



GRAPHIC GUIDELINES



Welcome to our visual guidelines !

The graphic guidelines set out the rules of construction and usage of the visual identity of CIVIS, it defines the standardisation of all communication tools.

The rigorous application of these guidelines must permit the development of a coherent image.

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01

About Colors

CMJN 95 / 60 / 35 / 25

RVB 3 / 77 / 108

HEX 034d6c

CMJN 50 / 20 / 60 / 10

RVB 137 / 161 / 116

HEX 89a174

CMJN 30 / 0 / 60 / 0

RVB 197 / 217 / 132

HEX c5d984

CMJN 0 / 15 / 55 / 0

RVB 255 / 220 / 136

HEX ffdc88

CMJN 20 / 70 / 50 / 15

RVB 182 / 92 / 95

HEX b65c5f

CMJN 15 / 60 / 40 / 10

RVB 200 / 118 / 120

HEX c87678

CMJN 45 / 20 / 0 / 0

RVB 151 / 185 / 226

HEX 97b9e2

CMJN 60 / 50 / 15 / 5

RVB 118 / 122 / 165

HEX 767aa5

CMJN 45 / 30 / 0 / 5

RVB 148 / 164 / 208

HEX 94a4d0

CMJN 25 / 10 / 0 / 0

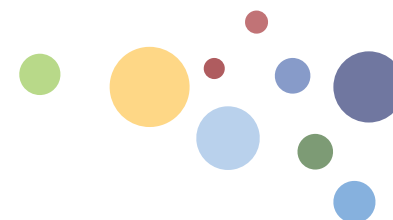
RVB 200 / 217 / 241

HEX c8d9f1

Use CMYK values for printed output.

Use RVB values for digital outputs.

Use HEX values for web output.



02

About Typography

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Semi Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Raleway Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

civis

Europe's Civic University Alliance

Raleway Bold

Raleway Light

Europe's Civic University Alliance

Europe's Civic University Alliance



Raleway Bold

Raleway Semi Bold

Raleway Regular - qui natiore ssinvel laboribus, odignam aut explabori consed quaeribus sime aut eumqui doluptatet landae dolorum faccae sit asped quo magnihit eius, sitatur reped maiorum quis consecatet es eumquassint que iur?

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Tur, tore eatur? Ra conseditas non expla sinim reperita sequis perum simpore pe di beat valorit acepel modio corpor sendanim id quo moluptum arcidebit.

*Raleway Italic - Im fugit fuga. Ut ento occus.
Ota di coreriam quiamus daessin ctatem aut destrumquas aborepedis excest
omnisitiunt vide non nimagnam accum aut landis undignis ut.*

03

About Logotype

Minimum logo sizes

A minimum size is specified to ensure an optimum legibility of the logotype.

Print 40 mm L
Textile 70 mm L
Web 100 px L



Protection zone

The minimum spacing around the logo is determined by the height of the letter « X ».
 Do not insert any graphic elements or text in this area.



Prohibited uses



Distort the logo



Using a wrong color



Change a typography



Change orientation



Moving an element



Monochrome logo

Black/White logo



Logo versions

There are two possible versions :

On white background, or on light picture, the logo will be **blue**.



Light logo

Sometimes, when the visuals are too small, the tagline will be unreadable. We can therefore use the simplified version of the logo.

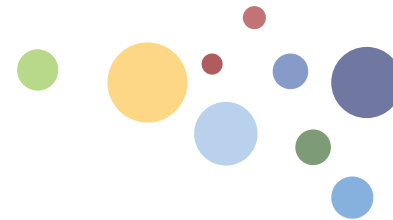


On colored background, or on dark picture, the logo will be **white**.



04

About Graphic Elements



Color bubbles

Color bubbles can be used to illustrate all types of visuals. You can change the size of these, but never the colors.

