

# Eu2P

EUROPEAN PROGRAMME IN

PHARMACOVIGILANCE AND PHARMACOEPIDEMOLOGY

Eu2P VISUAL IDENTITY  
& STYLE GUIDELINE

*Version #1*  
© 2009-2013 Eu2P



## LOGOTYPE

LOGOTYPE ACRONYM DESIGN .....	4
LOGOTYPE TEXT DESIGN .....	4
LOGOTYPE FORMATS .....	5
LOGOTYPE COLOUR THEMES .....	5
LOGOTYPE CLEAR SPACE .....	6

4

## COLOURS CHART

7

## ACRONYM WRITING FORM

8

## FONT FAMILIES

9

## LOGOTYPE VARIANTS DO'S & DON'TS

11

MASTER LOGOTYPE .....	11
LOGOTYPE VARIANTS .....	12

## LOGOTYPE INTEGRITY DO'S & DON'TS

15

ORIGINAL ASPECT .....	15
PROPORTIONS .....	15
ELEMENT LAYOUT .....	16
CLEAR SPACE .....	16

## LOGOTYPE VISUAL QUALITY DO'S & DON'TS

17

## Eu2P VISUAL IDENTITY

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.

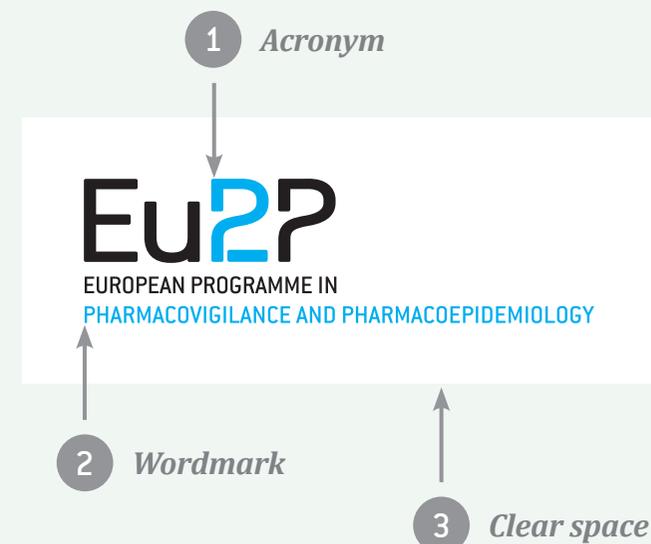
The Eu2P acronym design is mainly based on the use of the Conduit font family. The “P” symbol was redesigned so that it could be used to build the “2” symbol by adding a hyphen, relating the two P symbols: i.e. Pharmacovigilance and Pharmacoepidemiology (but also Public and Private partners composing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



1 *Stacked version*



2 *Landscape version*



3 *Acronym only*



4 *Eu2P Cyan background logotypes*



5 *Eu2P Black background logotypes*



## LOGOTYPE FORMATS

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*

1 *Logotype clear space area for Stacked version*



2 *Logotype clear space area for Landscape version*



3 *Logotype clear space area for Acronym only*



## 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*



Cyan

CMYK: 100.0.0.0  
RGB: 0.158.224  
HEX: #009EE0



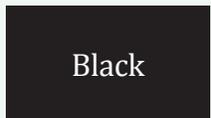
CMYK: 67.7.1.0  
RGB: 63.182.228  
HEX: #42B6E3



CMYK: 56.2.0.0  
RGB: 112.199.236  
HEX: #70C7EC



CMYK: 89.55.22.3  
RGB: 0.102.146  
HEX: #006692



Black

CMYK: 0.0.0.100  
RGB: 26.23.27  
HEX: #000000



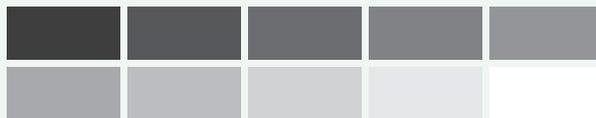
Text Grey

CMYK: 75.65.61.60  
RGB: 45.49.49  
HEX: #2D3131



Main Grey

CMYK: 0.0.0.60  
RGB: 135.136.138  
HEX: #87888A



Fresher's  
week Parm

CMYK: 49.44.0.0  
RGB: 145.145.194  
HEX: #9191C2



Validate  
content

CMYK: 35.0.94.0  
RGB: 190.214.0  
HEX: #BED600



Alert  
content

CMYK: 0.79.90.0  
RGB: 255.81.19  
HEX: #FF5113

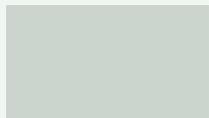


Warning  
content

CMYK: 0.91.72.0  
RGB: 241.41.56  
HEX: #F12938



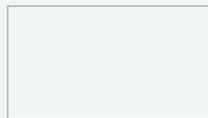
CMYK: 37.25.30.0  
RGB: 174.179.173  
HEX: #AEB3AD



CMYK: 20.9.18.0  
RGB: 213.220.210  
HEX: #D5DCD2



CMYK: 10.3.10.0  
RGB: 235.240.232  
HEX: #EBF0E8



CMYK: 4.1.4.0  
RGB: 246.248.245  
HEX: #F6F8F5



CMYK: 10.0.62.0  
RGB: 243.236.122  
HEX: #F3EC7A

## 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.*

## 1 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.*

## 2 Acronym writing rules exceptions

### **Eu2P url and email in a lower case title: [www.eu2p.org](http://www.eu2p.org) or [contact@eu2p.org](mailto:contact@eu2p.org)**

Eu2P url and email in a normal lower case sentence: [www.eu2p.org](http://www.eu2p.org) or [contact@eu2p.org](mailto:contact@eu2p.org)

### **Eu2P url and email in a bold lower case sentence: [www.eu2p.org](http://www.eu2p.org) or [contact@eu2p.org](mailto:contact@eu2p.org)**

*Eu2P url and email in a italic lower case sentence: [www.eu2p.org](http://www.eu2p.org) or [contact@eu2p.org](mailto:contact@eu2p.org)*

### **Eu2P URL AND EMAIL IN AN UPPER CASE TITLE: [www.eu2p.org](http://www.eu2p.org) OR [contact@eu2p.org](mailto:contact@eu2p.org)**

Eu2P URL AND EMAIL IN A NORMAL UPPER CASE SENTENCE: [www.eu2p.org](http://www.eu2p.org) OR [contact@eu2p.org](mailto:contact@eu2p.org)

### **Eu2P URL AND EMAIL IN A BOLD UPPER CASE SENTENCE: [www.eu2p.org](http://www.eu2p.org) OR [contact@eu2p.org](mailto:contact@eu2p.org)**

*Eu2P URL AND EMAIL IN A ITALIC UPPER CASE SENTENCE: [www.eu2p.org](http://www.eu2p.org) OR [contact@eu2p.org](mailto: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...

1 *Heading font family*

**Eu2P TITLE IN CONDUIT BOLD**  
Eu2P TITLE IN CONDUIT MEDIUM  
Eu2P TITLE IN CONDUIT LIGHT

**Eu2P TITLE IN CALIBRI BOLD**  
Eu2P TITLE IN CALIBRI REGULAR

2 *Body text font family*

Eu2P body text in Cambria Regular

**Eu2P body text in Cambria Bold**

*Eu2P body text in Cambria Italic*

***Eu2P body text in Cambria Bold Italic***

Eu2P body text in Calibri Regular

**Eu2P body text in Calibri Bold**

*Eu2P body text in Calibri Italic*

***Eu2P body text in Calibri Bold Italic***

Eu2P body text in Lucida Sans Regular

**Eu2P body text in Lucida Sans Demibold**

*Eu2P body text in Lucida Sans Italic*

***Eu2P body text in Lucida Sans Demibold Italic***

Eu2P body text in Lucida Grande Regular

**Eu2P body text in Lucida Grande Bold**

## 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*

# Eu2P STYLE GUIDELINE

1 *Logotype on white background*



2 *Logotype on plain colour background*



3 *Logotype on gradient background*



4 *Logotype on photographic background*



## 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%**

1 Logotype on cyan background



2 Logotype on black background



3 Logotype on parm background



 Master Logotype on cyan background



## 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*

 **The Eu2P master logotype set on a white background should never be used on Eu2P Cyan, Black or Parm backgrounds**

1 *Logotype on white background*



2 *Logotype on grey background*



3 *Logotype on black background*



4 *Logotype on one-colour background*



**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**

1 *Logotype on two-colour background*



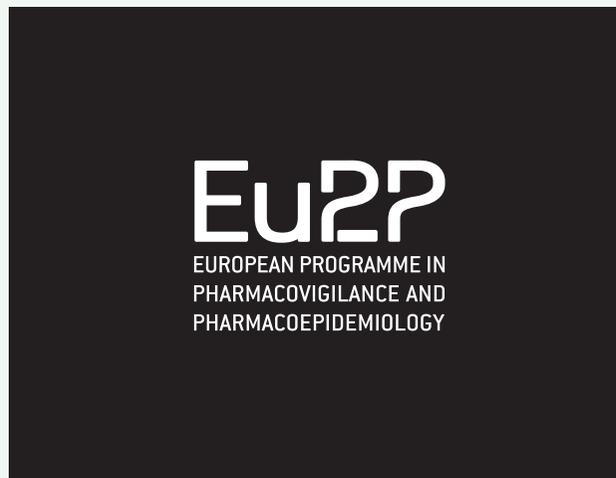
2 *Logotype on one-colour background*



3 *Logotype on white background*



4 *Logotype on black 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**

1 Logotype wordmark modified



2 Logotype colours modified



3 Logotype opacity modified



4 Logotype proportion modified



## LOGOTYPE INTEGRITY DO'S & DON'TS

### ORIGINAL ASPECT

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

see *Master logotype and Logotype variants* sections

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

### PROPORTIONS

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

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

1 *Logotype modified combination*



2 *Logotype without the clear space*



3 *Content in the logotype clear space*



4 *Logotype clear space opacity 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)*

### 1 Minimum logotype height in Stacked format



### 2 Minimum logotype height in Landscape format



### 3 Minimum logotype height in Acronym-only



## LOGOTYPE 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 **stacked 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



3 Vectorized EPS logotype for print work



2 Inappropriate use of the acronym-only



4 PNG Logotype for the web use



- 1 Do not use the landscape or staked logotypes or variants at a non legible size
- 2 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](mailto:media@eu2p.org)

**Eu2P**  
EUROPEAN PROGRAMME IN  
PHARMACOVIGILANCE AND PHARMACOEPIDEMIOLOGY