



MAKESENSECAMPAIGN

Brand Guidelines 2019

MAKESENSECAMPAIGN

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Logotype

Introducing *Make Sense* campaign logotype. This is the master brand logotype in full colour and the preferred version in all media.

Full colour logotype layout option 1.

MAKESENSECAMPAIGN

RED

PANTONE 1817 CP

GREY

PANTONE Cool Gray 7 CP

BLUE

PANTONE 7682 CP

Full colour logotype layout option 2.

MAKE

RED - PANTONE 1817 CP

SENSE

GREY - PANTONE Cool Gray 7 CP

CAMPAIGN

BLUE - PANTONE 7682 CP

Colour breakdown in CMYK and RGB on page 7.

Space requirement of logotype

Minimum white space around the logotype to create a clear zone is determined by the height of the 'M' within the logotype. Always ensure that text or other elements are at least 1x M height away from the logotype on all sides.



Minimum size of the logotype should be no smaller than 20mm wide.



Minimum size of the logo should be no smaller than 10mm wide.

Logotype variants

The logotype can also be used on a solid background, in the formats below:



The black/white logotype can be used for one-colour materials only.



Full colour logotype with head graphic layout option 1.



Full colour logotype with head graphic layout option 2.



Incorrect use of logotype



DO NOT stretch or distort.



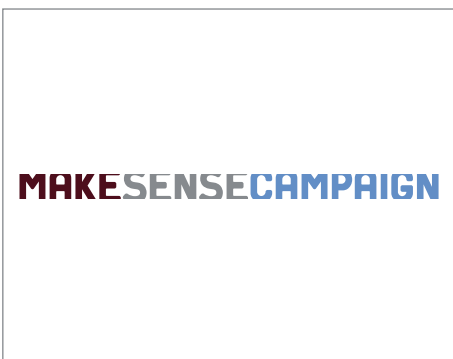
DO NOT change element proportions.



DO NOT tint.



DO NOT change colour.



DO NOT crop or hide.



DO NOT angle.



DO NOT retype or change the font.



DO NOT add or delete elements.

We recommend using the logotype on a white or very light background.

Brand colours

The family of colours use two primary colours and two secondary colours.



CMYK
63/37/2/0

RGB
110/142/192

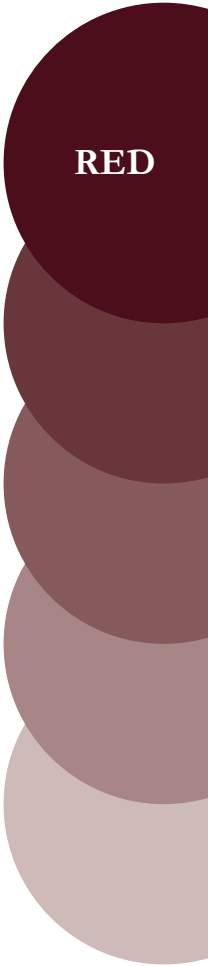
PANTONE
7682 CP

80%

60%

40%

20%



CMYK
30/85/59/70

RGB
104/55/55

PANTONE
1817 CP

80%

60%

40%

20%



CMYK
20/14/12/40

RGB
153/153/155

PANTONE
Cool Gray 7 CP

80%

60%

40%

20%



CMYK
7/14/20/22

RGB
191/177/159

PANTONE
7529 CP

80%

60%

40%

20%

Typefaces

Primary font

Helvetica Neue would be used for print and digital designed material, generally for headings.

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Alternative font

Ariel would be used for digital designed material where Helvetica Neue and Garamond are not available, generally on the website, PowerPoints and Word docs.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary font

Garamond would be used for print and digital designed material.

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Regular

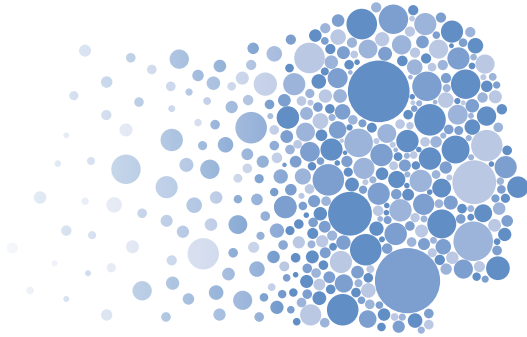
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Additional graphic elements

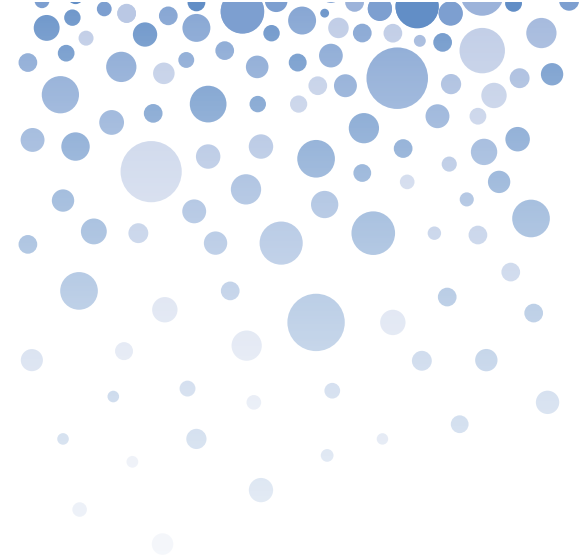
Head graphic - using percentages of BLUE.



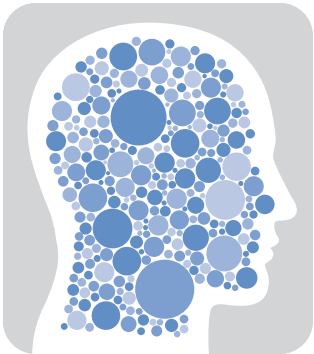
Globe - 2 options of 20% BLUE or WHITE.



Bubbles - using percentages of BLUE.



Head graphic contained -- using percentages of BLUE with a GREY background.







Supporting logo for EHNS countries

Introducing EHNS logotype. This is the EHNS master brand logotype in full colour and the preferred version in all media. EHNS participating countries need to use both EHNS and *Make Sense* campaign logotypes in conjunction with one another.



Colours

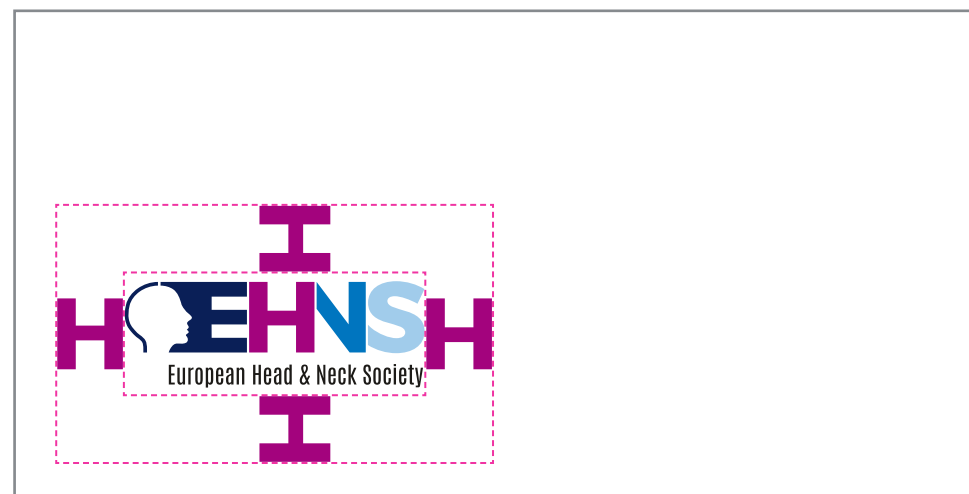
	CMYK 100/95/34/33		CMYK 40/100/15/1		CMYK 87/49/0/0		CMYK 35/8/1/0
	RGB 11/30/87		RGB 164/2/124		RGB 0/118/190		RGB 160/205/235
	PANTONE 2766 C		PANTONE 2415 C		PANTONE 3005 C		PANTONE 291 C

Non-EHNS countries

Please contact us for more information or questions regarding the use of this logo: secretariat@makesensecampaign.eu.

EHNS Logotype placement

The EHNS logotype should be placed on the rear of printed material, ideally to the bottom left.



Minimum white space around the logotype to create a clear zone is determined by the height of the 'H' within the logotype. Always ensure that text or other elements are at least 1x H height away from the logotype on all sides.

The EHNS logotype should not appear together with the *Make Sense* campaign logotype on the same page, they are affiliates and should not be combined.