



## **BRAND GUIDELINES**

**PANTONE: 312U**

**CMYK: 89 0 11 0**

**RGB: 0 167 215**

**HEX: #00A7D7**

**EUROCALL BLUE**

**PANTONE: 130U**

**CMYK: 0 35 100 0**

**RGB: 249 176 0**

**HEX: #F9B000**

**EUROCALL YELLOW**

# TYPEFACE

HEADERS

**PORTER BOLD (KERN: -50)**

[HTTPS://GRAPHICRIVER.NET/ITEM/PORTER-FONT/10277889?S\\_RANK=1](https://graphicriver.net/item/porter-font/10277889?S_RANK=1)

Body Text

**Quicksand (Kern: -50)**

<https://fonts.google.com/specimen/Quicksand>

# LOGO SYSTEM BRAND

The new EuroCALL logo system consists of the original logo for use on white and dark backgrounds, a monochrome version (and its reverse) for black and white or newspaper/ photocopying and the all white text version for light backgrounds.

Typically the logo itself does not have a white background. the logo should assume the background colour(s) of the page behind.

If your logo appears in a white square unintentionally then you may be using the incorrect file format from the pack.

Correct use of the logo is best illustrated through examples. This booklet contains situations where the logos have been used both correctly and incorrectly to illustrate best practice.

If the “EuroCALL blue” is used as a background the original logo must still be used despite this seeming counter intuitive. The shadow under the logo is to create the impression of the wave.

In the case of “EuroCALL yellow” appearing as a background, rendering the “EURO” invisible, please use the white logo designated for light backgrounds.





BACKGROUNDS  
DARK



BACKGROUNDS  
LIGHT



# SPACING BREATHING ROOM

When the logo appears in ANY medium there are minimum spacing requirements that need to be factored into designs featuring the logo.

The spacing around the must equal or exceed the width of the “E” in the logo on all sides as demonstrated in the image on the right. Any other text or design elements must appear outside this area.

The negative space is necessary to set the logo apart. The only time this does not 100% apply is to the left and right of the logo in social media profile pictures ONLY. This is due to the sizing restrictions of the profile pictures and the built in negative space around the profile pictures.



# SIZE AND POSITION

## LOGO INTEGRITY

When resizing the logo please do so IN PROPORTION. Examples of incorrect ways to resize the logo are on the pages opposite.

Please note that the logo must not appear rotated or distorted and the individual elements of the logo must not be interfered with. The logo is design to appear as it is.

No sub logos with additional text or altered colours are currently permitted. The EuroCALL is the only sanctioned logo and sub groups should be indicated textually in Heading text (PORTER) on sites and in documents, print materials.

There is a minimum width specified for print and digital (see opposite). This does not include social media (there is a separate section for social media logos and they have their own folder in the pack).



50MM PRINT  
150PX DIGITAL

**MINIMUM SIZE**  
DO NOT RESIZE BELOW THIS



**NO ROTATIONS**



NO ALTERATIONS  
NO ADDITIONS  
NO CHANGES TO SUPPLIED LOGOS

RESIZE PROPORTIONALLY

# PHOTOS ASSOCIATIONS

Photography plays a complementary role to the new logo system and ties into the fresh new design of the web front-end. Esoteric, Hi-res landscape photography can be used to hint subtly or literally at aspects of what CALL means and can allow space for placement of the logo in posters or web headers.

There are some images opposite that demonstrate the type of images available. Images of travel and learning, tools, community and great open spaces create the association of the opportunity and possibilities that language learning can provide.

Images appearing alongside the logo in a brand and marketing sense should be of sufficient standard and print quality, should promotional materials be required to tie into web or conference themes.

[Source: Death\_to\_Stock - <http://deathtothestockphoto.com>]









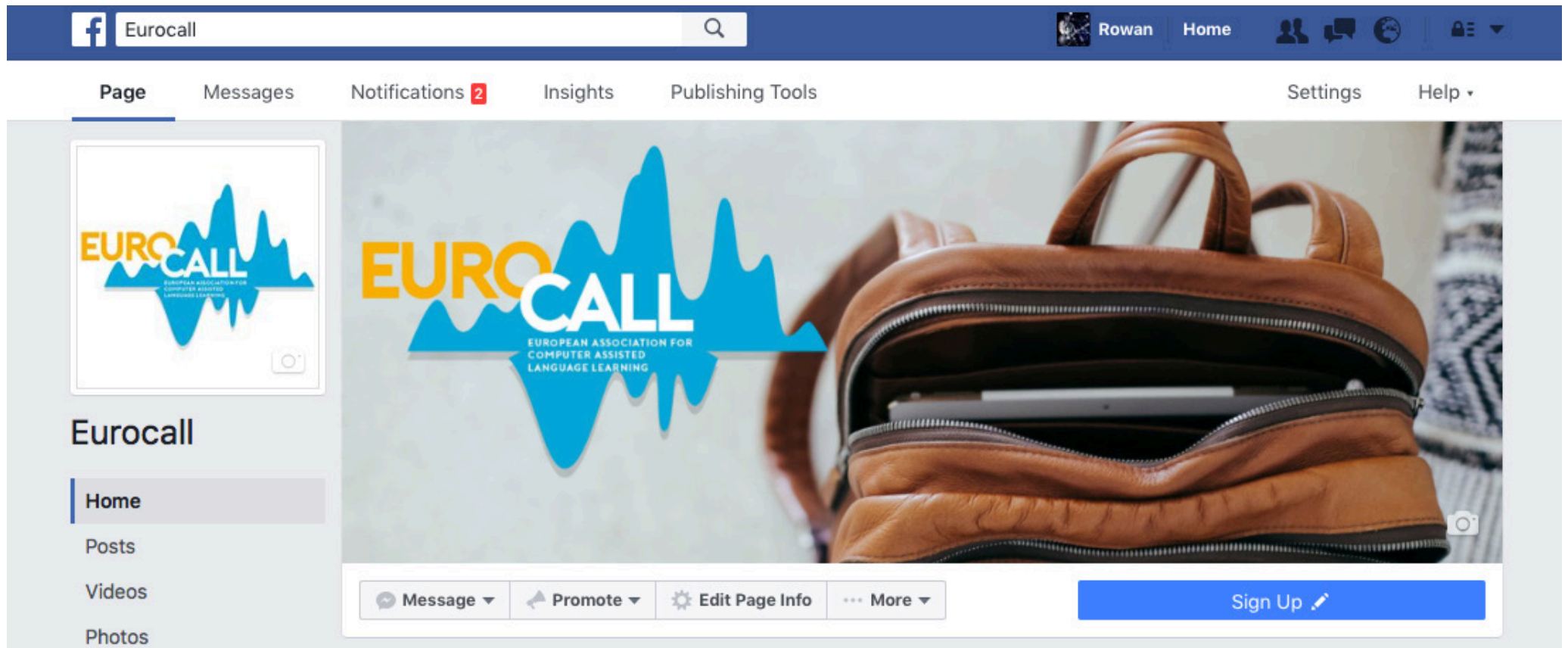






# SOCIAL MEDIA

## FACEBOOK



The new Facebook page is separate from the Facebook groups in that it can be used for marketing and communications purposes. Research, news items and conferences can be boosted to audiences to widen the reach of the work done at EuroCALL. SiGs or other groups should use the social media logos and use the name of the account to differentiate (not separate logos). The profile picture top right is included in the pack and is in the square format required and PNG format with a transparent background. This can be overlaid on images for header graphics although it is not necessary to have both.



# SOCIAL MEDIA

## TWITTER



The new Twitter page is @EuroCALL\_

This should be the official page for EuroCALL information with conference tweets using hashtags instead of creating new accounts (e.g. #EuroCALL2017).

SiGs or other groups should use the social media logos and use the name of the account to differentiate (not separate logos)

The profile picture top right is included in the pack and is also in the square format required and PNG format with a transparent background. The header graphic can tie into conference and website imagery

