

# **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



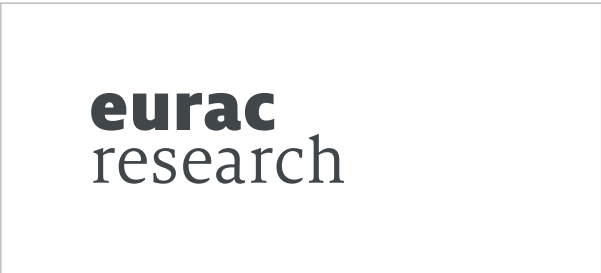
File name

**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.

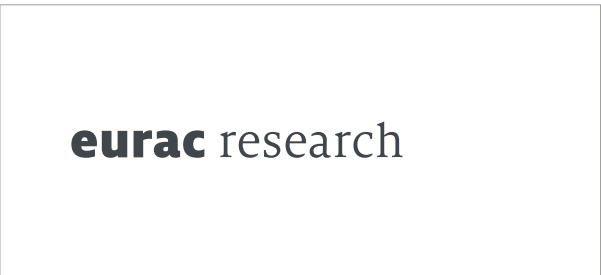


File name

**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

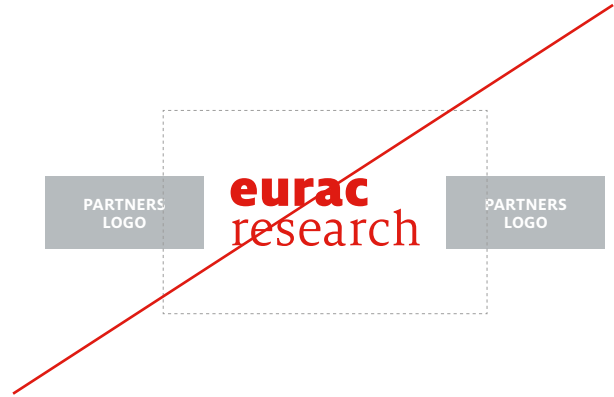
CMYK: 60% 15 / 0 / 0 / 85  
RGB: 140 / 144 / 145  
HEX: #8C9091  
Pantone: 60% 426 U

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



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

B



**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

