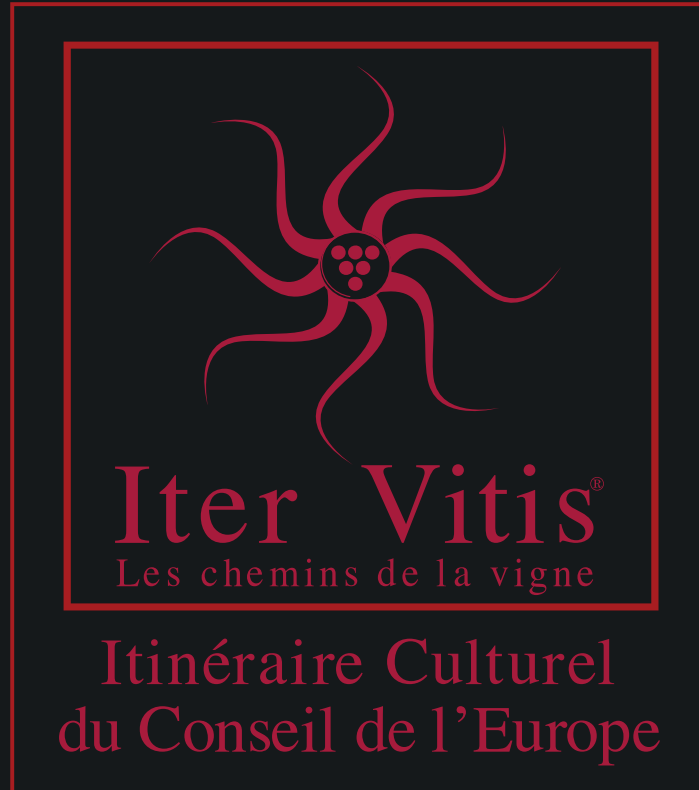


ITERVITIS

BRAND GUIDELINE



LOGO CONFIGURATIONS

Use the logo configuration that best suits the space available. The logo can be reduced while maintaining its integrity. It is forbidden to modify, separate or remove any element, unless expressly indicated in this guide.

Vertical Logo



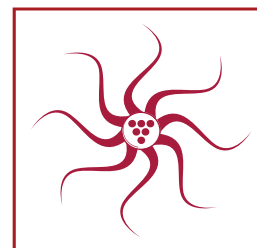
Horizontal logo with "Council of Europe"



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



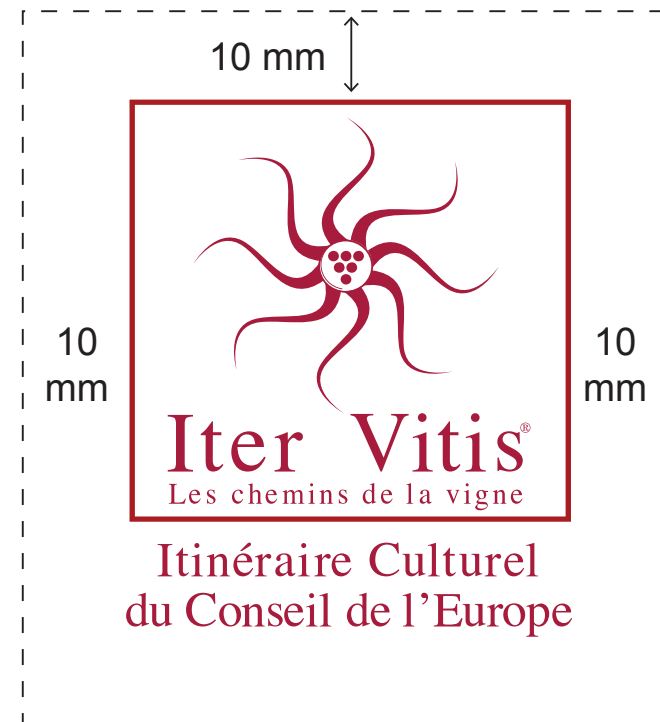
Horizontal logo



Iter Vitis®
Les chemins de la vigne
Itinéraire Culturel du Conseil de l'Europe

LOGO SPECIFICATIONS: SPACE

Spacing is the minimum area between the logo and any other element (text or images) that surrounds it. Follow these directions to ensure maximum legibility and visibility of the brand.



LOGO SPECIFICATIONS: MINIMUM DIMENSIONS FOR PRESS AND WEB

Follow these directions when you want to make the logo smaller. Do not reduce the logo beyond the dimensions indicated on this page.

Vertical logo



Horizontal logo with “Council of Europe”



Logo senza pittogramma



Web: 140px



Web: 40px



Web: 40px



LOGO SPECIFICATIONS: COLORS

The Itervitis logo is printable only in red (color 1). We also insert the details of the “Council of Europe” logo (color 2). Always use the following color methods: CMYK and PMS for printing, RGB and hexadecimal for screens.

Colore 1



C 22% R 170
M 100% G 23
Y 70% B 53
K 17% #AA1735

PMS 7427 C

Colore 2

COUNCIL OF EUROPE



CONSEIL DE L'EUROPE

C 100% R 31
M 83% G 61
Y 18% B 127
K 3% #1F3D7F

PMS 7687 C

LOGO SPECIFICATIONS: TYPOGRAPHIC CHARACTERS

Times Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Download: <https://www.dafontfree.net/freefonts-times-f145546.htm>

Iter Vitis

Les chemins de la vigne

Itinéraire Culturel
du Conseil de l'Europe

Title
Font: Times Regular Color: #AA1735
Size: 50 pt
Letter spacing: 50 (Iter) and 23 (Vitis)

Subtitle
Font: Times Regular Color: #AA1735
Size: 16 pt
Letter spacing: 113

Subtitle 2
Font: Times Regular Color: #AA1735
Size: 25 pt Text align: center Line height: 25,3 pt
Letter spacing: 23 (Itinéraire Culturel) and -13 (du Conseil de l'Europe)