

Corporate identity manual



E R F P

LOGOTYPE & COLORS

1.

Logotype Colors

This is the primary logotype of ERFP. It is best represented on bright or/and contrasting backgrounds.



A

Pantone: Pantone 540C
RGB: 19, 68, 116
CMYK: 100, 79, 29, 13
Web: #134474

B

Pantone: Pantone 382C
RGB: 202, 220, 88
CMYK: 24, 0, 81, 20
Hex: #CADC57

Logotype Colors

This version of the logotype is intended to be used when the use of the primary version is unsatisfactory - e.g. - on similar colored and/or dark backgrounds



A

Pantone: Pantone 382C
RGB: 202, 220, 88
CMYK: 24, 0, 81, 20
Hex: #CADC57

B

Pantone: Pantone 382C
RGB: 202, 220, 88
CMYK: 24, 0, 81, 20
Hex: #CADC57

LOGOTYPE & COLORS

2.

Logotype Grayscale



A

CMYK: 0, 0, 0, 16



B

CMYK: 0, 0, 0, 94

Logotype Grayscale



A

CMYK: 0, 0, 0, 16



B

CMYK: 0, 0, 0, 94

LOGOTYPE & COLORS

3.

Logotype Monochrome



A

CMYK: 0, 0, 0, 100



B

CMYK: 0, 0, 0, 100

Font Use

The font used in ERFP official documents and for the website in Source Sans Pro (available under the SIL OpenFont License).

Font installation:

Microsoft Windows

Unzip the Source_Sans_Pro.zip folder and copy the contents into C:/Windows/Fonts

Apple MacOS X

Unzip the Source_Sans_Pro.zip folder and select all the items in the folder. Double click one item and the Font Manager will open. Click the button in the bottom to install the font.

Source Sans Pro

ExtraLight

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Source Sans Pro

Light

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Source Sans Pro

Semibold

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Font Use

Source Sans Pro

Bold

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Source Sans Pro

Black

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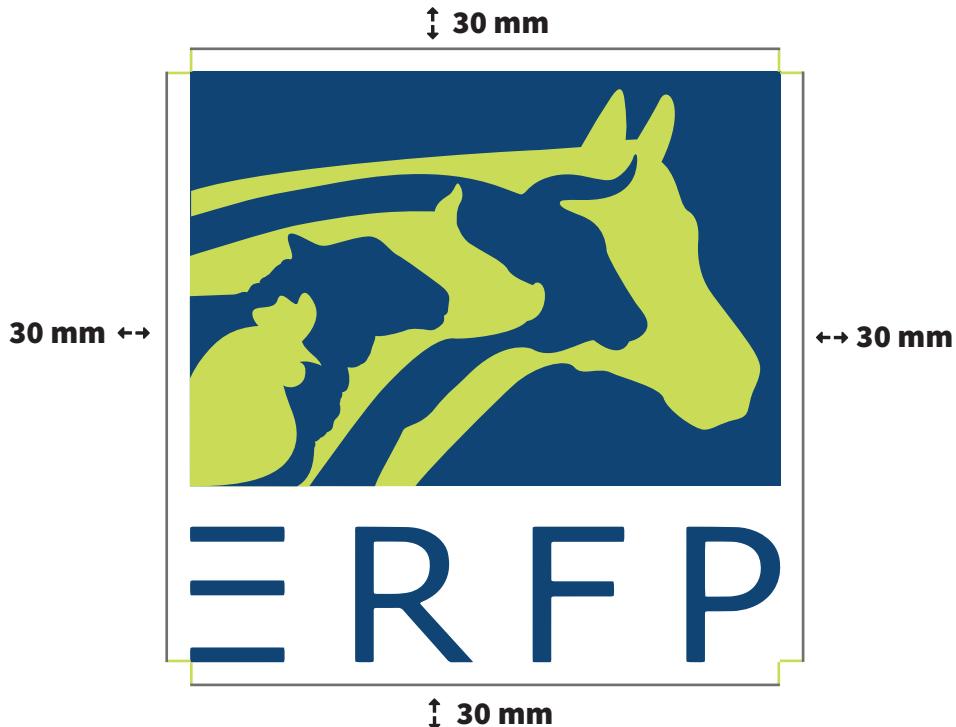
Where do we use the logotype?

The ERFP logotype should be used on all printed and published products within the network.

Some examples include:

Digital Channels: Website, external news, social media, videos, newsletters, banners...

Printed material: Minutes, reports, leaflets, brochures, booklets...



When setting up the logotype, make sure that it is always away from the edge of each document, web page, printed material at least 30mm from the edge. The logotype must always be legible and in the original proportions. The minimum size of the logotype is 30mm. Also, in the example below, we can see that the logotype is used only as a square shape.





European Regional Focal Point for Animal Genetic Resources
c/o ERFP Secretariat
University of Ljubljana, Biotechnical faculty, Jamnikarjeva 101, 1000 Ljubljana, Slovenia
Phone: +386 1 320 39 95 | Fax.: +386 1 724 10 05
erfp_secretariat@bf.uni-lj.si | www.animalgeneticresources.net | www.rfp-europe.org

DOCUMENT TEMPLATE



ERFP

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www.animalgeneticresources.net

www.rfp-europe.org

Photo: ERFP archive



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SIT DOLOR**

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ERFP

LOREM IPSUM-NASLOV

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LOREM IPSUM-NASLOV

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