

Europe Direct - Visual Identity
Quick Guide

The main logo:



Colours:
yellow: 0C-10M-100Y-0 K //Pantone Yellow
blue: 100C-72M-0Y-6K /// Reflex Blue
Colour of other texts: 20C-90M-45Y 6K
Pantone 7425

Font:
Barmeno Medium
Other text: Barmeno Bold or Franklin Gothic demi condensed



single colour



Coloured background



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