



# Corporate Identity Manual

Valid as of 1 July 2016



Logo	3	Folder A4	34	Summary of the Annual Report spread page	65
Logo with the full name of the agency	4	Certificate A4	35	Roll-up	66
Colour variations of the logo	5	Certificate A4 electronic version	36	Carpet	67
Colours of the logo	6	Desk Calendar B2	37	Speaker podium CEPOL cover	68
Colours of the greyscale logo	7	Press material, Fact sheet and Feature article	38	Banner	69
Typeface	8	Presentation templates	39	Tie with logo	70
Correct use of the logo	9	Guidelines for creating a presentation	40	Ladies scarf with logo patterns	71
Incorrect use of the logo	10	Website, home page	41	Pins and badges	72
Photos and their use	11	Website, standard content page	42	T-shirt (without collar, men and ladies)	73
Business card	12	Website, news page	43	T-shirt with collar	74
Deluxe letterhead paper (portrait) for printing	13	E-net home page	44	Men and ladies sweater	75
Deluxe letterhead paper (landscape) for printing	14	E-net content page	45	Fleece jacket, suit jacket	76
Deluxe black&white letterhead paper (portrait) for printing	15	E-net navigation page	46	Baseball cap	77
Letterhead paper (portrait) electronic version	16	E-net course page	47	Fountain pen	78
Letterhead paper (landscape) electronic version	17	E-net administrator page	48	Ballpoint pen and pencil	79
LA4 envelope	18	E-net login page	49	Business card holder	80
B4 envelope	19	Work programme	50	Lanyards with logo	81
C4 envelope	20	Participants' badge	51	USB stick	82
C5 envelope	21	Table nameplate	52	Paper carrier bags	83
C6 envelope	22	Conference invitation	53	Fabric bags	84
Compliments card	23	A5 leaflet, 2 pages	54	Mousepads	85
Postal sticker 150 x 100 mm	24	External newsletter online version	55	Antistress ball	86
Postal sticker 45 x 55 mm, 55 x 30 mm and 125 x 50 mm	25	Internal newsletter online version	56	Key ring	87
Postal sticker A5 and A4	26	A4 fact sheet, 2 pages	57	Mug	88
Branded adhesive tape	27	Conference programme cover and back cover	58	Smartphone pocket and case	89
Post-it notes	28	Conference programme spread page	59	Laptop case	90
Notebook with squared paper A4 and A5	29	Thematic publications	60	Backpack	91
Notebook with lined paper A4 and A5	30	Annual Report cover and back cover	61	Umbrella	92
Notebook with plain paper A4 and A5	31	Annual Report content and chapter page	62	Flags	93
Clipboard A4	32	Annual Report spread page	63	Outdoor signage (building)	94
Memo A4 electronic version	33	Summary of the Annual Report cover and back cover	64	Coin	95

## 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 equalling 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

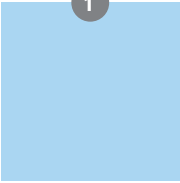
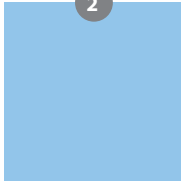
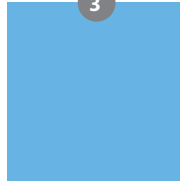






- 1 Full colour version of the logo
- 2 Single colour / monochrome version of the logo
- 3 Negative / reverse version of the logo, on coloured background
- 4 Black and white, shaded (greyscale) version of the logo
- 5 Monochrome (black) version of the logo
- 6 Negative / reverse version of the logo,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



# Colours of the logo

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

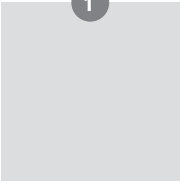
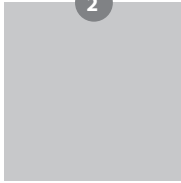
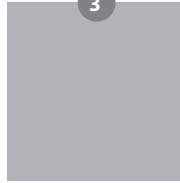





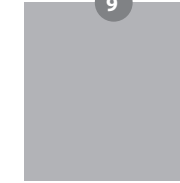


								
<b>C30 M5 Y0 K0</b>	<b>C40 M10 Y0 K0</b>	<b>C55 M15 Y0 K0</b>	<b>C70 M25 Y0 K0</b>	<b>C90 M35 Y0 K0</b>	<b>C100 M40 Y0 K10</b>	<b>C100 M45 Y0 K30</b>	<b>C100 M50 Y0 K45</b>	<b>C0 M35 Y100 K0</b>
<b>R172 G215 B243</b>	<b>R146 G197 B235</b>	<b>R105 G179 B228</b>	<b>R54 G156 B214</b>	<b>R0 G135 B203</b>	<b>R0 G115 B181</b>	<b>R0 G89 B146</b>	<b>R0 G69 B121</b>	<b>R252 G175 B23</b>
<b>#acd7f3</b>	<b>#92c5eb</b>	<b>#69b3e4</b>	<b>#369cd6</b>	<b>#0087cb</b>	<b>#0073b5</b>	<b>#005992</b>	<b>#004579</b>	<b>#fcaf17</b>

# Colours of the greyscale logo

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



								
<b>C0 M0 Y0 K15</b> R220 G221 B222 #dcdde	<b>C0 M0 Y0 K25</b> R199 G200 B202 #c7c8ca	<b>C0 M0 Y0 K35</b> R178 G179 B182 #b2b3b6	<b>C0 M0 Y0 K45</b> R157 G159 B162 #9d9fa2	<b>C0 M0 Y0 K55</b> R138 G140 B143 #8a8c8f	<b>C0 M0 Y0 K70</b> R109 G110 B113 #6d6e71	<b>C0 M0 Y0 K85</b> R76 G77 B79 #4c4d4f	<b>C0 M0 Y0 K100</b> R35 G31 B32 #231f20	<b>C0 M0 Y0 K35</b> R178 G179 B182 #b2b3b6

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

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.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890**

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890



# 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

	White background	Light background	Dark background	Photo background
Full colour version				
Single colour logo				
Black or white logo				

# 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.

Examples of incorrect 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.

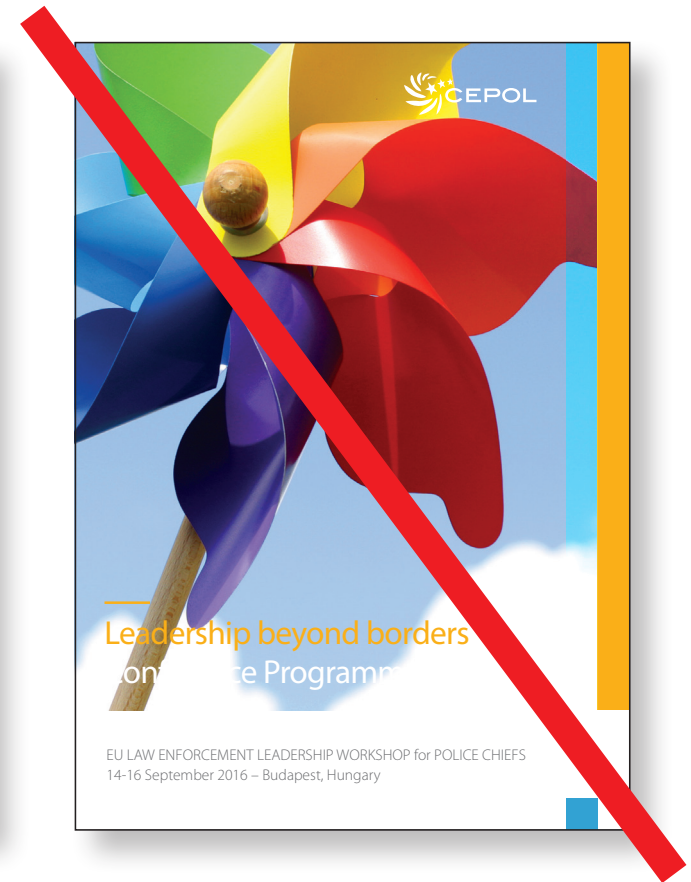
In case there is no photo fitting the content of the publication or promotional material available, please select a general photo from CEPOL's photo archives.

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:



**C100 M40 Y0 K10**  
**R0 G115 B181**

**C100 M45 Y0 K30**  
**R0 G89 B146**

**C100 M50 Y0 K45**  
**R0 G69 B121**

**C0 M0 Y10 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.

# Deluxe letterhead paper (portrait) for printing

## Deluxe letterhead paper

Width 210 mm, height 297 mm

Paper: appr. 100-120g textured paper or 90g white offset paper

## CEPOL logo

Logo width 45 mm

## Footer

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.

## Guidelines for drafting a business letter

Typeface: 12 pt Myriad Pro Regular

Text alignment: justified

Line spacing: 14 pt

Paragraph spacing: please add double space between paragraphs

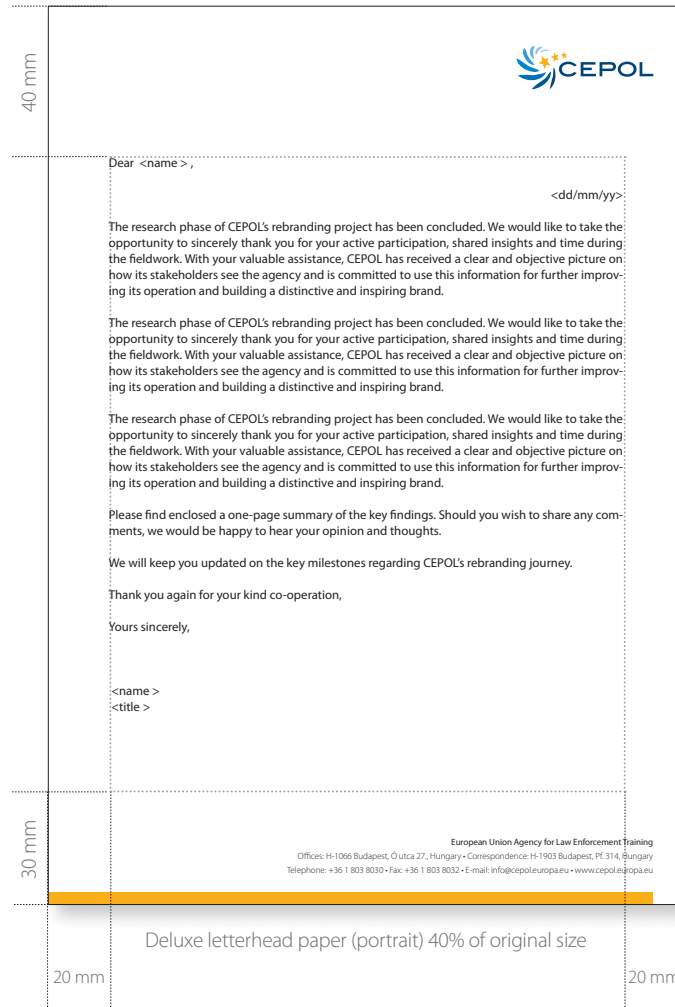
Please add sufficient space for signature.

Margins:

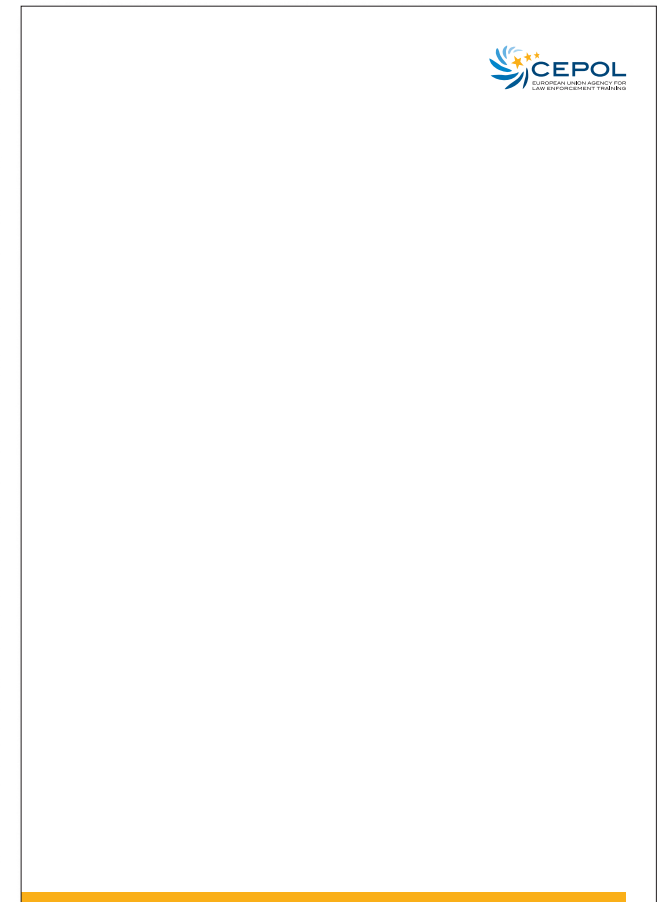
Top: 40mm

Left/right: 20mm

Bottom: 30mm



Deluxe letterhead paper (portrait) 40% of original size



Deluxe continuation sheet (portrait) 40% of original size

# Deluxe letterhead paper (landscape) for printing

## Deluxe letterhead paper

Width 297 mm, height 210 mm

Paper: appr. 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

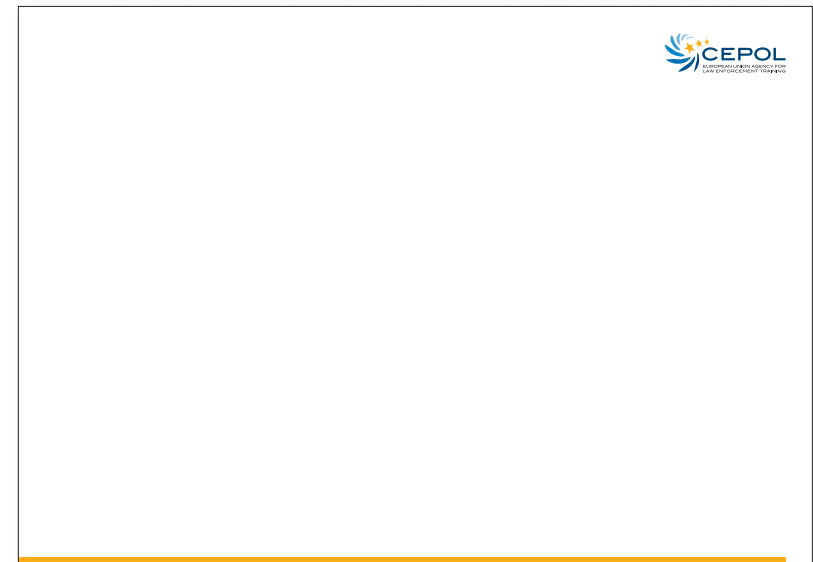
## Continuation sheet

Agency name and contact details do not appear, whereas the agency name appears next to the logo.

Deluxe letterhead paper (landscape)  
35% of original size



Deluxe continuation sheet (landscape)  
35% of original size



# Deluxe black&white letterhead paper (portrait) for printing

15

## Deluxe B&W letterhead paper

Width 210 mm, height 297 mm

Paper: appr. 100-120g textured paper or 90g white offset paper

## CEPOL logo

Logo width 45 mm

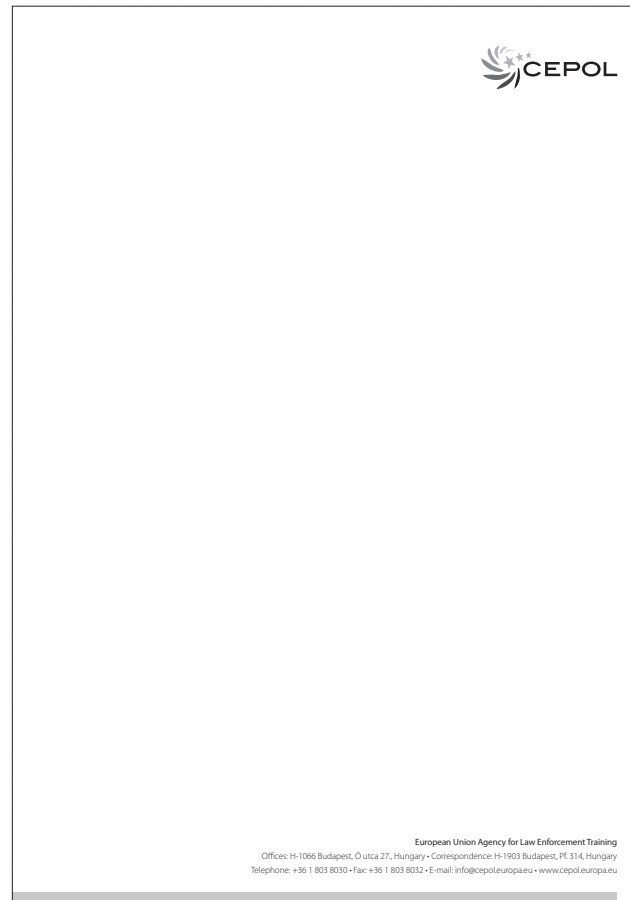
## Text

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

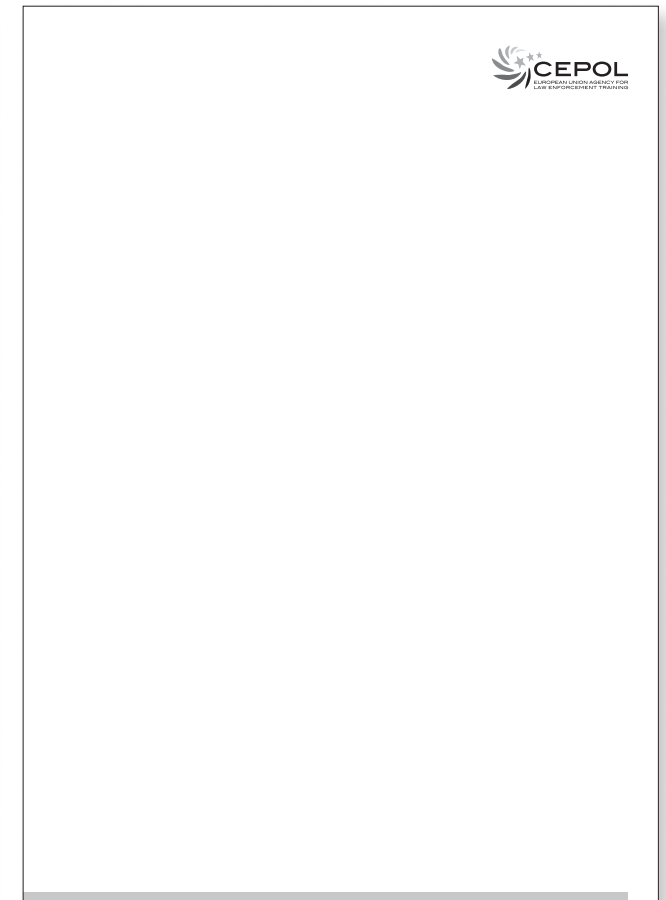
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

## Continuation sheet

Agency name and contact details do not appear, whereas the agency name appears next to the logo.



Deluxe B&W letterhead paper (portrait) 40% of original size



Deluxe B&W continuation sheet (portrait) 40% of original size

# Letterhead paper (portrait) electronic version

## Letterhead paper

Width 210 mm, height 297 mm

## CEPOL logo

Logo width 45 mm

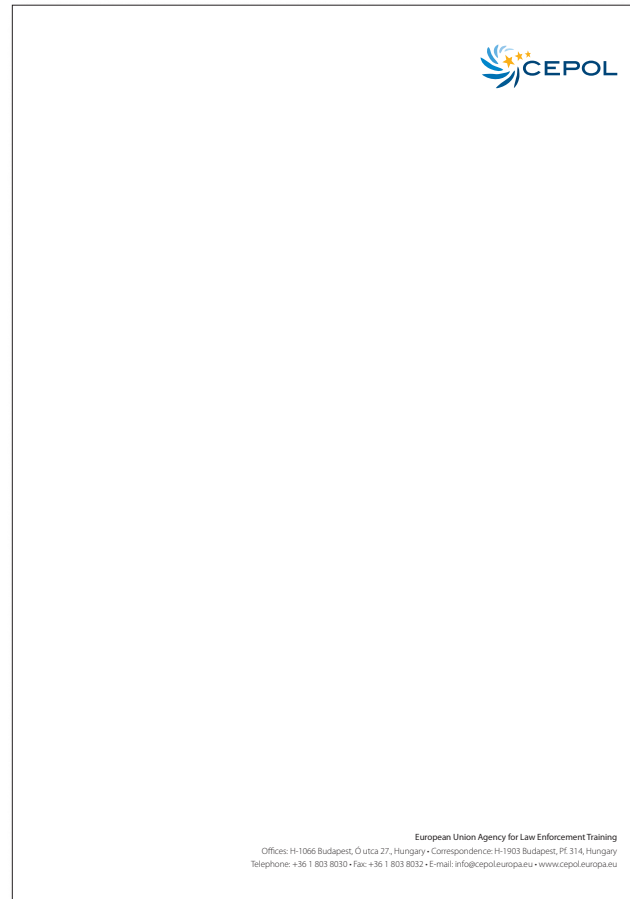
## Text

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

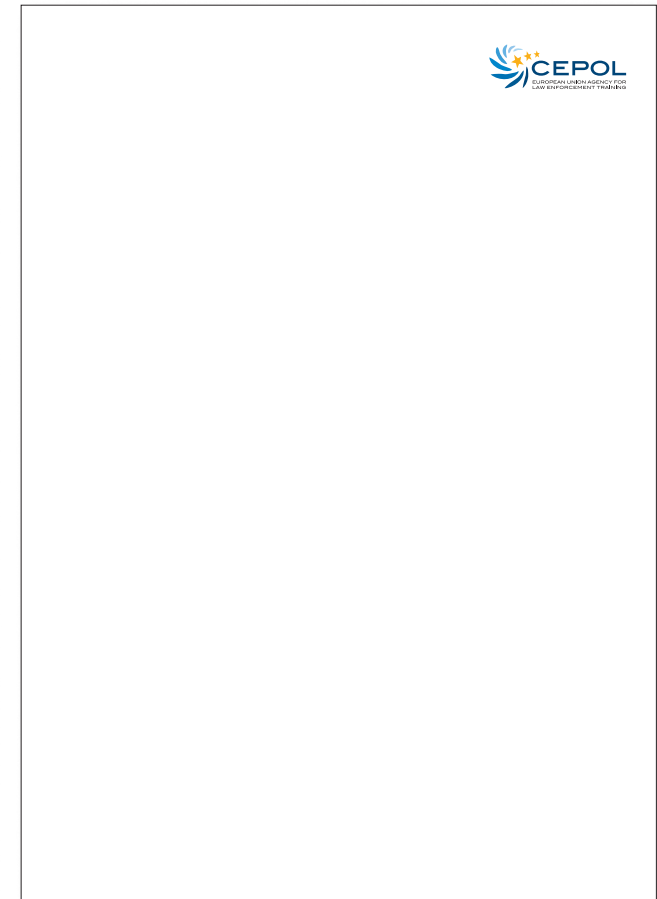
Contact details: 8,5 pt Myriad Pro Light, line spacing at 13 pt; right-aligned, K100

## Continuation sheet

Agency name and contact details do not appear, whereas the agency name appears next to the logo.



Letterhead paper (portrait) 40% of original size



Continuation sheet (portrait) 40% of original size



# Letterhead paper (landscape) electronic version

## 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

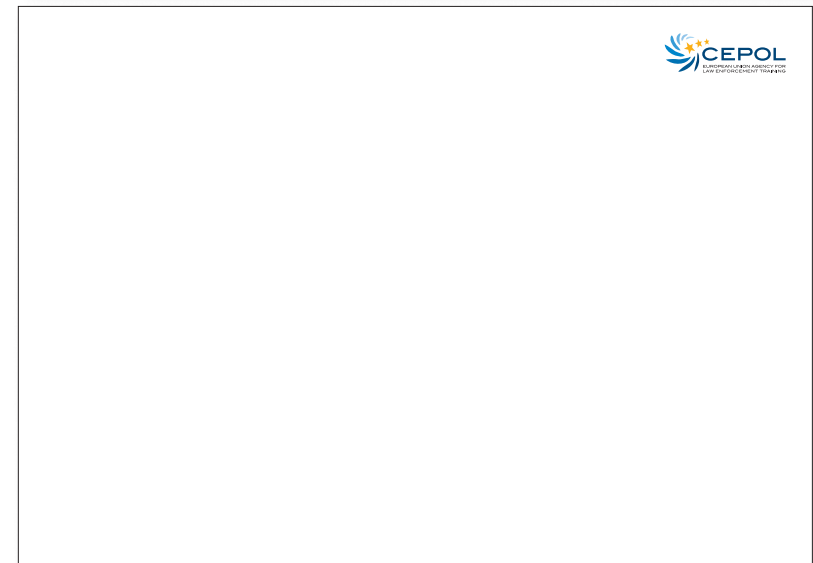
## Continuation sheet

Agency name and contact details do not appear, whereas the agency name appears next to the logo.

Letterhead paper (landscape)  
35% of original size



Continuation sheet (landscape)  
35% of original size



# LA4 envelope

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

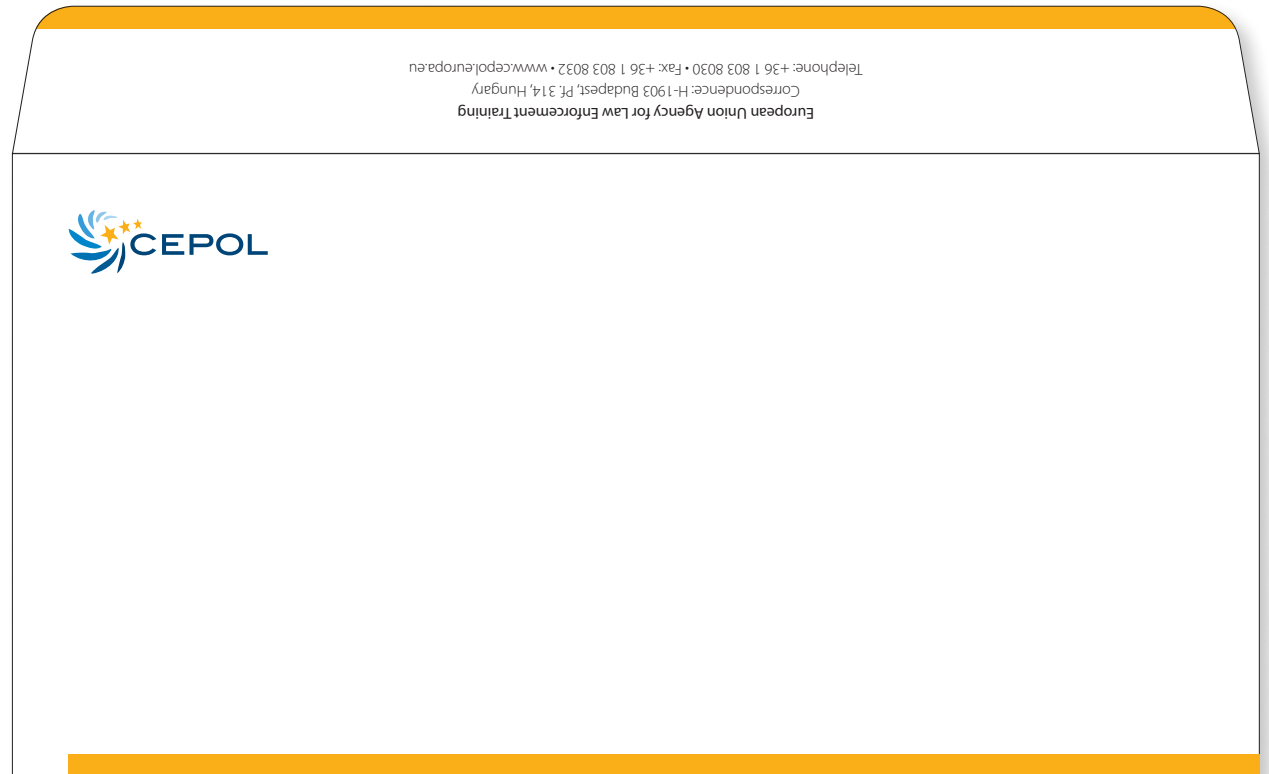
## Address

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



75% of original size

# B4 envelope

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

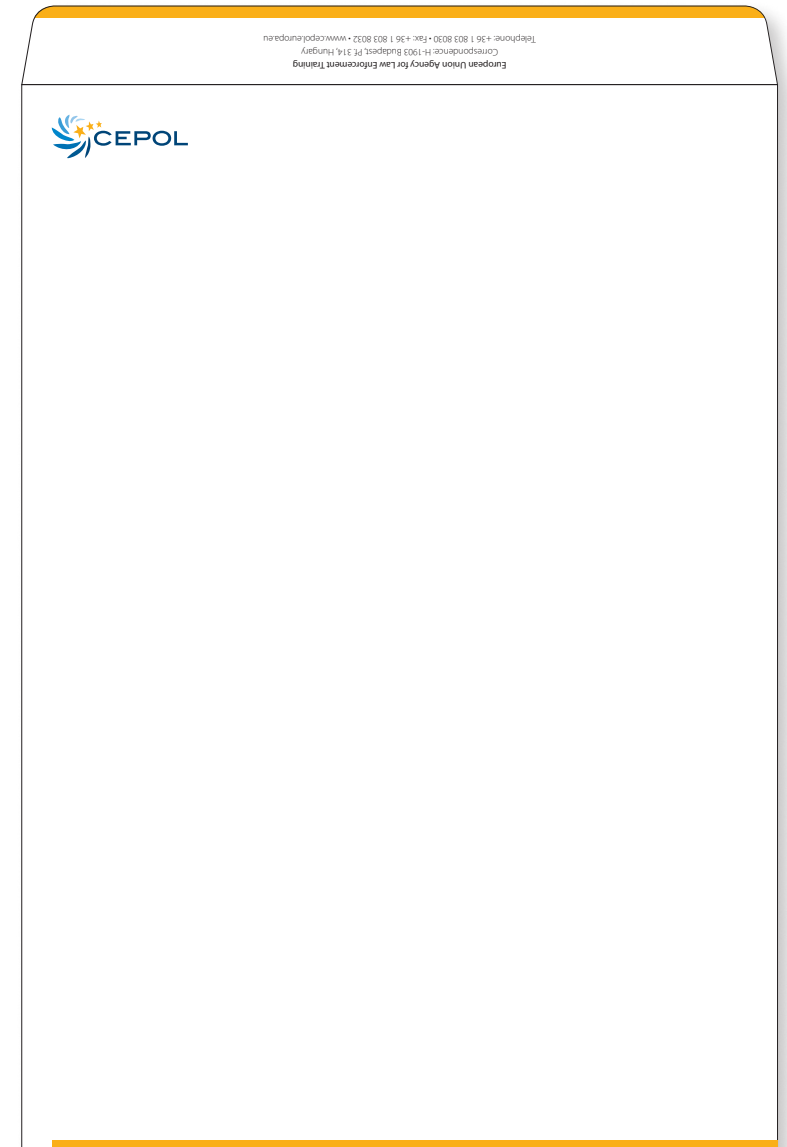
## Address

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



40% of original size

# C4 envelope

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

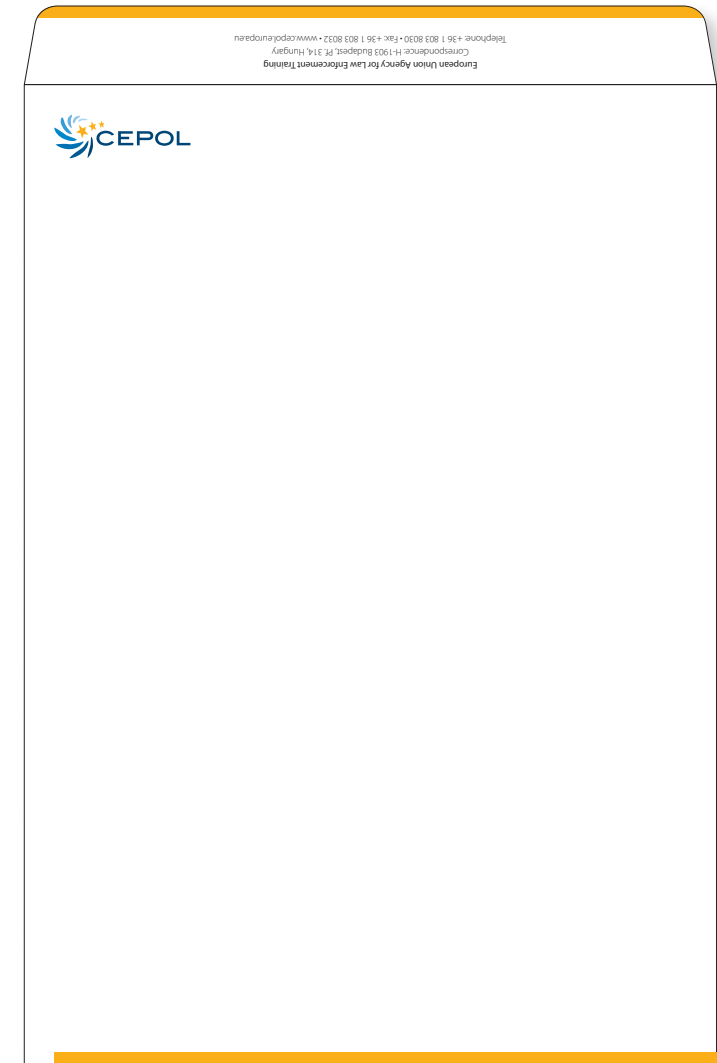
## Address

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



40% of original size

# C5 envelope

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



70% of original size

# 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



80% of original size

# 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**

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# 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



40% of original size



40% of original size

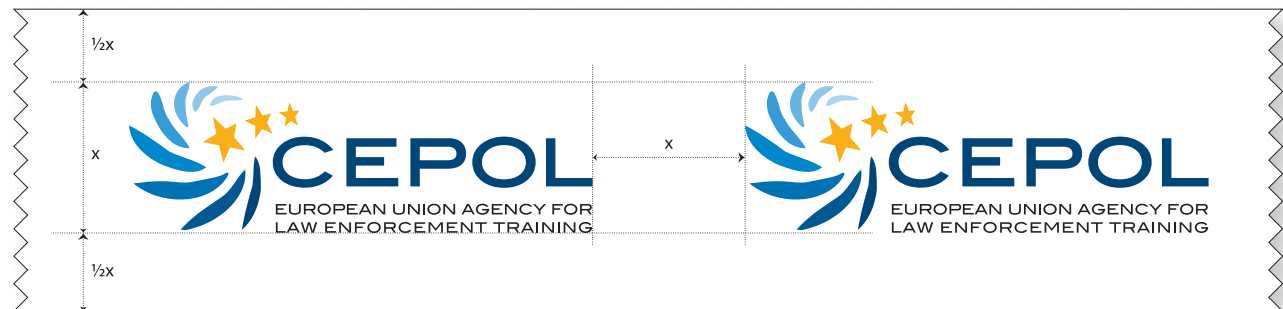
# Branded adhesive tape

## 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 and A5

## Notebook with squared paper A4

Width 210 mm, height 297 mm  
Paper: 90g white offset paper

### CEPOL logo

Logo width 45 mm

### Text

Notebook 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

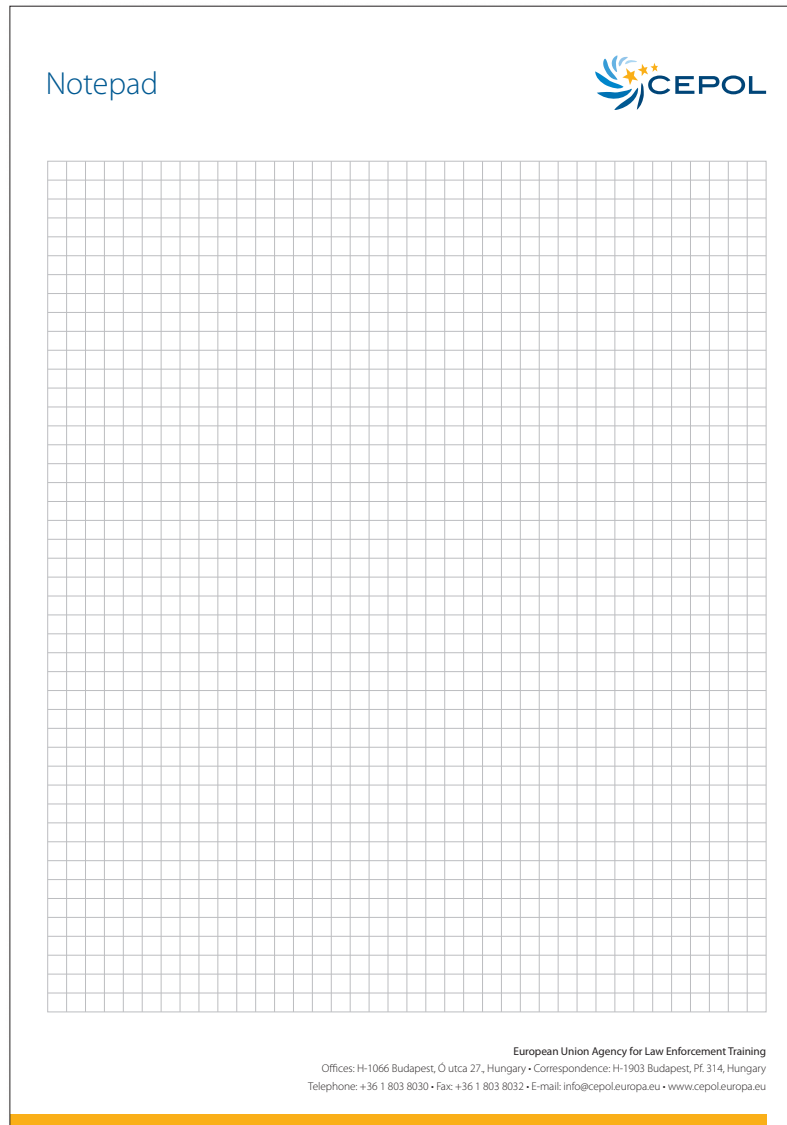
Width 148 mm, height 210 mm  
Paper: 90g white offset paper

### CEPOL logo

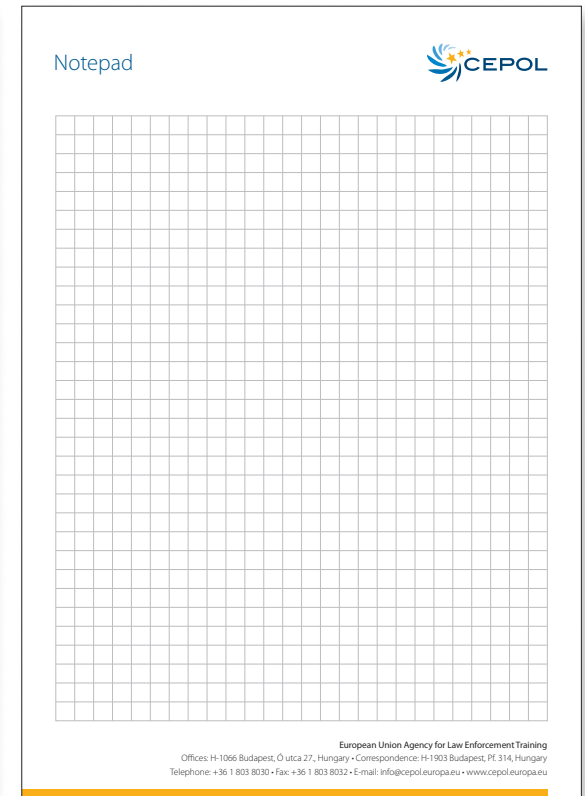
Logo width 32 mm

### Text

Notebook 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 squared paper A4 50% of original size



Notebook with squared paper A5 50% of original size

# Notebook with lined paper A4 and A5

## Notebook with lined paper A4

Width 210 mm, height 297 mm

Paper: 90g white offset paper

### CEPOL logo

Logo width 45 mm

### Text

Notebook 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

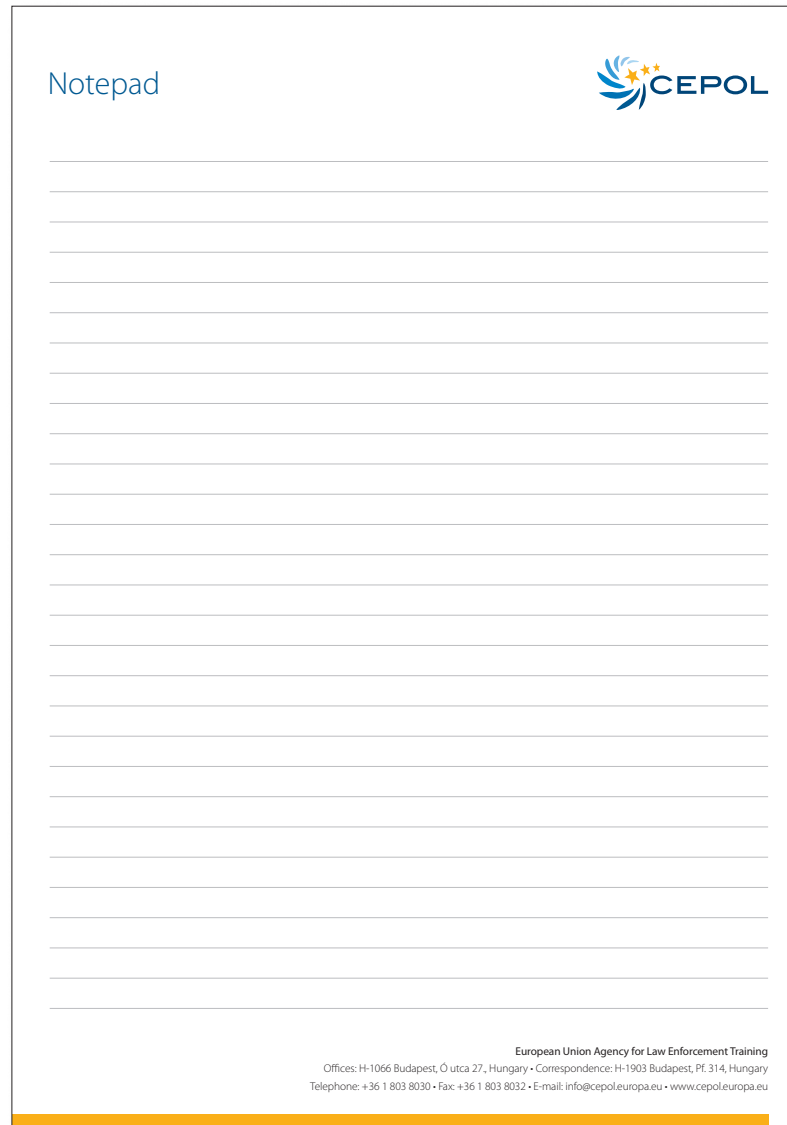
Logo width 32 mm

### Text

Notebook 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 50% of original size



Notebook with lined paper A5 50% of original size

# Notebook with plain paper A4 and A5

## 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

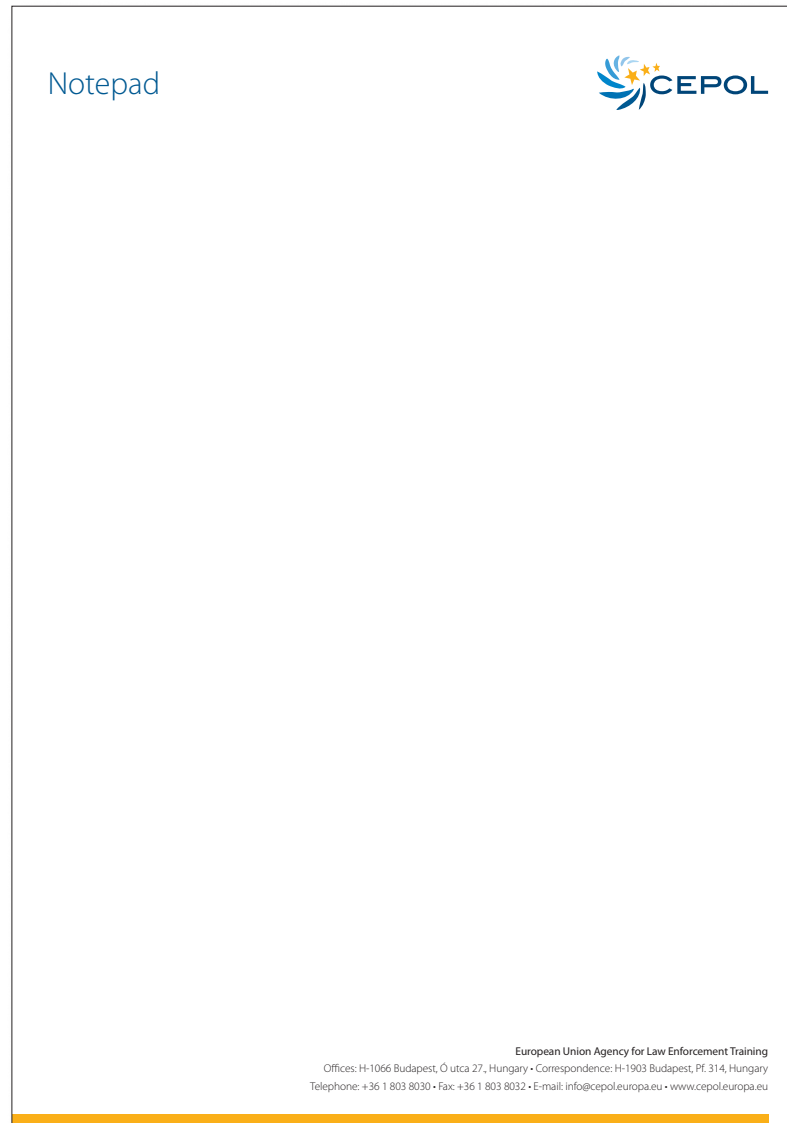
Logo width 32 mm

### 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



Notebook with plain paper A4 50% of original size



Notebook with plain paper A5 50% of original size

## 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:

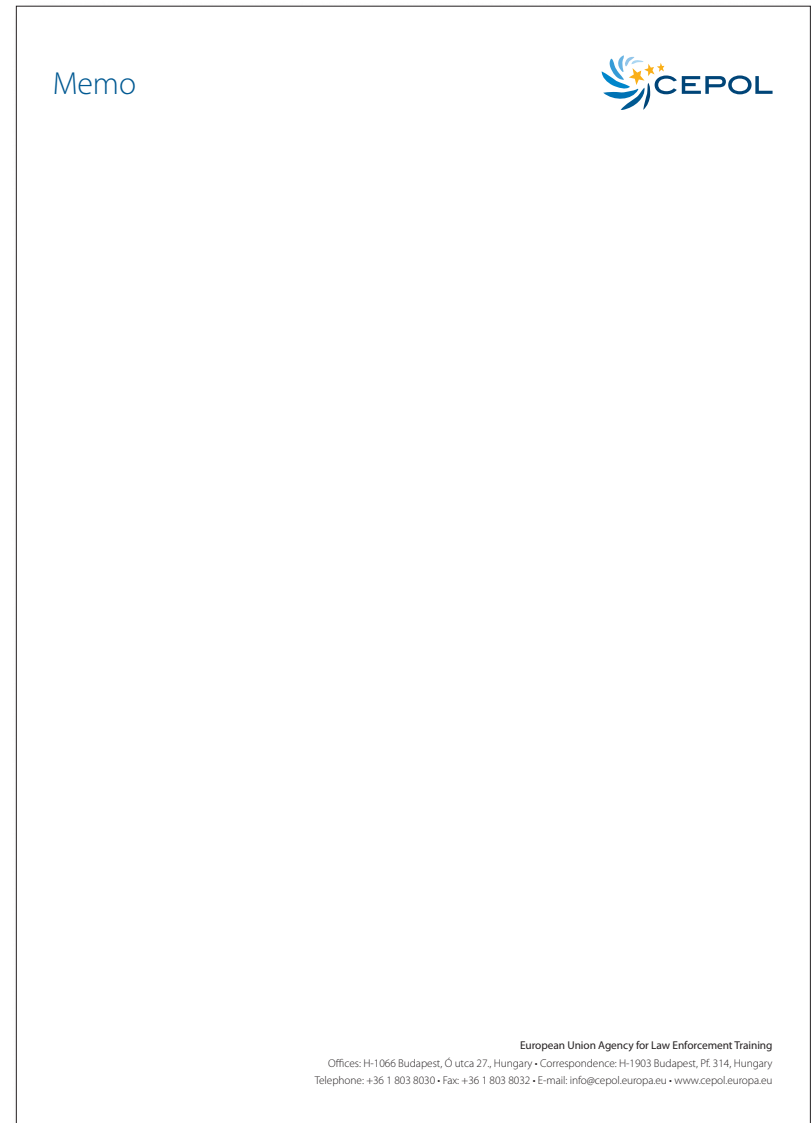
24 pt Myriad Pro Light; line spacing at 28 pt;  
left-aligned, C100 M45 Y0 K30

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



50% of original size

## 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:

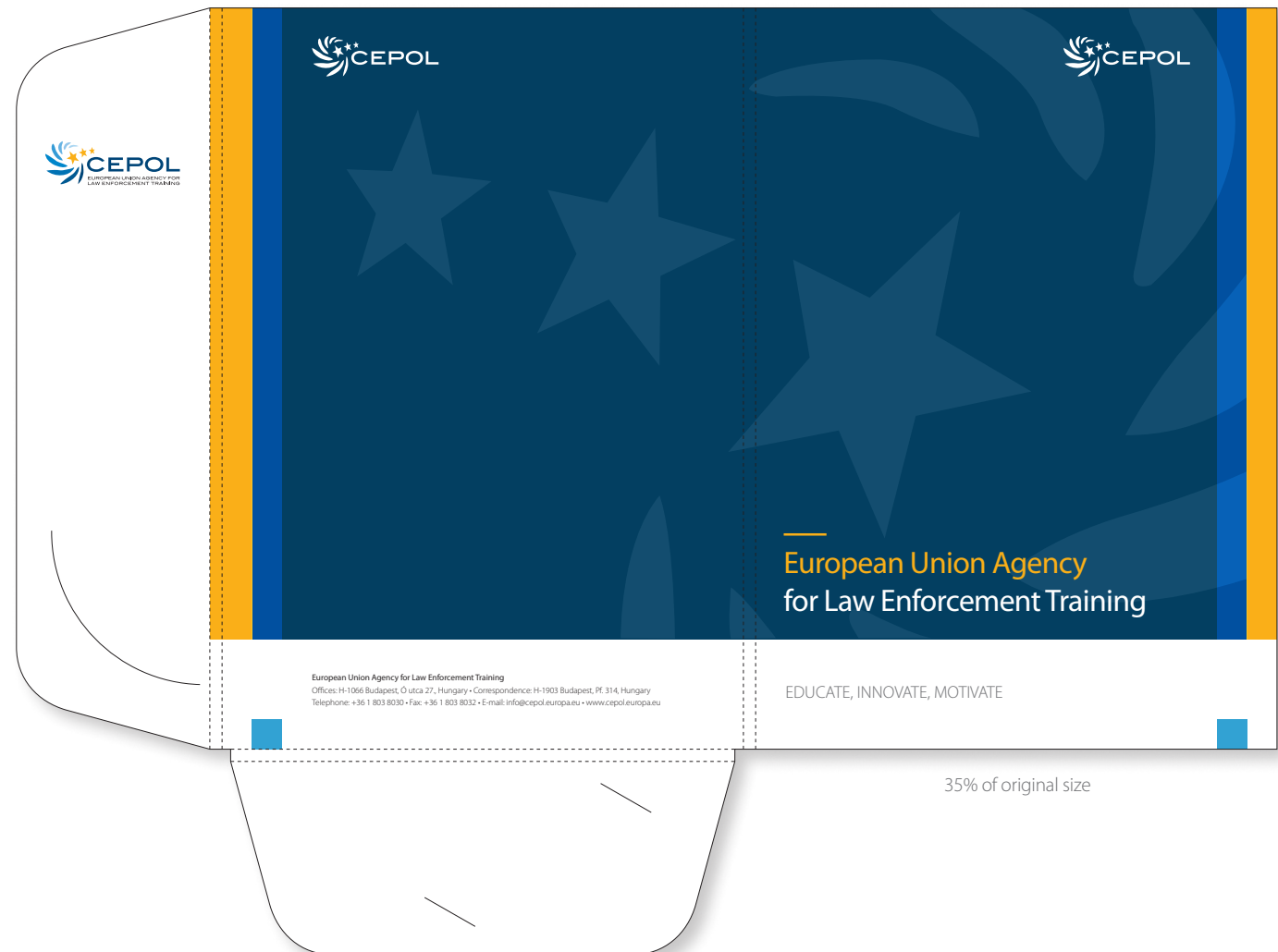
20 pt Myriad Pro Light; line spacing at 24 pt;  
left-aligned, C0 M0 Y0 K70

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: 165x31mm, 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



50% of original size

## 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



50% of original size

# Desk Calendar B2

## 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

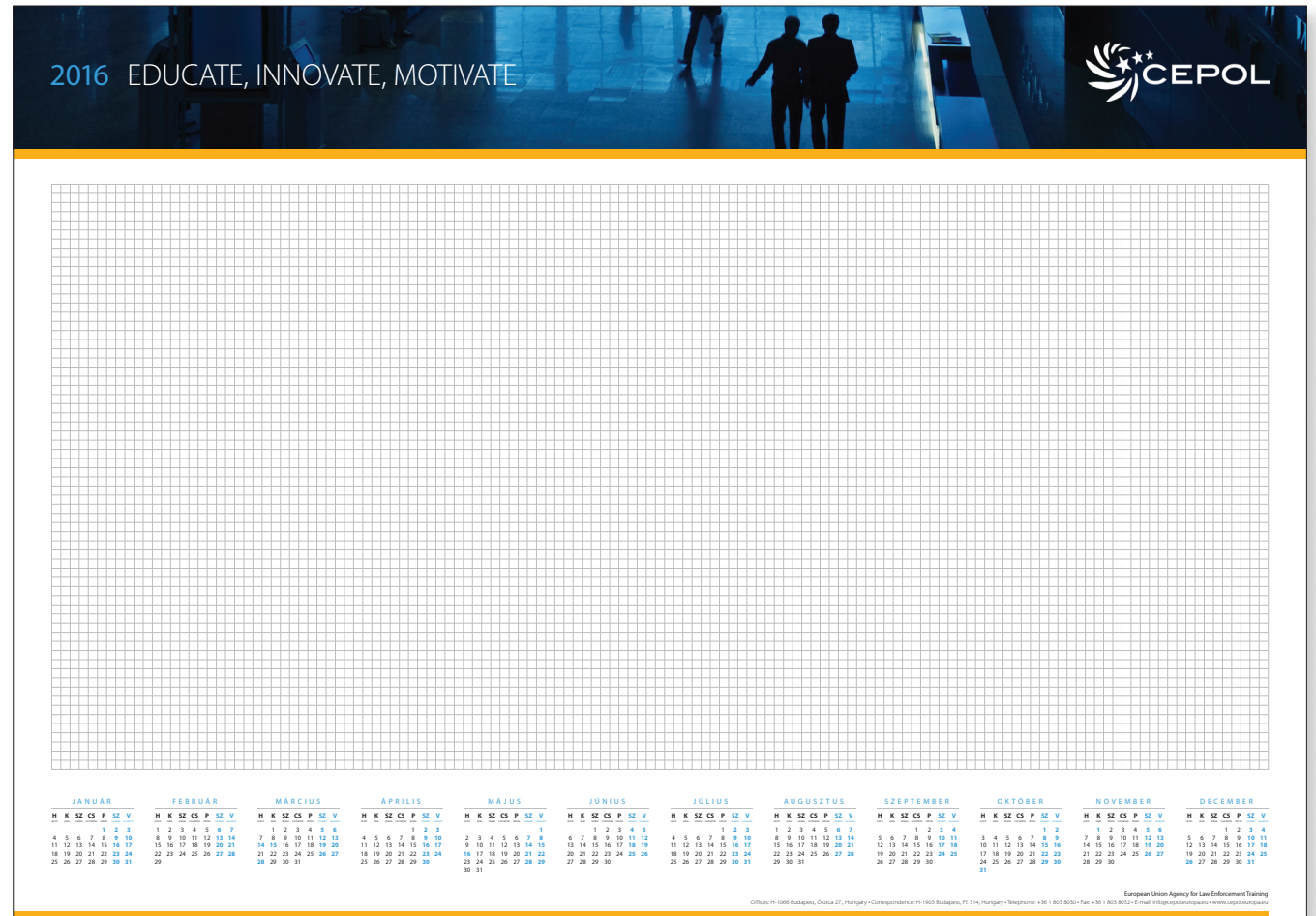
## Yellow stripes

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, Fact sheet and Feature article

## Press material, Fact sheet and Feature article

Width 210 mm, height 297 mm

## CEPOL logo

Logo width 45 mm

## Picture area

Width 210 mm, height 36 mm

## Text

Header title: 32 pt Myriad Pro Regular; C50 M0 Y0 K0

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

Title: 24 pt Arial Regular;

line spacing at 28 pt; left-aligned, C100 M45 Y0 K30

Date: 11 pt Arial Regular;

line spacing at 15 pt; left-aligned, C50 M0 Y0 K0

Bold text: 11 pt Arial Bold; line spacing at 15 pt; left-aligned, K100

Continuous text: 10 pt Arial Regular; line spacing at 14 pt; left-aligned, K100

## Bottom yellow stripe

200 x 4 mm, C0 M35 Y100 K0

## Top colour stripes

Press material: 210 x 4 mm, C0 M35 Y100 K0

Fact sheet: 210 x 4 mm, C60 M10 Y100 K0

Feature article: 210 x 4 mm, C50 M0 Y0 K0

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## 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

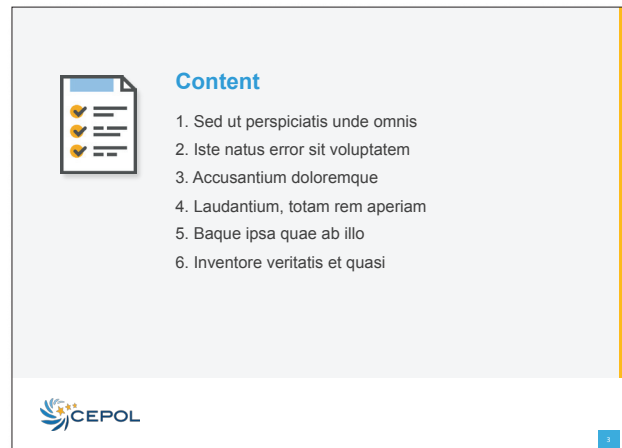
Headline: Bold, 16 pt, R23 G55 B94, line spacing: 1,2

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



28% of original size

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.

### Purchase

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur.

5

### Wundrand

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.**

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- voluptatem sequi nesciunt
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- porro quisquam est
- qui dolorem ipsum quia dolor sit amet

6

### Bulletpoint Title

- Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet,
- Consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.
- Ut enim ad minima veniam, quis nostrum exercitationem ullam
- Corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.
- Consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

9

### Pie Chart Main Title

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium.**

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7

### Slide with Picture Main Title

**Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.**

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur.

- Neque porro est, dolorem ipsum
- Magni eos vulotetem
- Arcetillo beate vitea dicta

Aperiam laudintum ab illo inventore

8

## Thank you for your attention!

European Union Agency for Law Enforcement Training  
 Offices: H-1066 Budapest, Ó utca 27., Hungary • Correspondence: H-1903 Budapest, Pf. 314, Hungary  
 Telephone: +36 1 803 8030 • Fax: +36 1 803 8032 • E-mail: info@cepol.europa.eu • www.cepol.europa.eu

9

28% of original size

## 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.



## 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.

## Header

Dimensions of yellow stripe: 1024 x 46 px; colour: R252 G175 B23. "Activities" menu: 18 px, Myriad Pro Semibold, R0 G89 B147. "Upcoming events": 15 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 B153. The magnifying glass symbol is 16 px tall, its colour is R148 G150 B153. The "Advanced search" caption is 11 px, Myriad Pro Regular, R105 G179 B227.

## Main menu and slideshow

Size of the main menu: 1024 x 46 px, gradient colour from R0 G69 B121 to R0 G134 B203. The menu items are 18 px, Myriad Pro Semi Bold, white. Size of the slideshow: 1024 x 300 px. Title of the event: 28 px, Myriad Pro Semibold, white. Subtitle: 16 px, Myriad Pro Regular, R146 G197 B235. Arrow symbol 24 px tall, colour: R252 G175 B23. Size of the rectangle under the title is 984 x 80 px, its colour is R0 G69 B121, and transparent. The right side of the rectangle under the title is 40 x 80 px, its colour is R252 G175 B23.

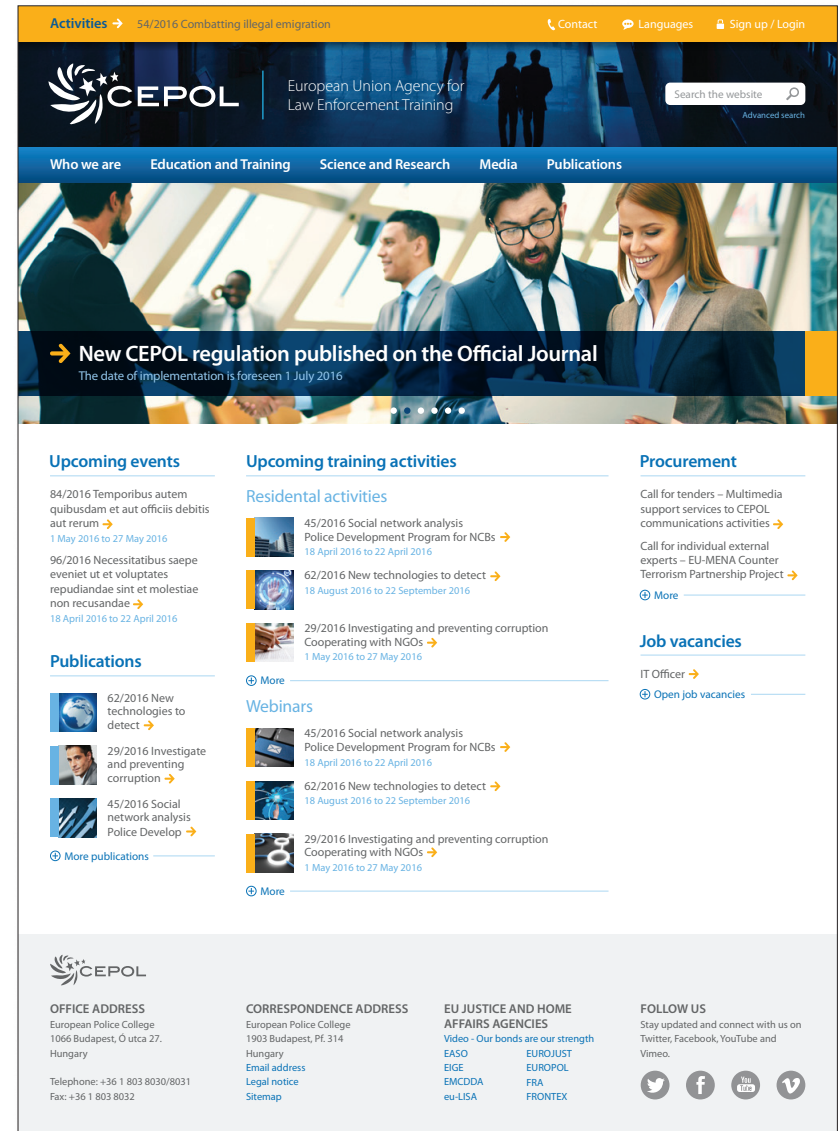
## Content

Title of a box is 22 px, Myriad Pro Semibold, R0 G114 B180. Subtitle of a box is 22 px, Myriad Pro Regular 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 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. Image size under "Publications" is 48 x 48 px. Box size next to the images is 10 x 48 px, colour: R105 G179 B227.

## Footer

Footer size: 1024 x 253 px, colour: R239 G239 B239. Dimensions of the CEPOL logo: 120 x 38 px, colour: R99 G99 B99. Title of the text column: 16 px, Myriad Pro Semibold, R99 G99 B99. Body text: 13 px, Myriad Pro Regular, line spacing at 18 px, R99 G99 B99. Links: 13 px, Myriad Pro Regular, line spacing at 18 px, R0 G114 B180. Pictograms are 36 px tall, colour: R146 G146 B146.

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, 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.

Menu: 14 px, Myriad Pro Regular, R99 G99 B99.

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.

Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99.

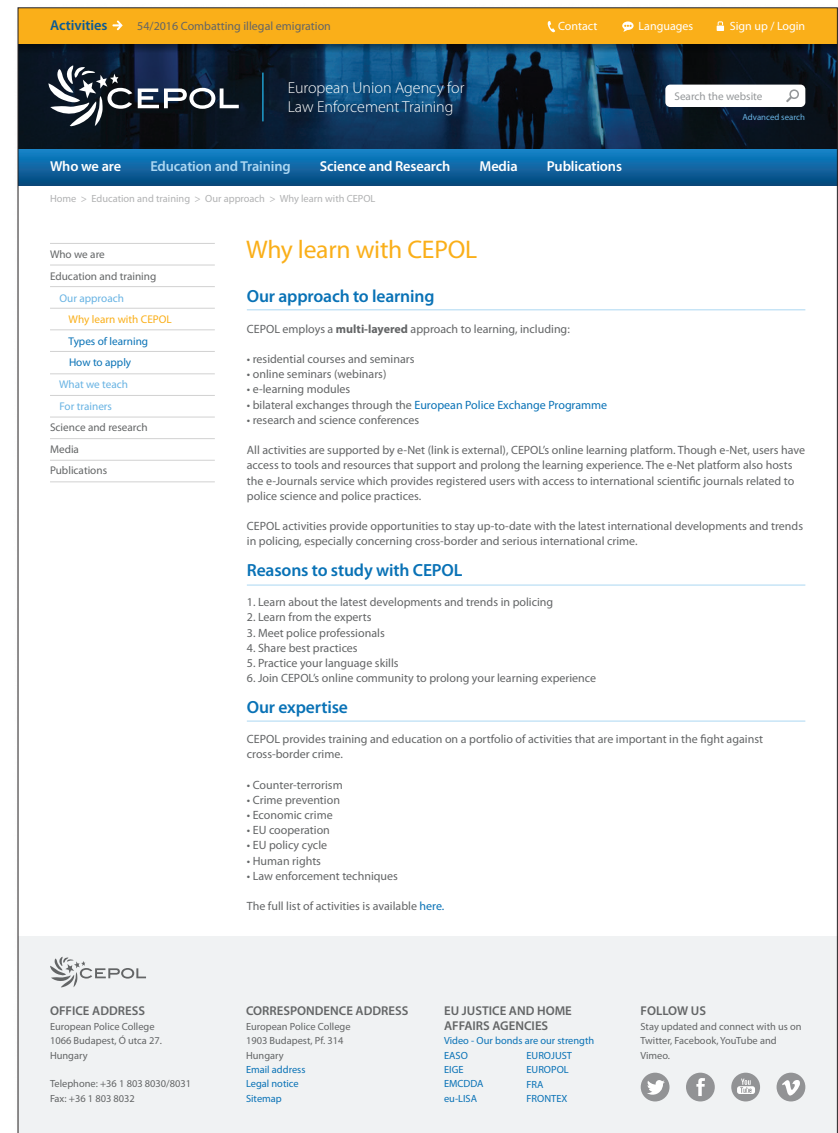
Link: 15 px Myriad Pro Regular, line spacing at 19 px, R0 G114 B180.

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

Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Subtitle: 22 px, Myriad Pro Semibold, R0 G114B180. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. 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 is 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.

**Activities** → 54/2016 Combatting illegal emigration Contact Languages Sign up / Login

**CEPOL** European Union Agency for Law Enforcement Training  Advanced search

**Who we are** **Education and Training** **Science and Research** **Media** **Publications**

Home > Media > News

**Who we are**  
Education and training  
Science and research  
Media  
**News**  
Blog  
Social media  
Communications office  
Publications

**NEWS**

**Enforcing cooperation between Cepol and Europol**

22 April 2016  
Representatives of Cepol's National Contact Points and Europol's National Units met on 12th and 13th April at Europol's headquarters in The Hague, the Netherlands. Discussions at this joint meeting centered on the question of how cooperation and coordination at a national...  
[Read more](#) →

**CEPOL training courses on migration**

30 September 2016  
CEPOL has organised four training activities on migration. These residential courses took place at CEPOL's Headquarters in Budapest, Hungary, between January and March 2016. The four activities were targeted to law enforcement officials engaged in immigration...  
[Read more](#) →

<< First < Previous 4 5 6 7 8 9 10 11 12 13 14 Next > Last >>

**Categories**  
Education and training →  
Exchange Programme →  
General news →  
Governing Board →  
Presidency →  
Science and research →

**Archive**  
2016 (5) →  
2015 (29) →  
2014 (30) →  
2013 (22) →  
2012 (13) →  
2011 (37) →  
2010 (46) →  
2009 (88) →  
2008 (39) →  
2007 (10) →

**CEPOL**

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Telephone: +36 1 803 8030/8031  
Fax: +36 1 803 8032

**CORRESPONDENCE ADDRESS**  
European Police College  
1903 Budapest, Pf. 314  
Hungary  
Email address  
Legal notice  
Sitemap

**EU JUSTICE AND HOME AFFAIRS AGENCIES**  
Video - Our bonds are our strength  
EASO EUROJUST  
EIGE EUROPOL  
EMCDDA FRA  
eu-LISA FRONTX

**FOLLOW US**  
Stay updated and connect with us on Twitter, Facebook, YouTube and Vimeo.

## 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, R148 G150 B153. The magnifying glass symbol is 16 px tall, 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

Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Subtitle: 22 px, Myriad Pro Semibold, R0 G114 B180. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. 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. Image size: 698 x 265 px.

## Footer

Footer size: 1024 x 160 px, colour: R239 G239 B239. Dimensions of CEPOL logo: 120 x 38 px, colour: R99 G99 B99. Title of text column: 16 px, Myriad Pro Semibold, R99 G99 B99. Body text: 13 px, Myriad Pro Regular, line spacing at 18 px, R99 G99 B99. Links: 13 px, Myriad Pro Regular, line spacing at 18 px, R0 G114 B180



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 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 44.

## Side menu

Please refer to Page 42.

## Content

Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Subtitle: 22 px, Myriad Pro Semibold, R0 G114 B180. Subheadline: 21 px, Myriad Pro Regular, line spacing at 25 px, R105 G179 B227. Date: 15 px Myriad Pro Regular, line spacing at 17 px R0 G114 B180. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. 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 44.

The screenshot shows a web page for the 2015 CEPOL European Police Research & Science Conference. The page layout includes a top navigation bar with links for Home, e-Library, e-Journals, Courses (LMS), R&S Conferences, and Logout. A search bar is located in the top right corner. The main content area features a sidebar with a list of years from 2013 to 2003. The main title is "2015 CEPOL European Police Research & Science Conference". Below the title, there is a subtitle "Evidence-based policing" and a subheadline "New perspectives of cooperation between practice, education and police science". The date "5-8 October 2015" and the venue "Edifício-sede Polícia Judiciária, Lisbon (Portugal)" are also displayed. The CEPOL logo and the logo of the Escola de Polícia Judiciária are shown. A "Theme" section follows, containing a paragraph of text and a bulleted list of topics. The footer contains contact information for the Office Address, Correspondence Address, and a Menu with links to Home, About e-Net, Contact, Legal notice, and CEPOL Website.

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## 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

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. Background colour of menu bar: R239 G239 B239. Pictograms are

12 px tall, colour: R179 G179 B179. Menu: 14 px, Myriad Pro Regular, R99 G99 B99. Second level menu:

R105 G179 B227. Third level menu: R0 G114 B180. Active menu: R252 G175 B23.

## 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. Symbols are placed within a rectangle, size 72 x 72 px.

## Content

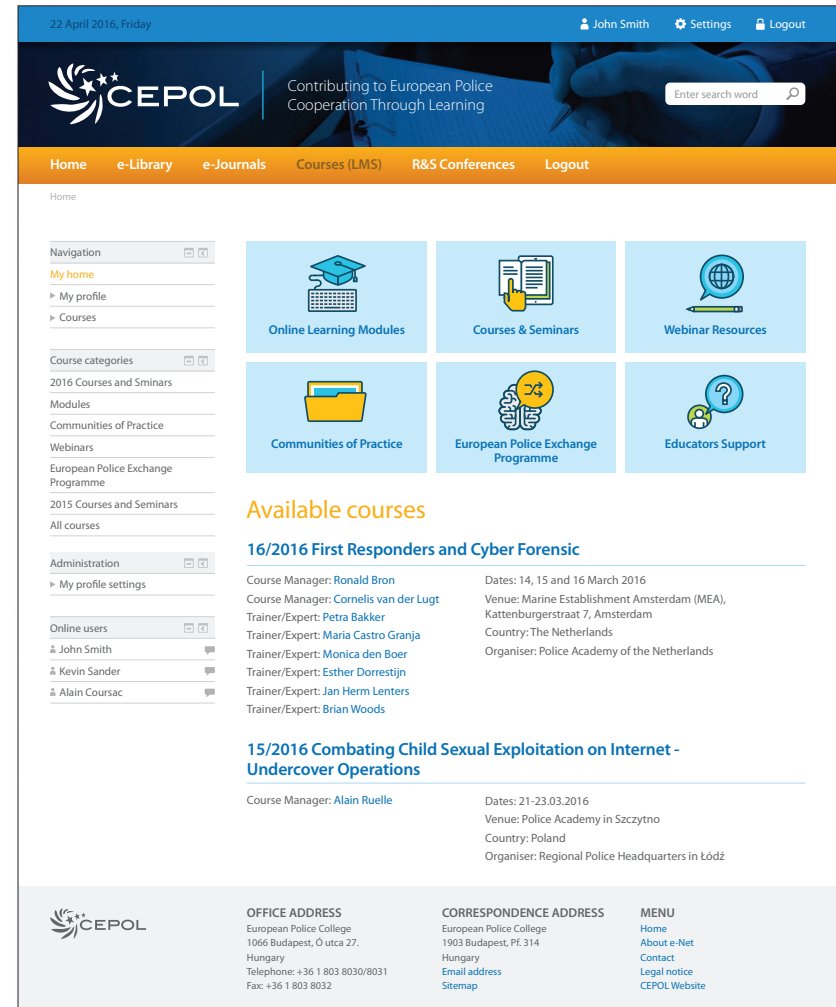
Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Subtitle: 22 px, Myriad Pro Semibold, R0 G114

B180. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. 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 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 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

Size of the box with pictogram: 206 x 98 px, colour: R199 G234 B251. Text: 16 px, Myriad Pro Semibold, line spacing at 19 px, R0 G114 B180. The pictogram is placed in a 72 x 72 px rectangle. 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. Background colour of menu bar: R239 G239 B239. Pictograms are 12 px tall, colour: R179 G179 B179. Menu: 14 px, Myriad Pro Regular, R99 G99 B99. Second level menu: R105 G179 B227. Third level menu: R0 G114 B180. Active menu: R252 G175 B23.

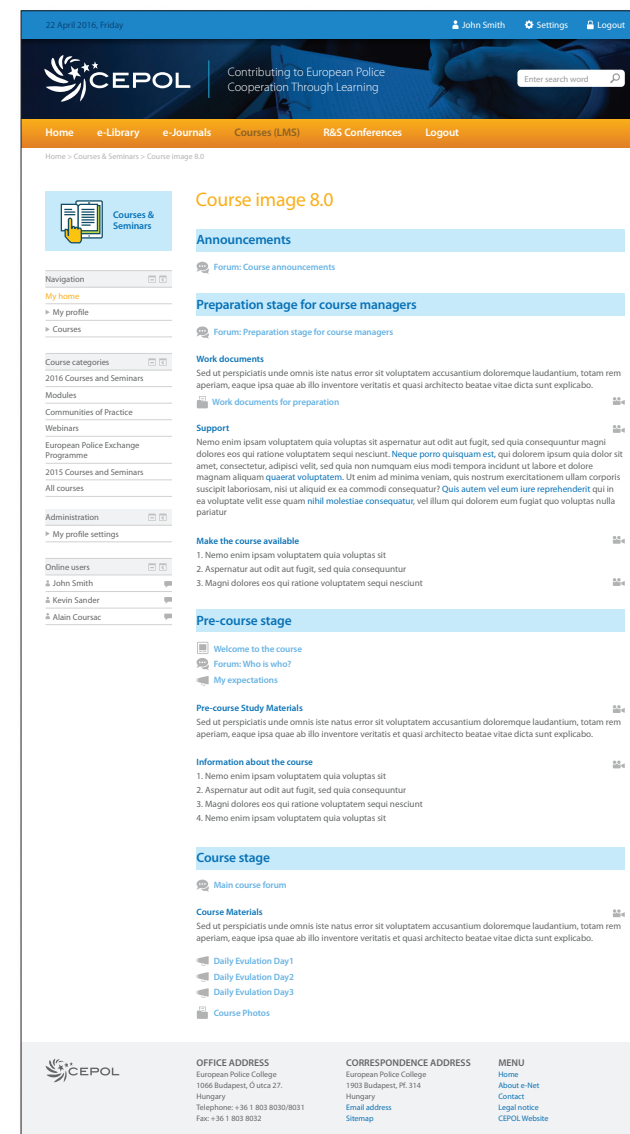
## Content

Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Subtitle: 22 px, Myriad Pro Semibold, R0 G114 B180. Size of the box with subtitle: 698 x 36 px, colour: R199 G234 B251. Symbols are placed within a rectangle, size 20 x 20 px. Colour of symbols: R177 G177 B177. Symbol text: 15 px Myriad Pro Semibold, line spacing at 19, R105 G179 B227. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. Link: 15 px Myriad Pro Regular, line spacing at 19 px, R0 G114 B180. Paragraph title: 15 px Myriad Pro Semibold, line spacing at 19 px, R0 G114 B180.

## 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

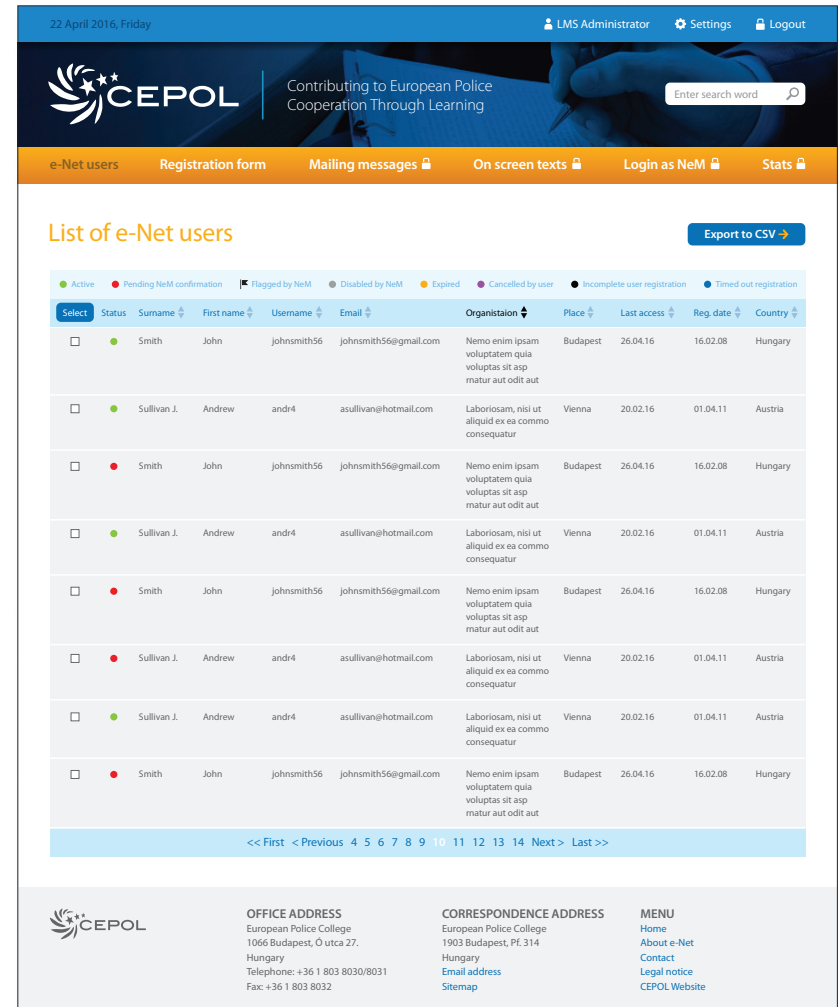
Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Size of exporting button: 148 x 28 px, colour R0 G114 B180. Text on button: 15 px, Myriad Pro Semibold, white. Arrow symbol: 12 px tall, colour: R252 G175 B23.

## Table

Table width: 944 px. Legend row height: 36 px, colour R233 G247 B254. Header row height: 36 px, colour R199 G234 B251. Height of data rows is variable, colour: R239 G239 B239. Height of page selector: 36 px, colour R199 G234 B251. Text with data: 12 px, Myriad Pro Regular, R99 G99 B99. Legend: 11 px, Myriad Pro Regular, R105 G179 B227. Header text: 12 px, Myriad Pro Regular, R0 G114 B180. Colour of active text in the header changes to black. Page selector text: 15 px Myriad Pro Regular, line spacing at 19 px, R0 G114 B180. Colour of active page selector is white. Background of "Select" button: 48 x 24 px, R0 G114 B180. Size of legend circle: 9 x 9 px, colour: "Active" R137 G197 B64, "Pending NeM confirmation" R237 G28 B36, "Disabled by NeM" R158 G158 B158, "Expired" R252 G175 B23, "Cancelled by user" R152 G83 B160, "Incomplete user registration" R0 G0 B0, "Timed out registration" R0 G114 B180. Flag symbol is 12 px, black. Size of arrows in header: 16 px, colour: R127 G201 B224. Colour of active arrows in header changes to black. Rectangle in "Select" row: size 10 x 10 px, colour: white, outline: 1 px, R99 G99 B99. Row separator line thickness: 2 px, white.

## Footer

Please refer to Page 44.





## 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

Main title: 32 px, Myriad Pro Regular, R252 G175 B23. Subtitle: 22 px, Myriad Pro Semibold, R0 G114 B180. Body text: 15 px Myriad Pro Regular, line spacing at 19 px, R99 G99 B99. 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. Image size: 698 x 265 px. Button size: 148 x 28 px, colour: R0 G114 B180. Text on button: 15 px, Myriad Pro Semibold, white. Arrow symbol: 12 px tall, colour: R252 G175 B23. Size of input field: 462 x 28 px, colour: R239 G239 B239.

## Footer

Please refer to Page 44.

22 April 2016, Friday

CEPOL | Contributing to European Police Cooperation Through Learning

Enter search word

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Home

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## Welcome to CEPOL's e-Net! Login now!

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Password:  [Login →](#)

### New to e-Net? Apply for an account!

Applications are welcome for:

- Law enforcement officers/senior police officers and educators from EU Member States;
- Officers from **partner countries and organisations** eligible to apply for an e-Net account;
- Staff from the European Institutions and Agencies.

If you are in doubt as to your eligibility to apply for an e-Net account, please contact your national authority or your organisation.ng community. [Register Now →](#)

### Forgot your password?

If you have forgotten your password please click [here](#) and follow the simple steps for an automatic reminder.

CEPOL

**OFFICE ADDRESS**  
European Police College  
1066 Budapest, Ó utca 27.  
Hungary  
Telephone: +36 1 803 8030/8031  
Fax: +36 1 803 8032

**CORRESPONDENCE ADDRESS**  
European Police College  
1903 Budapest, Pf. 314  
Hungary  
Email address  
Sitemap

**MENU**  
[Home](#)  
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[Contact](#)  
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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.

## Work programme A4

Width 210 mm, height 297 mm

## CEPOL logo

Logo width 45 mm

## Text

Header: 9 pt Arial Regular; left-aligned; C50 M0 Y0 K0; line spacing at 13 pt;

Title: 18 pt Arial Regular; left-aligned, C100 M45 Y0 K30; line spacing at 22 pt;

Paragraph title: 12 pt Arial Bold; left-aligned, K100; line spacing at 16 pt;

Continuous text: 9 pt Arial Regular; left-aligned, K100; line spacing at 13 pt;

Footer text: 9 pt Arial Regular; left-aligned, K100; line spacing at 13 pt;

Page number: 9 pt Arial Regular; right-aligned, K100; line spacing at 13 pt;

## Bottom yellow stripe

200 x 4 mm, C0 M35 Y100 K0

CEPOL - SINGLE PROGRAMMING DOCUMENT: YEARS 2016-2018



## Section III – Work Programme 2016

### I. Introduction

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Doluptistio et, quunt, qui odipiendest quuntur, sinihil is volorum quam est vent et explicae expe quisit que pos atis mod mo tendant. Di tem re quae nobis alis excepta delic tem ipsaperor rest, officusam nis exeribus molest, tendi odis dere nam conmhita volorem olupta cone aborum aut ut evellor rentetu sanihil luptis moluptatecti quas ent labora quis qui conseria estrum quam rerciam volupta con eiciissimus voluptas solupid lorionet ium nonet praecae pel in nonsequi debisti usamet optatur sum nullorenem nimolorio quia venia quodit quiam volore voluptatecti plautempero blam, si rereciam ent qui ailit lilit omnimet eturehenim ad exeritatis erias etur ania volese sequam as seque ventium quia con nemoluptat explabo rercil ipsant as as dolupta quiducim reperia vitisin imuscitatur, quis is debit, sit eicient olatur solendistrum hilibus apient mosanditatum quiandi gendisquis dolorestis ut accus audam sunt lab ipidebis doluptur accument ommolup tatium dolum, ulparis di ut rae. Nemolorenis quia voluptatur, odi volorae. Itatur sitas aborum coreror deria sequi dolorpos adit, sim num velit et iilitatur, cus delloroprem fuga. Cium ipsumque nimil ilaborio coremol orercit minis eius exero volupta quodipi catibus eatibusae vel modio tem nemque ex essequiam re nulpia prestores illanis exceaquid et molori illique nesequi ut ut moluptasped moloribusdae rem estorporit est, simus necae. Optatur, sum volut fugiae elis eturem sequi dolorias doluptatur serro odit dolesto eatque poresti doluptates repeles eost, sum et pore, volorem quam aut et occusae sediorionsed que doluptam doluptur.

### II. Main planning principles

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- Evaluation results of the activities implemented in 2015 will be assessed to determine effectiveness of products delivered and any need of their adjustment;
- Depending on the state of play in reference to the development of a STNA methodology, CEPOL may begin to apply this instrument starting from 2016;
- Training Needs Analysis will be used as a key instrument in determining where and which training and learning activities are required;
- Clear links to the short-term Strategy of CEPOL will be established;
- CEPOL's management tools such as Risk Register and Management Plan will be coherently further developed as tools to accompany and monitor the implementation of the agency's Work Programme.

Doluptistio et, quunt, qui odipiendest quuntur, sinihil is volorum quam est vent et explicae expe quisit que pos atis mod mo tendant. Di tem re quae nobis alis excepta delic tem ipsaperor rest, officusam nis exeribus molest, tendi odis dere nam conmhita volorem olupta cone aborum aut ut evellor rentetu sanihil luptis moluptatecti quas en.

# Participants' badge

## 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, CO M35 Y100 K0



## Table nameplate

Folded A4

Size: 297 x 105 mm

## CEPOL logo

Logo width 50 mm

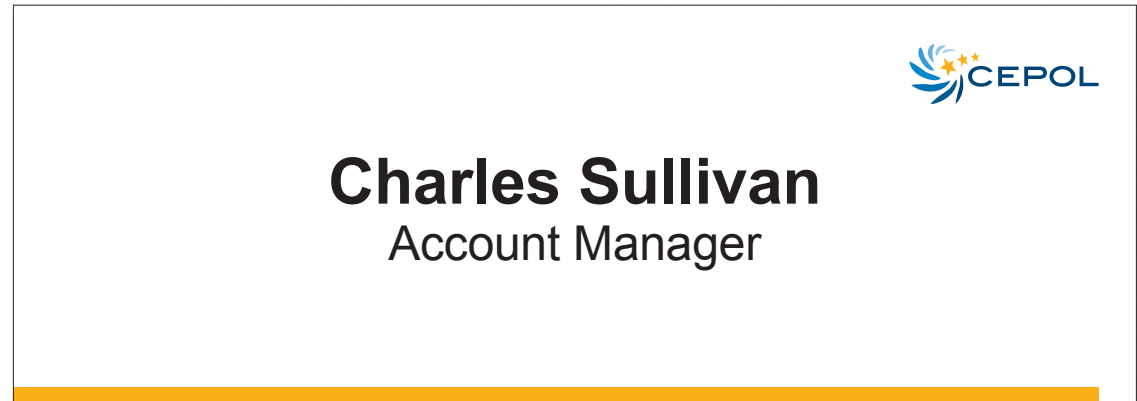
## Text

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



50% of original size

## 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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# A5 leaflet, 2 pages

## A5 leaflet, 2 pages

Width 148 mm, height 210 mm

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

## CEPOL logo

Logo width 36 mm

## Main picture size

Width 139 mm, height 105 mm

## Text

Title: 15 pt Myriad Pro Regular; line spacing at 19 pt; left-aligned, C0 M35 Y100 K0 and white

Paragraph title: 10 pt Myriad Pro Semibold; line spacing at 11 pt; left-aligned, C100 M45 Y0 K30

Continuous text: 8 pt Myriad Pro Light; line spacing at 11 pt; left-aligned, K100

Agency name: 7 pt Myriad Pro Regular; line spacing at 10 pt; right-aligned, K100

Address: 7 pt Myriad Pro Light; line spacing at 10 pt; right-aligned, K100

## Picture size

Width 58 mm, height flexible

## Yellow stripe

Width 9 mm, height 185 mm, C0 M35 Y100 K0

## Blue quadrat

Width 9 mm, height 9 mm, C70 M20 Y5 K0



50% of original size

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.

## External newsletter

Width 210 mm, height 297 mm

## CEPOL logo

Logo width 45 mm

## Header picture area

Width 210 mm, height 36 mm

## Text

Header title: 32 pt Myriad Pro Regular; C50 M0 Y0 K0

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

News title: 18 pt Arial Regular; line spacing at 14 pt; left-aligned, C100 M45 Y0 K30

Date: 10 pt Arial Regular; line spacing at 14 pt; left-aligned, C50 M0 Y0 K0

Continuous text: 10 pt Arial Regular; line spacing at 14 pt; left-aligned, K100

## Picture size

Width 84 mm, height flexible

## Yellow stripes

Top: 210 x 4 mm, C0 M35 Y100 K0

Bottom: 200 x 4 mm, C0 M35 Y100 K0



45% of original size

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.

## Internal newsletter

Width 210 mm, height 297 mm

## CEPOL logo

Logo width 45 mm

## Text

Header title: 32 pt Myriad Pro Regular; C50 M0 Y0 K0

News title: 18 pt Arial Regular; line spacing at 14 pt; left-aligned, C100 M45 Y0 K30

Date: 10 pt Arial Regular; line spacing at 14 pt; left-aligned, C50 M0 Y0 K0

Continuous text: 10 pt Arial Regular; line spacing at 14 pt; left-aligned, K100

## Picture size

Width 84 mm, height flexible

## Yellow stripe

Width 200 mm, height 4 mm, C0 M35 Y100 K0



45% of original size

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.



# A4 fact sheet, 2 pages

## 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; left-aligned, C100 M45 Y0 K30

Continuous text: 9 pt Myriad Pro Light; line spacing at 13 pt; left-aligned, K100

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

Address: 8,5 pt Myriad Pro Light; line spacing at 13 pt; right-aligned, K100

## Picture, chart, table size

Width 83 mm, height flexible

## Yellow stripe

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

## Blue quadrat

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

**General Fact sheet**  
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**LAQUERUM ISTE LORUM TOSDUNQE IPRAND USE MONDISQSUE**

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AFRICA	23.1%
ASIA	28.9%
EU	58.7%

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**Dolisque poremol**

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European Union Agency for Law Enforcement Training  
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Telephone: +36 1 803 8030 • Fax: +36 1 803 8032 • E-mail: info@cepol.europa.eu • www.cepol.europa.eu

35% of original size

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# 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



Back cover



45% of original size

Front cover

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 spread page

## 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;  
line spacing at 12 pt; left-aligned, C100 M45 Y0 K30

Continuous text: 8,5 pt Myriad Pro Light;  
line spacing at 12 pt; left-aligned, K100

Page number: 7 pt Myriad Pro Regular;  
line spacing at 8 pt; centred, white

Title on top: 7 pt Myriad Pro Light;  
line spacing at 11 pt; left-aligned, K100

### Picture, chart, table size

Width 125 mm, height flexible

### Yellow stripe

Width 10 mm, height 212 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

Leadership beyond borders – Conference Programme



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Leadership beyond borders – Conference Programme

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45% of original size

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 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

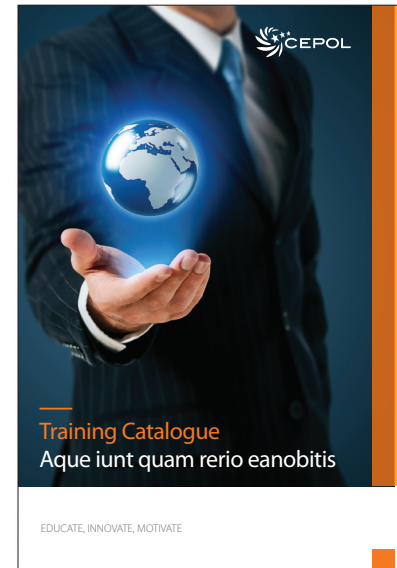
C60 M10 Y100 K0

## 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.

30% of original size



## 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



45% of original size

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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

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, C100 M60 Y10 K20

Content: 7 pt Myriad Pro Light;  
line spacing at 8,4 pt; left-aligned, K100

### Picture size

Width 166 mm, height 158 mm

### Gold stripe

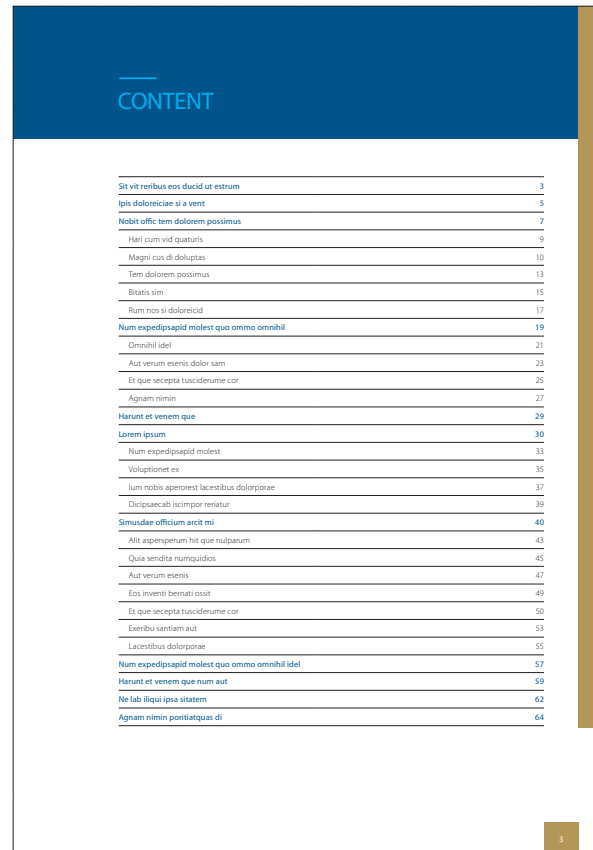
Width 10 mm, height 212 mm, Pantone 872C

### Gold quadrat

Width 10 mm, height 10 mm, Pantone 872C

### Black line

Length 125 mm, weight 0,1 mm, K100



45% of original size

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 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;

line spacing at 12 pt; left-aligned, C100 M45 Y0 K30

Paragraph sub-head: 8,5 pt Myriad Pro Semibold;

line spacing at 12 pt; left-aligned, C70 M20 Y5 K0

Continuous text: 8,5 pt Myriad Pro Light;

line spacing at 12 pt; left-aligned, K100

Page number: 7 pt Myriad Pro Regular;

line spacing at 8 pt; centred, white

Title on top: 7 pt Myriad Pro Light;

line spacing at 11 pt; left-aligned, K100

### Picture, chart, table size

Width 125 mm, height flexible

### Gold stripe

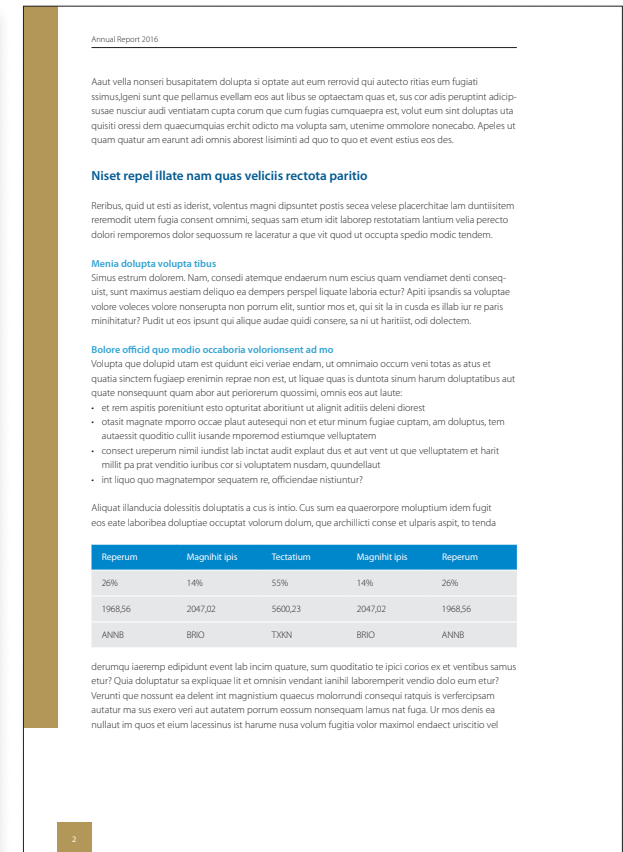
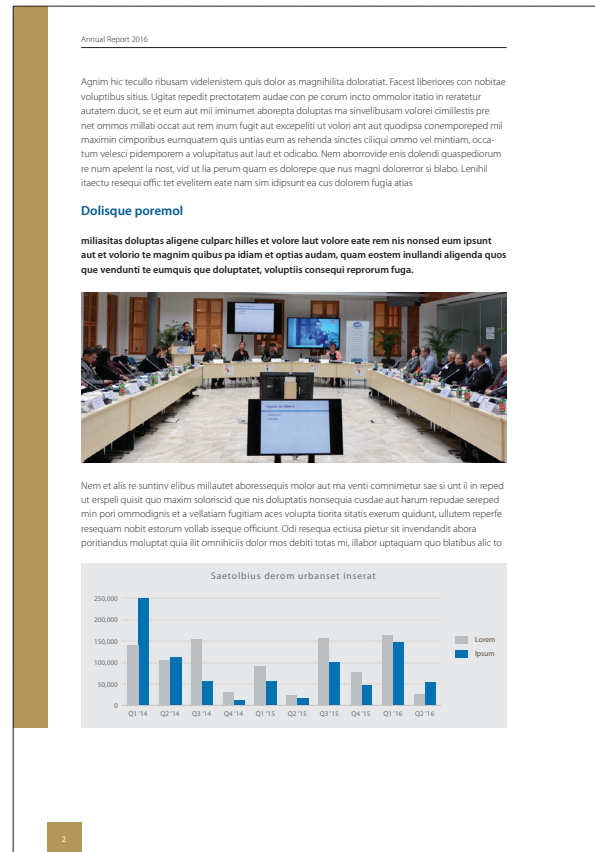
Width 10 mm, height 212 mm, Pantone 872C

### Gold quadrat

Width 10 mm, height 10 mm, Pantone 872C

### Black line

Length 125 mm, weight 0,1 mm, K100



45% of original size

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 cover and back cover

## 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, Pantone 872C

Paragraph title: 12 pt Myriad Pro Semibold; line spacing at 13 pt; left-aligned, C100 M45 Y0 K30

Continuous text: 9 pt Myriad Pro Light; line spacing at 13 pt; left-aligned, K100

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

Address: 8,5 pt Myriad Pro Light; line spacing at 13 pt; right-aligned, K100

## Gold stripe

Width 12 mm, height 253 mm, Pantone 872C

## Gold quadrat

Width 12 mm, height 12 mm, Pantone 872C



35% of original size

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 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; left-aligned, C100 M45 Y0 K30

Continuous text: 9 pt Myriad Pro Light; line spacing at 13 pt; left-aligned, K100

### 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

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USA	6.6%
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ASIA	28.9%
EU	58.7%

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35% of original size

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

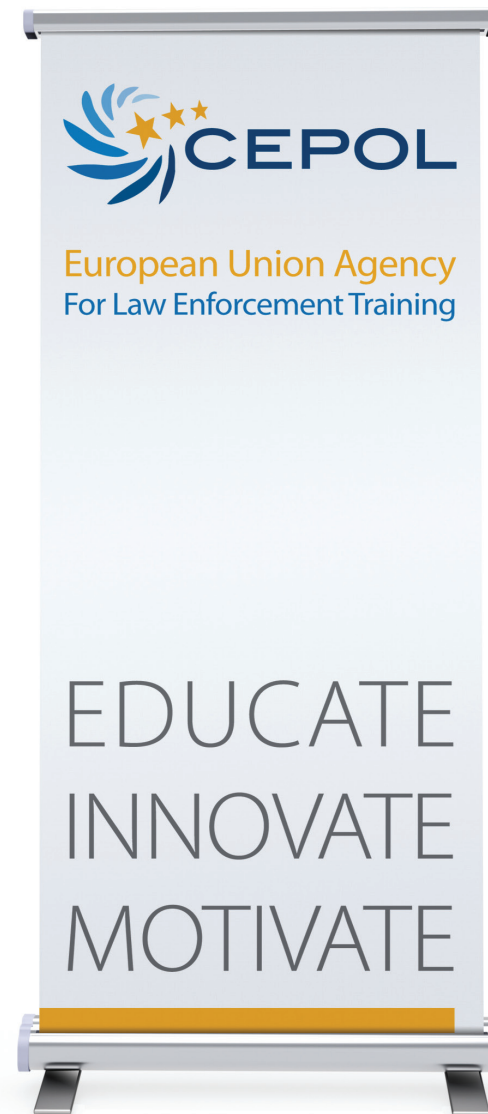
## Text

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

## 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 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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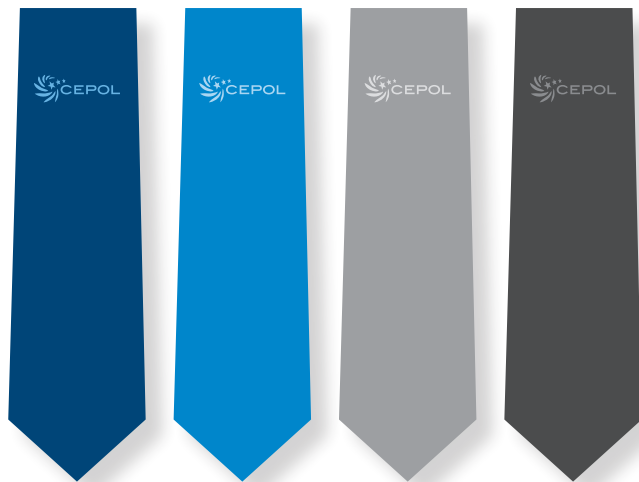


## Men's tie with embroidered logo

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.



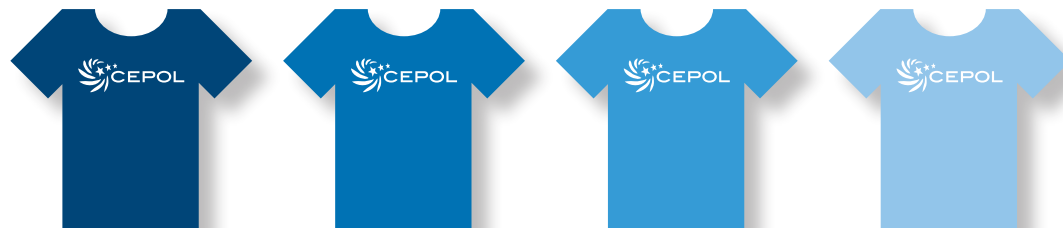
Men T-shirt: logo width 20 cm



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

## 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



# Fleece jacket, suit jacket

## 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



# Baseball cap

## 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

## 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



## 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

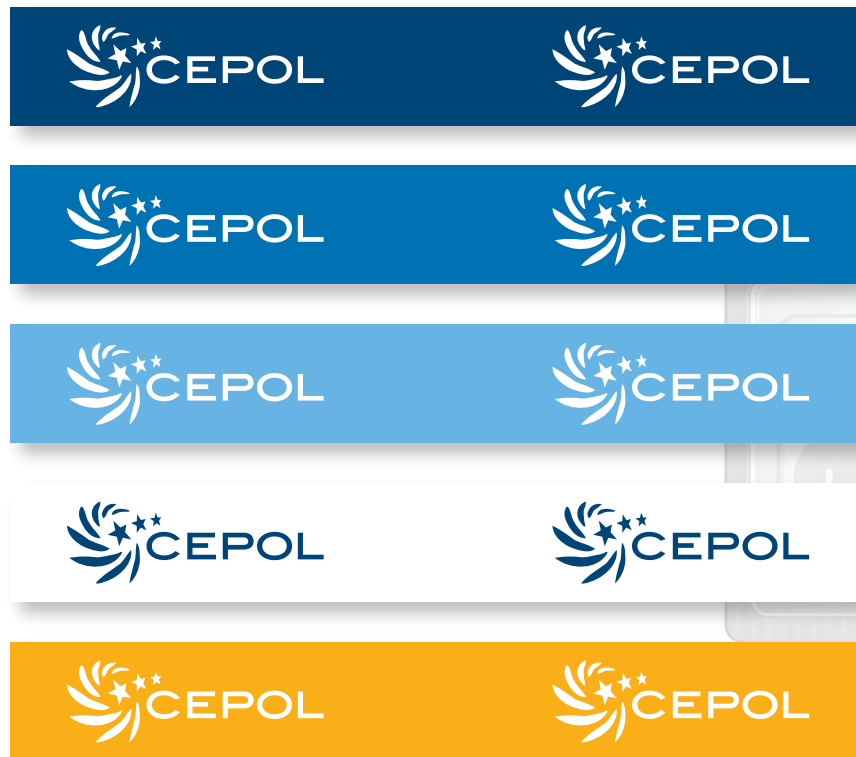
## Lanyards with logo

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

## 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



## 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

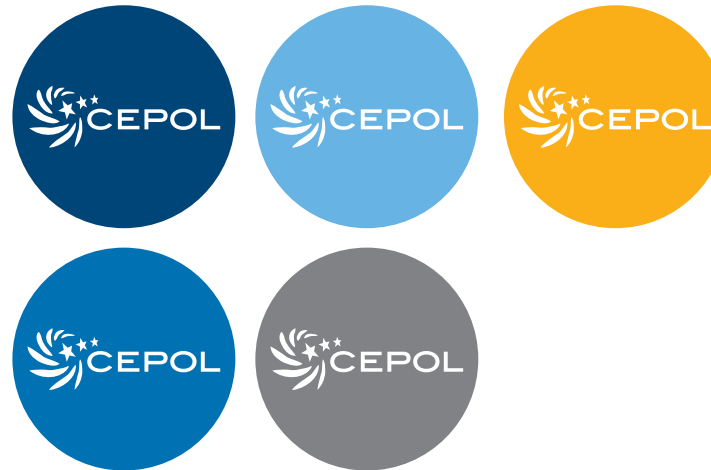


## Mousepads

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 A  
(single colour print)



Version C (CMYK print)



Version D (CMYK print)



Version B  
(single colour print)



# Antistress ball

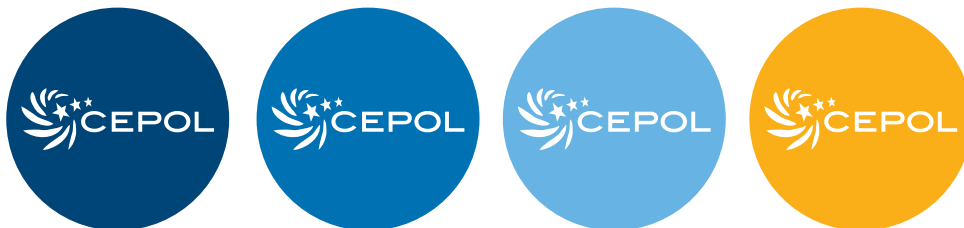
## Antistress ball

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



# Key ring

## 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



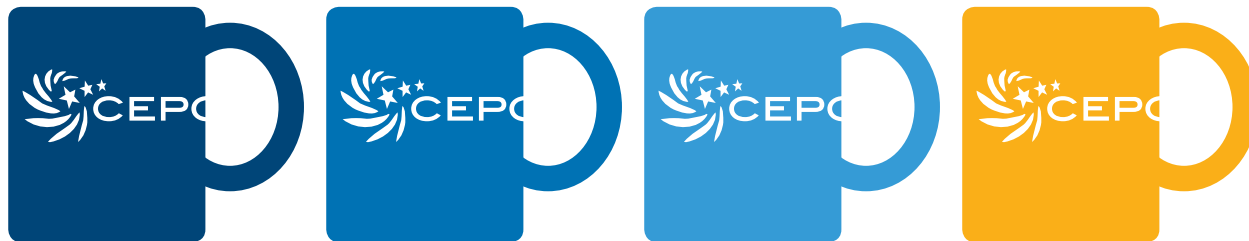
## Mug

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 cases

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

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

Recommended colours



Version A  
(logo on metal plaque)



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.

Recommended colours



Version C  
(unisex backpack, screen print logo)

Version B  
(unisex backpack, embroidered logo)

Version D  
(unisex backpack, screen print logo)

Version A  
(ladies' backpack, small size, screen print logo)



# Umbrella

## 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.



## 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 (building)

## 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 CEPOL'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.





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