

SHARING ONE EUROPEAN FUTURE



**SEEC**P

ROMANIAN CHAIRMANSHIP-IN-OFFICE  
2013 · 2014

VISUAL IDENTITY MANUAL 2013–2014



## COPYRIGHT

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The most current version of the Manual is  
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**[www.mae.ro/seecp/visual\\_identity\\_manual](http://www.mae.ro/seecp/visual_identity_manual)**

Updates to the SEECP Visual Identity Manual  
will be posted on the website at

**[www.mae.ro/seecp/visual\\_identity\\_manual](http://www.mae.ro/seecp/visual_identity_manual)**

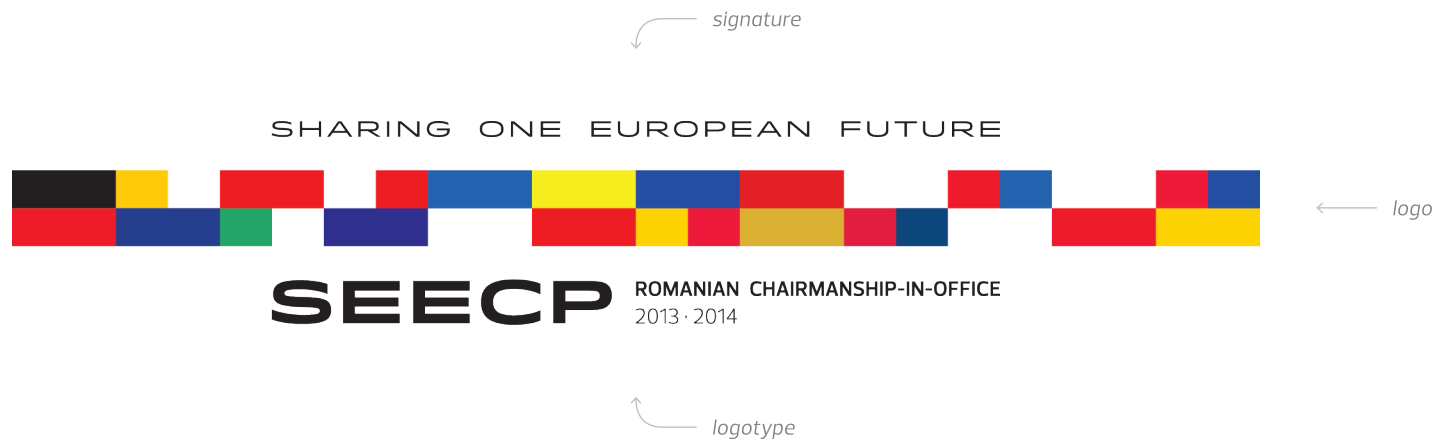
*This manual is an Adobe Acrobat 8.0 PDF file  
for viewing on Macintosh or Windows  
platforms. We recommend downloading the file  
and viewing it on your desktop. The complete  
file or its individual pages can also be printed on  
A4 size paper, preferably using a color printer.  
The most current version of the manual is  
available online at **[mae.ro/seecp/manual](http://mae.ro/seecp/manual)**.*



## BASIC STANDARDS

1.0

- 1.1 The SEECP Logo
- 1.2 Signature Specifications
- 1.3 Size Restrictions
- 1.4 Surrounding Space Requirements
- 1.5 Unacceptable Uses





logo

SHARING ONE EUROPEAN FUTURE

signature

SEECP

logotype

ROMANIAN CHAIRMANSHIP-IN-OFFICE

2013 · 2014



## The SEECP Logo

The SEECP logo appears to the Center. It is the primary element of the SEECP visual identity system and Must appear on all official SEECP Communications. It may not be Modified in any way.

### Primary

*This SEECP logotype, appearing together with the logo and the signature, is the preferred visual representation for the company.*

### Secondary

*When different specificity is needed, the logotype can be used together with the logo and the signature.*

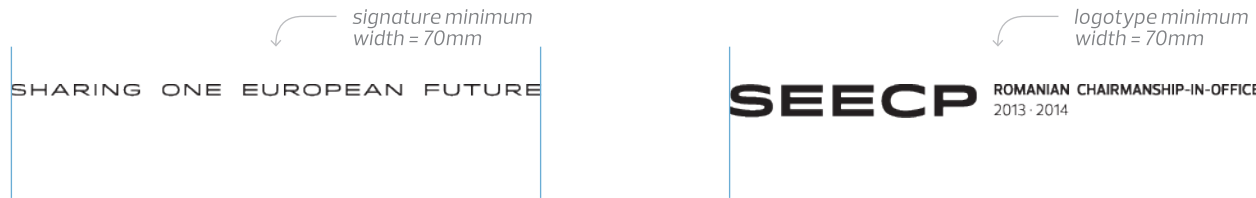
### The SEECP Signature

The logo needs to communicate the company's name more fully. As a result, the signature is always part of the logo.



*The full name of the entity –SEECP, 2013–2014–must appear somewhere on all official SEECP communications.*





## Size Restrictions

The SEECP logotype and signatures should be produced at a reasonable size to maintain legibility.

*For printed materials, the logotype and the signature must never be smaller than 70mm wide.*

*For digital use, the SEECP logotype and the logotype with signature should never be smaller than 150 pixels wide.*



## Surrounding Space Requirements

A prescribed amount of clear space around the logotype should be maintained at all times.

*No other type or graphic element may appear within the prescribed clear space.*

*The unit of measure is a square equal to the height from the baseline to the top of the logo. The light blue area represents the amount of space that must be maintained between the logotype and any other element including the edge of a page.*



## Unacceptable Uses

It is extremely important for brand success that the SEECP logotype and signatures be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following pages illustrate unacceptable displays. For acceptable applications (i.e., in publications, on websites, or on merchandise, etc.) of the SEECP logotype and its optional signatures.

1. Do not distort any portion of the logotype / signature.
2. Do not crop any portion of the logotype / signature.
3. Do not tilt the logotype / signature.
4. Do not rotate the logotype / signature.
5. Do not rearrange components in the signature.
6. Do not alter the alignment of any component of the signature.
7. Do not alter the relative size of the logotype and the unit signature.
8. Do not alter the typeface of the SEECP logotype.
9. Do not add a drop shadow to any part of the signature. Do not rearrange components in the signature.
10. Do not alter the colors.

- 2.1 Primary Colour Palette
- 2.2 Supplementary Colour Palette
- 2.3 Unacceptable Colour Treatments



print  
four-color process

C0 M0 Y0 K100

C0 M100 Y95 K0

C0 M20 Y100 K0

C100 M90 Y10 K0

C80 M10 Y79 K0

C0 M100 Y100 K0

C100 M100 Y5 K0

C90 M65 Y0 K0

C5 M0 Y95 K0

C0 M100 Y80 K0

C0 M15 Y100 K0

C95 M80 Y0 K0

C15 M30 Y95 K0

C5 M100 Y100 K0

C100 M80 Y25 K10

C5 M100 Y75 K0

C0 M100 Y90 K0

digital  
web/video usage

R0 G0 B0

R236 G28 B41

R255 G202 B5

R37 G64 B142

R32 G164 B104

R236 G28 B36

R48 G49 B140

R31 G98 B174

R249 G236 B23

R236 G26 B59

R255 G211 B0

R35 G78 B161

R219 G174 B48

R226 G31 B38

R20 G71 B124

R226 G29 B65

R236 G27 B46

Primary Colour Palette

The primary colours for the SEECP visual identity system are equivalent colour formulas for four-colour printing and digital media are provided to the left.



print  
four-color process

C0 M0 Y0 K30

C0 M0 Y0 K100

C95 M80 Y0 K0

C0 M15 Y100 K0

C0 M100 Y80 K0

digital  
web/video usage

R179 G179 B179

R0 G0 B41

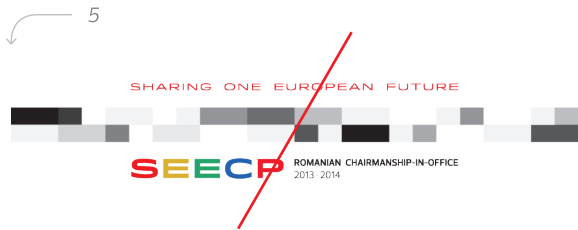
R35 G78 B161

R255 G211 B0

R236 G26 B59

Supplementary Colour Palette

A supplementary set of colours has been selected to complement the primary colour palette. The colours shown in this supplementary palette are recommended for general use, but the user is not limited to only these colours.



### Unacceptable Colour Treatments

- 1–2. Do not use other colours in the supplementary colour palette.
3. Do not apply a gradient to the logotype.
4. Do not apply a tint to the logotype.
5. Do not switch the primary palette colours around among the components of the signature.
6. Do not substitute other colours, including those in the supplementary colour palette, except black.





Prelo  
Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Prelo  
Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Prelo  
SemiBold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Prelo  
Black  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Primary Typefaces

The Prelo font family has been chosen as the primary typefaces for SEECP communications. The typefaces allow for flexibility and creative expression in text and display.

The font families displayed have been purchased by the company for use by SEECP employees and are available upon request.

### Sources

*Should you want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:*

**Prelo**  
Fontshop — [www.fontshop.com](http://www.fontshop.com)

Helvetica

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

### Substitute Fonts

Helvetica is a good substitute for use in desktop letterhead templates, PowerPoint templates, and web toolkit templates.

### Sources

*Should you want to purchase these typefaces independently, they are available for both Windows and Macintosh platforms and may be purchased from—among others—the following sources:*

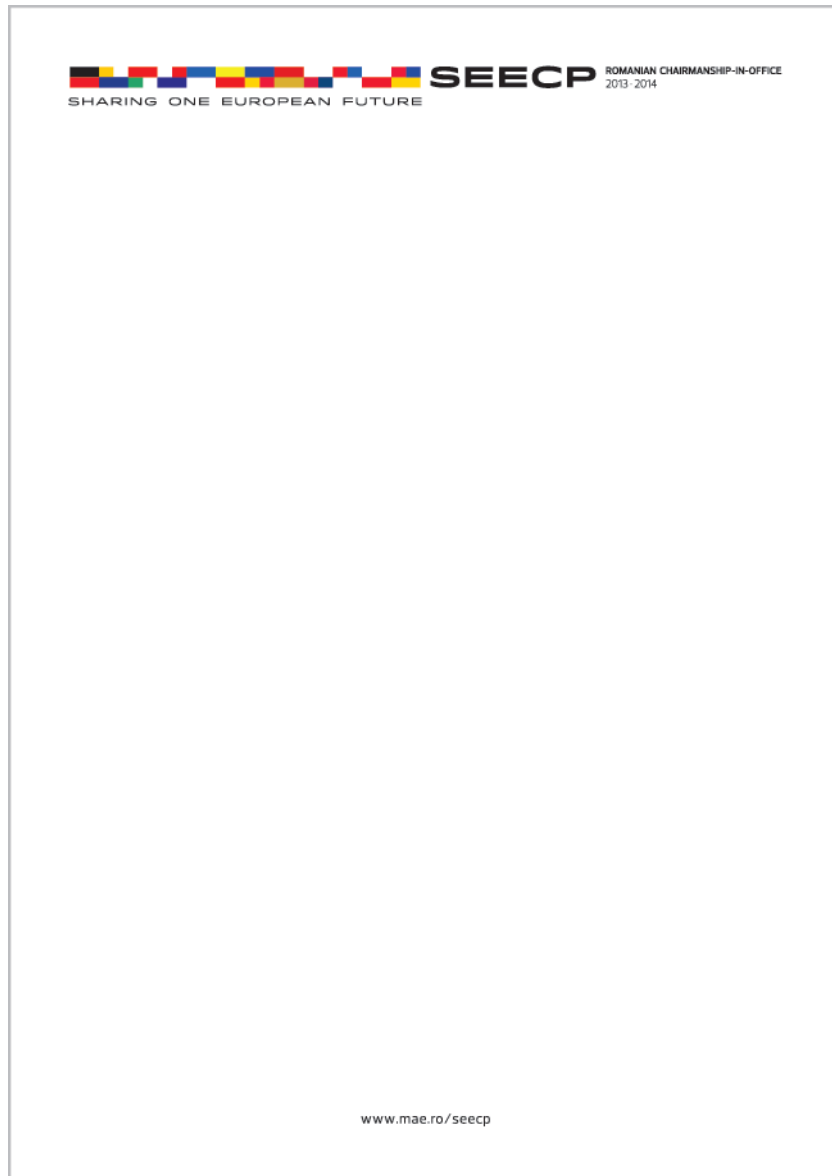
*Helvetica family*

*Fontshop — [www.fontshop.com](http://www.fontshop.com)*

## STATIONERY

4.0

- 4.1 Letterhead: Primary, Secondary
- 4.2 Small Letterhead: Primary, Secondary
- 4.3 Notebook: Primary, Secondary
- 4.4 Folder



\* this size is for preview only

## Letterhead

Primary:

Printed on extrawhite media, used mainly for official communication in between the entities comprised in SEECP.

Header – Secondary logo, full.

## Size

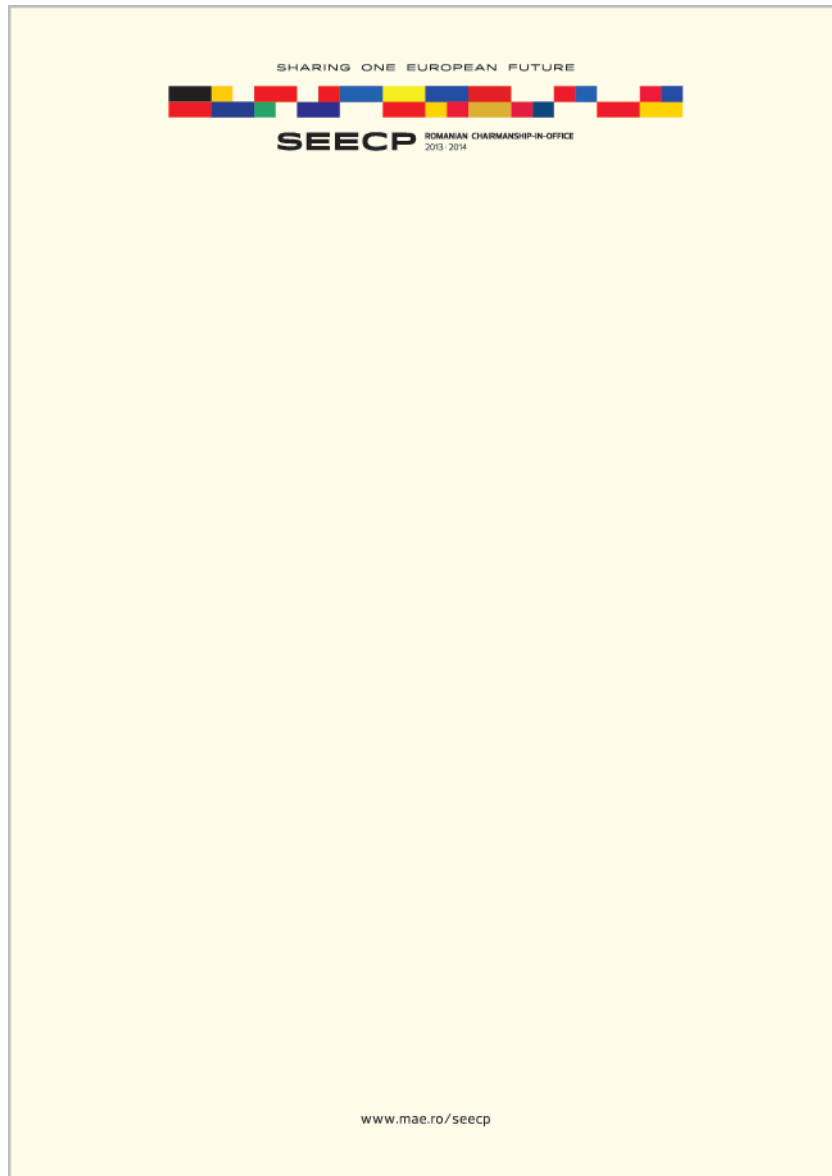
DIN A4: 210 x 297 mm

## Paper

Extrawhite, offset type, 100 gsm  
(recommended)

Printing:

offset press, CMYK



\* this size is for preview only

## Letterhead

### Secondary:

Printed on camoscio type media, used mainly for first rank officials communication in between the entities comprised in SEECP .

Header – Primary logo, full.

### Size

DIN A4: 210 x 297 mm

### Paper

Camoscio / Avorio, offset type, 100 gsm  
(recommended)

### Printing:

offset press, CMYK



\* this size is for preview only

### Small Letterhead

Primary:

Printed on extrawhite media, used mainly for official brief communication and exchanging agendas in between the entities comprised in SEECP.

Header – Secondary logo, full.

### Size

DIN A5: 148,5 x 210 mm

### Paper

Extrawhite, offset type, 100 gsm  
(recommended)

Printing:

offset press, CMYK

**Small Letterhead**

Secondary:

Printed on camoscio type media, used mainly for first rank exchanging agendas in official communication in between the entities comprised in SEECP .

Header – Primary logo, full.



[www.mae.ro/seecp](http://www.mae.ro/seecp)

**Size**

DIN A5: 148,5 x 210 mm

**Paper**

Camoscio / Avorio, offset type, 100 gsm  
(recommended)

Printing:

offset press, CMYK



← binding with metallic wire (silver)

\* this size is for preview only

### Notebook

Primary: Usual writing tool, the notebook has its own utility.

Cover – Primary logo, full.

### Size

custom, 210 x 315 mm (A4+)

### Front Cover

(recommended)

White, firm cardboard (300 : 350 gsm)

Matte plastic foil laminating ,  
on both sides, for extra protection.





← *perforated*

*\* this size is for preview only*

### Notebook

Primary: Interior of the notebook.  
Friendly paper – mandatory.

Header – Secondary logo, full.

### Size

*custom, 210 x 315 mm (A4+)*

### Interior sheet

*(recommended)*

*Extrawhite, **offset type** (90 : 100 gsm)  
perforated on small side, at exact 18 mm;  
the result is a full DIN A4 sheet (210 x297 mm),  
which can be used in various ways of  
communication.*



*\* this size is for preview only*

### Notebook

Primary: Usual writing tool, the notebook has its own utility.

Back Cover – Primary logo.  
Foot note – signature, centered.

### Size

*custom, 210 x 315 mm (A4+)*

### Back Cover

*(recommended)*

*White, firm cardboard (300 : 350 gsm)  
Matte plastic foil laminating ,  
on both sides, for extra protection.*

binding with metallic wire (silver)



\* this size is for preview only

## Notebook

Primary: Usual writing tool, the notebook has its own utility, certified by the fact that we still use it to take down written impression of our everyday life.

Cover – Primary logo, full.

## Size

custom, 210 x 315 mm (A5+)

## Front Cover

(recommended)

White, firm cardboard (300 : 350 gsm)  
Matte plastic foil laminating,  
on both sides, for extra protection.



\* this size is for preview only

### Notebook

Primary: Interior of the notebook.  
Friendly paper – mandatory.

Header – Secondary logo, full.

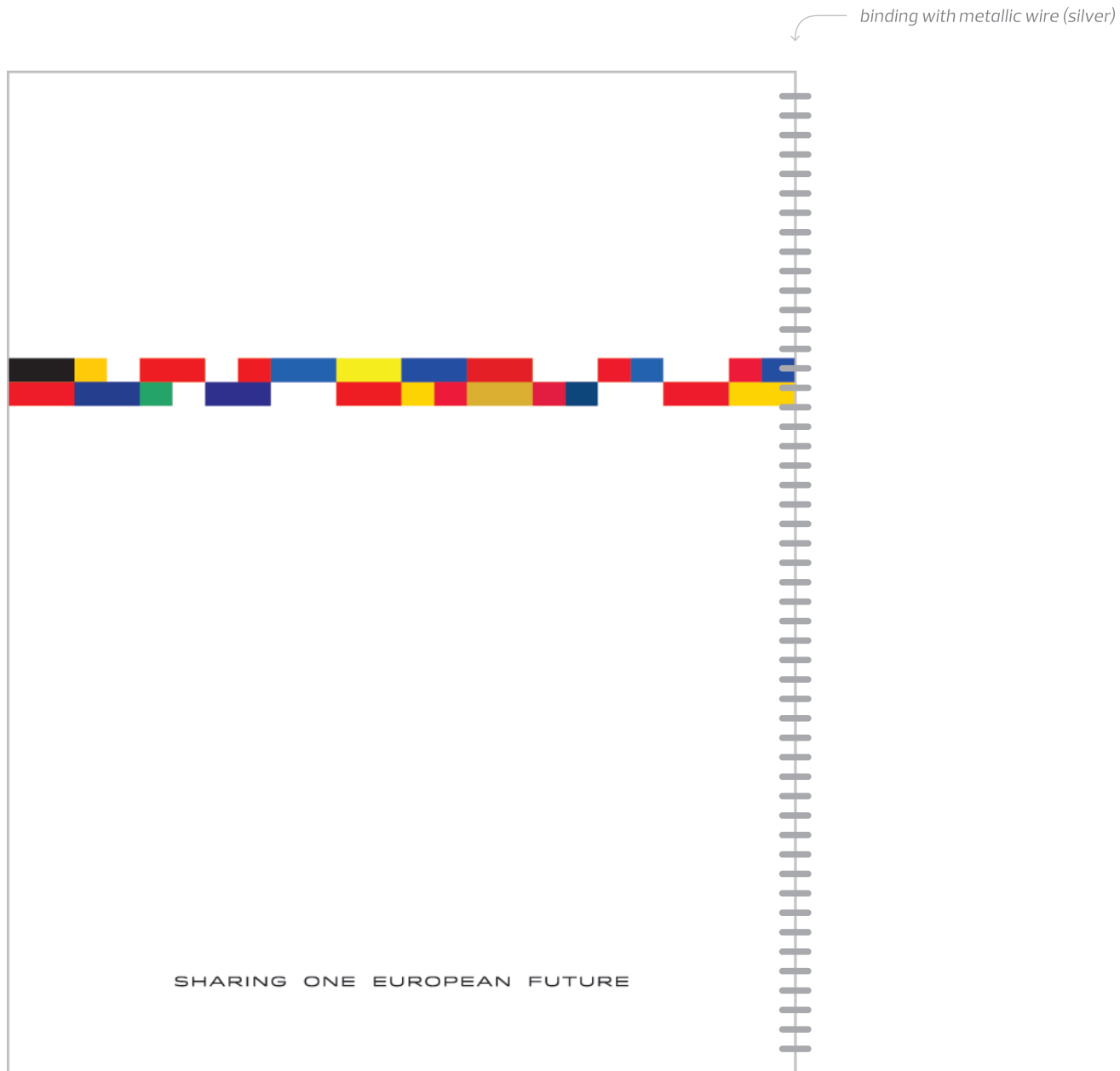
### Size

custom, 165 x 210 mm (A5+)

### Interior sheet

(recommended)

Extrawhite, **offset type** (90 : 100 gsm)  
perforated on small side, at exact 14,5 mm;  
the result is a full DIN A5 sheet (148,5 x 210 mm),  
which can be used in various ways of  
communication.



\* this size is for preview only

### Notebook

Primary: Usual writing tool, the notebook has its own utility.

Back Cover – Primary logo.  
Foot note – signature, centered.

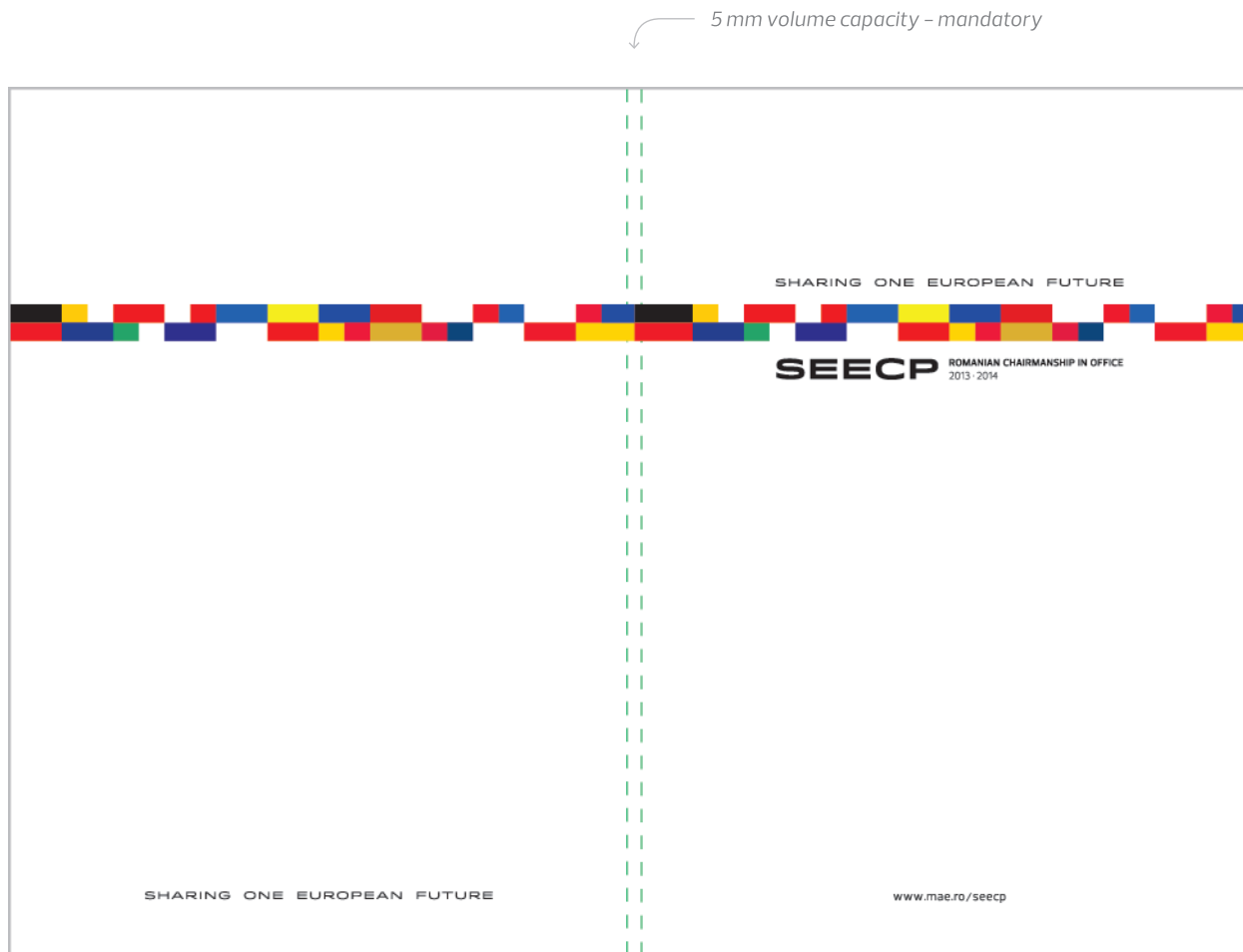
### Size

custom, 165 x 210 mm (A5+)

### Back Cover

(recommended)

White, firm cardboard (300 : 350 gsm)  
Matte plastic foil laminating,  
on both sides, for extra protection.



\* this size is for preview only

### Folder

Material used to carry on and distribution purpose of all kind of documentation. Serious, firm, neat perception.

All the composing elements are used in the layout:

- patterned in continuity logo,
- full logo on main cover,
- signature and web address implied.

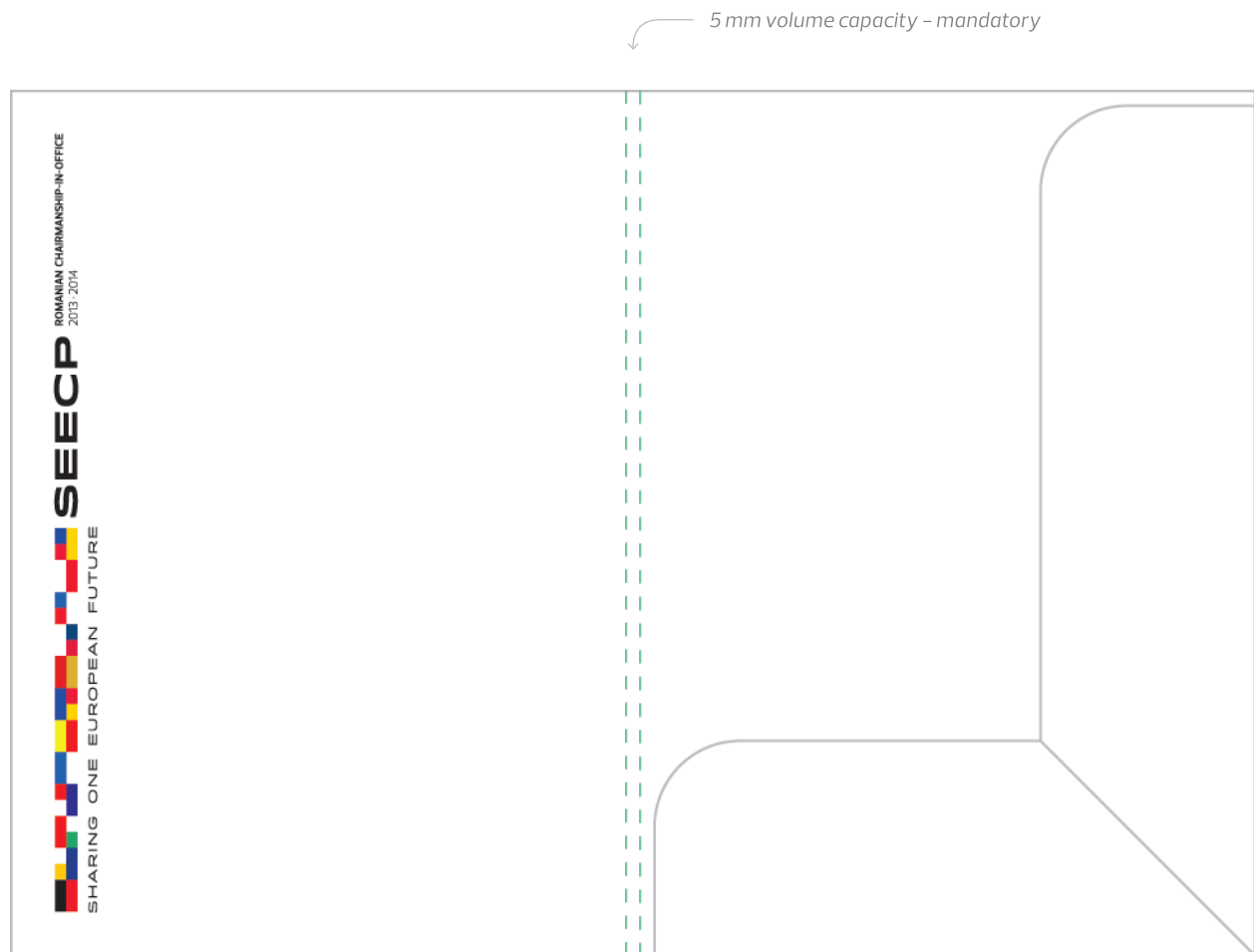
### Size

custom size (Die Cut, 215 x 305 x 5 mm – A4+), self-ply die cut assembling – stitching or glueing **excluded**;

### Paper

(mandatory)

White, firm cardboard (350 : 400 gsm)  
Matte plastic foil laminating,  
on both sides, for extra protection.



\* this size is for preview only

### Folder – interior view

Material used to carry on and distribution purpose of all kind of documentation. Serious, firm, neat perception.

All the composing elements are used in the layout:

- patterned in continuity logo,
- full logo on main cover,
- signature and web address implied,
- full secondary logo printed on the side vertically, reinforcing the presence of the brand.

### Size

custom size (Die Cut, 215 x 305 x 5 mm – A4+), self-ply die cut assembling – stitching or glueing **excluded**;

### Paper

(mandatory)

White, firm cardboard (350 : 400 gsm)  
Matte plastic foil laminating ,  
on both sides, for extra protection.

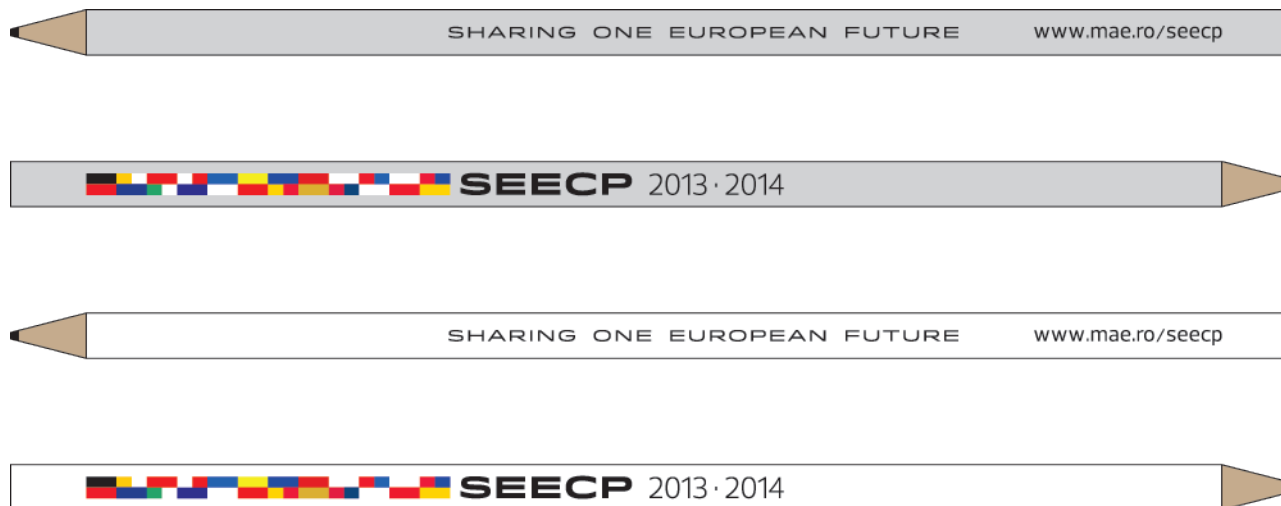




### Pencils

Usual and elegant writing tools, conservatory yet stylish.

Affordable, simple, neat perception.



### Color

White & Silver (recommended)

Polichromy on the pencil's body.

### Printing technique

3D imprint, secondary logo,  
signature on the counter-side.

**Pens**

Usual quality, yet effective writing tools, with a good attitude and mine.  
Clean, strong perception.

**Color**

*Blue & Silver (recommended)*

**Printing technique**

*Tampografical imprint, silver, logotype, signature on the counter-side.*





\* this size is for preview only

## Rollups

Message-carriers, universal and affordable.

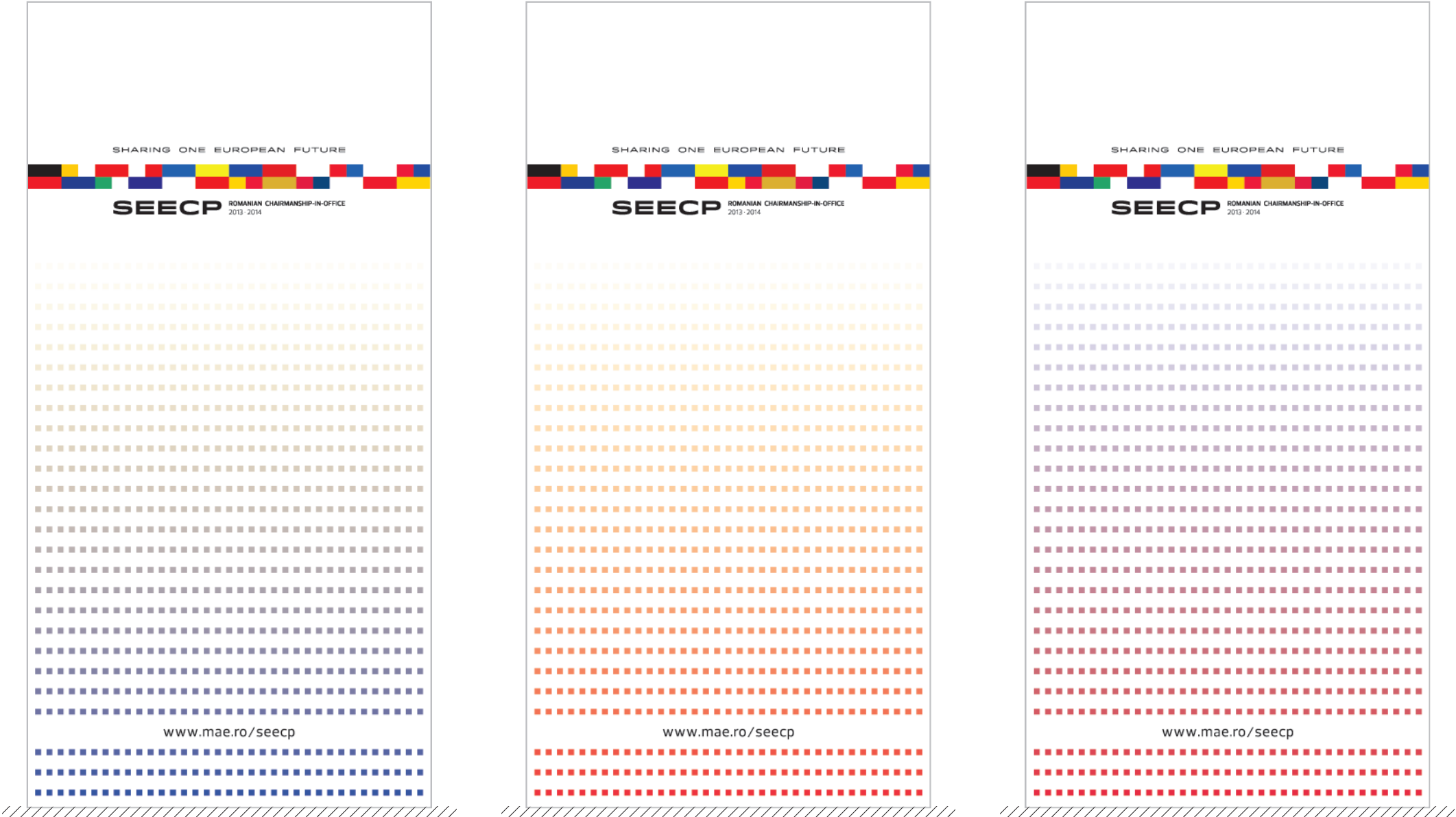
### Size

1.000 x 2.000 mm (recommended)

### Printing & material

polypropilene, 1.000 x 2.000 mm

polychromy one side



\* this size is for preview only



### Banners

Message carriers, universal, affordable.  
Indoors & Outdoors, as well.

#### Size

3.000 x 700 mm (recommended).

*Other sizes can and may be designed,  
accordingly.*





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