

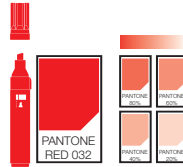


european
heart health
charter



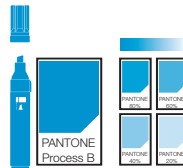
The Colours

PANTONE Red 032



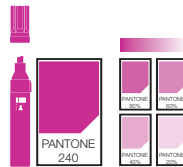
M : 100
J : 100

PANTONE Process Blue



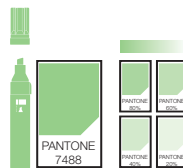
C : 100

PANTONE 240



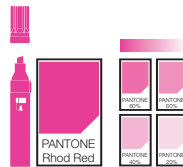
C : 25
M : 100

PANTONE 7488



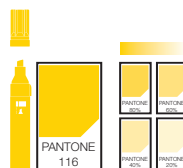
C : 50
J : 100

PANTONE Proc. Magenta



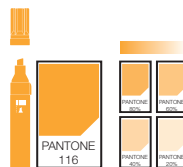
M : 100

PANTONE 116



M : 25
J : 100

PANTONE 1375



M : 50
J : 100



The Logotype



european
heart health
charter

The twelve hearts of the logo represent the European countries affected by the European Heart Health Charter. These hearts form a symbolic character which embodies the movement of life that this charter promotes.



european
heart health
charter



The Logotype - guidelines



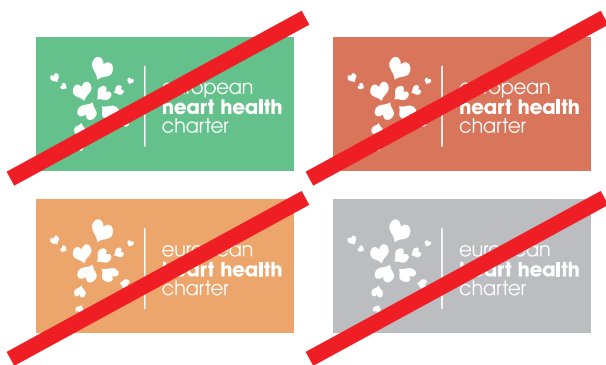
european
heart health
charter

The logo of the European Heart Health Charter is most often used on a white background, however some variations are acceptable.

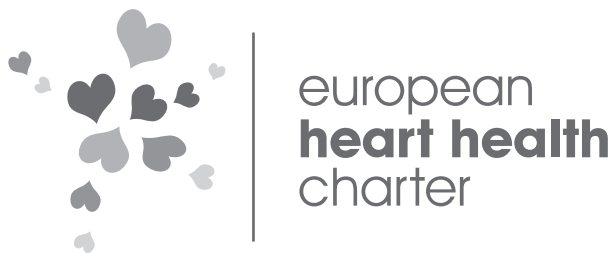
Using a Benday background:

The usage of the logo on a Benday background is only authorized when the logo is white and on a quadrichromatic background.

The usage of the white logo is only permitted when the background is strong. The usage of a pastel background is forbidden.



The Logotype - guidelines



The logo can also be used in black and white. In this case the rules of application are the same as for the quadrichromatic background.

Using a single coloured background:

The usage of the logo on a monochromatic background is only authorised if the background is at least 60% of the maximum tint of the printing colour.

Ex.: For a black and white print the background must be at least 60% black.



The Fonts

Avant Garde Book

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 0 %
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Avant Garde Bold

**A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**1 2 3 4 5 6 7 8 0 %
(. , - ; : ! ?) . " + - = * & £ \$ ° §
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The Fonts

Avant Garde Extra light

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 0 %
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ç é è ù ò

Avant Garde Demi

**A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

**1 2 3 4 5 6 7 8 0 %
(. , - ; : ! ?) . " + - = * & £ \$ ° §
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ç é è ù ò**



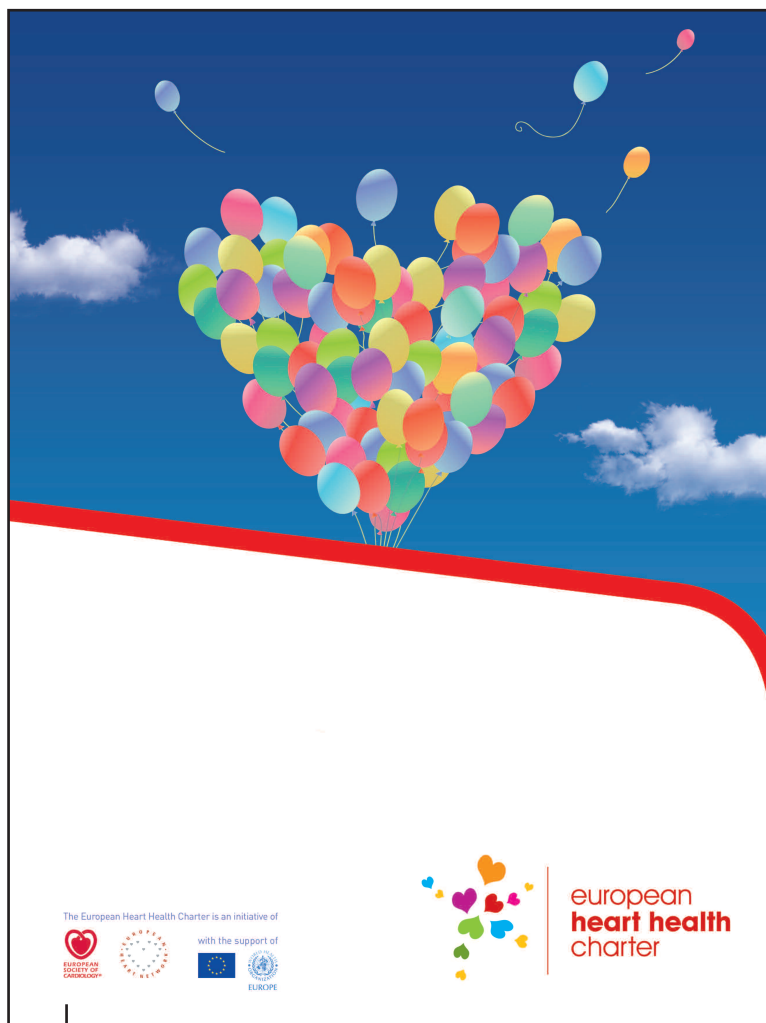
The **graphic** elements

The guide for the graphic of the European Heart Health Charter contains an element which is used on all printed communications – a red line. This line allows us to separate, highlight and show the importance of certain informations; for example: the partners of the charter or the website.

This line can be used in its entirety or partially, at the top or bottom of the page.



The **graphic** elements



The red line in this picture allows us to separate the visual from the written informations.

The logo is on the white background.

Logos of partners can only be printed on publications of the Charter's translations in national languages AND along with the European Heart Health Charter's logo. Conditions apply.

Please send a request to heartcharter@escardio.org to check compliance with existing guidelines.

The European Heart Health Charter is an initiative of



with the support of



National partners are invited to add their own logo to their published version of the translated Charter. Their logo should not be placed on the same horizontal line than the logos of European partners. In addition, it should not exceed, in dimension, the size of the European Heart Health Charter logo. .

