Corporate identity
for the logotype
Chinese for Europeans
www.chinese4.eu

PARTNERS

MESCOMP
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The autonomous
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the international language association

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Education and Culture DG
Lifelong Learning Programme

Education
and
Training

EACEA
Education, Audiovisual & Culture
Executive Agency

It is advisable to place the basic version against a white background.

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C 0%, M 100%, Y 100%, K 0%

PANTONE 485 C

C 15%, M 100%, Y 100%, K 5%

PANTONE 1797 C

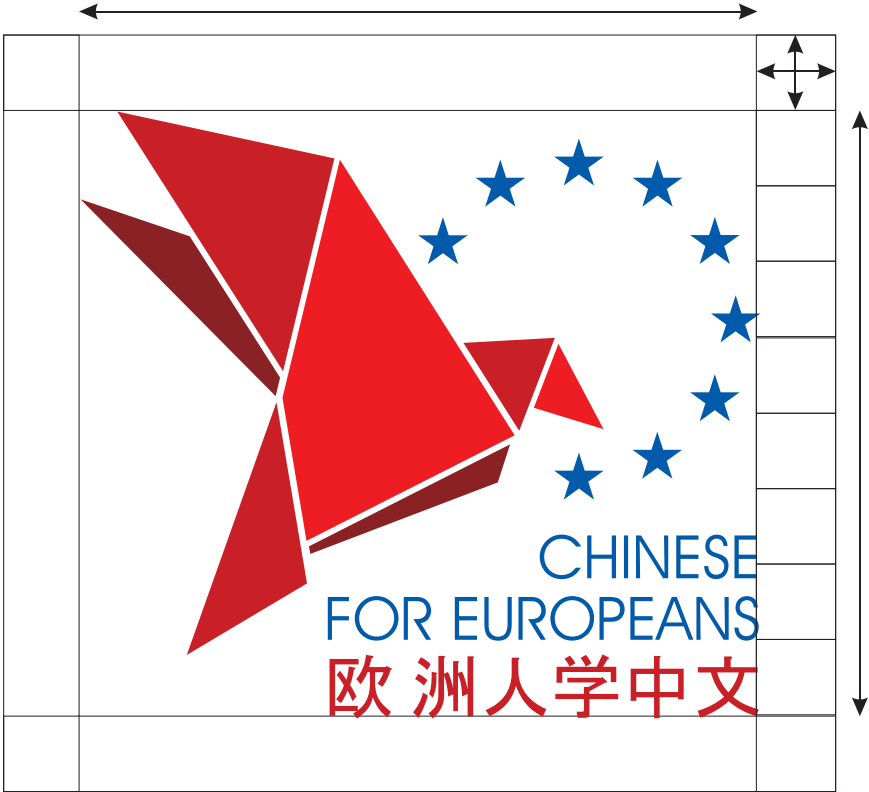C 40%, M 100%, Y 100%, K 20%

PANTONE 506 C

C 100%, M 100%, Y 0%, K 0%

PANTONE 2728 C

Basic version–protectivefield

Minimum protective field, the area of logtype increased by 1/8 of its height.
It is advisable not to place any graphic elements in the logo protective field.

It is advisable to place the basic version against light colored backgrounds.

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C 5%, M 100%, Y 100%, K 0%

PANTONE 485 C

C 100%, M 100%, Y 0%, K 0%

PANTONE 2728 C

Examples of acceptable uses of color combinations

It is advisable to place the basic version of bright pastel backgrounds.

Examples ofunacceptableusesofcolorcombinations

The logotype cannot be placed against backgrounds of bright colors or colors making up the logo.
Placing the logo against such backgrounds is not recommended because some of its elements
could potentially become unreadable.

Examples of acceptable uses of color combinations

If we are obliged to put the logotype against a colored background,
we are obliged to use the white version, that is contrasting colors.

Examples of acceptable uses of two-color version

The logo may be placed in two-color version on dark backgrounds, but my not be a part of the color logo.

Examples of unacceptable uses of two-color version

The logotype cannot be placed against backgrounds in the colors making up the color logo.
Placing the logo against such backgrounds is not recommended because some of its minimum set
could therefore be unreadable.

Examples of applications in a monochrome version

For black and white printed material should be used a black logotype on a background of 50% K or white logo on the background of over 50% K.

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