



EULAR Branding and Style Guide 2016

eular

fighting rheumatic & musculoskeletal
diseases together



Introduction

EULAR is represented in a single brand that uses an updated identity code presented in this guide. A brand comprises a logotype, colours and visual signs. They all form a visual identity that makes EULAR distinct and unique.

This guide is a reference for all designers working with EULAR and the office.



Chapter 1. **Logotype**

1. Colour logotype

The colour logotype is the first symbol by which EULAR is recognised all over the world.

It must never be modified or deformed.

The vector files are provided so that you do not have to reproduce it.

The coloured logotype on a white background, shown here, is the preferred version.

The logo has 2 elements (acronym + claim), please use both elements together.

As an exception, the acronym can be used alone (with no claim) on inside pages of textbooks, presentations, newsletters, programmes etc when it is smaller than 25 mm (please go to 9 page for more details).

The image shows the EULAR colour logotype, which consists of the word "eular" in a bold, blue, lowercase sans-serif typeface.

fighting rheumatic & musculoskeletal
diseases together

File to download



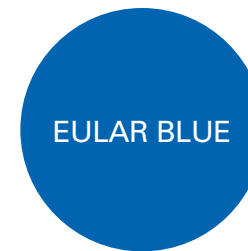
2. Identifying colours

The originality of our logotype is based on blue colour. When printing black and white, please use black colour.

The preferred white background is also an integral part of our visual identity.

This table shows the colour references according to the medium and/or the printing method.

Note that Pantone colours vary slightly, depending on whether they are used on coated (C) or uncoated (U) paper.



Four-colour process	C:100, M:62, Y:0, B:0	C:0, M:0, Y:0, B:0
Direct tone on coated paper	2935C	-
Direct tone on uncoated paper	2935U	-
RGB	R:0, G:87, B:184	R:255, G:255, B:255
Hexadecimal	#0057b8	#FFFFFF

3. Logotype on identifying colours backgrounds

When the logotype is used on one of the identifying colours, (blue or black) the white is reintroduced as shown below.

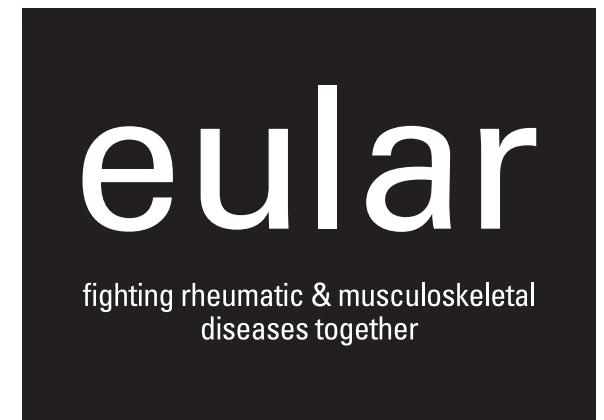
No other colour combinations are permitted.

The use of these versions must remain exceptional.

The coloured logotype on a white back ground takes priority.



File to download



File to download



4. Monochrome logotypes

There are two monochrome versions of the logotype:

- The black monochrome logotype, to be used on white or light grey backgrounds (maximum of 20% of black), when the printing process does not allow for a fine screen and/or when the logotype is very small. **1**
- The white monochrome logotype, to be used on dark grey backgrounds (more than 20% of black) or on black backgrounds. This version is also used on dark photographic backgrounds.

2

1

eular

fighting rheumatic & musculoskeletal
diseases together

eular

fighting rheumatic & musculoskeletal
diseases together

File to download



2

eular

fighting rheumatic & musculoskeletal
diseases together

eular

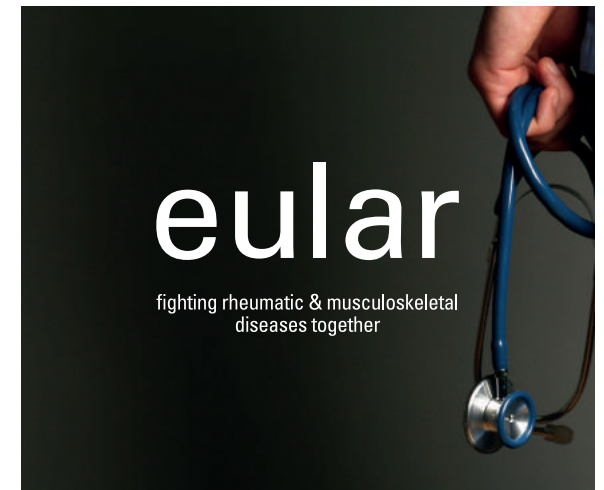
fighting rheumatic & musculoskeletal
diseases together

File to download



5. Choosing the logotype on photographic backgrounds

The Blue colour and monochrome versions of the logotype can be applied to all types of photographic backgrounds. The logotype must be easy to read and identify.



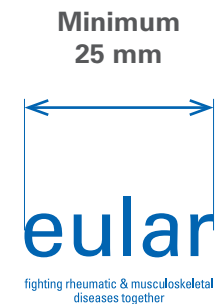
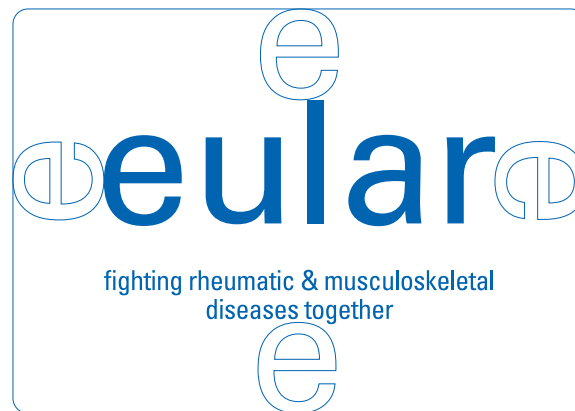
6. Protection zone and minimum size

A margin around the logotype was defined using the “e” of EULAR. It determines the zone that protects the logotype against any other graphical features that could make it less readable.

No other visual items (text or images) must enter this zone.

Moreover, to remain readable, the logotype must be at least 25mm wide in all documents and covers.

The acronym can be used alone (with no claim) on inside pages of textbooks, presentations, newsletters, programmes etc. when smaller than 25 mm.



7. Don'ts

Do not place the logotype on a solid-coloured background that is not one of the identifying colours. **1**

Do not use other colours than the identifying colours. **2**

Do not add a border around the logotype. **3**

Do not use the elements alone. **4**

Do not apply any effects, such as shadows, to the logotype. **5**

Do not modify the design of the logo, for example by adding a wire frame. **6**



2



4

e



6



8. Rules to place the logotype

Graphic / Design documents – brochures, posters, roll ups, etc.

In visual signs, logo should be placed always on the bottom right side corner



9. Positioning rules for co-branding

Whenever the EULAR logotype is associated with a partner, the size is adjusted visually, so that both logotypes occupy the same surface area.

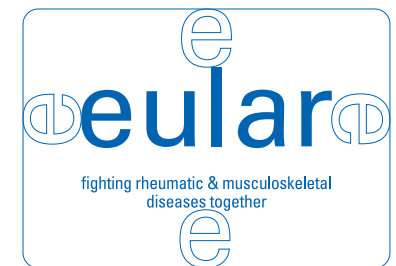
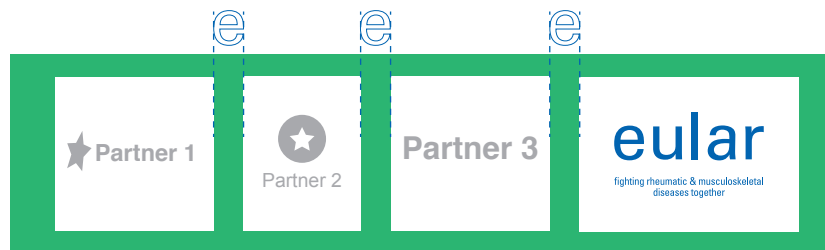
Rules for positioning on white backgrounds.

The logotypes are aligned with the foot of the word EULAR. They are separated by a distance twice the size of the "L" of EULAR.

Rules for positioning on coloured or mixed backgrounds: The EULAR logotype is positioned in a white box that is equivalent to its protection zone (see page 9).

The title blocks are separated by a distance equal to the size of the "l" of EULAR.

The use of the logotype in a box is strictly for co-branding only.

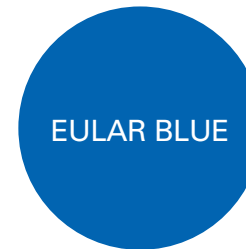


Chapter 2. **Graphics**

1. Colour range

The originality of our logotype is based on blue colour. When printing black and white, please use black colour.

The preferred white background is also an integral part of our visual identity.



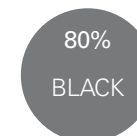
Primary

Four-colour process	C:100, M:62, Y:0, B:0	C:0, M:0, Y:0, B:0
Direct tone on coated paper	2935C	-
Direct tone on uncoated paper	2935U	-
RGB	R:0, G:87, B:184	R:255, G:255, B:255
Hexadecimal	#0057b8	#FFFFFF

Secondary



Body copy



2. Typography for graphic design

All graphic texts will use UNIVERS in order to guarantee the consistency of all communications materials. If these fonts are not available, ARIAL can be used as a replacement.

Headlines and Call To Action: Only low case. Never use capital letters only as we are trying to find the most natural way to express our messaging (text should not scream at you).

Subheading: Only low case. As on headlines, please do not use capital letters only. you).
Pantone: 2925C (secondary colour)

Body copy: Text should be aligned to the left.
Colour: 80% Black

UNIVERS, Light, Regular, **Bold, Black, Extrablack**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

ARIAL Regular, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890



3. Photographs

The photographic environment of EULAR is the documentary one. The photos must be taken in the field (events) and reflect the reality of our mission: reduce the burden of rheumatic diseases on the individual and society and to improve the treatment, prevention and rehabilitation of musculoskeletal diseases. Each visual must illustrate whom we represent: patients, health professionals and scientific societies of rheumatology of all the European nations. Overly general pictures are to be avoided.

When taken in action or during events, people do not pose for a photograph. Action and science is presented in all its original beauty.



Chapter 3. **Printed materials**

Brochures, leaflets, programmes, newsletters, certificates.

1.

Printing and choice of the paper

Printed materials are produced using the four-colour process, preferably on uncoated paper. To meet technical or budgetary restrictions, printing on coated paper may be an alternative.

PAPER

All printed materials can be printed on OLIN Regular High paper. This range of uncoated paper is available worldwide in grammages ranging from 80 to 400 grammes/m².

This range meets all the needs of printed materials, from simple leaflets to institutional brochures.

For each of the documents described in this chapter, you are free to select a grammage to suit your budget and local usages. OLIN Regular High White paper is FSC® certified and made from 100% ECF and ISO 14 001 pulp.

If, for any reason, OLIN Regular High paper is not available, it can be replaced by a standard uncoated paper in the PRINT SPEED LASER-JET range or equivalent.

2. Size and position of the logotype by format

The logotype is always placed in the **bottom right**.

This rule apply whatever the version of the logotype is (colour logotype, versions for background in the identifying colours, logotype combined with the main frame), and whatever the orientation of the page is (portrait or landscape).

For newsletters, logo may be placed at the top right side.



3. General rules

Printed documents combine all the tools described in **Chapter 2 “GRAPHICS UNIVERSE”**.

Here are a few general rules that are common to all printed documents. These rules are illustrated on the following pages by type of document.

- THE IDENTIFYING COLOURS must be preferred. (Pag. 14)
- They are used in solid-coloured backgrounds on the covers and posters having no visual, as well as inside special pages (contents, chapter headings, etc.). **“to define colour”** is almost

always used for regular text on a white background.

- THE SECONDARY COLOURS are mainly used on the inside pages, or in titles in order to create shading effects in combination with the identifying colours.
- They are also frequently used in illustrations. WHITE must remain the predominant colour of a complete brochure.
- UNIVERS is used for all titles. It can occasionally be used in uppercase on inside special pages to create coloured typographic effects. UNIVERS is used for regular text and sub-titles.

- PHOTOGRAPHS are laid out with bleeding edges on cover pages and posters. With some exceptions, photos are always in colour.
- A THICK LINE is used to emphasise key information or figures, or to highlight a photograph with a framing effect.

4 . Templates

Press Ad colour



●●●●

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

eular
fighting rheumatic & musculoskeletal diseases together

eular.org



Margin

●●●●x

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Width/6

eular
fighting rheumatic & musculoskeletal diseases together

Press
Ad B&W



●●●●

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

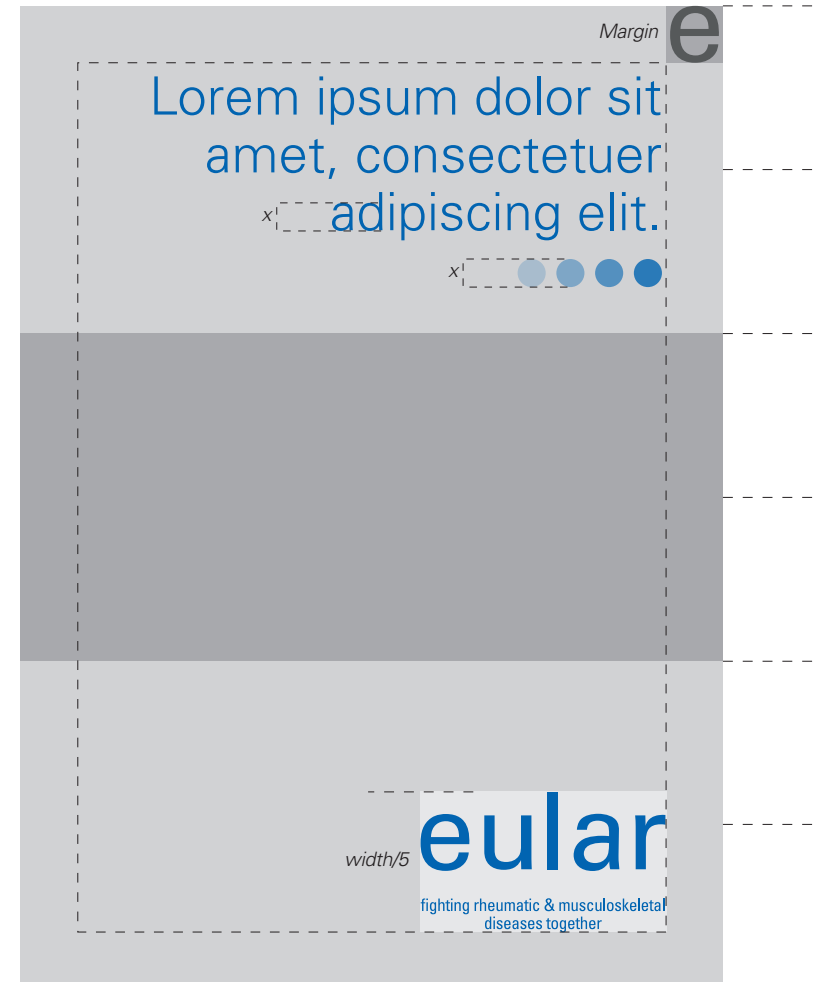
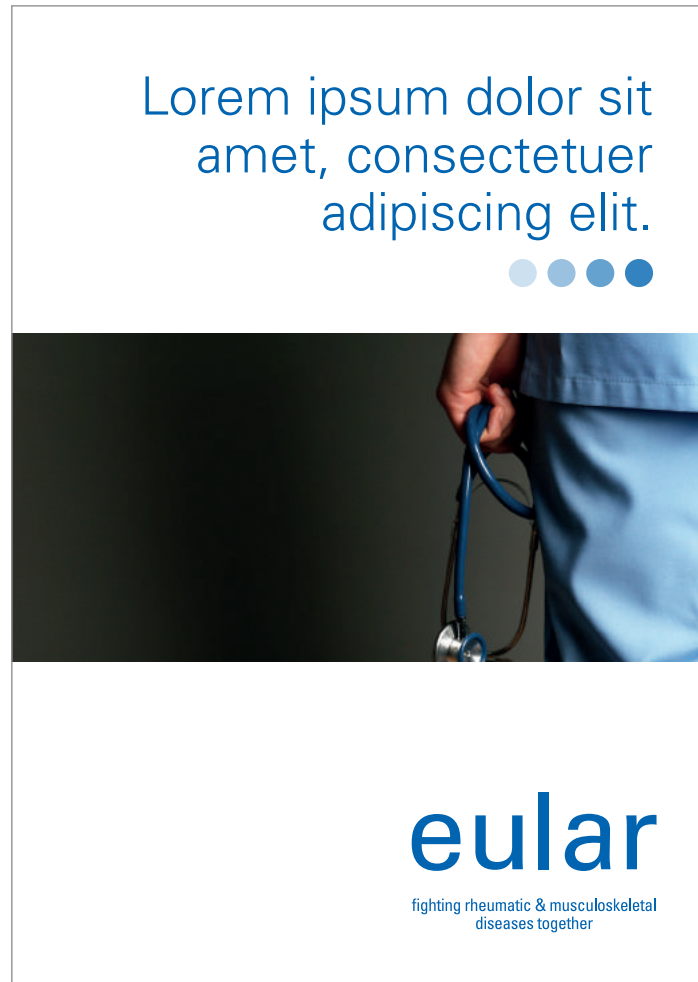
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

eular
fighting rheumatic & musculoskeletal diseases together

eular.org

Brochure cover 105x210



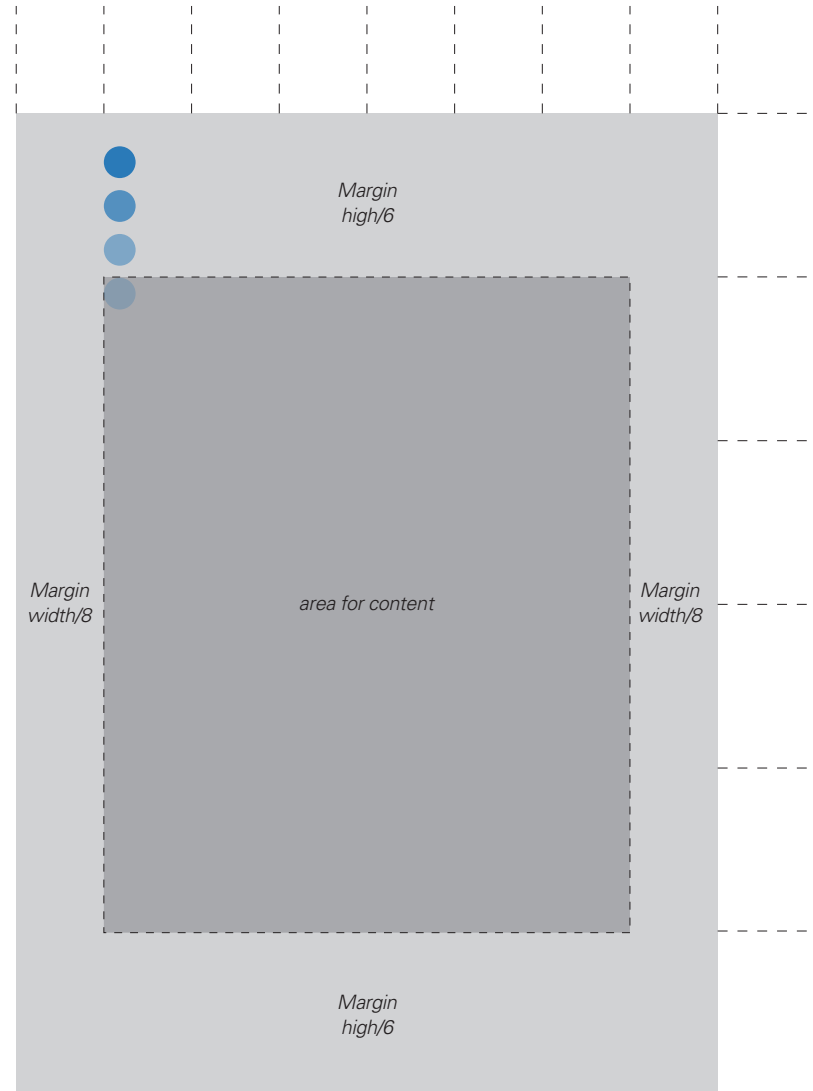
Brochure inside 150x210 & A4



Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

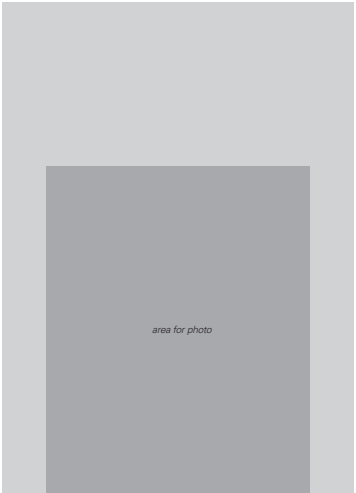
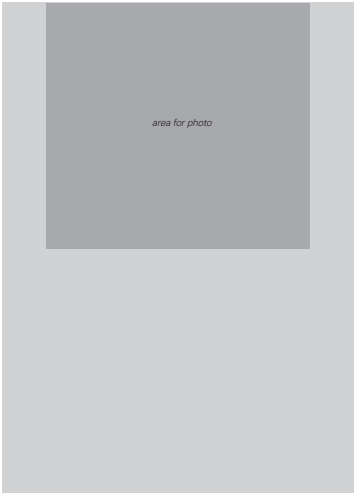
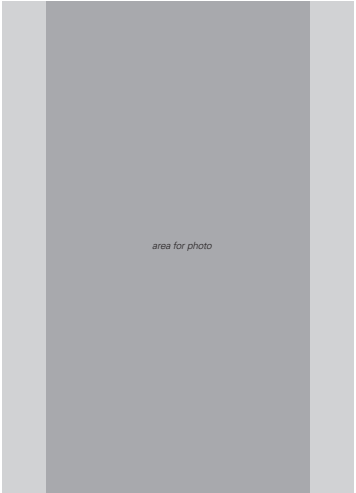
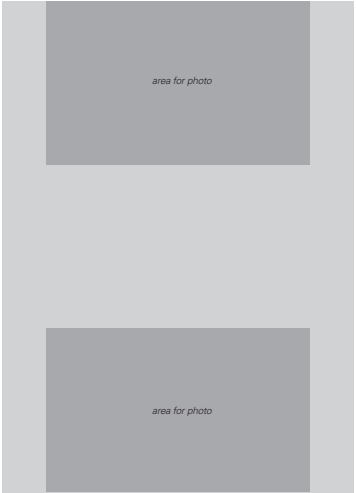
EULAR lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam mollis euismod dui id imperdiet. **EULAR** Cras ultrices, dolor a pharetra malesuada, odio arcu dictum enim, eget porta elit justo at metus. Nam ullamcorper interdum ex id interdum. In suscipit tortor magna, vel gravida nulla molestie nec. Interdum et malesuada fames ac ante ipsum primis **EULAR** in faucibus. Nulla fermentum posuere nulla, mattis tempor eros tristique nec. Mauris sodales nunc id semper malesuada.

Etiam convallis urna nec elit facilisis, ut sagittis enim fermentum. Nulla scelerisque dictum dignissim. **EULAR** etiam mollis tellus et orci porttitor consequat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Vivamus venenatis sit amet ligula et sodales. Proin ac placerat nisi. Pellentesque aliquet leo sit amet turpis rutrum, in pulvinar nisl imperdiet.

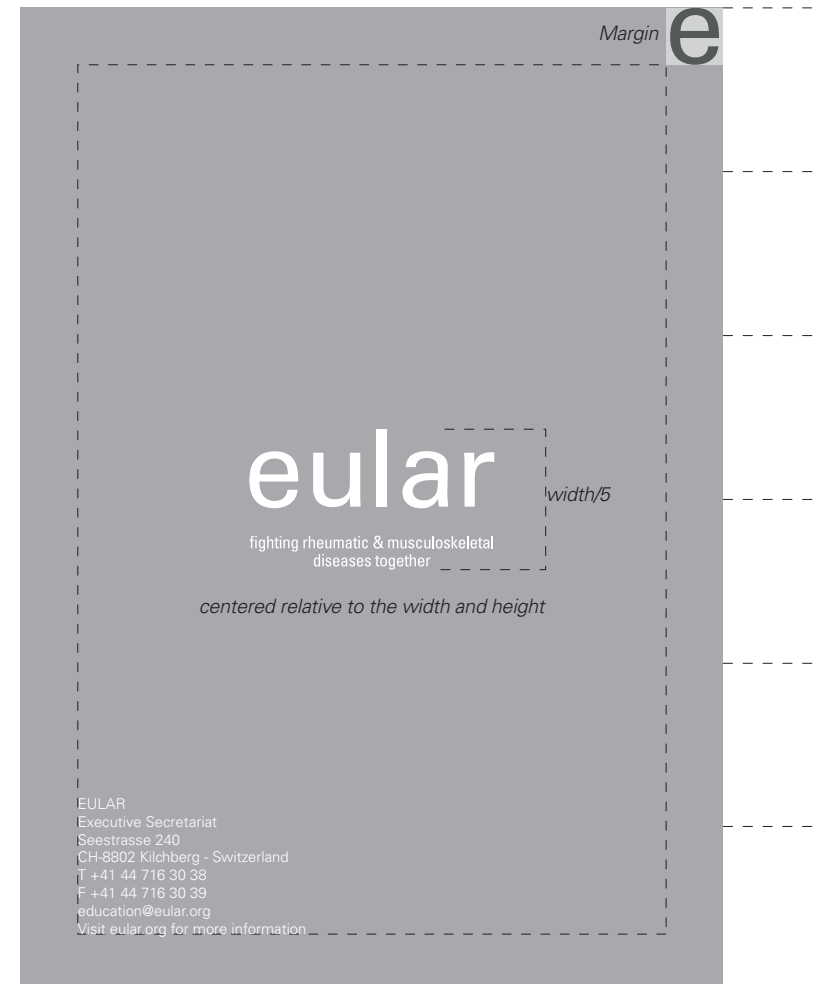




Photos area



Brochure inside 150x210 & A4



Poster



● ● ● ●

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.
 · 3rd Lorem ipsum dolor sit amet consectetur.
 · 3rd Aenean commodo ligula eget dolor.
 · 6rd Lorem ipsum dolor sit amet consectetur.
 · 2rd Aenean commodo ligula eget dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

eular

fighting rheumatic & musculoskeletal diseases together

eular.org



Margin

● ● ● ● x

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Width/5

eular

fighting rheumatic & musculoskeletal diseases together

eular.org



• • • •

Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit.


eular.org

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

- 3rd Lorem ipsum dolor sit amet consectetur.
- 3rd Aenean commodo ligula eget dolor.
- 6rd Lorem ipsum dolor sit amet consectetur.
- 2rd Aenean commodo ligula eget dolor.

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit.

eular
fighting rheumatic & musculoskeletal
diseases together



Margin

• • • • x

Lorem ipsum dolor
sit amet,
consectetuer
adipiscing elit. x

eular.org

Height/5

eular
fighting rheumatic & musculoskeletal
diseases together

Roll up



Four blue dots of increasing size.

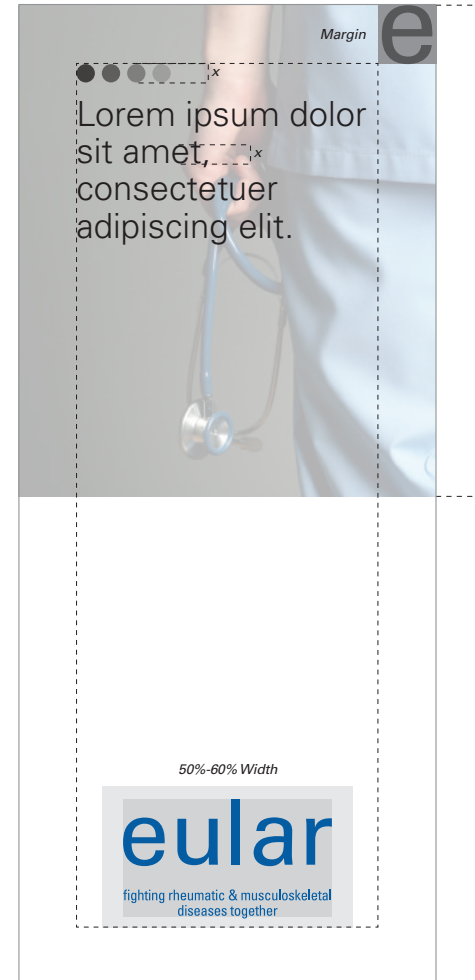
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

eular

fighting rheumatic & musculoskeletal diseases together



Margin

Four blue dots of increasing size.

x

 Lorem ipsum dolor sit amet,

x
 consectetur adipiscing elit.

50%-60% Width

eular

fighting rheumatic & musculoskeletal diseases together

Chapter 4. **Style Guide**

1. General

Language: As a general rule, British English should be used. Use a spellchecker, set to UK English, as an aid.

For Windows 7 proceed as follows:

- Click on "Control Panel"
- Click on "Region and Language"
- Click on "Formats": English (United Kingdom)
- Click on "Administrative"
- Click on "Change system locale...": English (United Kingdom)
- Restart computer

Examples of UK spelling:

- -ise/-ize (-isation/-ization): Use -ise such as organise/organisation
- -our/-or: Use -our such as colour, flavour
- -re/-er: Use -re such as centre, theatre
- -ogue/-og: Use -ogue such as dialogue, catalogue

2. Capitalisation

- "EULAR" is always used in capitals letters when written in a text.
- The general rule is not to use a capital letter unless it is absolutely required.
- Capitalise the first word of every sentence.
- Capitalise the first word of quoted sentence.
- Capitalise terms mentioned **in conjunction with EULAR**:
 - EULAR Standing Committee(s)
 - EULAR Standing Committee on xx
 - EULAR Executive Committee
 - EULAR Course on XX
 - EULAR Abstract Award
- Capitalise the term "**Congress**" if a specific congress is referred to:
 - Annual European Congress of Rheumatology EULAR 20XX
 - EULAR 20xx Congress
- Do not use any other terminology related to the EULAR Congress than the ones mentioned above.
- Do not capitalise the term "**congress**" if the word stands alone in a consecutive clause:
 - Since its introduction in 2000, the Annual European Congress of Rheumatology EULAR has become the primary platform for exchange of scientific and clinical information in Europe. The congress is also a renowned forum of...
- Capitalise functions/titles:
 - EULAR President Maxime Dougados
 - EULAR VP representing PARE/Health Professionals
 - Chairperson Ingrid Lundberg / Georg Schett
 - Please do not use the word chairman (men), specially for women.
- If doubts, please check British grammar rules: <http://www.grammarbook.com/punctuation/capital.asp>

3. Numbers, times, dates

Numbers

- Spell out whole-number words for one to ten (e.g. one, two, three); use figures for numbers above ten (e.g. 11, 12, 13). If the passage contains both kinds, however, use figures for all the numbers (e.g. 2, 15, 34).
- Use a combination of a figure and a word for very large round numbers (e.g. 7 billion, 10K)
- Spell out words up to and including tenth (e.g. first, second, sixth); use numbers and superscript for larger ordinal numbers (e.g. 12th, 24th, 43rd)
- Use figures for percentages, measurements and currency (e.g. 5%, 20m, EUR 150).
- Use commas to punctuate large numbers (e.g. 10,000)

- Use decimal points to indicate fractional numbers (e.g. 3.5, 10.7)

Times

- Use the 24 hour clock with a colon (:) between the hour and minute (e.g. 11:00 – 14:00)
- Use 'noon' or 'midnight' instead of '12 noon' or '12 midnight'

Dates

- Always put the day before the month (e.g. 19 December 2012)
- Don't use the 'th' with dates – just the number and month
- Only use days with dates for emphasis or the avoidance of confusion (e.g. Wednesday, 19 December)

Spans of dates

- Just use the number and month (e.g. 1 - 10 December 2016), don't use the 'th' with the dates

4. Contact details

Phone numbers

- Use spacing between parts of numbers (international code, area code, phone number) to make it easier to read (e.g. +41 44 716 30 30)

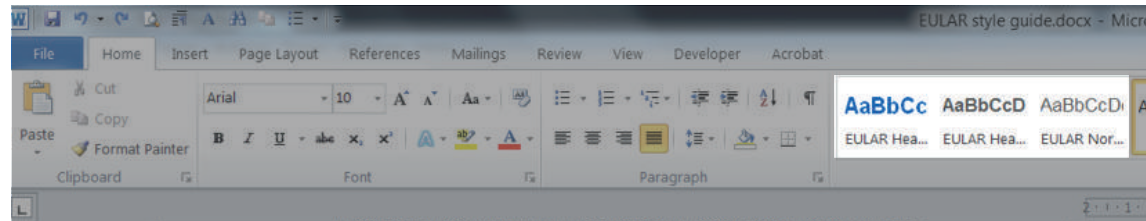
URLS's

- Omit 'http:/' unless the URL does not begin with www
- On websites hide URL's behind text (e.g. 'Read more >>' instead of 'see www.xxxx.ch')
- Terms used on the website:
 - Read more >>
 - Official website >>
 - Download template >>

5. Design

Font

- Header 1: Arial 12 bold, colour: RGB 0/87/184
- Header 2: Arial 10 bold, colour: RGB 0/87/184 or black
- Main text: Arial 10 normal, colour: black
- Bold text:
 - Use bold sparingly to emphasise the part of your text you wish to stand out. This could be someone's name, a deadline date or another key piece of information.
 - Punctuation which follows bold text should not itself be bold



5. Design -How to include our branding style in Word Document.

Margins

- Top: 1cm, bottom: 0.5cm, left: 2cm, right: 2cm



Last Custom Setting

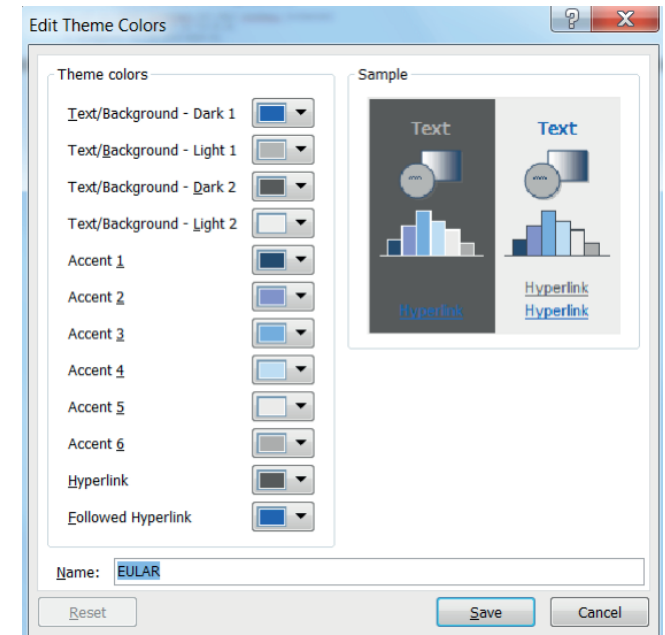
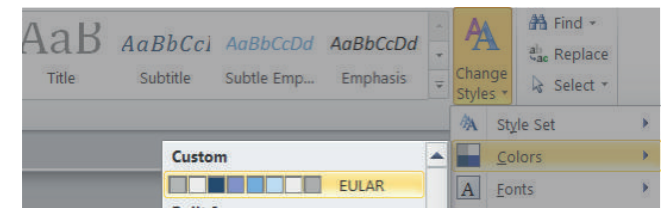
Top:	1 cm	Bottom:	0.5 cm
Left:	2 cm	Right:	2 cm

Paragraph

- Line spacing: Multiple, 1.2
- Spacing before: 0pt
- Spacing after: 0 pt

Colour set

- Text/Background – Dark 1: 0/87/184
- Text/Background – Light 1: 191 / 191 /191 (HEX: BFBFBF)
- Text/Background – Dark 2: 95/95/95 (HEX: 5F5F5F)
- Text/Background – Light 2: 179/175/179 (HEX: B3AFB3)
- Accent 1: 40 / 71 / 109
- Accent 2: 140 / 154 / 216
- Accent 3: 120 / 184 / 255 (HEX: 78B8FF)
- Accent 4: 203 / 228 / 255 (HEX: CBE4FF)
- Accent 5: 240 / 240 / 240
- Accent 6: 181 / 181 / 181
- Hyperlink: 95 / 95 95
- Followed hyperlink: 0 / 91 191



5. Office documents -How to open templates.

- Template for Word and Powerpoint to be found on: O:\OFFICE VARIOUS\EULARBranding\Office Templates
- Make the template your normal doc (i.e. doc which opens automatically when you start your Word programme):

Office 2010:

- Open Word
- Click on File
- Click on Open
- Click on Templates (if not visible, click on Microsoft Word)
- Open Normal.dotm

- Import the EULAR template (copy paste)
- Save

Users/id/AppData/Roaming/Microsoft/Template/Normal.dotm

Office 2007:

- C:/documents&settings/id/Application data/Microsoft/Template/Normal.dotm
- Application data is eventually hidden. If so, go to setup and click show hidden folders.
- Template has to be set on .dotm

6. Out of office messages

Regular out of office message

Thank you for your message. I am currently out of the office, with (limited)/(no) access to e-mail.

I will respond to your message upon my return on (day/date).

For urgent issues, please contact (name) at (e-mail address) or (telephone number).

If you are attending any EULAR events, please mention it:

Thank you for your message. I am currently attending the Annual European Congress of Rheumatology EULAR 2016 in London with very limited access to my inbox.

I will respond to your message upon my return on (day/date).

For urgent issues, please contact (name) at (e-mail address) or (telephone number) or visit our EULAR booth at the exhibition area.

When the Secretariat is closed (congress/Christmas)

Thank you for your message. The EULAR Secretariat is closed from (day/date) to (day/date), and I will have (limited)/(no) access to email during this time. I will respond to your message upon my return on (day/date).

7. Denomination of EULAR products

The formula to denominate official EULAR products is the following:

EULAR + name of the product

Education:

EULAR On-line Courses

EULAR Journals

EULAR Orphan Disease Programme (ODP) on systemic sclerosis

EULAR Textbook on Rheumatic Diseases

Events:

EULAR + name of the product + year

EULAR Brussels Conference 2017

Annual European Congress of Rheumatology

EULAR 2017 (long version)

Congress EULAR 2017 (short version)

Exceptions:

· When coming to indicate the edition number of the event, it should come as follows:

Edition + EULAR + name of the product

4th EULAR Ultrasound course

XXI Annual European Congress of Rheumatology EULAR 2017 (for welcome message)

Co-branding within EULAR - PARE:

EULAR + name of the product + year

EULAR PARE Annual Conference 2017 (long version)

EULAR PARE Conference 2017 (short version)

8. Email signature

Please follow the official set up of the email signature
The banner below can be adapted to different campaigns/ events depending on needs.

Name, last name

job title

eular

Fighting rheumatic & musculoskeletal diseases together

EULAR Secretariat | Seestrasse 240 | 8802 Kilchberg | Switzerland

T: +41 44 716 30 38 | F: +41 44 716 30 39

macarena.guillamon@eular.org | www.eular.org

Follow us on:



eular

fighting rheumatic & musculoskeletal
diseases together

EULAR
Executive Secretariat
Seestrasse 240
CH-8802 Kilchberg - Switzerland
T +41 44 716 30 38
F +41 44 716 30 39
eular@eular.org
Visit eular.org for more information