

These guidelines have been produced to ensure the consistent use and reproduction of the Euromoney Yearbooks Identity.

Colour Palette

The Euromoney Yearbook identity has been developed using a 2 colour system.

Pantone 1665
Process Black (60%)



EUROMONEY YEARBOOKS

Part of Euromoney Institutional Investor PLC

Correct use of logo

3 versions have been developed of the **Two colour logo**, and 2 versions are available of the **One colour** logo.

The **Standard** logo should be used on white and light colour backgrounds.

The **Reversed 1** logo should be used on Black and dark colour backgrounds. The **Reversed 2** logo should only be used on an orange background.

The **One colour** logos should only be used when reproduction is in one colour only.

Exclusion zone & size

There is a minimum area of isolation or 'Exclusion zone' around the logo when placing the logo on a document (the height of the Euromoney Capital E).

The minimum size in which the logo can be used is 26mm width using the strapline as the measurement.

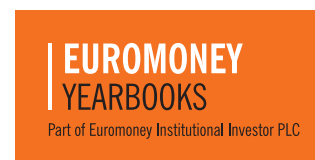
Standard Two Colour



Two Colour Reversed 1 (Black)



Two Colour Reversed 2 (Orange)

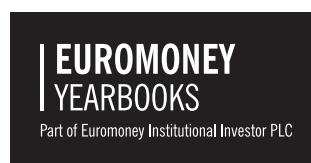


Boxed versions of the logo on black and orange as shown above may be used for certain applications with the approval of the Publisher.

One Colour



One Colour Reversed



Logo Position

Book Covers

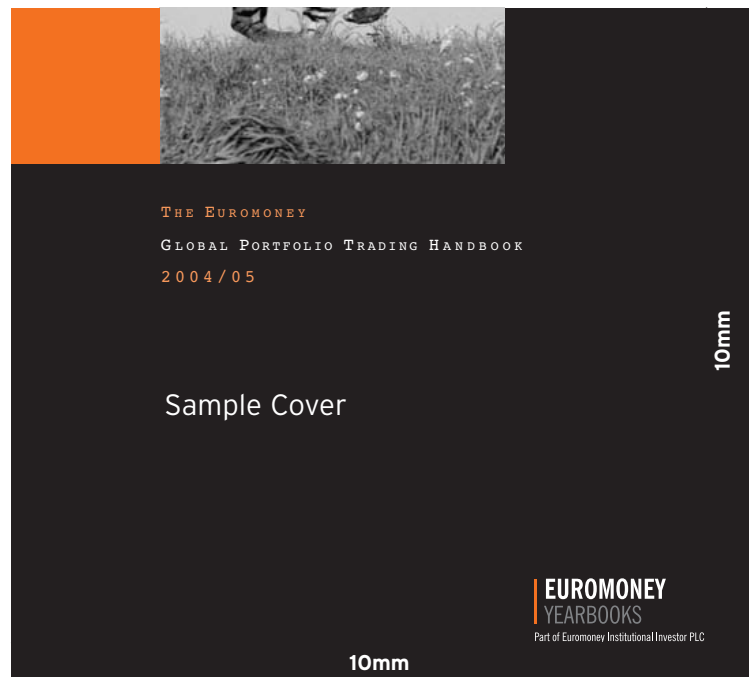
The position for the logo when used on the front cover of any communications material is the bottom right.

As a guide the logo should be positioned 10mm from the bottom of the page, 10mm from the right of the page (as shown opposite).

Content Pages

There is no guide for the position of the logo within content pages of any communications material, the only guide will be the **Exclusion zone**.

The original artwork provided for the Euromoney Yearbooks logo should never be re-drawn or altered or reproduced.



Incorrect uses of the Logo



The colour logo should never be ghosted.



The logotype should never be altered or changed to another typeface.



The colours of the logo should never be changed or altered.



The graphic line should never be altered in any way.



The relationship between the elements or 'lock up' should never be altered.



The Strapline should never be removed.