

GRAPHIC CHART

EPF VISUAL IDENTITY

May 2013



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INTRODUCTION

The identity of EPF is the face of our organisation to the world. It conveys our ideals, motives and objectives — a sense of what we are all about. The advantage of having a consistent and functional corporate identity is that it ensures we will be recognised, remembered and respected. It is an indicator that we are serious about being successful and that we are a reliable leader for patients in EU healthcare systems.

The process of changing the logo started in October 2012. EPF realised the old logo created back in 2003 was no longer reflecting the evolution of our organisation. In ten years, EPF has established itself as a key interlocutor with important stakeholders on health issues. In parallel, the patients' role in healthcare has transformed. They are becoming active and responsible actors in the management of their own health.

The new logo mirrors the evolution of our organisation as well as the changing role of patients. It also reflects our key values. The new shape maintains the original style with the three characters and therefore shows our human side while bringing our values to the fore.

It visualises three different and dynamic figures that gather together to shape a forum. All together they are empowered to become active players that make the voice of European patients heard widely. And all of them are equally included in this forum, representing the need for equal access to healthcare, regardless of their diversity.

The choice of colours is deliberate. Blue is the most prevalent colour in European affairs and represents trust and reliability. Green symbolises nature, healthiness and good fortune. Last but not least, these colours are contrasted enough to be accessible for visually impaired people.

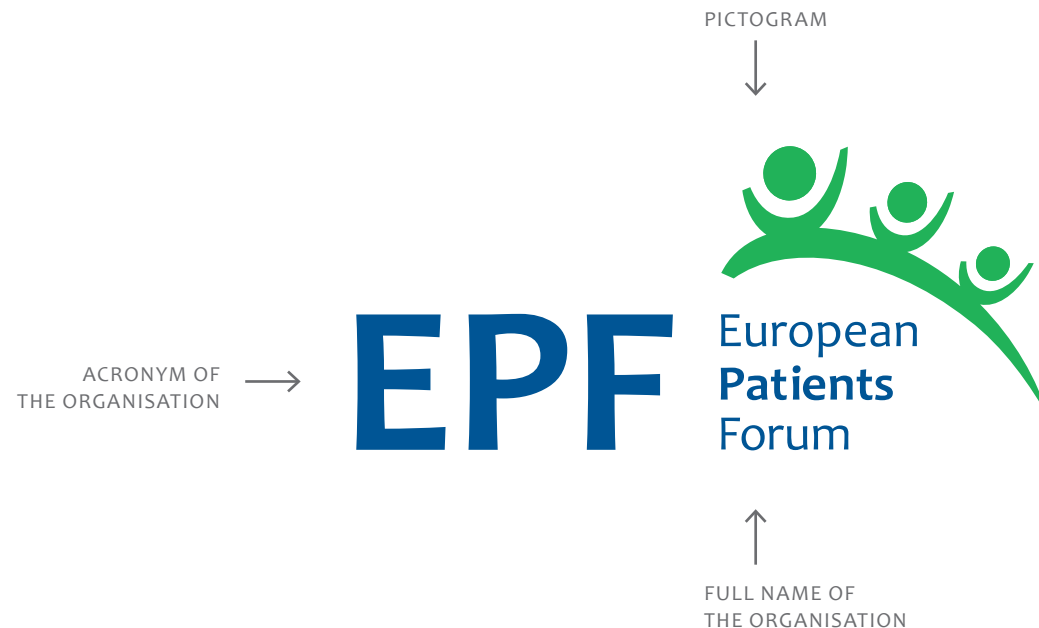
The name “European Patients Forum” is written in full to ensure the understanding of the EPF acronym. Finally the word “patients” is highlighted in bold to recall that patients should be at the centre of policies that affect us.

The main purpose of this graphic chart is to maintain visual continuity and EPF recognition across all our physical manifestations. EPF is not only a name, design or symbol, but also an identifiable homogeneous entity. These guidelines will also guarantee that all our work embodies EPF's trademark attributes, expresses them consistently, and helps to build an awareness of our identity.

GRAPHIC CHART

LOGOTYPE ELEMENTS

OFFICIAL VERSION



Pictogram, acronym and name all together are internal elements of the EPF logo. Those items may never be separated nor altered, with the exception of certain uses and formats (see page 9 and 10).



TYPEFACE CANDARA

EPF typeface

abcdefghijklmnopqrstuvwxyz+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CANDARA bold Font

abcdefghijklmnopqrstuvwxyz+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CANDARA Regular Font

The Candara typeface is the font used in the EPF logo that can be used for titles on communication supports. The minimum allowable size of typeface is 12 pt.

Typographical standards for punctuation and special symbols should be respected. Fonts should preferably be used «bold» and in positive or on tinted area to increase the readability.



THE TYPEFACE CALIBRI

EPF typeface

abcdefghijklmnopqrstuvwxyz+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CALIBRI Bold Font

abcdefghijklmnopqrstuvwxyz+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CALIBRI Regular Font

The Calibri typeface is the font used for body texts of corporate documents. The minimum allowable size of typeface is 9 pt for the core text.

Typographical standards for punctuation and special symbols should be respected. Calibri font is a universal standard, and is available in all general business software. It should therefore be used for all text purposes.





GRAPHIC CHART

LOGOTYPE COLOURS

OFFICIAL LOGOTYPE COLOURS

CMYK colour version

 C=80 M=0 Y=90 K=0

 C=100 M=58 Y=0 K=21

PANTONE colour version

 PMS 354C

 PMS 294C



The choice of the logotype colours is deliberate. Blue is the most prevalent colour in European affairs and represents trust and reliability. Green symbolises nature, healthiness and good fortune. Last but not least, these colours are contrasted enough to be accessible for visually impaired people.

GRAPHIC CHART

LOGOTYPE COLOURS

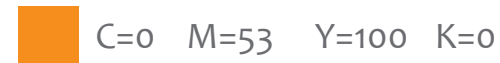
BLACK & WHITE VERSION

BLACK & WHITE version



ASSOCIATED COLOURS

Orange and Fushia are colours that can be associated to EPF logotype colours



VISUAL IDENTITY



GRAPHIC CHART

LOGOTYPE FORMAT

EXCLUSION ZONE

MINIMUM DISTANCE BETWEEN THE LOGO AND
ANY OTHER DESIGN ELEMENT OR TEXT



The **Exclusion zone** represents the dedicated zone for use of the logo. This zone must remain blank to allow the reader to identify the logo.

The minimum height size must be 10 mm. If the logo is reduced, only the pictogram and acronym may be used in isolation. However this can only happen if the whole official logo is present on the same document to allow for recognition.



GRAPHIC CHART

LOGOTYPE USE



Official Logo



Declinaison in Black & White of the official logo to use for black & white documents



Official Logo with exclusion zone to use when necessary (ex. on coloured backgrounds or pictures)



Negative **colour** version in black & white to use on black backgrounds



Squared version to use if there is no place to put the official version (ex. Facebook profile)

or next to other logos (ex. invitation, poster)



Squared version declinaison in Black & White



Squared version with exclusion zone



Negative squared version in black & white

LOGOTYPE USE



Without full name



Watermark at 7%
(mono or duo colour is allowed)



Various % in function
of the image



75 % Transparent background
zone

The pictogram and acronym can be used without the full name in certain cases (example when the logo is smaller than 10mm high) only if the entire logotype is also used on the same file.

The logo may not be used on background colours where readability is compromised or where there is not enough contrast for effective stand-out.

GRAPHIC CHART

LOGOTYPE

EXAMPLES OF UNAUTHORISED MODIFICATIONS



Do not distort the logotype.
Do not modify the size of the various elements.

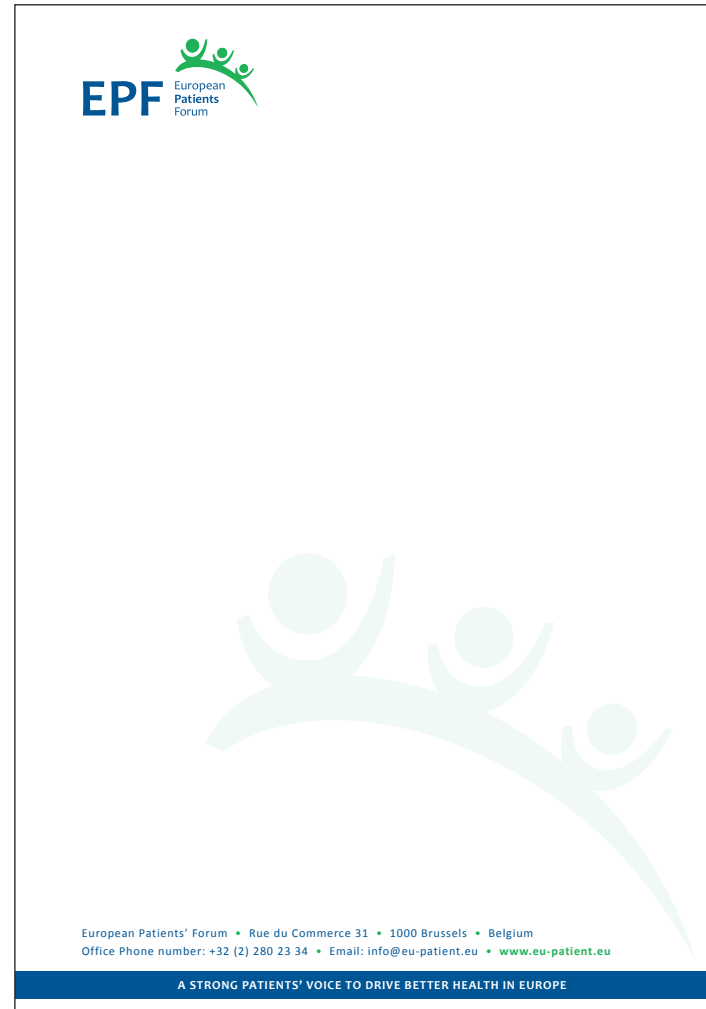
Do not modify the colours and their order.

Do not rotate the logo.

GRAPHIC CHART

LETTERHEAD + DOCUMENT

A4 FORMAT 210 X 297 mm



GRAPHIC CHART

VISIT CARD

55 X 85 mm



EPF

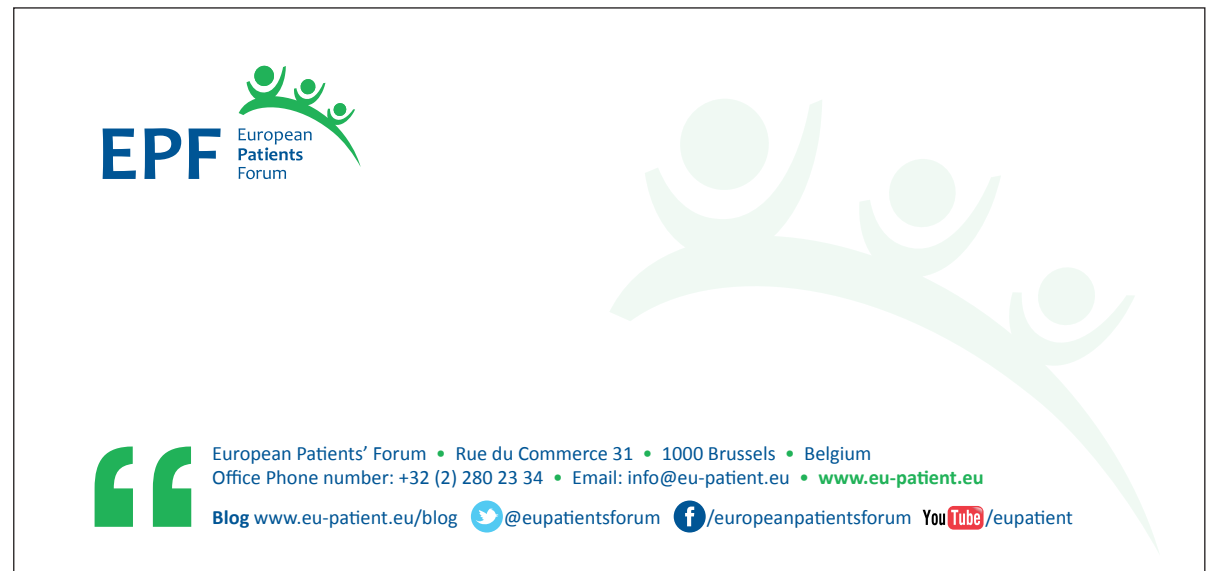
VISUAL IDENTITY



GRAPHIC CHART

COMPLIMENT CARD

US FORMAT 210 X 100 mm



GRAPHIC CHART

ENVELOP

US FORMAT 229 X 114 mm



GRAPHIC CHART

POWERPOINT



GRAPHIC CHART

MEETING FOLDER

FORMAT CLOSED 240 X 334 mm



EPF

VISUAL IDENTITY



USE OF EPF LOGO WITH OTHER LOGOS



Always use the squared version
to gain space and
respect the exclusion zone.

The EPF logo can be used to publicise the EPF activity and mission with express permission from EPF.

Please respect the following terms and conditions to use of the EPF Logo:

- The logo may be used to identify our members' organisations as part of our membership identification. It may be used on websites, signage, reports, brochures, and other publicity or display materials. The Logo may not be used by non-members, including former members whose membership has lapsed. To check whether your organisation is a current member, please see [our list of members](#).
- The logo may link only to the EPF website www.eu-patient.eu. You may not use it to link to other pages on your website or any other websites.
- The logo must always be at least 10 mm in height when displaying in print or on screen. If the logo is reduced, only the pictogram and acronym may be used in isolation. However this can only happen if the whole official logo is present on the same document to allow for recognition.
- The logo must be used in its entirety and may not be altered in any way, including proportions, colours, elements and typeface except by express permission from EPF. You may not animate morph or in any other way distort the appearance of the Logo.
- The logo can be printed in black ink or in its original colours. Altering the colour scheme of the logo is not permitted.
- The logo may not be used to indicate any kind of endorsement by EPF of an organisations' statement or service; or that any official status for any product or service has been conferred by or is otherwise associated with EPF; or to show any kind of relationship with EPF aside from those expressly permitted by EPF.
- The logo may not be used to indicate the existence of any relationship between EPF and any other organisations or company, than the member organisation.
- The logo may not be used in connection with any disparaging statements about EPF or its services, or statements that otherwise reflect poorly on EPF.
- The logo may not be used on any web site that is in violation of any applicable laws or governmental regulations.
- EPF reserves the right to disallow any use of the Logo. The concerned person or organisation shall remove the logo or discontinue its use by simple request of EPF. Any unauthorised use of the EPF logo may result in legal action.
- The use of the logo indicates the acceptance of the above mentioned rules.

The logo is available on EPF website under the [library section](#).

If you have questions about any of the conditions above, write to: cynthia.bonsignore@eu-patient.eu