

# VICTIM SUPPORT EUROPE

LOGO USAGE MANUAL

GUIDELINES AND RULES  
FOR USING THE LOGO



CO-FUNDED BY  
THE CRIMINAL JUSTICE PROGRAMME  
OF THE EUROPEAN UNION

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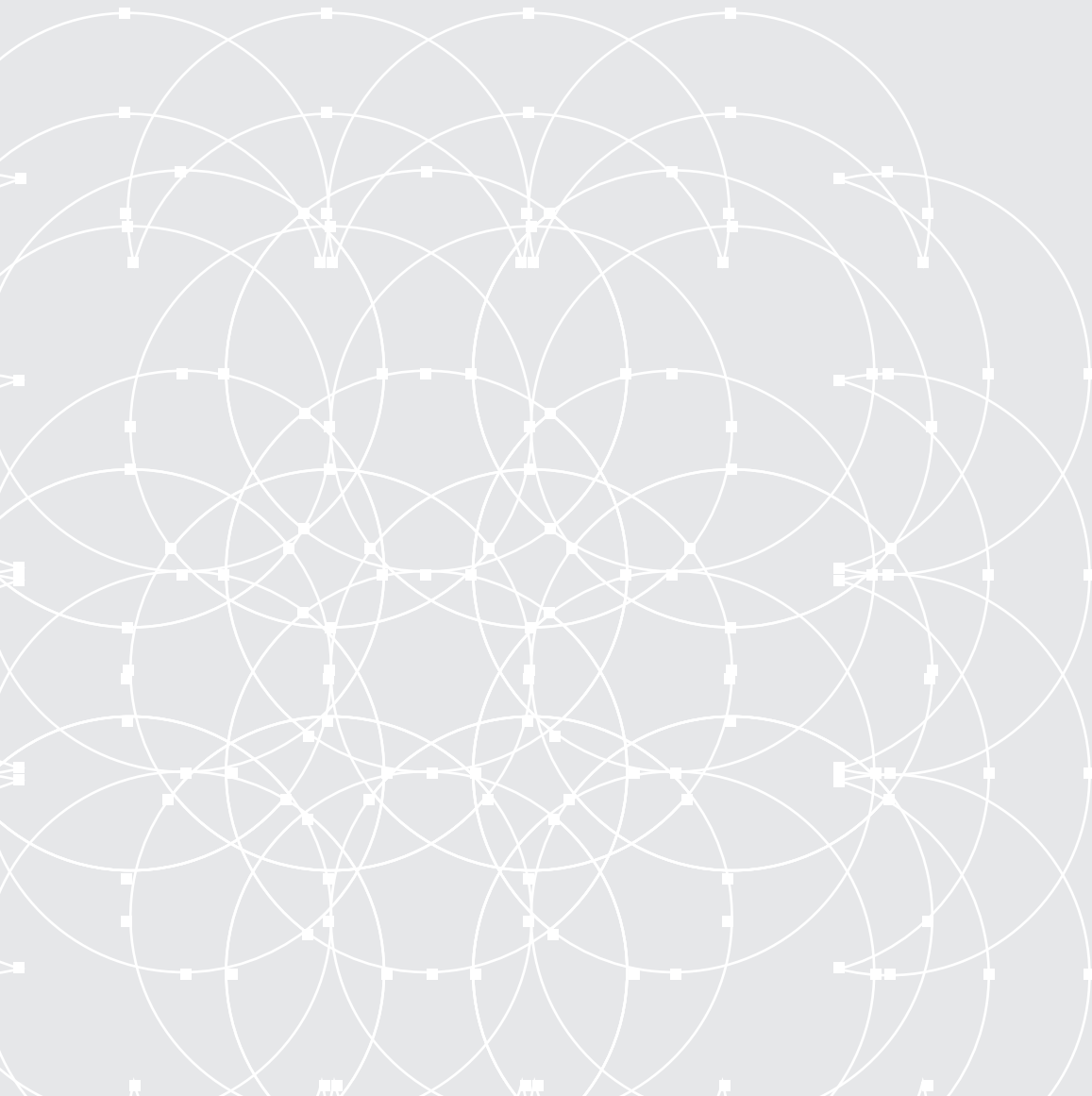
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# 1.0 INTRODUCTION

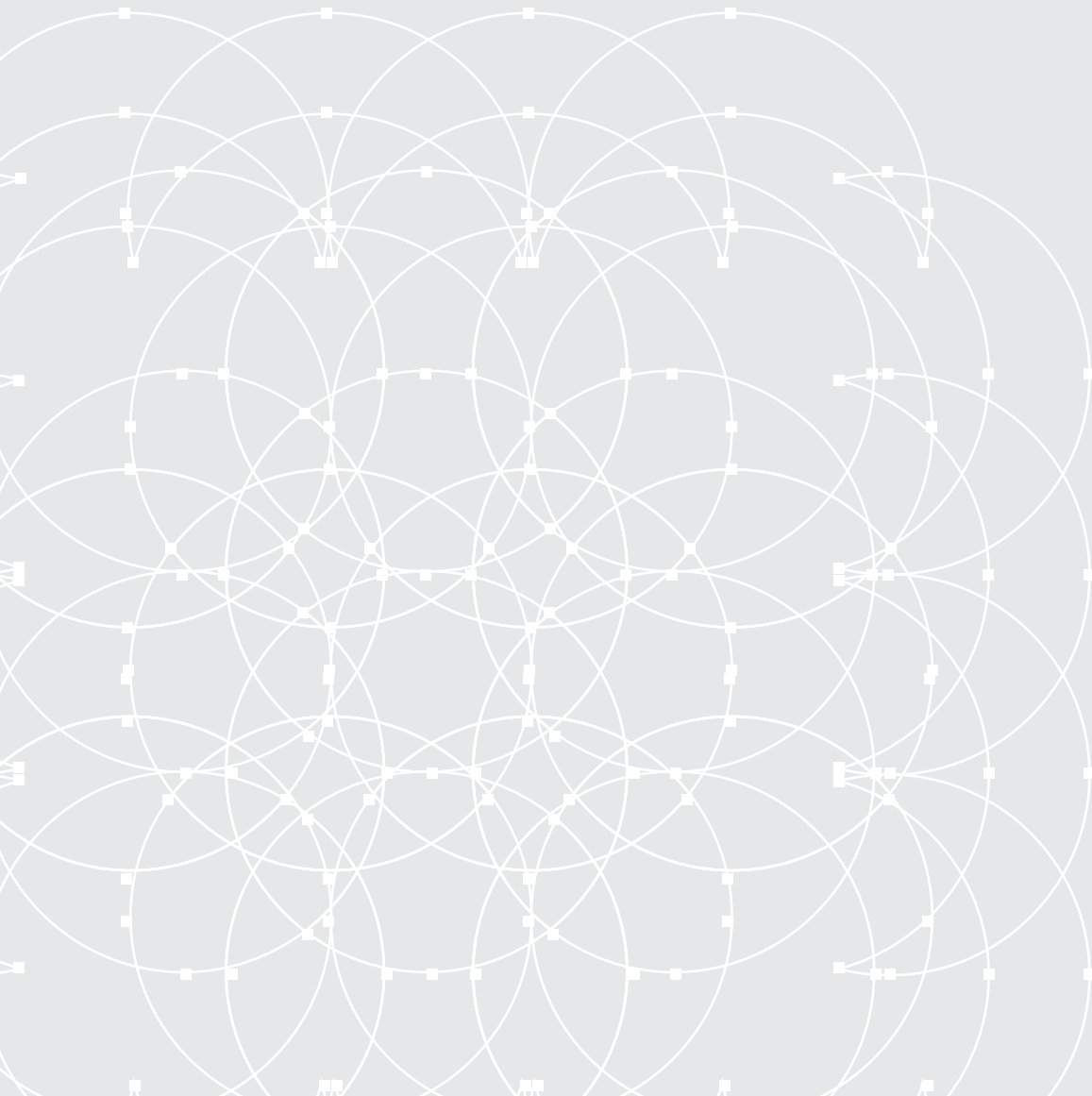
## *1.1 Logo Usage Manual Introduction*

**THIS MANUAL WILL GUIDE YOU THROUGH A SET OF RULES AND EXPLANATIONS ON HOW TO CORRECTLY USE THE VICTIM SUPPORT EUROPE LOGO.**

**THE LOGO IS A KEY ELEMENT OF VICTIM SUPPORT EUROPE IDENTITY. ITS COLOURS, TYPOGRAPHY OR COMPOSITION WERE DEVELOPED TO EXPRESS A COHERENT AND STRONG IDENTITY.**

**IN ORDER TO GUARANTEE THIS COHERENCY AND IDENTITY, IT'S IMPORTANT TO FOLLOW THE RULES HEREBY PRESENTED.**





## 2.0 IDENTITY

***2.1 Identity Elements***

***2.2 Primary Version***

***2.3 Primary Version - Grayscale***

***2.4 Primary Version - Monochromatic***

***2.5 Secondary Version***

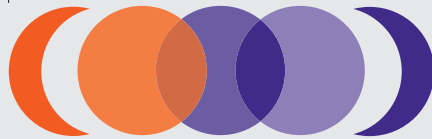
***2.6 Secondary Version - Grayscale***

***2.7 Secondary Version - Monochromatic***

***2.8 Colour References***

***2.9 Typefaces***

**The Symbol** is the strongest element in Victim Support Europe logo. Its simplicity expresses the importance of a joint and complementary work.



**Victim Support Europe**

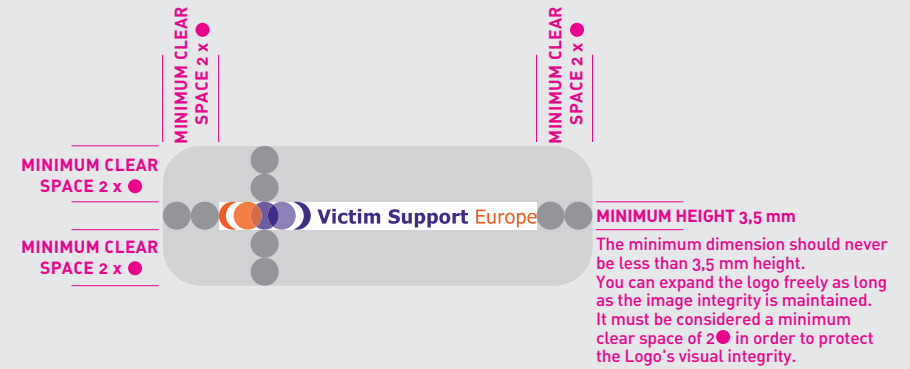
**The Logo Type** is the specific graphic representation of the name "Victim Support Europe".

## 2.1 Identity Elements

The identity elements defining the image of Victim Support Europe are the Symbol and Logo Type. The Symbol is the graphic element whereas the Logo Type is its text element.

PRIMARY VERSION ON LIGHT BACKGROUNDS

2.2\_Primary.Version.On.Light.Backgrounds



PRIMARY VERSION ON DARK BACKGROUNDS

2.2\_Primary.Version.On.Dark.Backgrounds



2.2 Primary Version

The primary version of the Logo is the most distinctive element of its identity in all the possible usages (communication, publicity, merchandising, etc). This primary version is preferred to any other existing versions.

PRIMARY VERSION - GRAYSCALE ON LIGHT BACKGROUNDS

2.3\_Primary.Version.On.Light.Backgrounds\_Gayscale



PRIMARY VERSION - GRAYSCALE ON DARK BACKGROUNDS

2.3\_Primary.Version.On.Dark.Backgrounds\_Gayscale



2.3 Primary version - Grayscale

**! THIS VERSION IS ONLY ACCEPTABLE IN THE FOLLOWING CASES:**

- reproduction on monochromatic systems;
- graphic proposals where the Victim Support Europe logo (monochromatically) is applied together with other organisational identities in a certain communication material. In these situations the Victim Support Europe logo can be incorporated in the color identity of the communication materials used.

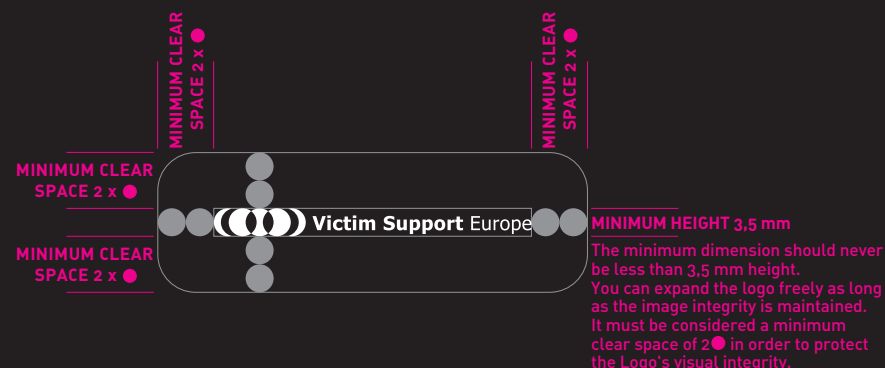
PRIMARY VERSION - MONOCHROMATIC - POSITIVE

2.4\_Primary.Version.Monochromatic.Positive



PRIMARY VERSION - MONOCHROMATIC - NEGATIVE

2.4\_Primary.Version.Monochromatic.Negative



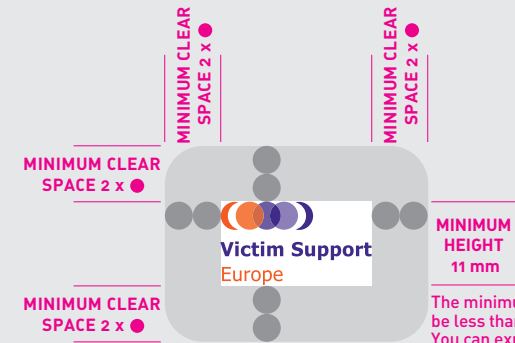
2.4 Primary Version - Monochromatic

**⚠ THIS VERSION IS ONLY ACCEPTABLE IN THE FOLLOWING CASES:**

- reproduction on lower resolution monochromatic systems or;
- graphic proposals where the Victim Support Europe logo (monochromatically) is applied together with other organisational identities in a certain communication material. In these situations the Victim Support Europe logo can be incorporated in the color identity of the communication materials used.

SECONDARY VERSION ON LIGHT BACKGROUNDS

2.5\_Secondary.Version.On.Light.Backgrounds



The minimum dimension should never be less than 11 mm height. You can expand the logo freely as long as the image integrity is maintained. It must be considered a minimum clear space of 2● in order to protect the Logo's visual integrity.

SECONDARY VERSION ON DARK BACKGROUNDS

2.5\_Secondary.Version.On.Dark.Backgrounds



The minimum dimension should never be less than 13 mm height. You can expand the logo freely as long as the image integrity is maintained.

2.5 Secondary Version

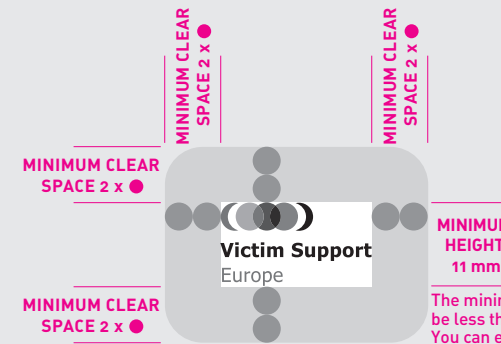


**THIS VERSION IS ONLY ACCEPTABLE IN THE FOLLOWING CASES:**

- when you have space restrictions that do not allow the implementation of the primary version.
- To use in four-colour (CMYK - Cyan, Magenta, Yellow and Black) or RGB colour (Red, Green and Blue) reproduction.

SECONDARY VERSION - GRAYSCALE ON LIGHT BACKGROUNDS

2.6\_Secondary.Version.On.Light.Backgrounds\_Gayscale



The minimum dimension should never be less than 11 mm height. You can expand the logo freely as long as the image integrity is maintained. It must be considered a minimum clear space of 2● in order to protect the Logo's visual integrity.

SECONDARY VERSION - GRAYSCALE ON DARK BACKGROUNDS

2.6\_Secondary.Version.On.Dark.Backgrounds\_Gayscale



**MINIMUM HEIGHT**  
11 mm

The minimum dimension should never be less than 11 mm height. You can expand the logo freely as long as the image integrity is maintained.

2.6 Secondary Version - Grayscale

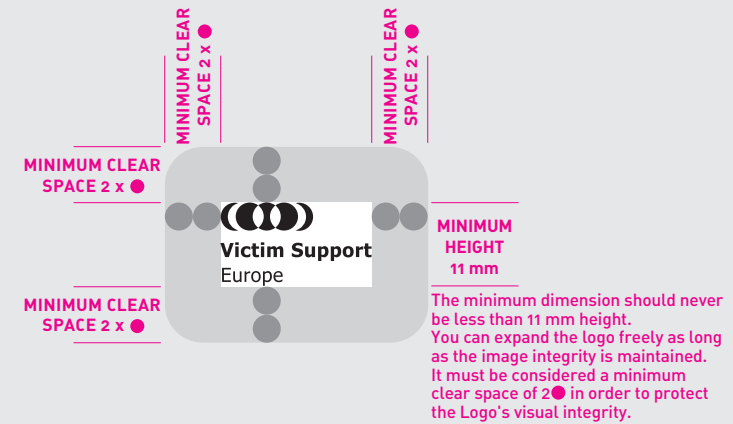


**THIS VERSION IS ONLY ACCEPTABLE IN THE FOLLOWING CASES:**

- when you have space restrictions that do not allow the implementation of the primary version;
- reproduction on monochromatic systems;
- graphic proposals where the Victim Support Europe logo (monochromatically) is applied together with other organisational identities in a certain communication material. In these situations the Victim Support Europe logo can be incorporated in the color identity of the communication materials used.

SECONDARY VERSION - MONOCHROMATIC - POSITIVE

2.7\_Secondary.Version\_Monochromatic.Positive



SECONDARY VERSION - MONOCHROMATIC - NEGATIVE

2.7\_Secondary.Version\_Monochromatic.Negative



The minimum dimension should never be less than 11 mm height. You can expand the logo freely as long as the image integrity is maintained.

2.7 Secondary version - Monochromatic



**THIS VERSION IS ONLY ACCEPTABLE IN THE FOLLOWING CASES:**

- when you have space restrictions that do not allow the implementation of the primary version;
- reproduction on lower resolution monochromatic systems or;
- graphic proposals where the Victim Support Europe logo (monochromatically) is applied together with other organisational identities in a certain communication material. In these situations the Victim Support Europe logo can be incorporated in the color identity of the communication materials used.





Victim Support Europe

**CMYK**

**C** 0  
**M** 63  
**Y** 80  
**K** 0

**PANTONE**

**N° 1675 (80%)**

**RGB**

**R** 243  
**G** 124  
**B** 68

**HEXADECIMAL**

**# F37C44**

Victim Support Europe

**CMYK**

**C** 0  
**M** 79  
**Y** 100  
**K** 0

**PANTONE**

**N° 1665**

**RGB**

**R** 240  
**G** 92  
**B** 34

**HEXADECIMAL**

**# F05C22**

Victim Support Europe

**CMYK**

**C** 15  
**M** 70  
**Y** 80  
**K** 1

**PANTONE**

**N° 1675**

**RGB**

**R** 209  
**G** 106  
**B** 70

**HEXADECIMAL**

**# D16A46**

Victim Support Europe

**CMYK**

**C** 45  
**M** 49  
**Y** 0  
**K** 4

**PANTONE**

**N° 2685 (50%)**

**RGB**

**R** 139  
**G** 128  
**B** 182

**HEXADECIMAL**

**# 8B80B6**

Victim Support Europe

**CMYK**

**C** 63  
**M** 69  
**Y** 0  
**K** 6

**PANTONE**

**N° 2685 (70%)**

**RGB**

**R** 108  
**G** 93  
**B** 161

**HEXADECIMAL**

**# 6C5DA1**

Victim Support Europe

**CMYK**

**C** 90  
**M** 99  
**Y** 0  
**K** 8

**PANTONE**

**N° 2685**

**RGB**

**R** 65  
**G** 43  
**B** 135

**HEXADECIMAL**

**# 412B87**

## 2.8 Colour References

These are the official logo colours to be used. It is not acceptable the usage of any other colour references.

# Tahoma

Tahoma was the chosen typeface family for the visual identity of the Logo.

# Din

Din was the chosen typeface family for the internal and external communication materials of Victim Support Europe. The alphabet characters may not be expanded, condensed or altered.

## TAHOMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])

## TAHOMA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])**

## DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])

## DIN LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])*

## DIN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])

## DIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])*

## DIN MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])

## DIN MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])*

## DIN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])**

## DIN BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789 ([€£\$ ;,.-\_+\*?!@#%&/])***



## 3.0 PROCEDURES ON DIFFERENT BACKGROUNDS

### ***3.1 Procedures on full colour and monochromatic backgrounds***

FULL COLOUR - DARK BACKGROUNDS



MONOCHROMATIC - DARK BACKGROUNDS



FULL COLOUR - LIGHT BACKGROUND



MONOCHROMATIC - LIGHT BACKGROUNDS



PHOTOGRAPHIC BACKGROUNDS



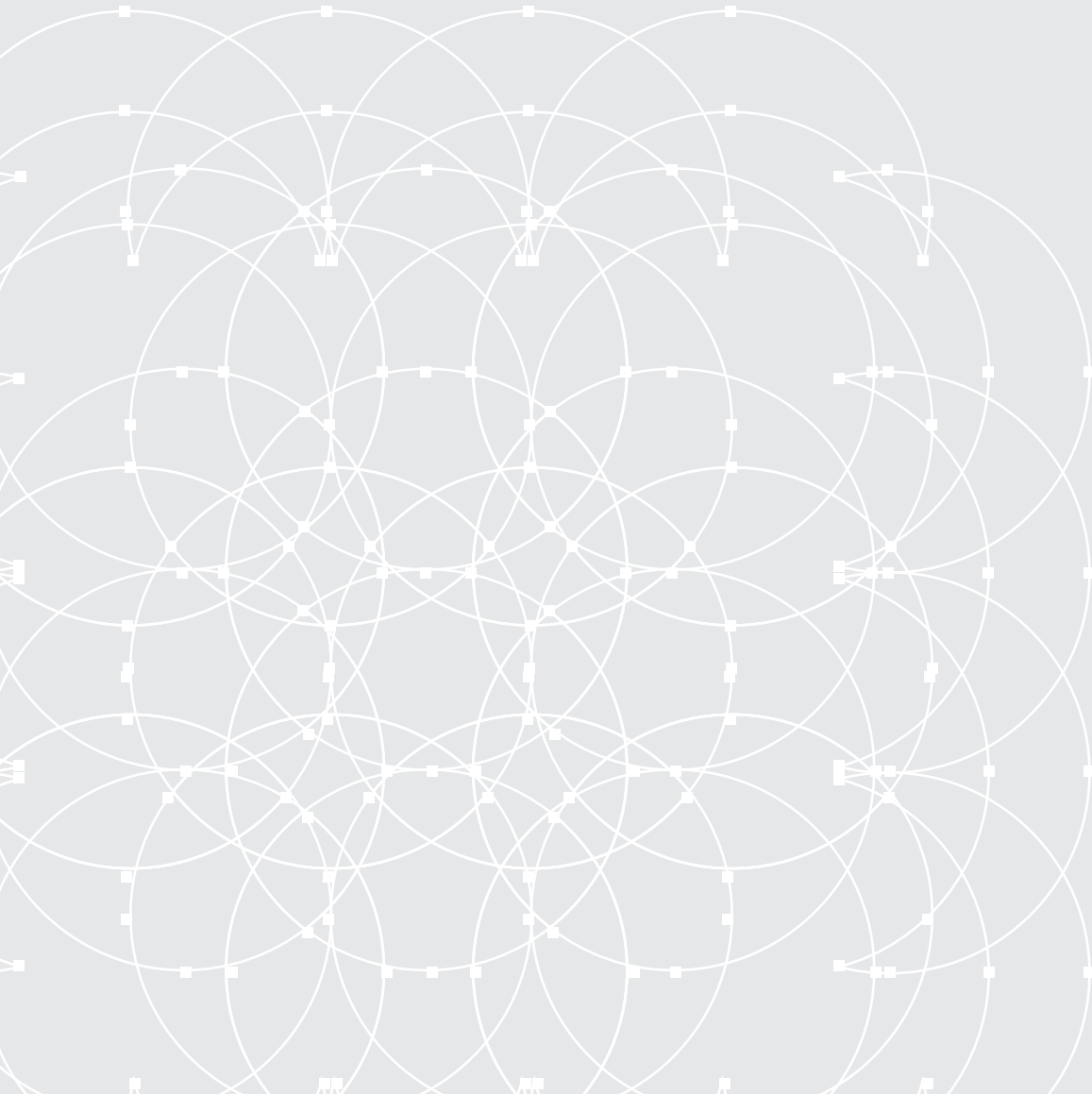
PHOTOGRAPHIC BACKGROUNDS



3.1 Procedures on full colour and monochromatic backgrounds.  
How the Victim Support Europe logo behaves in different backgrounds.

# 4.0 RESTRICTIONS

## *4.1 Identity Restrictions*



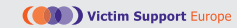
DO NOT DEFORM THE IDENTITY



DO NOT ALTER THE POSITION OR SIZE OF THE IDENTITY ELEMENTS



DO NOT USE THE IDENTITY IN DIMENSIONS LOWER THAN THE ONES SUGGESTED



DO NOT USE OTHER TYPEFACES THAN THE ONES SUGGESTED



DO NOT USE ONLY PARTS OF THE IDENTITY



**Victim Support Europe**

DO NOT USE IDENTITY VERSIONS IN INCORRECT BACKGROUNDS



DO NOT USE OTHER COLOURS THAN THE ONES SUGGESTED




DO NOT ADD SLOGANS




DO NOT ALTER THE CLEAR SPACE BETWEEN THE IDENTITY AND OTHER ELEMENTS



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

4.1 Identity Restrictions

