



ecvet

European Credit system for
Vocational Education & Training

Corporate identity chart

August
2019



Education and Culture DG

The logo presented in this document is the corporate identity: it is to represent ECVET in all of the network's information and communication material. Here is information concerning the design of the logo: two points were considered – first, it represents ECVET technically, again using the graphic code of bricks (as learning outcomes) with a variety of colours representing their diversity - and, secondly, ECVET is represented as a process aimed at building a network within Europe, through the design of homogenous apprenticeship pathways. The logo movement is given

by the stacking of bricks, moving from left to right which finish by fitting together and outlining a face; due to the diversity of learning outcomes, ECVET contributes to making this complex situation a homogeneous whole, allowing individual training pathways to be built.

The ECVET logo is free of use should the corporate identity charter criteria are met. The use of the ECVET logo is made under the sole responsibility of the user.

The European Commission and the ECVET Secretariat cannot be held responsible for any use which may be made.

The logo can be requested from the ECVET Secretariat at ECVET-Secretariat@icf.com



The basic grammar for the ECVET corporate identity is based on three elements:

- ECVET visual identity as a whole
- ECVET name
- ECVET name unrolling

Please, use the vectorised version of the corporate logo provided by Additiv in order to maintain the ratio and proportions between these three elements.

1- ECVET name typography

This typography has been modified from the Eurostile LT Bold Extended #2 typography. Therefore, it is unique, and it cannot be used for any other reason than this name.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

2- Unroll typography

Helvetica Neue LT 55 Roman.








ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Minimum size to be used



Colour references

The logotype colours must not be modified, either in their values or their positions.

	Full-colour process references	Pantone® references	RGB references
	83 / 42 / 11 / 0	3015 EC	22 / 125 / 176
	99 / 84 / 16 / 0	2955 EC	0 / 64 / 129
			
	50 / 15 / 100 / 0	377 EC	151 / 173 / 22
			
	0 / 65 / 95 / 0	172 EC	237 / 124 / 19
			

These colours can be reproduced depending on the different processes:

- Full-colour process printers
- Pantone® in the case of direct printing in tones
- RGB for an office or multimedia use

Complementary colours (used on the web site):

	53 / 100 / 0 / 0	254 C	142 / 19 / 126
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Use of Logo
Full-colour process



Use of grey tones for fax headerd, photocopies,...



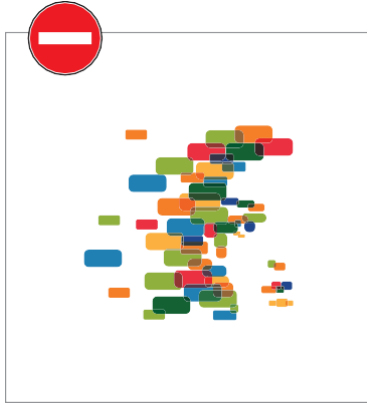
Printing in grey tones
must be adapted
to the different colours
of the logo. It cannot be
used in black and white

**Monochromatic use is reserved to limited and punctual uses, agreed
by the ECVET Secretariat.**

Unauthorised

The logo cannot be used in the following ways:

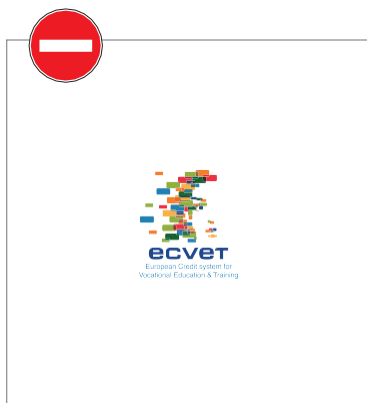
Use of part of the logo:



Use of the logo on a dark background:



Non-respect of the minimum size:



Reference colour modifications:

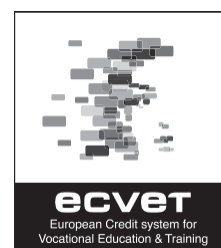
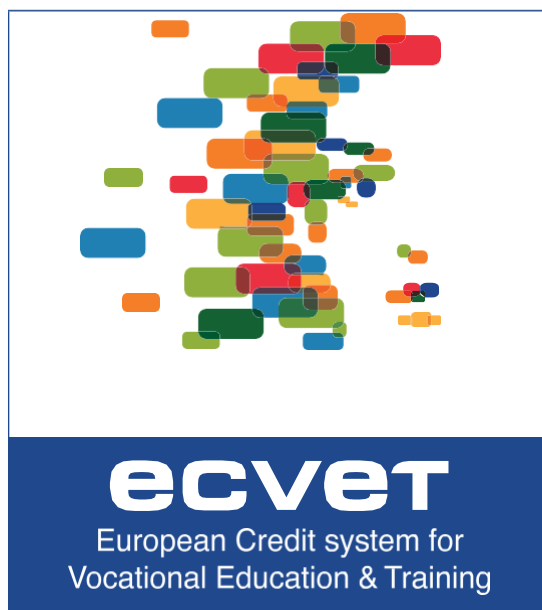


Authorised use of the ECVET logo:

1/ ECVET logo for ECVET



2/ ECVET logo in a frame, when it used on administrative documents, within a mobility context or on a certificate validated by ECVET



3/ ECVET logo with additional wording

When the logo is used by national agencies, national coordination point and national ECVET experts' team, specific logos can be used. For each country concerned 2 logos (vertical and horizontal) can be downloaded -only by the institutions concerned- from ECVET team website.

Example for Austria



