



RCG's Secretariat
SECWEB

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VISUAL IDENTITY FOR RCGs AND THE SECRETARIAT

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VISUAL IDENTITY FOR RCGs AND THE SECRETARIAT

BRANDING

The existing RCGs have a common branding

Logos

RCGs logos have been designed following the same structure:

Secretariat logo also follows a similar structure but with different colours:

VISUAL IDENTITY FOR RCGs AND THE SECRETARIAT

Versions

Coloured

Ink

Negative / White



In all cases, there are versions with solid and transparent background.

** Logo coloured with solid (white) background is the one to use as a priority. **

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Don't do:

Use different colours, typography or composition.



EC logo

Mandatory use of EC logo in all documents

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Logo order

Order to follow when more than one RCG logo is used.



Cases of use:

Usually on top (RCG or Secretariat + EC)

Example (RCG + EC):



Example (Secretariat + EC):



Usually at the bottom (RCGs or Secretariat + RCGs + EC)

Example (RCGs):



Example (Secretariat + RCGs + EC):



VISUAL IDENTITY FOR RCGs AND THE SECRETARIAT

Don't do:

Change the order



Keep irregular distances between logos



Colours

Main colours to be used by the RCGs and the Secretariat.



RGB: 62,172,176
CMYK: 71,12,33,0
Hexadecimal: #3eacb0



RGB: 19,120,120
CMYK: 86,35,51,12
Hexadecimal: #137878



RGB: 122, 205, 208
CMYK: 40,0,20,0
Hexadecimal: #7acdd0

5

Note, oranges colours will be used only by the Secretariat.



RGB: 248, 134, 8
CMYK: 0, 58, 100, 0
Hexadecimal: #f88608



RGB: 253, 209, 161
CMYK: 0, 19, 39, 0
Hexadecimal: #fdd1a1

Typographies

VISUAL IDENTITY FOR RCGs AND THE SECRETARIAT

Gill Sans MT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Gill Sans MT (Italic)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Gill Sans MT (bold)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9