

European Year 2012  
for Active Ageing and Solidarity between Generations

# Graphic guidelines



*Funded by the*



## **Publishing information**

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## Introduction

This manual presents the basic elements in the European Year for Active Ageing and Solidarity between Generations 2012 logo to all those who will use it.

The logo must always be reproduced from the master artwork. It must never be altered in any way.

For a new application, or if you have the slightest doubt concerning one of the principles presented in this chart please contact the Communication Unit of the Directorate General for Employment, Social Affairs and Inclusion at 32 (0) 2 29 69 975.

## Symbol

Two persons, where one is smaller (younger) than the other, connected to each other stands for **Solidarity between generations**.

The arrow represents a future looking outlook for **Active Ageing**.

The chosen colours raspberry and plum are chosen to convey **warmth and energy**.



## Sizes

Files are available in two sizes for various uses. They have been categorised by the abbreviations M and S.

**M** may be downscaled to a **minimum of 50%.**

For larger formats, the trademark may be scaled to more than 100%.

**S** is the smallest permissible version and **may not be scaled down.**

Note: The S version is the minimum size for printed applications. The files have been marked accordingly and may not be altered as they have been optimised for the different applications.

**M** (size 100 %)



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



**S** (size 50 %)



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



## Typography

The typeface used for “European Year for Active Ageing and Solidarity between Generations” is Verdana.

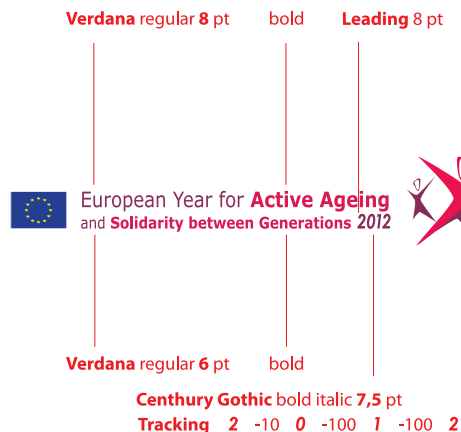
The following fonts appear in the logo: Verdana Regular (*Europe Year for + and*) and Verdana Bold (*Active Ageing + Solidarity between Generations*). The typeface used for “2012” is Century Gothic bold italic.

Fonts are 85% horizontal scaled.

The leading is equal to the typesize used for European Year.

“2012” is set with a special tracking.

Fonts 85% horizontal scaled



Verdana regular 18 pt

bold

Leading 18 pt



## Protected area

To make sure the logo is as visible as possible, there has to be a minimum amount of clear space surrounding it. No other element may intrude inside this protected area.

A free space of 3 x E (E = height of European's capital) should be kept above, below, to the right and to the left of the logo.



The protected area mandatory for the official web site is a free space of 2 x E to the left and a free space of 1 x E above and below the logo.

2 x E to the left and a free space of 1 x E above and below the logo.





## Backgrounds

In order to not spoil the logo's legibility, the logo (which has no background colour) should always be placed on a white container when it is used on a coloured background.

The container will have the size of the protected area and will touch the border of the background.



## Monochromatic use

Black versions and Pantone Reflex Blue versions (related to the European Flag blue) exist in order to produce black and white or monochrome printing of the logo.

[B] Black and White version



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



[P] Pantone Reflex Blue



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**





## Colours

Files are available for various uses. They are categorised by the abbreviations CMYK (print colours), RGB (screen colours), and 1 C (black-and-white or Pantone Reflex Blue).

The logo appears in full colors, black or blue against a white background.



The four colours used follows these codes:



The colour theme of the website is *Springer & Dew\** with the following codes:



\* <http://kuler.adobe.com/#themes/search?term=userId%3A222210>



## Wrong applications

In order to guarantee the strength and consistency of the European Year 2012 logo, the principles which govern its application are deliberately simple.

This chapter provides the most common unacceptable logo constructions. This list is obviously not exhaustive. Please ensure to be extremely vigilant when it comes to reproducing the logo and to see that all reproductions are made according to a logo reference.



Stretch the logo



Align the symbol with the lettering



Reverse the symbol



Align the symbols with the lettering



—  —  
**Modify the colours**



—  —  
 Use a **part of the logo** in white lettering



—  —  
**Modify the lettering**



—  —  
 Use the logo in **italic**



—  —  
 Use the entire logo **in other colour**  
 than blue or black



—  —  
 Use the logo **on pictures**  
**which make it unreadable**



—  —  
 Use the **entire logo** in outline



—  —  
 Modify the lettering **thickness**

order to guarantee the strenght and consistency of the European Year 2012 logo, this chapter provides the most common unacceptable logo constructions. This list is obviously not exhaustive. It is up to each of us to be extremely vigilant.

 European Year for **Active Ageing** and **Solidarity between Generations 2012**



**Intrude** the protected area



**Frame** the logo

European Year for **Active Ageing** and **Solidarity between Generations 2012**



**Cut** the logo



Use the logo **without the European flag**

## Special versions

The following special versions are available as shown on these two pages:

**Web - XSM** – a version where the regular logo would become too small when scaled down. It is only for use in online applications, for example as a vignette for web. Its size is 150 x 50 pixels and is surrounded by a stroke of 1 grey pixel (#c5c5c5).

**Web - L** – a version only to be used on the official web site, optimized without the protected area.

**XSM** xsmall web versions

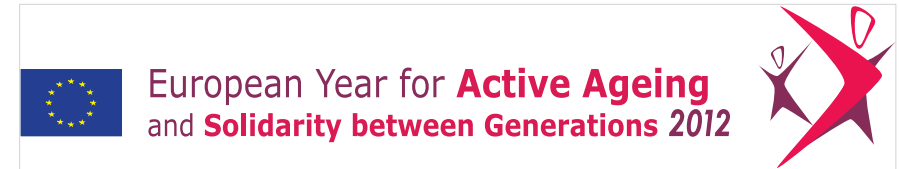


EY2012\_logo\Web\  
XSM\_EY2012\_web\_colour\_RGB\_xx\  
**xsm\_ey\_banner\_en.png**  
(150 x 50 pixels)



EY2012\_logo\Web\  
XSM\_EY2012\_web\_colour\_RGB\_xx\  
**xsm\_ey\_banner\_short\_en.png**  
(150 x 50 pixels)

**L** large web version



EY2012\_logo\Web\M\_EY2012\_web\_colour\_RGB\_xx\ey\_banner\_en.png (731 x 85 pixels)



## Positioning

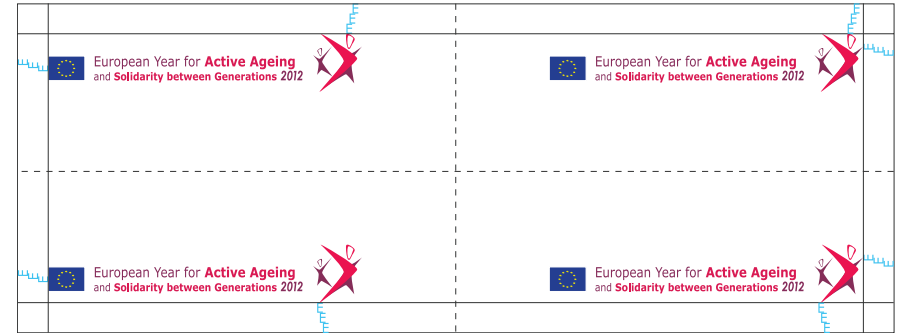


On white supports, the logo must be positioned in one of the corners of the document.

The size of the logo and the protected area rule determine the exact positioning of the logo.

On pictured background it must not be right on top or at the bottom but it has to be placed on a protected area container.

**Exceptions:** When the logo is used alone (without text or visual, it may be centered.



## Placement

The European Commission flag is placed at the left. It is top and bottom aligned with typography.

The symbol is placed at the right. The placement relationship between the symbol and the text is shown by the two dashed strokes.

The distance between the wording "European Year for Active Ageing and Solidarity between Generations 2012" and the European Commission flag, and the symbol is a free space of  $1 \times E$  ( $E$  = height of European's capital) at  $90^\circ$ .



## Sample applications



Carrying bag



Press kit



Roll-up

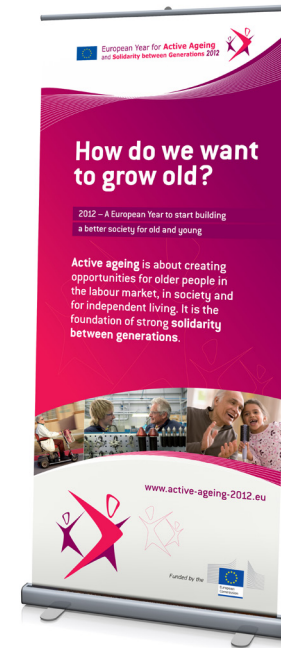
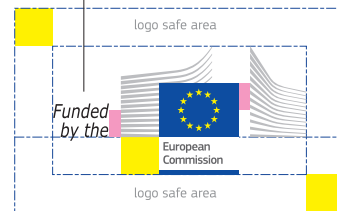
## EC-branding

The European Commission's logo is to appear prominently on *European Year for Active Ageing and Solidarity between Generations 2012* communication materials, with words "Funded by the European Commission".



Two versions of sign-off are available, on 1 or 2 lines depending on how much space is available on the layout. The preferred version is the 1 line version.

Verdana italic 9.5 pts  
Horizontal scale 80%



◀ positive version



negative version ▲



## International versions

23 versions of each European Year 2012 logo are available. Additional national and/or minority language versions will be produced on demand.

BG – Bulgarian  
CS – Czech  
DA – Danish  
DE – German  
ET – Estonian  
EL – Greek  
EN – English  
ES – Spanish  
FR – French  
IT – Italian  
LV – Latvian  
LT – Lithuanian

HU – Hungarian  
MT – Maltese  
NL – Dutch  
PL – Polish  
PT – Portuguese  
RO – Romanian  
SK – Slovak  
SL – Slovenian  
FI – Finnish  
SV – Swedish  
GA – Irish

BG – Bulgarian



Европейска година на **активния живот на възрастните хора**  
и **солидарността между поколенията 2012**



CS – Czech



Evropský rok **aktivního stárnutí**  
a **mezigenerační solidarity 2012**





DA – Danish



Det europæiske år for **aktiv aldring**  
og **solidaritet mellem generationerne 2012**



ET – Estonian



**Aktiivsena vananemise** ja  
**põlvkondadevahelise solidaarsuse** Euroopa aasta 2012



DE – German



Europäisches Jahr für **aktives Altern**  
und **Solidarität zwischen den Generationen 2012**



EL – Greek



Ευρωπαϊκό Έτος **Ενεργού Γήρανσης**  
και **Αλληλεγγύης μεταξύ των Γενεών 2012**



EN – English



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



ES – Spanish



Año Europeo del **Envejecimiento Activo**  
y de la **Solidaridad Intergeneracional 2012**



FR – French



Année européenne du **vieillissement actif**  
et de la **solidarité intergénérationnelle 2012**



IT – Italian



Anno europeo dell'**invecchiamento attivo**  
e della **solidarietà tra le generazioni 2012**



LV – Latvian



Eiropas gads **aktīvai novecošanai**  
un **paaudžu solidarītei 2012**



HU – Hungarian



**Az aktív idősödés és a nemzedékek**  
**közötti szolidaritás európai éve 2012**



LT – Lithuanian



Europos **vyresnių žmonių aktyvumo**  
ir **kartų solidarumo** metai, 2012



MT – Maltese



Sena Ewropea għal **Anzjanità Attiva**  
u s-**Solidarjetà bejn il-Ġenerazzjonijiet 2012**



NL – Dutch



Europees Jaar voor **actief ouder worden**  
en **solidariteit tussen de generaties 2012**



PT – Portuguese



Ano Europeu do **Envelhecimento Ativo**  
e da **Solidariedade entre Gerações 2012**



PL – Polish



Europejski Rok **Aktywności Osób Starszych**  
i **Solidarności Międzypokoleniowej 2012**



RO – Romanian



Anul European al **Îmbătrânirii Active**  
și al **Solidarității între Generații 2012**



SK – Slovak



Európsky rok **aktívneho starnutia**  
a **solidarity** medzi generáciami 2012



SL – Slovenian



Evropsko leto **aktivnega staranja**  
in **solidarnosti** med generacijami 2012



FI – Finnish



**Aktiivisen ikääntymisen** ja  
**sukupolvien välisen solidaarisuuden** eurooppalainen teemavuosi 2012



SV – Swedish



Europaåret för **aktivt åldrande**  
och **solidaritet** mellan generationerna 2012







Bliain Eorpach don **Aosú Gníomhach**  
agus **Dlúthpháirtíocht i measc na nGlúin 2012**



## File structure

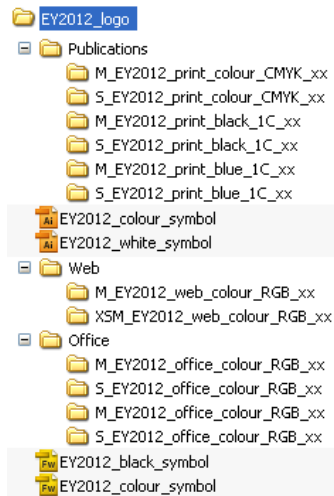
EY2012\_logo folder - *EY2012 stands for European Year 2012* - contains all available logo files in 23 language versions.

Considering the printing and onscreen possibilities (CMYK, black and white, pantone, RGB), these versions exist for each application.

## File structure

Folders have been named according to the following system to facilitate filing and to generate a clear file structure:

**size\_EY2012\_use\_colours\_mode\_languagecode**



M\_EY2012\_print\_colour\_CMYK\_xx



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



S\_EY2012\_print\_colour\_CMYK\_xx



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



M\_EY2012\_print\_black\_1C\_xx



S\_EY2012\_print\_black\_1C\_xx



M\_EY2012\_print\_blue\_1C\_xx



S\_EY2012\_print\_blue\_1C\_xx



M\_EY2012\_web\_colour\_RGB\_xx



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



M (or) S\_EY2012\_office\_colour\_RGB\_xx



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



XSM\_EY2012\_web\_colour\_RGB\_xx

European Year for  
**Active Ageing** and  
**Solidarity between**  
**Generations 2012**



European Year  
**2012**



M (or) S\_EY2012\_office\_black\_1C\_xx



European Year for **Active Ageing**  
and **Solidarity between Generations 2012**



## Concluding remarks

Should you require assistance on how to integrate the European Year 2012 logo please feel free to contact us.

Let us know if you have any questions, or any other needs in order to be consistent with this corporate identity.

Graphic regards,

Directorate General  
Employment, Social Affairs and Inclusion - G3

**Contact:**  
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