A Guide for the use of the Logo

All the initiatives approved by the organizing committee and carried out in preparation of the international event “The Economy of Francesco” can use the logo “Towards the Economy of Francesco”. Please follow the guidelines outlined in this document to ensure consistent communication at all preparatory events around the world. If we all make the same presentation our impact will be stronger.

Location and dimensions

h is the minimum distance from the edge and/or from any other element

Minimum measurement diameter d for printing is 25 mm

Respect the relative distances, the minimum dimensions, do not alter the proportions, do not rotate or modify the logo

Colours and contrast

The logo must be used on white backgrounds, gradients or light shades with sufficient contrast. No negative, black and white or grayscale uses are allowed.