



Corporate Design Manual
2020 – 3.0

1. ean corporate design

1.1 Introduction logo

The EAN logo has been refined to demonstrate the core values of the organisation. It is best displayed when positioned with adequate clear surrounding space, on a clear background.

The logo should always be reproduced full-colour, unless the print/digital media dictates otherwise.

When writing EAN in flow text, please always use it as an acronym, not as a noun. EAN, not Ean, nor ean.

www.ean.org

For support or questions contact:
headoffice@ean.org



1.2 Claim



marketing version

Attention!
The „home“ version is only used during
the congress and only for giveaways and
merchandise items



office version

1.3 Colour variations

The following examples show the various colour ways in which the logo can be used. When possible, the logo should be used full-coloured.



Full colour
(Preferred colour way)



B&W
(Only use when colour is not possible)



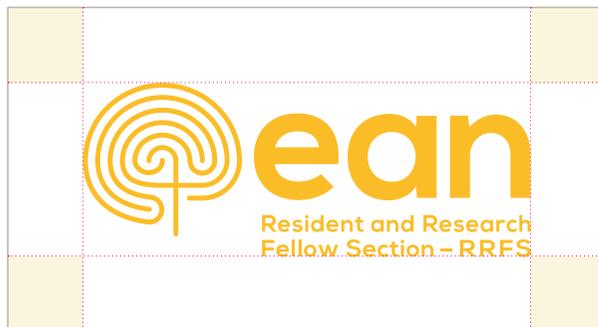
Negative
(Coloured background)

1.4 Logo rrfS // Redesign

The rrfS Logo is only to use for the EAN resident and research fellow section. The following examples show the various colour ways in which the logo can be used. When possible, the logo should be used full-coloured. (Redesign Jan. 2020)



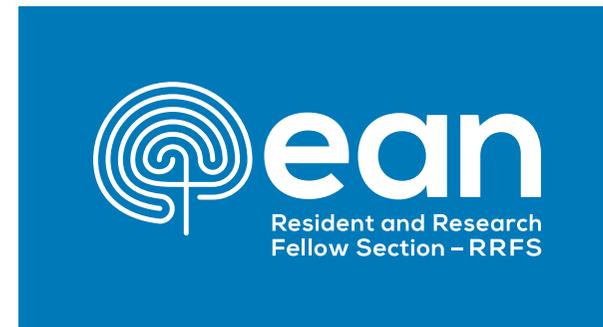
Full colour
(Preferred colour way)



the defined clear space must be strictly observed



Pantone 116 C
CMYK 0,20,100,0
RGB 255,200,0
Hex #ffc800
RAL: not defined



Negative
(Coloured background)

1.5 Logo sizes

The following examples show the size limits for displaying the logo, to ensure optimum display. Because the logo includes the updated tag line, extra consideration should be given to the legibility of the accompanying tag line.

There are fewer restrictions for logo size when printed, as it depends of the overall print size.

Min size (screen/print)

optimal size for web use:
510 x 181 px
(actual size at „ean.org“)



1.6 Clear spacing examples

Providing enough clear space surrounding the logo ensures legibility. The logo should never be covering (or covered) by another object. The preferred clear space surround the EAN logo is 50% of the logo height.

The minimum clear space for every logo is included as a transparent/white frame/area in any file.



1.7 Logo background placement

The preferred presentation of the logo is full-colour, on a white background. It demonstrates a concise and clean representation of the brand. For variation and extended use, the logo can be displayed on a variety of coloured backgrounds. The following examples outline the uses (and misuses) of the brand logo.



✓ Plain coloured background offers optimum contrast



✓ Blurred imagery offers optimum contrast



✗ Only use coloured logo when background offers contrast. A white background is optimum.



✗ Do not use logo on top of imagery

6. contact

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