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Full colour version of the logo

The logotype is one of the key elements of the corporate identity manual. It represents CEPOL's basic brand image. It should be applied and reproduced faithfully. Therefore, no parameter of the logo may be modified.

Minimum free space around the logo
To optimize the impact of the logo, a minimum space around the logo needs to remain blank. No text, image or graphic element may enter this exclusion space. The size of the minimum blank space equals the font size (height of font) of the logo used.

Minimum size of the logo on print surfaces
The suggested minimum width is 20 mm.
Logo with the full name of the agency

Full colour version of the logo, with the full name of the agency

Position of the full name of the agency
Text to be anchored to the lowermost point of the symbol, at the bottom, in the width equaling the width of the acronym „CEPOL”. The full name of the agency needs to be capitalised and written in 100% black in order to remain legible even in smaller sizes, and to avoid possible printing errors.

Minimum size of the logo on print surfaces
The suggested minimum width is 40 mm.
Colour variations of the logo

1. Full colour version of the logo
2. Single colour / monochrome version of the logo
3. Negative / reverse version of the logo, on coloured background
4. Black and white, shaded (greyscale) version of the logo
5. Monochrome (black) version of the logo
6. Negative / reverse version of the logo, on black background
Colours of the logo

Colour codes of the full colour logo in CMYK, RGB and HTML format

1. C30 M5 Y0 K0
   R172 G215 B243
   #acd7f3

2. C40 M10 Y0 K0
   R146 G197 B235
   #92c5eb

3. C55 M15 Y0 K0
   R105 G179 B228
   #69b3e4

4. C70 M25 Y0 K0
   R0 G156 B214
   #369cd6

5. C90 M35 Y0 K0
   R0 G135 B203
   #0073b5

6. C100 M40 Y0 K10
   R0 G115 B181
   #005992

7. C100 M45 Y0 K30
   R0 G89 B146
   #004579

8. C100 M50 Y0 K45
   R0 G69 B121
   #003af1

9. C100 M55 Y0 K45
   R0 G51 B97
   #002fb5
Colours of the greyscale logo

Colour codes of the full colour logo in CMYK, RGB and HTML format

1. C0 M0 Y15 K15
   R220 G221 B222
   #dcdede

2. C0 M0 Y25 K15
   R199 G200 B202
   #c7c8ca

3. C0 M0 Y35 K15
   R178 G179 B182
   #b2b3b6

4. C0 M0 Y45 K15
   R157 G159 B162
   #a8a8a2

5. C0 M0 Y55 K15
   R138 G140 B143
   #9a9a92

6. C0 M0 Y65 K15
   R120 G121 B123
   #8a8a82

7. C0 M0 Y70 K15
   R109 G110 B113
   #777777

8. C0 M0 Y85 K15
   R97 G98 B99
   #666666

9. C0 M0 Y100 K15
   R85 G86 B86
   #555555
As key typographic element, we use three different versions of the Myriad Pro font family.

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

In case the Myriad Pro font family is not available within the user's operating system, the following two versions from the Arial font family may be used as a substitute.
Correct use of the logo

It is recommended to use the colour version of the logo whenever possible. On white or light background, please use the normal version; on dark background, please use the version with the inverted / reverse (negative colour) signature. In every case, visibility and legibility are the key principles. The logo needs to be placed over a light or dark, but solid background, to ensure clarity, especially over a photo background. Background colours, tones and hues should comply with the colours defined by the corporate identity.

**Full colour version**
- On white background
- On light (shaded) background

**Single colour logo** on light, shaded photo background (if it is not possible to use the colour logo)

**Black or greyscale logo on light**, shaded photo background (if it is not possible to use the full colour logo)

**Negative / inverted logo**
- On dark background
- On dark photo background

Examples on use

<table>
<thead>
<tr>
<th>White background</th>
<th>Light background</th>
<th>Dark background</th>
<th>Photo background</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full colour version</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single colour logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black or greyscale logo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Negative / inverted logo</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please use the white logo version instead of the colour version.

Please use the black version instead of the greyscale version.

Please use the dark blue version instead of the colour version.
Incorrect use of the logo

You will see some examples of incorrect use of the logo.

- Please see some examples on the incorrect use of the logo.
- Please do not use the logo on a mixed-tone background.
- Please do not use the logo on a colour background that mismatches the colours of the logo.
- Please do not use the logo on a background with a similar tone/shade/hue to the colours of the logo (with the exception of using it as a watermark).
- Please do not change the shading/tone/hues of the colour logo or the single colour logo.
- Please do not use the logo on a complex photo background.
- Please do not use the inverted logo on a light background.
- Please do not use the colour version of the logo on a dark background.
- Please do not use the greyscale logo on a light or medium-tone background.
- Please do not use the single colour logo and/or the greyscale logo on a dark background.
- It is forbidden to use individual parts of the logo separately, unless they appear as a watermark in the background.
Photos and their use

Content, selection, colour tones, resolution of photos

Photo content and motifs: defined by the content of the respective publication or promotional material; modern concept, upscale, tasteful.

In case there is no photo fitting the content of the publication or promotional material available, please select a general photo from CEPOL’s photo archives.

Photo colours: black-and-blue tones, with medium-dark tonal values so that logo and title overprint remain easily legible.

Photo resolution: min. 300 dpi in 1:1 size

Please avoid using colourful, partly white and very light photos as well as pictures with sharp contrasts.

Please use the following colours for setting the tone of the photo:

1. C100 M40 Y0 K10
   R0 G115 B181

2. C100 M45 Y0 K30
   R0 G89 B146

3. C100 M50 Y0 K45
   R0 G69 B121

4. C0 M0 Y100 K100
   R0 G0 B0

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Regular Business Card
Size of the Regular Business Card: width 86 mm, height 54 mm
Paper: 300g matte art paper

CEPOL logo
Logo width 31 mm

Text
Name: 9 pt Myriad Pro Semibold; line spacing at 9,5 pt; left-aligned, C100 M45 Y0 K30
Title: 7 pt Myriad Pro Light; line spacing at 9,5 pt; left-aligned, K100
Agency name: 7 pt Myriad Pro Regular; line spacing at 9,5 pt; left-aligned, K100
Address and telephone numbers: 7 pt Myriad Pro Light; line spacing at 9,5 pt; left-aligned, K100

Management Business Card
Size of the Management Business Card: width 86 mm, height 54 mm
Paper: 300g white, textured paper

CEPOL logo
Logo width 31 mm

Text
Name: 9 pt Myriad Pro Semibold; line spacing at 9,5 pt; left-aligned, K100
Title: 7 pt Myriad Pro Light; line spacing at 9,5 pt; left-aligned, K100
Agency name: 7 pt Myriad Pro Regular; line spacing at 9,5 pt; left-aligned, K100
Address and telephone numbers: 7 pt Myriad Pro Light; line spacing at 9,5 pt; left-aligned, K100

The bottom decorative stripe is gold-stamped.
Dear <name>,

The research phase of CEPOL’s rebranding project has been concluded. We would like to take the opportunity to sincerely thank you for your active participation, shared insights and time during the fieldwork. With your valuable assistance, CEPOL has received a clear and objective picture on how its stakeholders see the agency and is committed to use this information for further improving its operation and building a distinctive and inspiring brand.

Please find enclosed a one-page summary of the key findings. Should you wish to share any comments, we would be happy to hear your opinion and thoughts.

We will keep you updated on the key milestones regarding CEPOL’s rebranding journey.

Thank you again for your kind cooperation,

Yours sincerely,

<name>
<title>
Deluxe letterhead paper
Width 297 mm, height 210 mm
Paper: approx. 100-120g textured paper or 90g white offset paper

CEPOL logo
Logo width 45 mm

Text
Agency name: 8.5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8.5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

Continuation sheet
Agency name and contact details do not appear, whereas the agency name appears next to the logo.
Deluxe B&W letterhead paper
Width 210 mm, height 297 mm
Paper: approx. 100-120g textured paper or 90g white offset paper

CEPOL logo
Logo width 45 mm

Text
Agency name: 8,5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

Continuation sheet
Agency name and contact details do not appear, whereas the agency name appears next to the logo.
Letterhead paper (portrait) electronic version

Letterhead paper
Width 210 mm, height 297 mm

CEPOL logo
Logo width 45 mm

Text
Agency name: 8.5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8.5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

Continuation sheet
Agency name and contact details do not appear, whereas the agency name appears next to the logo.
**Letterhead paper**
Width 297 mm, height 210 mm

**CEPOL logo**
Logo width 45 mm

**Text**
Agency name: 8,5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

**Continuation sheet**
Agency name and contact details do not appear, whereas the agency name appears next to the logo.
Size of envelope for mailing:
LA4 format; width 220 mm, height 110 mm
Paper: appr. 120-150g textured paper
or 90g white offset paper

CEPOL logo
Logo width 35 mm

Address
Agency name:
8 pt Myriad Pro Regular; line spacing at 11 pt; centred, K100
Contact details:
8 pt Myriad Pro Light, line spacing at 11 pt; centred, K100
Size of envelope for mailing:
B4 format; width 250 mm, height 353 mm
Paper: appr. 120-150g textured paper
or 90g white offset paper

CEPOL logo
Logo width 45 mm

Address
Agency name:
9 pt Myriad Pro Regular; line spacing at 12 pt; centred, K100
Contact details:
9 pt Myriad Pro Light, line spacing at 12 pt; centred, K100
Size of envelope for mailing:
C4 format; width 229 mm, height 324 mm
Paper: appr. 120-150g textured paper
or 90g white offset paper

CEPOL logo
Logo width 45 mm

Address
Agency name:
9 pt Myriad Pro Regular; line spacing at 12 pt; centred, K100
Contact details:
9 pt Myriad Pro Light, line spacing at 12 pt; centred, K100
Size of envelope for mailing:
C5 format; width 229 mm, height 162 mm
Paper: appr. 120-150g textured paper
or 90g white offset paper

**CEPOL logo**
Logo width 40 mm

**Address**
Agency name:
8 pt Myriad Pro Regular; line spacing at 11 pt; centred, K100
Contact details:
8 pt Myriad Pro Light, line spacing at 11 pt; centred, K100
C6 envelope

Size of envelope for mailing:
C6 format; width 162 mm, height 114 mm
Paper: appr. 120-150g textured paper
or 90g white offset paper

CEPOL logo
Logo width 35 mm

Address
Agency name:
8 pt Myriad Pro Regular; line spacing at 11 pt; centred, K100
Contact details:
8 pt Myriad Pro Light, line spacing at 11 pt; centred, K100
Compliments card

Width 210 mm, height 100 mm
Paper: 300g matte art paper

CEPOL logo
Logo width 40 mm

Text
With compliments:
10 pt Myriad Pro Semibold; line spacing at 14 pt;
right-aligned, C100 M45 Y0 K30
Agency name:
7,5 pt Myriad Pro Regular; line spacing at 11 pt;
right-aligned, K100
Contact details:
7,5 pt Myriad Pro Light, line spacing at 11 pt; right-
aligned, K100
Postal sticker 150 x 100 mm

Postal sticker
Width 150 mm, height 100 mm
Paper: sticker paper

CEPOL logo
Logo width 130 mm

Text
Agency name:
9 pt Myriad Pro Regular; line spacing at 13 pt;
left-aligned, K100
Contact details:
9 pt Myriad Pro Light, line spacing at 13 pt;
left-aligned, K100

European Union Agency for Law Enforcement Training
Correspondence: H-1903 Budapest, Pf. 314, Hungary
Telephone: +36 1 803 8030 • Fax: +36 1 803 8032 • www.cepol.europa.eu
Postal sticker 45 x 55 mm, 55 x 30 mm and 125 x 50 mm

Postal sticker 45 x 55 mm
Width 45 mm, height 55 mm
Paper: sticker paper

CEPOL logo
Logo width 39 mm

Text
Agency name: 7 pt Myriad Pro Regular; line spacing at 10 pt; left-aligned, K100
Contact details: 7 pt Myriad Pro Light, line spacing at 10 pt; left-aligned, K100

Postal sticker 55 x 30 mm
Width 55 mm, height 30 mm
Paper: sticker paper

CEPOL logo
Logo width 45 mm

Text
Agency name: 5,7 pt Myriad Pro Regular; line spacing at 8 pt; left-aligned, K100
Contact details: 5,7 pt Myriad Pro Light, line spacing at 8 pt; left-aligned, K100

Postal sticker 125 x 50 mm
Width 125 mm, height 50 mm
Paper: sticker paper

CEPOL logo
Logo width 105 mm

Text
Agency name: 6 pt Myriad Pro Regular; line spacing at 8,5 pt; left-aligned, K100
Contact details: 6 pt Myriad Pro Light, line spacing at 8,5 pt; left-aligned, K100
Postal sticker A5 and A4

Postal sticker A5 landscape
Width 210 mm, height 148 mm
Paper: sticker paper

CEPOL logo
Logo width 190 mm

Text
Agency name: 10 pt Myriad Pro Regular; line spacing at 14 pt; left-aligned, K100
Contact details: 10 pt Myriad Pro Light, line spacing at 14 pt; left-aligned, K100

Postal sticker A4 landscape
Width 297 mm, height 210 mm
Paper: sticker paper

CEPOL logo
Logo width 267 mm

Text
Agency name: 14 pt Myriad Pro Regular; line spacing at 19 pt; left-aligned, K100
Contact details: 14 pt Myriad Pro Light, line spacing at 19 pt; left-aligned, K100
Branded adhesive tape
There are adhesive tape rolls in various sizes.

CEPOL logo
The logo with the full name of the agency is to be used on the white adhesive tape. The height of the logo equals 50% of the width of the tape. Spacing between logos equals the height of the logo.
Post-it notes

Width 50 mm, height 40 mm

CEPOL logo

Logo width 20 mm. Logo is to be placed at 3 mm from the right upper corner (top and right side) of the post-it note.
Notebook with squared paper A4
Width 210 mm, height 297 mm
Paper: 90g white offset paper

CEPOL logo
Logo width 45 mm

Text
Notepad text: 24 pt Myriad Pro Light; line spacing at 28 pt; left-aligned, C100 M45 Y0 K30
Agency name: 8,5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

Notebook with squared paper A5
Width 148 mm, height 210 mm
Paper: 90g white offset paper

CEPOL logo
Logo width 32 mm

Text
Notepad text: 17 pt Myriad Pro Light; line spacing at 21 pt; left-aligned, C100 M45 Y0 K30
Agency name: 7 pt Myriad Pro Regular; line spacing at 10 pt; right-aligned, K100
Contact details: 7 pt Myriad Pro Light, line spacing at 10 pt; right-aligned, K100
Notebook with lined paper A4
Width 210 mm, height 297 mm
Paper: 90g white offset paper

CEPOL logo
Logo width 45 mm

Text
Notepad text: 24 pt Myriad Pro Light; line spacing at 28 pt; left-aligned, C100 M45 Y0 K30
Agency name: 8,5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

Notebook with lined paper A5
Width 148 mm, height 210 mm
Paper: 90g white offset paper

CEPOL logo
Logo width 32 mm

Text
Notepad text: 17 pt Myriad Pro Light; line spacing at 21 pt; left-aligned, C100 M45 Y0 K30
Agency name: 7 pt Myriad Pro Regular; line spacing at 10 pt; right-aligned, K100
Contact details: 7 pt Myriad Pro Light, line spacing at 10 pt; right-aligned, K100
Notebook with plain paper A4
Width 210 mm, height 297 mm
Paper: 90g white offset paper

CEPOL logo
Logo width 45 mm

Text
Notepad text: 24 pt Myriad Pro Light; line spacing at 28 pt; left-aligned, C100 M45 Y0 K30
Agency name: 8,5 pt Myriad Pro Regular; line spacing at 13 pt; right-aligned, K100
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

Notebook with plain paper A5
Width 148 mm, height 210 mm
Paper: 90g white offset paper

CEPOL logo
Logo width 32 mm

Text
Notepad text: 17 pt Myriad Pro Light; line spacing at 21 pt; left-aligned, C100 M45 Y0 K30
Agency name: 7 pt Myriad Pro Regular; line spacing at 10 pt; right-aligned, K100
Contact details: 7 pt Myriad Pro Light, line spacing at 10 pt; right-aligned, K100
**Clipboard A4**

The exact size of the A4-size clipboard depends on the actual product purchased. Please select a product which offers sufficient space on the clip for CEPOL’s logo. Recommended clipboard colours: white or blue. Please use the colour version of the logo on white background, and the white logo on blue background.

**CEPOL logo**

The size of the logo depends on the type and size of the clip. Please position the logo allowing a minimum space around it (see Page 3).
Memo A4
Width 210 mm, height 297 mm

CEPOL logo
Logo width 45 mm

Text
Memo text:
24 pt Myriad Pro Light; line spacing at 28 pt;
left-aligned, C100 M45 Y0 K30
Agency name:
8,5 pt Myriad Pro Regular; line spacing at 13 pt;
right-aligned, K100
Contact details:
8,5 pt Myriad Pro Light, line spacing at 13 pt;
right-aligned, K100
Folder A4

Cover page width 213 mm, height 303 mm

CEPOL logo
Width 52 mm, on the cover and back cover
Colour logo width 55 mm

Text
Title:
36 pt Myriad Pro Regular; line spacing at 43 pt;
left-aligned, C0 M35 Y100 K0 and white
Headline:
20 pt Myriad Pro Light; line spacing at 24 pt;
left-aligned, C0 M0 Y0 K70
Agency name:
10 pt Myriad Pro Regular; line spacing at 14 pt;
right-aligned, K100
Contact details:
10 pt Myriad Pro Light, line spacing at 14 pt;
right-aligned, K100
Certificate A4

Certificate
Width 297 mm, height 210 mm

CEPOL logo
Logo width 75 mm

CEPOL logo watermark
C7 M0 Y0 K0

Text
CERTIFICATE: 40 pt Myriad Pro Semibold; left-aligned, C70 M25 Y0 K0
CERTIFICATE background: 165x31 mm, C5 M0 Y0 K0
Name: 40 pt Myriad Pro Light; centred, K100
Participated in CEPOL course/seminar: 18 pt Myriad Pro Italic; centred, C100 M40 Y0 K10
Title: 28 pt Myriad Pro Light; centred, K100
CEPOL course/seminar reference: 18 pt Myriad Pro Italic; centred, C100 M40 Y0 K10
Date/Place: 16 pt Myriad Pro Italic; line spacing at 18 pt; centred, C100 M40 Y0 K10
Name of the course manager: 12 pt Myriad Pro Italic; centred, C100 M40 Y0 K10

Stripes
10x200 mm: C100 M45 Y0 K30
10x210 mm: C0 M35 Y100 K0

Quadrat
Yellow: 10x10 mm: C0 M35 Y100 K0
Blue: 10x10 mm: C70 M25 Y0 K0
Certificate A4 electronic version

Certificate
Width 297 mm, height 210 mm

CEPOL logo
Logo width 75 mm

Text
CERTIFICATE: 40 pt Myriad Pro Semibold; left-aligned, C70 M25 Y0 K0
CERTIFICATE background: 153x31 mm, C5 M0 Y0 K0
Name: 36 pt Arial Regular; centred, K100
Participated in CEPOL course/seminar: 17 pt Arial Italic; centred, C100 M40 Y0 K10
Title: 25 pt Arial Regular; centred, K100
CEPOL course/seminar reference: 17 pt Arial Italic; centred, C100 M40 Y0 K10
Date/Place: 15 pt Arial Regular; line spacing at 16 pt; centred, C100 M40 Y0 K10
Name of the course manager: 12 pt Myriad Pro Italic; centred, C100 M40 Y0 K10

Stripes
10x190 mm: C100 M45 Y0 K30
10x180 mm: C0 M35 Y100 K0

Quadrat
Yellow: 10x10 mm: C0 M35 Y100 K0
Blue: 10x10 mm: C70 M25 Y0 K0

John Smith
Participated in CEPOL course/seminar
Other Organised International Crime
CEPOL course/seminar reference
1 July 2016
Budapest, Hungary

Name of the course manager
Name of the director of the organising institute

50% of original size

CEPOL Corporate Identity Manual
Desk Calendar
Width 707 mm, height 500 mm

CEPOL logo
Logo width 100 mm

Picture area
Width 707 mm, height 82 mm

Text
2016: 48 pt Myriad Pro Regular; C70 M25 Y0 K0
Headline: 48 pt Myriad Pro Light; white
Agency name: 10 pt Myriad Pro Regular;
line spacing at 14 pt; right-aligned, K100
Contact details: 10 pt Myriad Pro Light,
line spacing at 14 pt; right-aligned, K100
Name of the month: 11,6 pt Myriad Pro Regular;
C70 M25 Y0 K0
Short name of the day: 10 pt Myriad Pro Bold; black
Name of the day: 3,3 pt Myriad Pro Regular; black
Numbers: 10 pt Myriad Pro Regular; black
Weekend colour: C70 M25 Y0 K0

Yellow stripes
Top: 707 x 5 mm, C0 M35 Y100 K0
Bottom: 686 x 5 mm, C0 M35 Y100 K0

Quadrat
5 x 5 mm, 0,15 mm stroke, C0 M0 Y0 K30

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
PRESS MATERIAL

Strengthening Police Cooperation Through Learning

Budapest, 26 April 2016

40% of original size

European Union Agency for Law Enforcement Training
Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary

Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary

Itamus resse veliquas experibus ex eos estam etam officia quibus aie sint utam sequam sequam deliquam que
par eae deliquam eae deliquam quis eae deliquam quis. Quiae veliqua deliquam eae deliquam quis eae deliquam quis eae
par deliquam eae deliquam quis eae deliquam quis. Quiae veliqua deliquam eae deliquam quis eae deliquam quis eae

40% of original size

European Union Agency for Law Enforcement Training
Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary

Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary

Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary

European Union Agency for Law Enforcement Training
Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary
Presentation templates

Presentation templates A4
Width 297mm, height 210 mm

CEPOL logo (white) on title slide
Logo width 64 mm

CEPOL logo bottom
Logo width 47 mm

Decorative quadrat and stripes
Picture area: 287 x 175 mm
Grey background area: 287 x 175 mm, R239 G239 B239
Yellow stripe: 10 x 175 mm, R252 G175 B23
Transparent stripe: 10 x 175 mm, R54 G156 B214,
transparency: 50%
Page number box: 10 x 10 mm, R54 G156 B214
Blue line: 20 mm, 3 pt, R103 G180 B218

Text
In the presentations, please use the fonts of the Arial
font family, as they are available on all operating
platforms.
Presentation title: 42 pt, white
Presentation subheadline: 26 pt, R103 G180 B218
Agency name: 14 pt, R166 G166 B166
Main title: Bold, 30 pt, R54 G156 B214
Headline: Bold, 16 pt, R23 G55 B94, line spacing: 1,2
Continuous text: 16 pt, R64 G64 B64, line spacing: 1,2
Bullet point text: 16 pt, R64 G64 B64, line spacing: 1,2,
space after: 12 pt.
Custom bullet point: “circle”, R54 G156 B214

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Guidelines for creating a presentation

Please keep an indentation of at least 1-1 cm from the side of the grey background. Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings. Please keep the bottom band of the logo blank. For a synoptic appearance, please aim for an airy, de-cluttered placement of items on the presentation slide. Please do not use of any other font type outside of the Arial font family, as it may result in an unwanted rearrangement of the text when used on a different operating system on which the other font type is not available.
Standard width of the website is 1024 px. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Dimensions of white stripe: 1024 x 46 px; colour: R252 G175 B23. "Activities" menu: 18 px, Myriad Pro Semi Bold, R0 G89 B147. "Upcoming events": 18 px, Myriad Pro Regular, R0 G89 B147. Pictograms are 16 px tall, in white colour. Contact, Language and Sign up/Login menus: 15 px, Myriad Pro Regular, white. Image size: 1024 x 130 px. Size of the white CEPOL logo: 238 x 76 px. Size of blue stripe: 2 x 60 px, colour: R0 G148 B194. Agency name is 20 px, Myriad Pro Light, line spacing of 24 px, in white. Size of the Search box is 176 x 28 px, the fill colour is white. The "Search" caption is 14 px, Myriad Pro Regular, R148 G150 B227. The magnifying glass symbol is 16 px tall, its colour is R148 G150 B227. The "Advanced search" caption is 11 px, Myriad Pro Regular, R105 G179 B227.


Dimensions of yellow stripe: 1024 x 46 px; colour: R252 G175 B23. The pictogram of "More" is 12 px tall, colour: R0 G114 B180. Image size under "Activities" is 48 x 48 px. Box size next to the images is 10 x 48 px, colour: R252 G175 B23. The right side of the rectangle under the title is 40 x 80 px, its colour is R252 G175 B23.

Title of a box is 22 px, Myriad Pro Semi Bold, R0 G114 B180. Subtitle of a box is 22 px, Myriad Pro Regular, R105 G179 B227. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. Date: 13 px, Myriad Pro Regular, R105 G179 B227. Links: 14 px, Myriad Pro Regular, R0 G114 B180. Arrow symbol: 12 px tall, colour: R252 G175 B23. The pictogram of "More" is 12 px tall, colour: R0 G114 B121, and transparent. The right side of the rectangle under the title is 40 x 80 px, its colour is R252 G175 B23.


Title of a box is 22 px, Myriad Pro Semi Bold, R0 G114 B180. Subtitle of a box is 22 px, Myriad Pro Regular, R105 G179 B227. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. Date: 13 px, Myriad Pro Regular, R105 G179 B227. Links: 14 px, Myriad Pro Regular, R0 G114 B180. Arrow symbol: 12 px tall, colour: R252 G175 B23. The pictogram of "More" is 12 px tall, colour: R0 G114 B121, and transparent. The right side of the rectangle under the title is 40 x 80 px, its colour is R252 G175 B23.

# Website, home page

Standard width of the website is 1024 px. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.
Website, standard content page

Standard width of the website is 1024 px.
Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Header and main menu
Please refer to Page 41.
Colour of the active main menu is R172 G214 B242.
Text indicating the path is 13 px, Myriad Pro Regular, R177 G177 B177.

Side menu
Width of the menu system: 206 px. Size of a menu item: 26 px tall.
Dividing lines between menu items: 206 x 1 px, colour R208 G208 B208.
Second level menu: R105 G179 B227.
Third level menu: R0 G114 B180. Active menu: R252 G175 B23.

Content
Main title: 32 px, Myriad Pro Regular, R252 G175 B23.
Subtitle: 22 px, Myriad Pro SemiBold, R0 G114 B180.
Link: 15 px Myriad Pro Regular, line spacing at 19 px, R0 G114 B180.
Size of dividing line: 698 x 1 px, colour: R172 G214 B242.

Footer
Please refer to Page 41.

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Website, news page

Standard width of the website is 1024 px. Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Header and main menu
Please refer to Page 41.
Colour of the active main menu is R172 G214 B242.
Text indicating the path is 13 px, Myriad Pro Regular, R177 G177 B177.

Side menu
Please refer to Page 42.

Content
Link: 15 px Myriad Pro Regular, line spacing at 19 px, R0 G114 B180.
Date: 13 px, Myriad Pro Regular, R105 G179 B227.
Size of dividing line: 452 x 1 px, colour: R172 G214 B242.
Arrow symbol 12 px tall, colour: R252 G175 B23.
"Read more": 15 px Myriad Pro Regular, line spacing at 19 px, R0 G114 B180.
Colour of active "Read more": R252 G175 B23.

Categories
Title: 22 px, Myriad Pro Semibold, R0 G114 B180.
Link: 15 px Myriad Pro Regular, line spacing at 24, R0 G114 B180.
Size of dividing line: 206 x 1 px, colour: R172 G214 B242.
Arrow symbol 12 px tall, colour: R252 G175 B23.

Footer
Please refer to Page 41.

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
E-net home page

Standard width of the website is 1024 px. Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Header

Dimensions of blue stripe: 1024 x 46 px, colour: R0 G134 B203. Date: 15 px, Myriad Pro Regular, R0 G69 B121. Pictograms are 16 px tall, in white colour. Contact, Language and Sign up/Login menus: 15 px, Myriad Pro Regular, white. Image size: 1024 x 130 px. Size of the white CEPOL logo: 238 x 76 px. Size of blue stripe: 2 x 60 px, colour: R0 G148 B194. Headline: 20 px, Myriad Pro Light, line spacing at 24 px, in white. Size of the Search box is 176 x 28 px, the fill colour is white. The "Search" caption is 14 px, Myriad Pro Regular, white. Image size: 1024 x 130 px, its colour is R148 G150 B153.

Main menu

Size of the main menu: 1024 x 46 px, gradient colour from R224 G126 B39 to R252 G175 B23. The menu items are 18 px, Myriad Pro Semi Bold, white. Colour of active menu: R138 G96 B12.

Side menu

Please refer to Page 42.

Content


Footer


The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Ideas on "evidence-based" policing strategies and tactics have gained a foothold in Europe and are drawing growing attention in the international discussion on policing. If "evidence-based" is understood as looking more seriously at the application of sound scientific methods to achieve practical results, police education and training is certainly called upon to support and encompass this approach. National police colleges or universities, for example, are increasingly encouraging and supporting empirical research as the backbone of Police Science Master and PhD theses.

This being a clear trend internationally, the development and progress of sound scientific research informing and shaping police practice or education varies across countries and forces in Europe and elsewhere – what’s high on the agenda in one country can be found to be mostly neglected in the next. The conference addressed the concept, chances and possible limitations of "evidence-based policing" in an open European forum by putting the following aspects on the agenda:

- Evidence-based policing theory and methodology.
- Epistemological issues involved in evidence-based policing and police-led research.
- The role of the European Commission and European agencies in driving transnational evidence-based policing.
- Current status of the use of research evidence and future research road-maps concerning the policing of terrorism, cybercrime, trafficking in human beings, transnational organised crime, general crime prevention and investigation, sexual offences, intimate partner violence; and concerning police training, management and performance evaluation, police ethics, new policing technologies and special investigation methods, as well as forensics.
- What works and really matters in policing.

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
E-net navigation page

Standard width of the website is 1024 px. Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Header and main menu
Please refer to Page 44.

Side menu

Navigation symbols
Size of the navigation box: 225 x 139 px, colour: R199 G234 B251. Text: 16 px, Myriad Pro semibold, line spacing at 19 px, R0 G114 B180.

Content

Footer
Please refer to Page 44.
E-net course page

Standard width of the website is 1024 px. Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Header and main menu
Please refer to Page 44.

Side menu

Content

Footer
Please refer to Page 44.

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
E-net administrator page

Standard width of the website is 1024 px. Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

Header and main menu
Please refer to Page 44.

Content

Table

Footer
Please refer to Page 44.

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
**E-net login page**

Standard width of the website is 1024 px. Fundamentally, the colours of the CEPOL logo and its various colour tones are used across the website. The primary font family is the Myriad Pro font family. Secondary font family is the Arial font family. Should there be a problem with the above font families, Sans Serif is to be used as a substitute.

**Header and main menu**

Please refer to Page 44.

**Side menu**

Please refer to Page 42.

**Content**


**Footer**

Please refer to Page 44.

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Work programme

Section III – Work Programme 2016

I. Introduction

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II. Main planning principles

1. Evaluation results of the activities implemented in 2015 will be assessed to determine effectiveness of products delivered

2. Depending on the state of play in reference to the development of a STNA methodology, CEPOL may begin to apply this

3. Training Needs Analysis will be used as a key instrument in determining where and which training and learning activities

4. Clear links to the short-term Strategy of CEPOL will be established:

5. CEPOL’s management tools such as Risk Register and Management Plan will be coherently further developed as tools to

CEPOL - SINGLE PROGRAMMING DOCUMENT: YEARS 2016-2018

50% of original size
Participants’ badge

Standard plastic badge
Card size: 86 x 54 mm

CEPOL logo
Logo width 31 mm

Text
Name: 15 pt Arial Bold; centred; K100; line spacing at 15 pt;
Title: 11 pt Arial Regular; centred, K100; line spacing at 15 pt;

Bottom yellow stripe
79 x 2 mm, C0 M35 Y100 K0
Table nameplate

Folded A4
Size: 297 x 105 mm

CEPOL logo
Logo width 50 mm

Text
Name: 48 pt Arial Bold; centred; K100; line spacing at 42 pt;
Title: 36 pt Arial Regular; centred, K100; line spacing at 42 pt;

Bottom yellow stripe
287 x 4 mm, C0 M35 Y100 K0
Conference invitation

Width: 700 px  
Height: flexible  
Margins left and right: 40 px

CEPOL logo
Logo width 175 px

Text
Invitation: 36 pt Arial Regular; left-aligned, R0 G89 B146; line spacing at 40 pt;  
Title: 24 pt Arial Regular; left-aligned, R0 G89 B146; line spacing at 28 pt;  
Place and date: 16 pt Arial Regular; left-aligned, R109 G207 B246; line spacing at 20 pt;  
Continuous text: 13 pt Arial Regular; left-aligned, R64 G64 B64; line spacing at 18 pt;  
Agency name: 11 pt Arial Bold; right-aligned, R64 G64 B64; line spacing at 16 pt;  
Contact details: 11 pt Arial Regular; right-aligned, R64 G64 B64; line spacing at 16 pt;  

Registration button
Button size: 180 x 36 px, corner radius: 8 px
Button colour: R0 G134 B203
Text: 18 pt Arial Bold; centred, white;

Social media icons
Size: Ø36 px
Colour: R145 G145 B145

Bottom yellow stripe
660 x 16 px, R252 G175 B23

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European Union Agency for Law Enforcement Training

About CEPOL
Agnim hic tecullo ribusam videlenistem quis idipsunt ea cus dolorem fugia atias...
The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
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Budapest, 26 april 2016

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Budapest, 26 april 2016

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A4 fact sheet, 2 pages
Width 210 mm, height 297 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

CEPOL logo
Logo width 50 mm

Main picture size
Width 198 mm, height 148 mm

Text
Title: 21 pt Myriad Pro Regular; line spacing at 27 pt; left-aligned, C0 M35 Y100 K0 and white
Paragraph title: 12 pt Myriad Pro Semibold; line spacing at 13 pt; C0 M35 Y100 K0 and white

Yellow stripe
Width 12 mm, height 253 mm, C0 M35 Y100 K0

Blue quadrat
Width 12 mm, height 12 mm, C70 M20 Y5 K0

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Conference programme cover and back cover

Conference programme B5
Width 176 mm, height 250 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

CEPOL logo
Logo width 42 mm

Cover page picture size
Width 166 mm, height 212 mm

Text
Title: 30 pt Myriad Pro Regular; line spacing at 35 pt; left-aligned, C0 M35 Y100 K0 and white
Headline: 14 pt Myriad Pro Light; line spacing at 18 pt; left-aligned, C0 M0 Y0 K70
Title on back cover: 11 pt Myriad Pro Regular; line spacing at 15 pt; left-aligned, C0 M35 Y100 K0 and white
Agency name: 8 pt Myriad Pro Regular; line spacing at 12 pt; left-aligned, K100
Address: 8 pt Myriad Pro Light; line spacing at 12 pt; left-aligned, K100

Yellow stripe
Width 10 mm, height 212 mm, C0 M35 Y100 K0

Blue quadrat
Width 10 mm, height 10 mm, C70 M20 Y5 K0

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Conference programme B5

Width 176 mm, height 250 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

Text
Paragraph title: 11 pt Myriad Pro Semibold; Text creating text, tables, charts and drawings.
Black line
Width 10 mm, height 10 mm, C100 M60 Y10 K20
Width 10 mm, height 212 mm, C0 M35 Y100 K0

Yellow stripe
Width 10 mm, height 10 mm, C0 M35 Y100 K0

Blue quadrat
Width 10 mm, height 10 mm, C100 M60 Y10 K20

Black line
Length 125 mm, weight 0,1 mm, K100

Picture, chart, table size
Width 125 mm, height flexible

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Thematic publications

Thematic publications B5
Width 176 mm, height 250 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

For a detailed description on the layout of thematic publications, please refer to Page 58-59.
We use a secondary colour to distinguish the various kinds of thematic publications. The secondary colour is applied both on the cover and on the inside pages. On the cover, the secondary colour is used on the transparent stripe applied on the photo (as shown in the illustration), as well as on the title and on the decorative quadrat. On the inside pages, the secondary colour can be used for the titles, table headers, highlighted texts, etc.

Secondary colour of the Training Catalogue
C0 M65 Y100 K0

Secondary colour of the European Police Exchange Programme publication
C50 M0 Y0 K0

Secondary colour of the Research and Science publication
C60 M10 Y100 K0

Secondary colour of the Common Curricula
C0 M100 Y60 K0

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.

CEPOL Corporate Identity Manual
Annual Report cover and back cover

Annual Report B5
Width 176 mm, height 250 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings, except for the CEPOL yellow colour, as it is replaced by gold in the Annual Report.

CEPOL logo
Logo width 42 mm

Cover page picture size
Width 166 mm, height 212 mm

Text
Title: 30 pt Myriad Pro Regular; line spacing at 35 pt; left-aligned, Pantone 872C
Headline: 14 pt Myriad Pro Light; line spacing at 18 pt; left-aligned, C0 M0 Y0 K70
Title on back cover: 11 pt Myriad Pro Regular; line spacing at 15 pt; left-aligned, white
Agency name: 8 pt Myriad Pro Regular; line spacing at 12 pt; left-aligned, K100
Address: 8 pt Myriad Pro Light; line spacing at 12 pt; left-aligned, K100

Gold stripe
Width 10 mm, height 212 mm, Pantone 872C

Gold quadrat
Width 10 mm, height 10 mm, Pantone 872C

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Annual Report content and chapter page

Annual Report B5
Width 176 mm, height 250 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

Text
Chapter title: 20 pt Myriad Pro Regular;
line spacing at 25 pt; left-aligned, C100 M0 Y0 K0
Subheadline: 8,5 pt Myriad Pro Light;
line spacing at 12 pt; left-aligned, white
Page number: 7 pt Myriad Pro Regular;
line spacing at 8 pt; centred, white
Content title: 20 pt Myriad Pro Regular;
line spacing at 25 pt; left-aligned, C100 M0 Y0 K0
Content: 7 pt Myriad Pro Regular;
line spacing at 8,4 pt; left-aligned, K100

Picture size
Width 166 mm, height 158 mm

Gold stripe
Width 10 mm, height 212 mm, Pantone 872C

Gold quadrat
Width 10 mm, height 10 mm, Pantone 872C

Black line
Length 125 mm, weight 0,1 mm, K100

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Paragraph title: 11 pt Myriad Pro Semibold; Text creating text, tables, charts and drawings. Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

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Text

Paragraph title: 11 pt Myriad Pro Semibold; Text creating text, tables, charts and drawings. Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

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Annual Report B5

Width 176 mm, height 250 mm

Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

---

Text

Paragraph title: 11 pt Myriad Pro Semibold; Text creating text, tables, charts and drawings. Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

---

Annual Report spread page

---

Gold stripe

Width 10 mm, height 212 mm, Pantone 872C

---

Gold quadrat

Width 10 mm, height 10 mm, Pantone 872C

---

Black line

Length 125 mm, weight 0,1 mm, K100

---

Picture, chart, table size

Width 125 mm, height flexible

---

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Summary of the Annual Report, A4 size
Width 210 mm, height 297 mm
Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

CEPOL logo
Logo width 50 mm

Main picture size
Width 198 mm, height 148 mm

Text
Title: 31 pt Myriad Pro Regular; line spacing at 27 pt; left-aligned,
Pornette 872C
Paragraph title: 12 pt Myriad Pro Semibold; line spacing at 13 pt;

Gold stripe
Width 12 mm, height 253 mm, Pantone 872C

Gold quadrat
Width 12 mm, height 12 mm, Pantone 872C
Summary of the Annual Report spread page

**Summary of the Annual Report, A4 size**

Width 210 mm, height 297 mm

Please use the official colours of CEPOL (see Page 6) when creating text, tables, charts and drawings.

**Text**

Paragraph title: 12 pt Myriad Pro Semibold; line spacing at 13 pt; Text, text, text, tables, charts and drawings.

**Picture, chart, table size**

Single column: width 83 mm, height flexible

Double column: width 174 mm, height flexible

**Gold stripe**

Width 12 mm, height 253 mm, Pantone 872C

**Gold quadrat**

Width 12 mm, height 12 mm, Pantone 872C

The photos and images used in the Corporate Identity Manual are only examples and serve the purpose of guidance with respect to the recommended style. There is no obligation to use the very same photos and images for the actual, final design, production and execution.
Roll-up

Width 850 mm, height 2000 mm
The position of the graphic element depends on the content and purpose of the roll-up.
On light backgrounds, please use the full colour version of the logo. On dark or photo backgrounds, please use the white logo (see Page 9). Please use the official colours of CEPOL (see Page 6) when creating the text.

CEPOL logo
Logo width 755 mm

Picture size
Width 850 mm, height 2000 mm

Text
Text size, font type and colour are defined by the content and purpose of the roll-up.

Yellow stripe
Width 800 mm, height 50 mm, C0 M35 Y100 K0

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Carpet

The size of the carpet is variable. It is recommended to use a dark carpet as light fabrics are easily contaminated and will appear dirty. The colour of the carpet in the illustration is close to the colour C100 M50 Y0 K45; the logo is white. The size of the carpet may vary but the minimum free space around the logo should be maintained. The size of the minimum blank space equals the font size (height of font) of the logo used.
Speaker podium CEPOL cover

Size may vary. The position and size of the logo depends on the type and shape of the podium. On white or light podium background, please use the full colour version of the logo. On dark or transparent podium background, please use the white logo. Please keep the minimum free space around the logo (as described on Page 3). On a landscape A4 (297x210 mm) board, the white CEPOL logo’s width is 246 mm. Background colour: C100 M45 Y0 K30
Banner

Banner horizontal and vertical version
Size may vary. The position of the graphic element depends on the content and purpose of the banner. On light backgrounds, please use the full colour version of the logo. On dark or photo backgrounds, please use the white logo (see Page 9).

Text
Title: Myriad Pro Regular; left-aligned, C0 M35 Y100 K0 and white
Headline: Myriad Pro Light; left-aligned, white

Yellow stripe
The right end of the yellow stripe is aligned with the right end of the CEPOL logo. Its height (thickness) equals the distance of the right side of the CEPOL logo from the end of the banner.

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**Men’s tie with embroidered logo**

The colour of the embroidered (recommended) or screen printed logo should be adjusted to the colour of the tie. The logo colour should be a lighter shade of the tie’s colour; in case of a white tie, the logo can be light grey.

**Recommended tie colours**

1. dark blue
2. medium blue
3. light grey
4. dark grey

Size of the embroidered logo, in proportion to the tie width
Ladies scarf with logo patterns

Ladies scarf with embroidered or screen printed logos
The colour of the screen printed logo should be adjusted to the colour of the scarf. The logo colour should be a lighter or very light shade of the scarf’s colour. On a white scarf, the logo can be of a darker shade.

Recommended colours of the scarf
Different shades of blue

Size of the screen printed logo
Logo width 4 cm
Pins and badges

**Metal pin or round plastic badge**
On a white badge, please use the colour version of the logo. On a blue badge, please use the white logo.

Original size (1:1)
T-shirt (without collar, men and ladies)

**Men and ladies T-shirt, without collar**
On a white T-shirt, please use the full colour logo version for men and the blue logo for ladies. On a blue T-shirt, please use the white logo.

**Men T-shirt: logo width 20 cm**

**Ladies T-shirt: logo width 4 cm**

**Additional recommended colours**
T-shirt with collar

Men and ladies polo shirt
On a white polo shirt, please use the blue logo. On a blue polo shirt, please use the white logo.

**Logo width**: 5 cm

Additional recommended colours
Men and ladies sweater

On a white sweater, please use the blue logo.
On a blue sweater, please use the white logo.

**Logo width:** 5 cm

Additional recommended colours
Men / ladies fleece and suit jackets
On a dark/ light blue jacket, please use the white, embroidered logo.

**Logo width:** 5 cm

**Additional recommended colours**

[Images of the recommended colours]
Baseball cap

On a blue cap, please use the white logo.
On a white cap, please use the blue logo.

**Logo width:** 4 cm / 8 cm

**Additional recommended colours and variations**
Fountain pen

On a blue pen, please use the white logo. On a metal pen, please apply the engraved logo.

Logo width: appr. 25 mm

1:1 proportion
Ballpoint pen and pencil

On a blue pen or pencil, please use the white logo.

Logo size: according to the surface available on the pen or pencil
Business card holder

Metal or plastic business card holders
On a metal business card holder, please use the engraved version of the logo. On coloured plastic business card holders, please use the white, grey or black logo.

Logo position: as shown in the illustration

Logo size: 25 mm

Recommended colours
Lanyards with logo

On a blue or yellow lanyard, please use the white logo.
On a white lanyard, please use the blue logo.

Logo size: in proportion to the width of the lanyard, as shown in the illustration.

Recommended colours
USB stick

Please use the white logo on blue, black or yellow USB sticks.
On a white USB stick, please use the blue logo.
If the technology of the execution permits, please use the full colour version of the logo.

**Logo size**: in proportion to the width and length of the pendrive, according to the illustration.

**Recommended colours**

![USB stick examples with different colors and logos]
Paper carrier bags

Paper bags
On a white paper bag, it is recommended to use the full colour version of the logo, but the blue version can also be used.

Size of the logo and of the yellow stripe: in proportion to the width and height of the paper bags, according to the illustrations.

X: 50% of the height of the actual paper bag
Logo size: 80% of the width of the paper bag
Logo position: centred

If possible, please select a fully recyclable white paper. Please use white, blue or yellow colour for the handle.
Fabric bags

On blue, yellow and beige (natural canvas colour) fabric bags, please use the white logo.

**Logo size:** in proportion to the width and height of the bag, as shown in the illustration.

**Recommended colours**
Mousepads

On blue, yellow and grey mousepads, please use the white logo.

Logo size: in proportion to the width and height of the mousepad, as shown in the illustration.

Recommended colours: Version A

Version C (CMYK print)

Version D (CMYK print)

Version A (single colour print)

Version B (single colour print)
Antistress ball

On blue and yellow balls, please use the white logo.

**Logo size:** in proportion to the size of the ball, as shown in the illustration.

**Recommended colours**

![Logo variations on blue background]
Key ring

On blue and yellow key rings, please use the white logo.

Logo size: in proportion to the size of the key ring, as shown in the illustration.

Recommended colours
Mug

On a white mug, please use the full colour logo version. On blue and yellow mugs, please use the white logo.

Logo size: in proportion to the size of the keyring, as shown in the illustration.

Recommended colours
Smartphone pocket and case

Smartphone pockets made of leather, fabric or plastic
On white smartphone pockets, please use the full colour logo version. On blue and yellow smartphone pockets, please use the white logo.

Logo size: in proportion to the size of the pocket / case, as shown in the illustration.

Universal smartphone pockets made of leather or imitation leather:

Plastic iPhone cases and similar smartphone cases

Recommended colours
Laptop case

Laptop cases
On black laptop cases, please use the white or the grey logo. On a metal plaquette, please use the embossed, engraved version of the logo.

Logo size: in proportion to the size of the plaquette or of the bag, as shown in the illustration.

Recommended colours

Version A
(logo on metal plaquette)

Version B
(screen print logo)

Version C
(screen print logo)
Backpacks with embroidered or screen print logo
On black backpacks, please use the white or grey logo. On blue or yellow backpacks, please use the white logo only.

**Logo size:** in proportion to the size of the backpack, as shown in the illustration.

- **Version A** (ladies' backpack, small size, screen print logo)
- **Version B** (unisex backpack, embroidered logo)
- **Version C** (unisex backpack, screen print logo)
- **Version D** (unisex backpack, screen print logo)

**Recommended colours**

[Image of recommended colours: blue, navy, light blue, orange, black, grey]
Umbrella with screen print logo
On blue, black or grey umbrellas, please use the white logo. On a white umbrella, please use either the full colour logo version, or the blue logo.

Logo size: in proportion to the size of the umbrella, as shown in the illustration.
Flags

Desktop flags and outdoor flags
On a white flag, please use the full colour logo version.
Logo size: in proportion of the given flag, as shown in the illustration.
Outdoor signage

New, colour version with full name of the agency to replace old metal signage, according to the illustration.

Existing, special face-work, with new colour logo and full name of the agency.

Logo size in proportion to the size of the signage and available surfaces, according to the illustration.
Coin – heads with CEPOLO’s logo

The coin’s tail shows the logo / text of the respective event or other apropos.

Coin in a frame, with mat board and logo decoration: please choose a simple, silver-coloured frame, with dark blue mat board. If technical production permits, please use a centre-positioned white logo on the mat board. Logo size: in proportion to the size of the frame, as shown in the illustration.

45mm