European Security and Defence College

LOGO GUIDELINES

European Security
and Defence College

Contents

The logo

A strong and high-quality logo is essential for **European Security and Defence College** (ESDC), as it often forms the first impression of the organization. The logo plays a key role in making ESDC easily recognizable and memorable.

The ESDC logo symbolizes knowledge and learning through the book enclosed within a shield, representing defense and security.

Like most European agencies and bodies, the logo incorporates the European Emblem in its entirety.

The logo is presented with the full name of ESDC as the primary version, alongside an acronym and a simplified, mute variant.

Different versions have been created to ensure easy adaptation across various media, aiding in the quick identification of ESDC.

Colour palette

The full-color logo features three distinct colors: European Emblem blue, a warm yellow, and grey, maintaining consistency with the color palette used by European institutions.

Cyan 100 % – Magenta 80 % – Yellow 0 % – Black 0 %
Pantone Reflex Blue
R0 G51 B153
HEX #003399

Cyan 0 % – Magenta 10 % – Yellow 100 % – Black 0 %
Pantone 109
R255 G221 B0
HEX #FFDD00

Cyan 20 % – Magenta 0 % – Yellow 0 % – Black 70 %
Pantone 431
R91 G103 B112
HEX #5B6770

Monochrome and negative versions

The full-color version of the logo is accompanied by a monochrome and a negative version.

While the color version is preferred, there are situations where one of the alternate versions may be more appropriate.

The structure and the font

The logo is built around a defined structure that must be maintained and never distorted.

If the logo is required, do not recreate it; instead, contact ESDC for authorization and to obtain the correct files.

The font used for the logo is Noto Sans Condensed Medium, a modern sans-serif typeface that supports all European language glyphs and is available under an open-source license.

The kerning is always set to 'Optical' and a tracking of -10 is appyed.

European Security and Defence College

ESDC
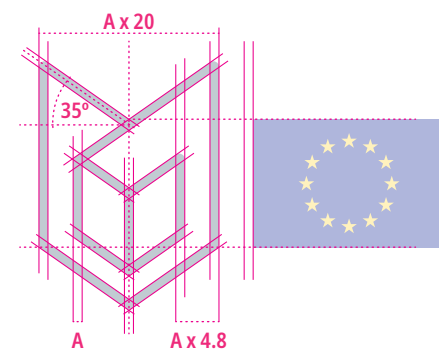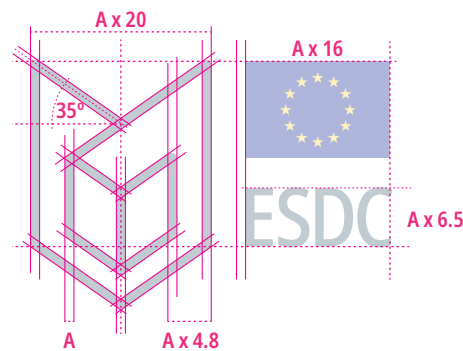
Minimum size

Acceptable logo

To ensure proper identification and readability, the logo should not be used at a size smaller than 8 mm in height.

For certain media, such as gadgets or PowerPoint presentations, the horizontal version of the logo may be used, but this should be considered an exception.

8 mm — European Security and Defence College

8 mm — ESDC

8 mm

European Security and Defence College

8 mm — European Security and Defence College

A x 20

35°

European Security and Defence College

A   A x 4.8

Misuse of the logo

The logo is based on a defined structure that must be preserved and never altered.

The colors have been tested for accessibility, specifically against white, which is the preferred background.

Therefore, any modification of the logo is strictly prohibited.

- Don't distort the logo.
- Don't change the alignement of the text.
- Don't change the typeface.
- Don't capitalize the text of the logo with the full name, and don't change to lowercase the acronym.
- Don't use the full-colour version if there is not enough contrast against the background.
- Don't change the colours of the logo.
- Don't use drop shadow.
- Don't outline the logo.
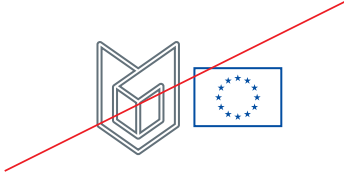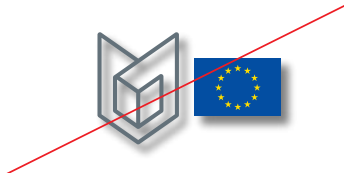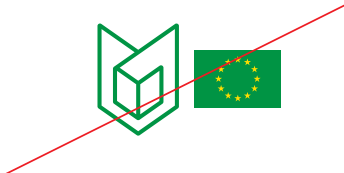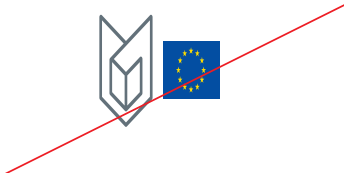
Clear space

The logo was designed using specific proportional rules that must always be adhered to.

To maintain the logo's clarity and recognizability, a defined clear space has been established. The clear space is defined by a basic unit based on half the width of ESDC symbol in the logo, scaling proportionally with the logo's dimensions. The clear space rule governs the distance between the logo and surrounding elements.

Exceptions are allowed in web and mobile application design.
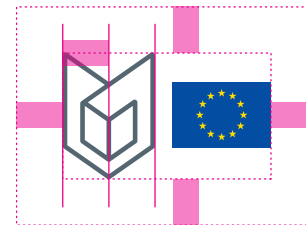
Examples

This page provides examples of situations where the mute logo is recommended over the complete logo.
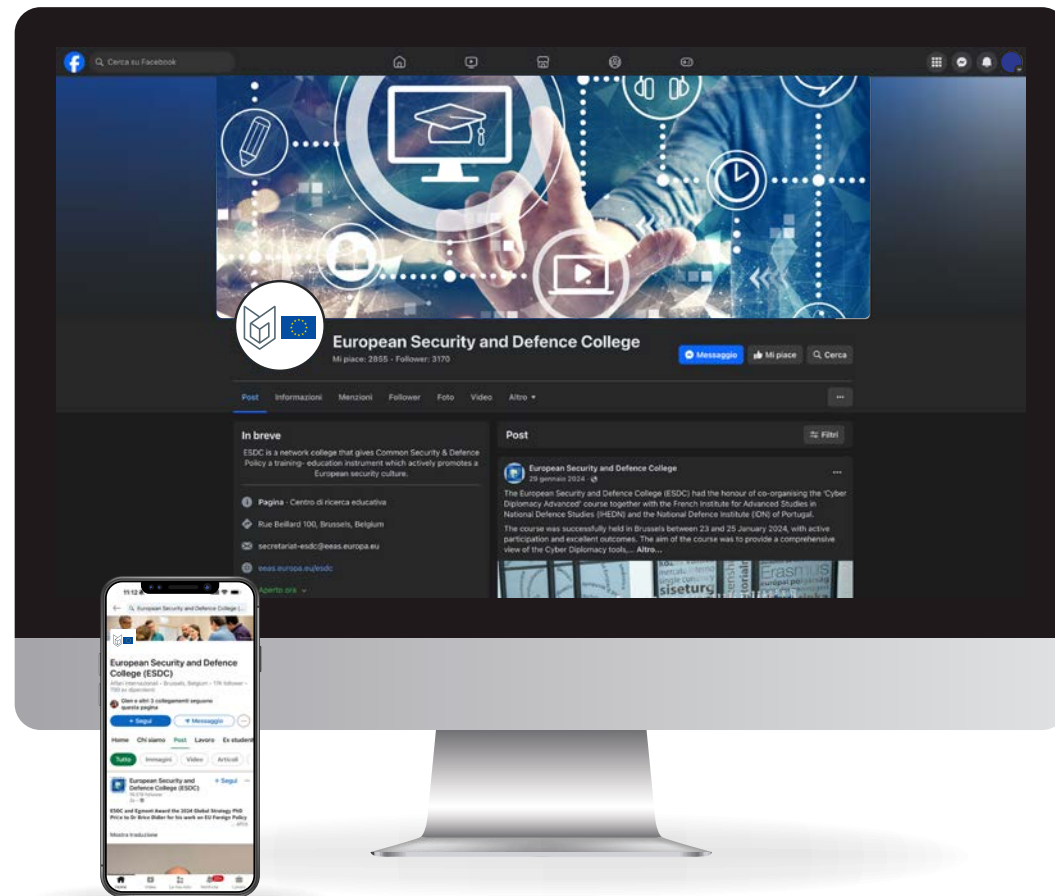
Other examples

This page offers additional examples of how the different logos can be used on gadgets.

Co-branding

In case co-branding is required, the logos should be balanced in size. In the example, they all share the same height.

Available files

The logo is available in multiple file formats to ensure consistent reproduction across various media.

This guide serves as an overview of the available logo file formats. If you have any questions about their use, please reach out to the visual identity team.

To avoid confusion, logo file names should be clear and logical, making it easy to identify the provided versions.

Vector files

A vector image is composed of geometric shapes and can be resized, either reduced or enlarged, using professional design software without any loss in quality.

.ai	**.pdf**	**.svg**
Resolution independent	Resolution independent	Resolution independent
CMYK and RGB	CMYK	RGB

Bitmap files

Bitmap images consist of a grid of pixels, with each pixel assigned a specific color value. Unlike vector images, raster images are resolution-dependent and cannot be scaled up without losing quality.

.jpeg,	**.png**
3 resolutions (72 ppi, 150 ppi, 300 ppi)	3 resolutions (72 ppi, 150 ppi, 300 ppi)
RGB	RGB

Logo name full colour

Logo name monochrome black

Logo name monochrome blue

Logo name monochrome grey

Logo name negative

Logo acronym full colour

Logo acronym monochrome black

Logo acronym monochrome blue

Logo acronym monochrome grey

Logo acronym negative

Logo acronym full colour

Logo acronym monochrome black

Logo acronym monochrome blue

Logo acronym monochrome grey

Logo acronym negative

Logo horizontal full colour

Logo horizontal monochrome black

Logo horizontal monochrome blue

Logo horizontal monochrome grey

Logo horizontal negative