

# Cedre logo usage

## guidelines September 2014

Cedre (Centre of Documentation, Research and Experimentation on Accidental Water Pollution) has recently adopted a new graphic identity. These guidelines contain instructions on the correct usage of our logo. They are intended for any person liable to produce documents bearing Cedre's signature. They have been designed to guarantee the consistency of Cedre's visual identity. The rules and elements presented here are fixed.

**Within a text, Cedre should be written in title case without italics.**

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### Logo



When Cedre appears as a partner, this is the visual identity to be used.

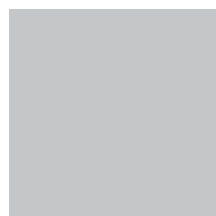
### Colours



RGB 0-76-147  
CMYK 100-68-0-12  
Pantone 287 C  
Web #004C91



RGB 151-191-13  
CMYK 50-0-100-0  
Pantone 376 C  
Web #97BE0C



RGB 206-207-208  
CMYK 0-0-0-26  
Pantone 425 C  
Web #5E5E60

Except in exceptional cases, the Cedre logo should be used in colour, free of all taglines. The background should be transparent unless there is insufficient contrast between the logo and a coloured background.

## Clear space

The space surrounding the logo should be protected so that no elements may detract from its legibility. This space can act as a clear zone when using the logo on a specific background (coloured background, photo, etc.). In this case, a white surround with right angled corners should be used.



## Dimensions



On an A4 page, the logo should be 35 mm wide.



Its minimum size of use is 20 mm wide.

## Multiple logo layout

As the Cedre logo is wider than it is high, the maximum possible width should be used, and in no case should it be less than 20 mm wide.

In terms of positioning, the Cedre logo should be vertically centred in the space devoted to multiple logos.



## Incorrect usage

Do not distort the logo, change the colours, add a coloured background or a rounded surround.

