

SEPA Logo Visual Identity Guidelines

1. INTRODUCTION

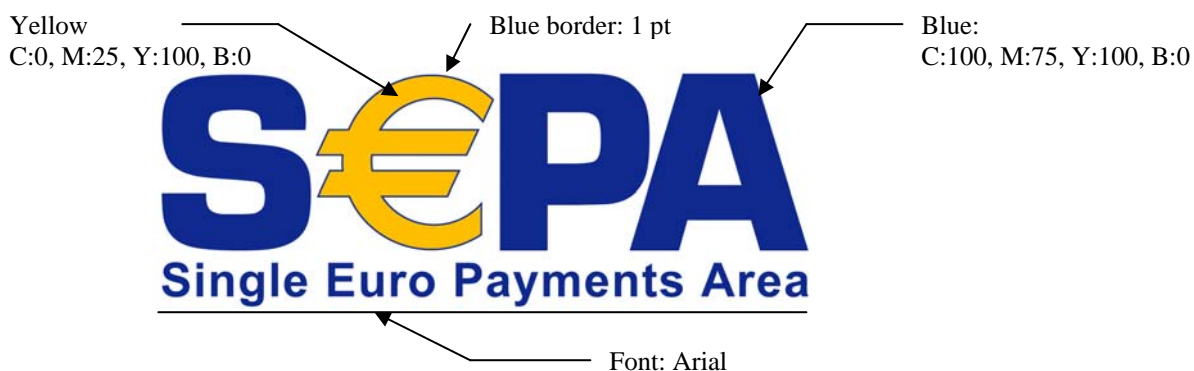
In line with the December 2007 Plenary decision, a SEPA Logo has been adopted to give SEPA related literature a strong, coherent and recognisable appearance. The Terms and Conditions for its use are described in a separate document (EPC025-08) and refer to these visual identity guidelines (VIG).

It is intended to make these VIG as flexible as possible so that widespread usage of the logos may be encouraged, whilst ensuring their correct use in developing a SEPA-wide identity.

2. TECHNICAL SPECIFICATIONS

2.1. Colours and fonts

The required colours and fonts must be as indicated in the following sketch.



Other limitations:

- No other effects such as shading or outlining are permitted.
- The logo should not be positioned in a frame or box
- The perspective must be maintained without any distortion
- The logo should not be positioned on a photograph or other graphic if the contrast would hide or mask any part of the logo

2.2. Logos and Languages

The logo may either be used without text or with an approved translated text either alone or in combination with English. Approved logos are available for download on the EPC website:

www.europeanpaymentscouncil.eu/content.cfm?page=sepa_logos

2.3. Preferred Sizes and Proportions

The preferred sizes and proportions are as available for download from the EPC website. Whilst it is not intended to be unduly restrictive, any distortions resulting from resizing are not acceptable.

2.4. Proximity to other text or graphics

The immediate area surrounding the logo should be left clear at a distance of 15 mm in all directions (the exclusion zone).