

# LOGO USAGE GUIDELINES

All the initiatives approved by the organizing committee and carried out in continuation of *The ECONOMY of FRANCESCO* process can use the logo *Living EoF* (*The ECONOMY of FRANCESCO*). Please follow the guidelines outlined in this document to ensure a consistent communication.  
If we all make the same presentation our impact will be stronger.



## Logo palette

C 19  
M 98  
Y 80  
K 9

## Logo typography

Open Sans Family

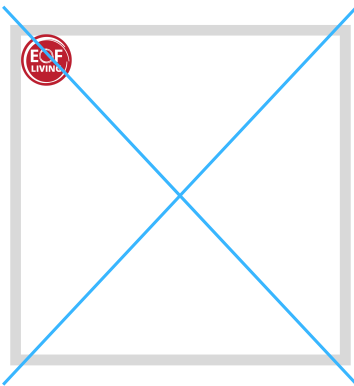
## Position and dimensions



**h** is the minimum distance from the edge and/or 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.

## Colors and contrast



The logo must be used on white backgrounds, gradients, light or dark shades with sufficient contrast. Do not use tones that are too similar or photo backgrounds that make the logo unreadable.