



Telecentre Europe **VISUAL IDENTITY MANUAL**







LOGOTYPE / TAGLINE typography

logotype / Corisande regular

tagline / Corisande light

OFFICE documents typography

TITLES / Arial Black

text highlights / Calibri Bold

body text / Calibri Regular

Primary colours



DARK BLUE
C 100 / M 75 / Y 0 / K 20
#003399
R 0 / G 51 / B 153



ORANGE
C 0 / M 68 / Y 100 / K 0
#ed6a00
R 237 / G 106 / B 0

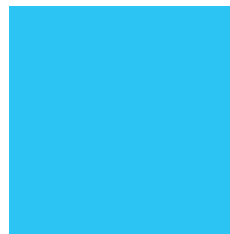
Secondary colours



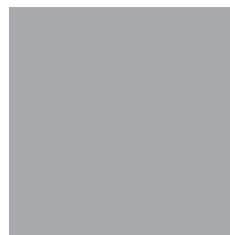
PURPLE
C 45 / M 0 / Y 100 / K 0
#c7007f
R 199 / G 0 / B 27



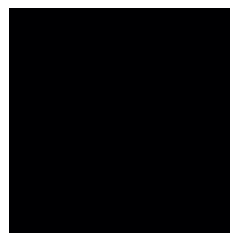
YELLOW
C 0 / M 34 / Y 100 / K 0
#ffa600
R 255 / G 166 / B 0



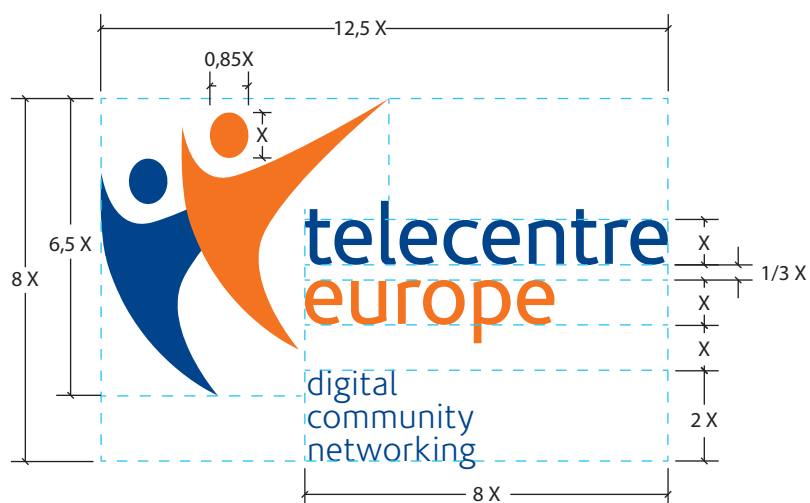
LIGHT BLUE
C 65 / M 0 / Y 0 / K 0
#21b3ff
R 33 / G 75 / B 225



GREY
C 0 / M 0 / Y 0 / K 40
#b1b2b3
R 177 / G 178 / B 178



BLACK
C 0 / M 0 / Y 0 / K 100
#00000
R 0 / G 0 / B 0





- ■ ■ ■ the safety zone shows the minimum clear area around the logotype.



Primary text alignment

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ullamcorper varius nunc, nec tempus justo rutrum et. Curabitur sed ultrices libero, id laoreet ipsum. Vivamus pellentesque, justo sit amet elementum rhoncus, ipsum nunc venenatis nibh, id tempus nisl ligula sit amet odio. Nam ut dignissim urna. Fusce vel viverra nisl. Sed a accumsan purus. Morbi bibendum sit amet mauris non tristique. Phasellus pharetra in eros sed aliquet. Donec ac nibh non dui faucibus hendrerit. Maecenas aliquam risus ipsum.

Curabitur est nisl, placerat in consequat in, volutpat nec tortor. In tristique ipsum vulputate massa porta, et molestie justo faucibus. Mauris luctus rhoncus nisi blandit tincidunt. Etiam at enim cursus dui posuere placerat a eget leo. Quisque pharetra mauris vitae ante fermentum egestas vel sed massa. Nullam eget sem rhoncus, elementum velit id, facilisis massa. Vivamus at est nisl. Quisque lobortis mollis pellentesque.

Secondary text alignment

Praesent aliquam nulla tortor, id suscipit urna condimentum et. Nam nec dictum nunc. Donec viverra risus quis nisl fringilla, id congue felis accumsan. Suspendisse aliquam eleifend ultrices.

- ■ ■ ■ the alignment line is set along left vertical line of letter "t" in "telecentre" and along left vertical line in letter "n" in tagline word "networking"

