

SEPA Logo

Visual Identity Guidelines



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Public

Approved

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1 Introduction

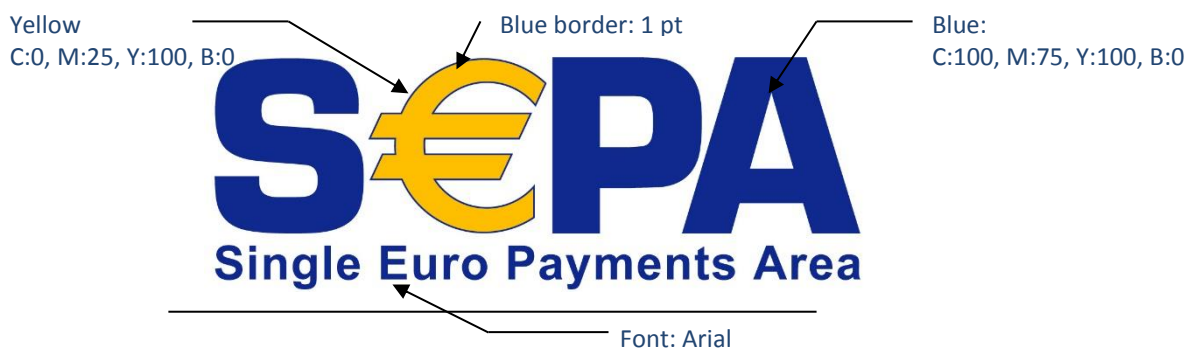
As stipulated in the EPC Intellectual Property Policy (EPC236-12), the EPC has registered the SEPA logo, as depicted in section 2.1 below, as a trademark on an extensive basis across the geographical scope of the SEPA schemes. The Terms and Conditions for its use are described in a separate document (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 logo may be encouraged, whilst ensuring its correct use in developing and maintaining 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, always including the English text “Single European Payments Area” as depicted in section 2.1 above, may either be used with or without an approved translated text. Approved logos are available for download on the EPC website: <https://www.europeanpaymentscouncil.eu/document-library/other/sepa-logo-vector-format>

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).