

Logo guidelines

November 2021

COLOR VERSIONS

For the following applications, the Eurac Research logo is available in the color versions shown opposite:

Press:
.eps / .pdf / .tif
vectors and high resolution
for typographic printing
(Pantone e CMYK)

Office:
.pdf / .png
High resolution
for internal use (RGB)

Screen:
.png
Low resolution (RGB)
for screens only

MAIN VARIANT

Logo red



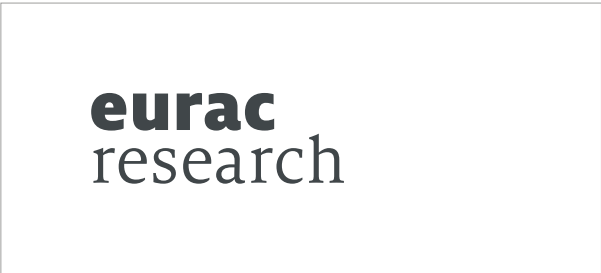
 File name

Press
eurac_logo_red_CMYK_pos
eurac_logo_red_PANTONE_pos

Office
eurac_logo_red_RGB_pos

Screen
eurac_logo_red_WEB_pos

Logo grey



Press
eurac_logo_grey_CMYK_pos
eurac_logo_grey_PANTONE_pos

Office
eurac_logo_grey_RGB_pos

Screen
eurac_logo_grey_WEB_pos

Logo black



Press
eurac_logo_black_CMYK_pos
eurac_logo_black_PANTONE_pos

Office
eurac_logo_black_RGB_pos

Screen
eurac_logo_black_WEB_pos

Logo white



Press
eurac_logo_white_CMYK_neg
eurac_logo_white_PANTONE_neg

Office
eurac_logo_white_RGB_neg

Screen
eurac_logo_white_WEB_neg

SPECIAL VARIANT

Horizontal variant
If the logo positioning area is too narrow to use the main logo, the horizontal variant can be used. But, it should only be used in these exceptional cases.

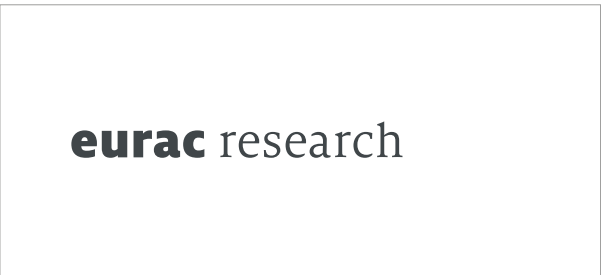


 File name

Press
eurac_logo_special version_red_CMYK_pos
eurac_logo_special version_red_PANTONE_pos

Office
eurac_logo_special version_red_RGB_pos

Screen
eurac_logo_special version_red_WEB_pos



Press
eurac_logo_special version_grey_CMYK_pos
eurac_logo_special version_grey_PANTONE_pos

Office
eurac_logo_special version_grey_RGB_pos

Screen
eurac_logo_grey_WEB_pos



Press
eurac_logo_special version_black_CMYK_pos
eurac_logo_special version_black_PANTONE_pos

Office
eurac_logo_special version_black_RGB_pos

Screen
eurac_logo_special version_black_WEB_pos



Press
eurac_logo_special version_white_CMYK_neg
eurac_logo_special version_white_PANTONE_neg

Office
eurac_logo_special version_white_RGB_neg

Screen
eurac_logo_special version_white_WEB_neg

APPLICATION OPTIONS

The **official version of the positive and negative logo is red** and where possible, this is the version that should be applied.

Possible variants for special applications are indicated here.



Positive version

Negative version

CMYK: 3 / 97 / 98 / 1
RGB: 223 / 27 / 18
Hex: #DF1B12
Pantone: 2035 U



Background colors

CMYK: 15 / 0 / 0 / 85
RGB: 64 / 70 / 72
Hex: #404648
Pantone: 426 U

CMYK: 80% 15 / 0 / 0 / 85
RGB: 102 / 107 / 108
HEX: #666B6C
Pantone: 80% 426 U

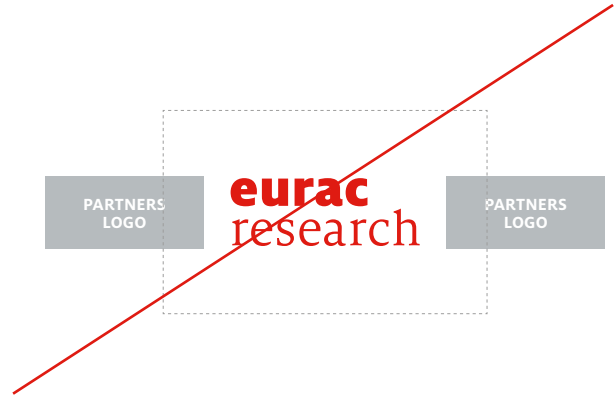
CMYK: 60% 15 / 0 / 0 / 85
RGB: 140 / 144 / 145
HEX: #8C9091
Pantone: 60% 426 U

CMYK: 40% 15 / 0 / 0 / 85
RGB: 178 / 181 / 181
HEX: #B2B5B5
Pantone: 40% 426 U

SPACING

In order to maintain proper visibility, the logo must be contained within a buffer area. This is determined by margins equal to the logo's height.

No other graphic element must be present within this area.



MINIMUM SIZE

8 mm total height



DON'TS

Do not use the logo in colors other than those specified.

Do not use the logo in proportions other than those specified

To ensure legibility, avoid applying the logo to images



LOGOS AND THIRD PARTIES

When the Eurac Research logo versions are not suitable for third-party use, a clear version of the logo can be used as long as legibility is guaranteed.

Available in color positive and negative (A), and for single-color positive and negative black-and-white print applications (B).

A



B



File name

Press

eurac_logo_boxed_red_CMYK_pos

Office

eurac_logo_boxed_red_RGB_pos

Screen

eurac_logo_boxed_red_WEB_pos

Press

eurac_logo_boxed_red_CMYK_neg

Office

eurac_logo_boxed_red_RGB_neg

Screen

eurac_logo_boxed_red_WEB_neg

Press

eurac_logo_boxed_red_CMYK_pos

Office

eurac_logo_boxed_red_RGB_pos

Screen

eurac_logo_boxed_red_WEB_pos

Press

eurac_logo_boxed_red_CMYK_neg

Office

eurac_logo_boxed_red_RGB_neg

Screen

eurac_logo_boxed_red_WEB_neg

