



EEUROPA

Logo style guide

VERSION 1.5 5.3.2024

This style guide serves as a visual guideline for EUROPA stamps – especially for the handling of the EUROPA logo. The following instructions answer reoccurring questions and highlight common mistakes and possible obstacles.

By giving consideration to these rules and recommendations you can help improve visual quality and consistency accross our various stamp issues.

Thank you!

Yours respectfully,
the EUROPA stamps team

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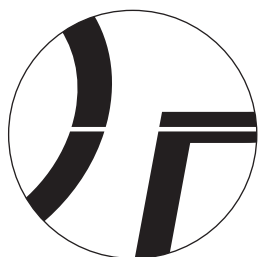
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€EUROPA



The standard logo contains a grid of thin lines as a visual hint to security printing and a kind of micro-identification. However, in smaller scales, those lines might not be clearly visible.

The standard logo comes in an additional negative version for dark backgrounds.

LOGO SAFE ZONE



Keep the safe zone clear from all graphical elements such as logos or texts and keep a distance from the edge of the paper to ensure the logo's optimal visibility and to avoid an unpleasant cramped look.

MINIMUM SIZE AND DISTANCE

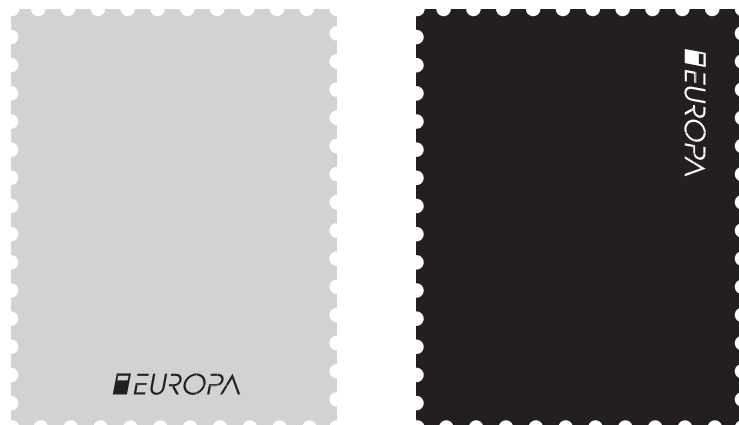
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To ensure a good printing result keep the height of the logo at 1,5 mm or bigger.



Keep a minimal distance from the edge of the stamp that is bigger than the height of the logo (min. 2 mm).



Size

The optimal logo size depends on the stamps design. Look for sufficient legibility (not too small) and for a good hierarchy (not bigger than more important elements).

Position

Look for an area with a calm background where the logo has good contrast and does not cause distraction. Generally stick to the margin area and avoid overlapping important parts of the stamp's motif.

INCORRECT PLACEMENT / THINGS TO AVOID



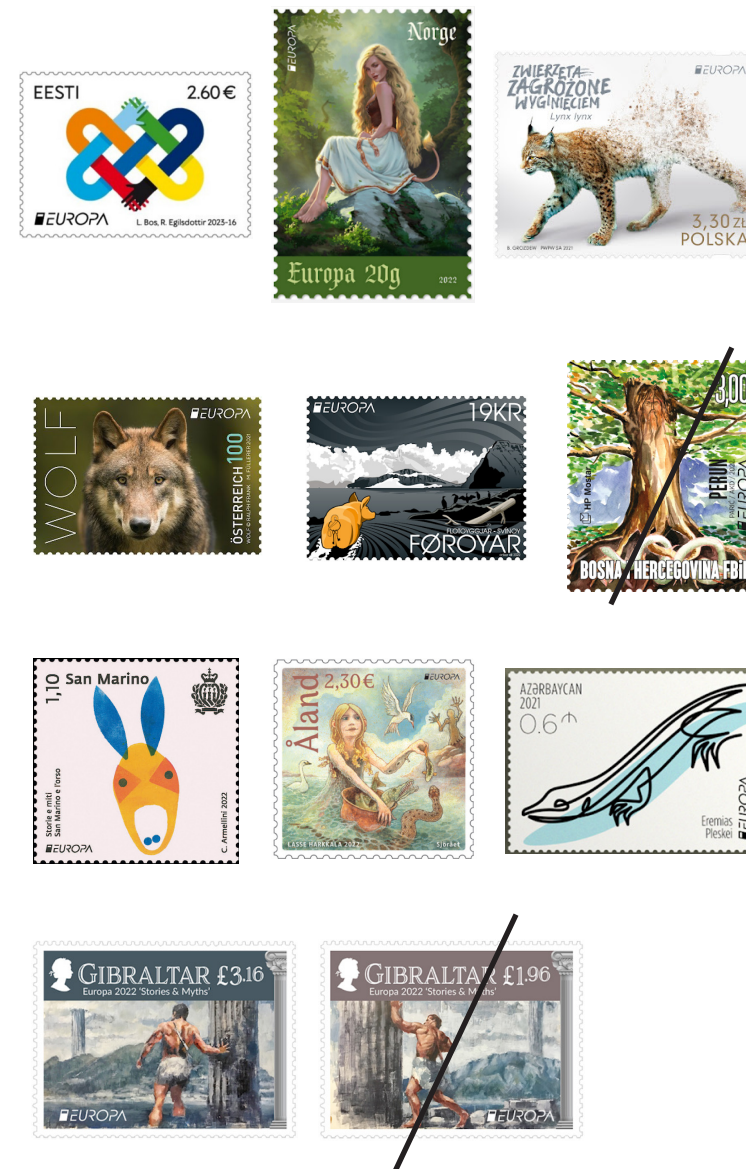
Give the logo some space. Do not place it too close to other elements or too close to the perforation.

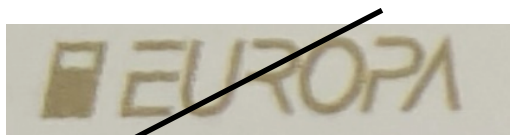
Alignment & angle

If possible align left, right or center. Use right angles, either level or rotated by 90 degrees. Do not place the logo upside down.

Colour, contrast & transparency

On brighter backgrounds use the black logo on darker background use the white logo. If the stamp's colour scheme does not include white nor black, the logo colour can be changed to the most suitable colour from the existing palette. The EUROPA logo should not be displayed with transparency. Do not blend the logo with a background image.





False logo – make sure to use the correct logo with the thin lines



Bold letters – do not change the line thickness or style of the letters



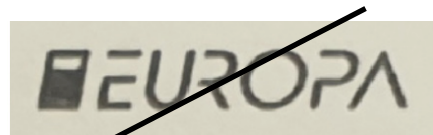
Logo with transparency – do not blend the logo with a background image



Text effect – do not add outlines, drop shadows, embossing- or other effects to the logo



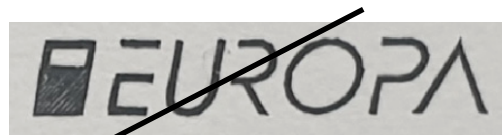
Distorsion – do not stretch or distort the logo and do not deform the logo (i.e. rounded edges)



Backgrounds – do not add additional background (i.e. boxes, stripes) behind the logo



Grained logo – do not grain or rasterise the logo



Texturised box – do not add textures or other effects to the box icon of the logo

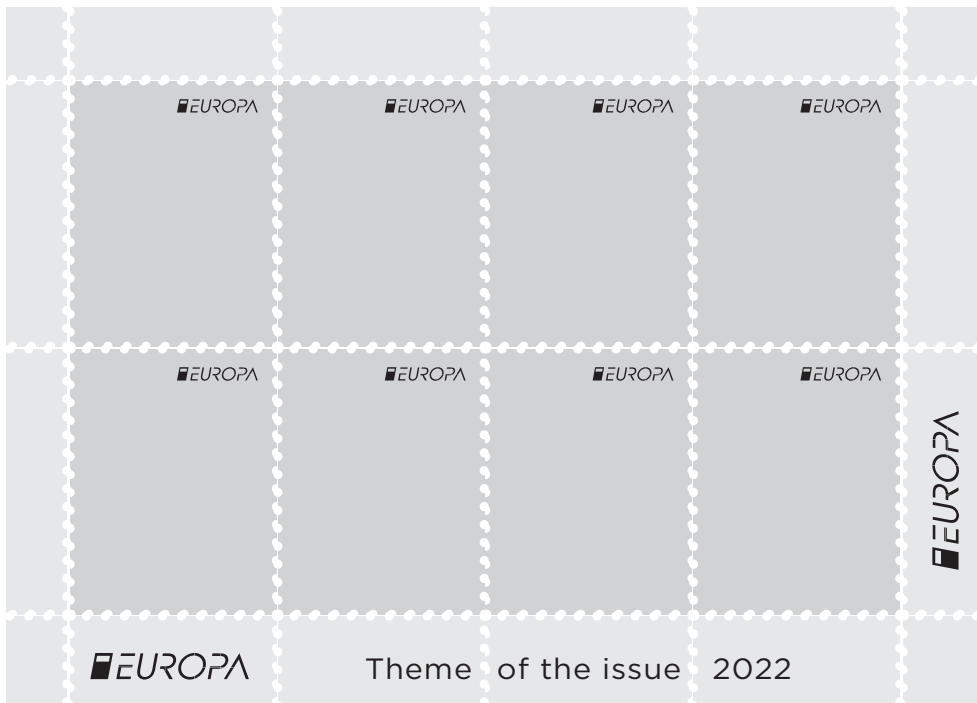


Trimming & cropping – do not crop the logo or place it too close to the stamps edge/perforation (see minimal distance -> p. 3)

LOGO PLACEMENT ON STAMP SHEETS

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The EUROPA logo is printed on each stamp of the sheet. Additionally, on the margin of the sheet a bigger version of the logo, theme name and year of issue can be placed. Consider the perforations and do not let the perforation divide the logo or other essential texts.



PLACEMENT ON OTHER MATERIALS

Please note that the application of the logo on other EUROPA stamp related promotional materials, such as postcards and banners, requires permission.



Here are a few examples of cancellation marks applied to the EUROPA stamp at various positions and percentages.

THANK YOU

Thank you for reading and giving special consideration to the instructions in this style guide. With your help we can improve visual quality and consistency accross our various stamp issues.

LOGO APPROVAL BEFORE PRINTING

Please ensure that you submit your stamp design for the EUROPA issue **prior to printing**, so that we may review the correctness of the EUROPA logo implementation.

Submit your stamp design for logo approval to:
europastamps@posteurop.org

CONTACT

If you have any questions regarding the logo style guide please contact: **europastamps@posteurop.org**
www.posteurop.org

The EUROPA stamp competition is organised by PostEurop,
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