



European Network for  
Rural Development

# ENRD LOGO GUIDELINES

# VERSIONS

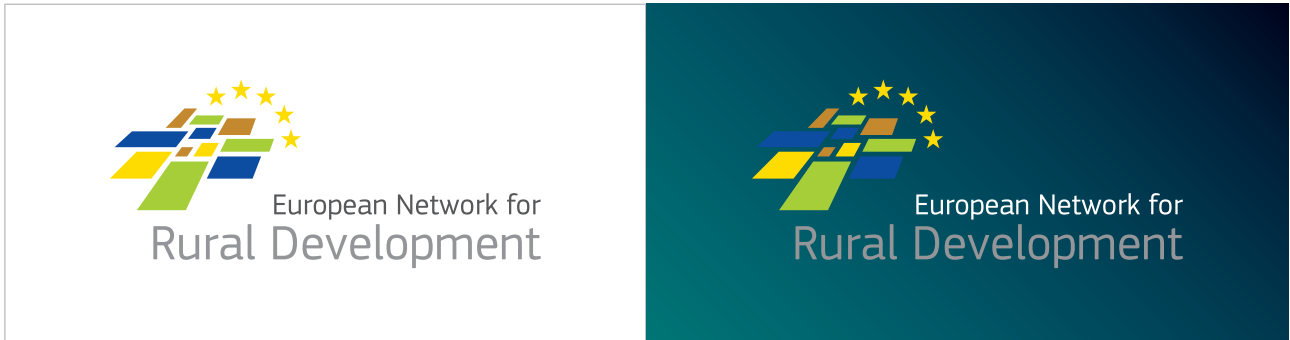
## FULL VERSION

The full version is the generic version. It cannot be altered.

## FULL COLOURS

Positive

Negative



## GRAYSCALE

Positive (allowed only on a white background)



## BLACK AND WHITE

Positive

Negative



# VERSIONS

## SHORT VERSION

The short version is allowed only to be used when the full version is present in the same page or screen.

### FULL COLOURS

Positive



Negative



### GRAYSCALE

Positive (allowed only on a white background)



### BLACK AND WHITE

Positive





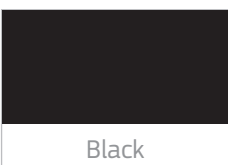



Negative



# COLOURS

## COLORS FOR THE ENRD LOGO

	CMYK	Pantone	RGB	Hex
 Blue	100 80 0 0	Pantone Reflex Blue	0 51 153	#003399
 Light Green	40 0 100 0	Pantone 381	177 200 0	#b1c800
 Yellow	0 10 100 0	Pantone Yellow	255 221 0	#ffdd00
 Ocre	25 50 100 0	Pantone 131	200 137 16	#c88910
 Black	0 0 0 100	Black	0 0 0	#000000
 Grey	0 0 0 50	Pantone 423	156 158 159	#9c9e9f

## COMPLEMENTARY COLOR

	CMYK	Pantone	RGB	Hex
 Dark Green	100 25 50 0	Pantone 327	0 140 141	#008c8d

# PROTECTION AREA

The protection area is the minimum area around the logo that should remain clear of text and other graphic elements. This makes the logo visible and prevents it getting mixed with other visual elements.

The size of the protection area is based on one star from the ENRD logo.

## FULL VERSION



## SHORT VERSION



# MINIMUM SIZE

To make sure the logo is always clear and legible, there is a minimum size requirement.

The minimum size requirement is based on the width of the ENRD logo.

## PRINT

### FULL VERSION



Minimum width:  
30 mm

### SHORT VERSION



Minimum width:  
20 mm

## DIGITAL

### FULL VERSION



Minimum width:  
125 pixels at 72 dpi

### SHORT VERSION



Minimum width:  
80 pixels at 72 dpi