logotype image file).

2. Do not remove the clear space

3. Do not add any content in the clear space

4. Do not change the clear space opacity (a master logotype opacity variant is provided for correct use on photographic backgrounds)
LOOTYPE VISUAL QUALITY DO’S & DON’TS

Keep the logotype legibility by respecting minimum logotype size either in mm for print works or pixels for web materials.

Use CMYK logotype files when working on print documents and RGB logotype files when working on screen materials (web, video).

1. **Do use the staked format** of logotype or variants only when the logotype image (including clear space) height is a minimum of 38 mm for print or 110 px for web.

2. **Do use the landscape format** of logotype or variants only when the logotype image (including clear space) height is a minimum of 35 mm for print or 100 px for web.

3. **Do use the acronym-only logotype variants** only when the logotype image (including clear space) height is a minimum of 19.4 mm for print or 55 px for web.
1. **Non legible size for the logotypes**

2. **Inappropriate use of the acronym-only logotype**

3. **Vectorized EPS logotype for print work**

4. **PNG Logotype for the web use**

**Do not use** the landscape or staked logotypes or variants **at a non legible size**

**Do not use** the acronym-only logotype variants when landscape or staked format logotypes should be used.

**Do use** the appropriate file types to suit your applications:

3. The **vectorized logotype (EPS or AI)** for print work or other vector uses.

4. The **logotype (PNG)** for the web or other screen material work.

- **Do not compress** logotype in JPG, prefer PNG for better colour and shape rendering.
- **Do not use** CMYK logotype for screen material work.
- **Do not use** RGB logotype for print work.
FOR FURTHER DETAILS, PLEASE CONTACT US AT:
media@eu2p.org