



# YOUR TURN **BRANDBOOK**



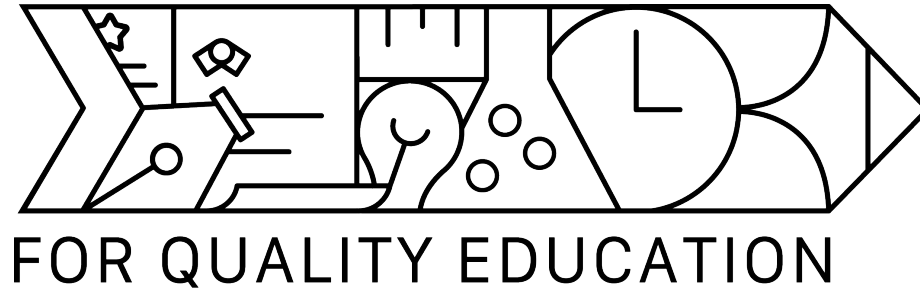
# YOUR TURN **BRANDBOOK**



This project has been funded with support from the European Commission.  
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# Logo black and white



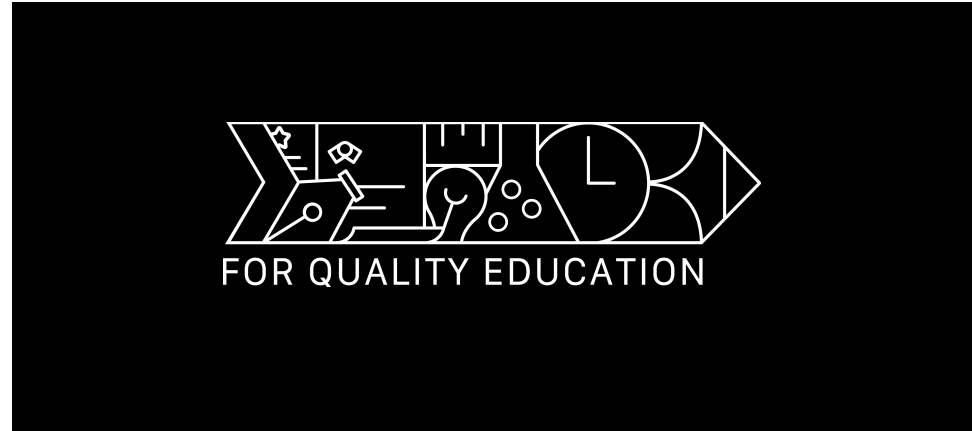
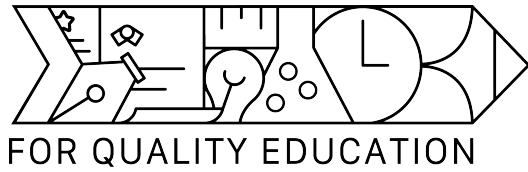
# Logo color



# Logo's respect area



# Negative logo



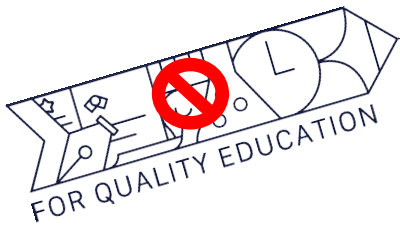
# Logo reductions

**PRINT: min 2,5 cm**



# Logo usage

## DON'T





# Fonts

## Primary font

### Din Alternate Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789&%€"\*?;!#

## Secondary font

### Karla

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789&%€"\*?;!#

# Color palette



# Logo on color palette



# Logo usage on images

## DO



*If logo's legibility is compromised, always use it on a white background.*



# Logo usage on images

**DON'T**

