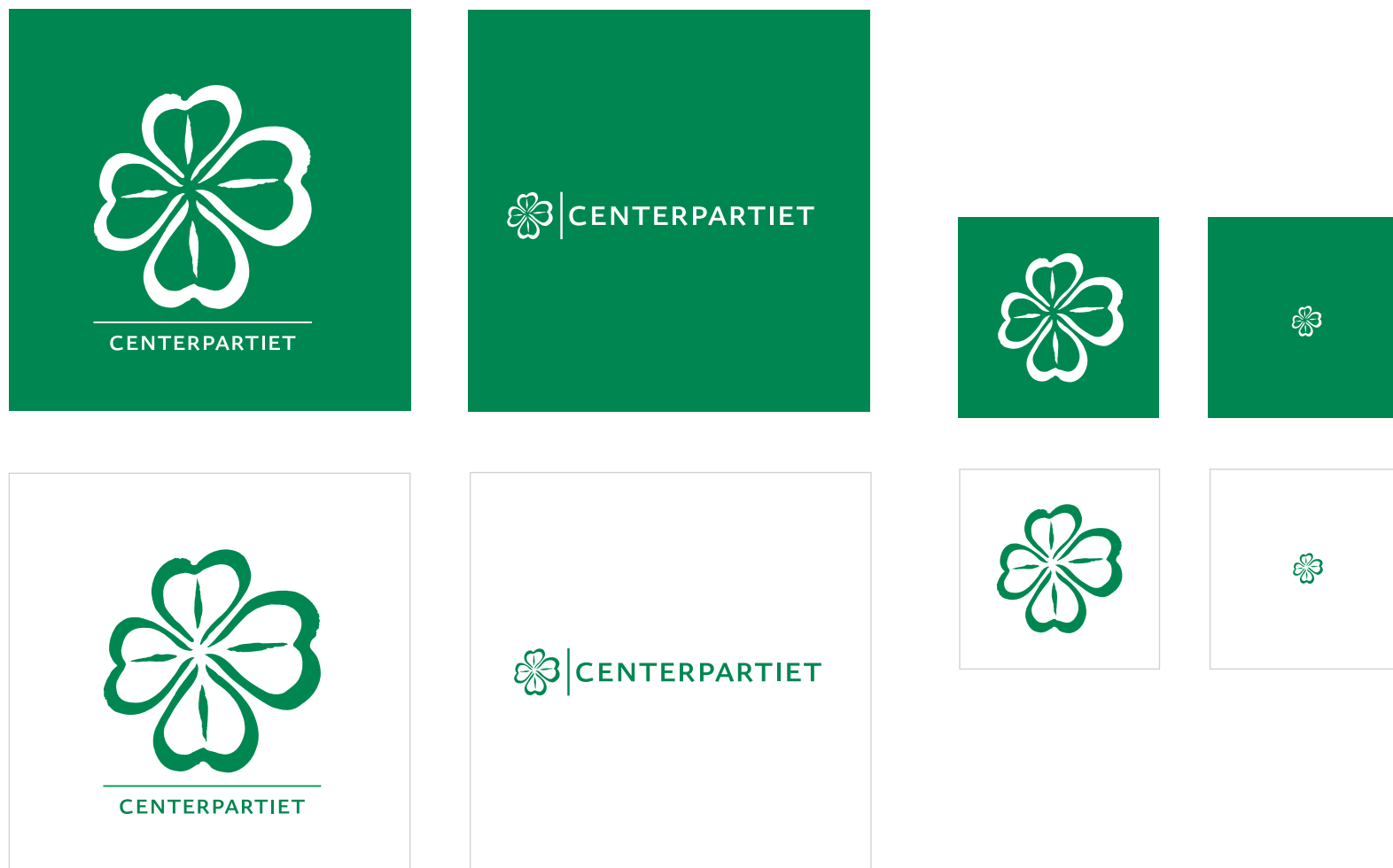


Centerpartiets grafiska manual

Version 2.2, 2007

INNEHÅLL

- Centerpartiets logotyp • 1
- Centerpartiets färg • 2
- Centerpartiets typografi • 3
- Exempel och anvisningar • 4
- Kontakt & nerladdning • 5



Det är viktigt att logotypen används på ett konsekvent sätt vad gäller utformning och färger, så att den alltid ger samma signal till mottagaren.

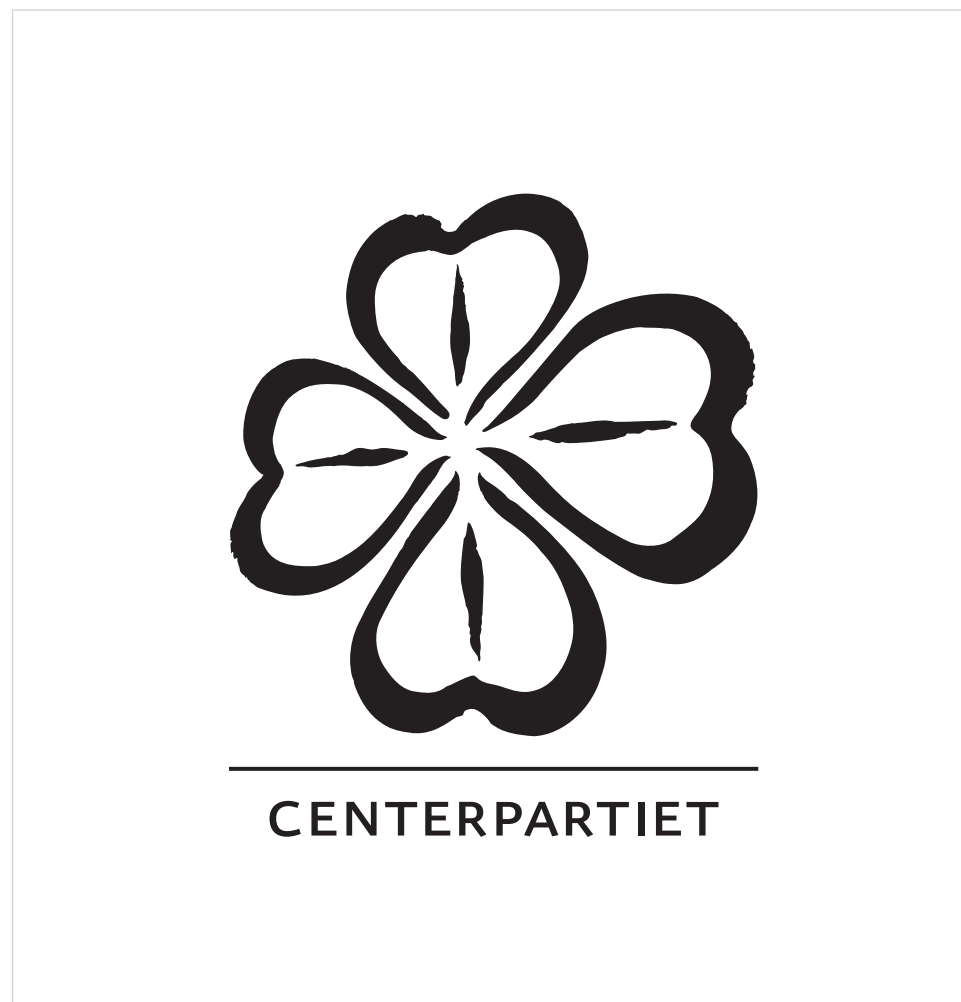
Utformning och färgangivelser i denna manual är direktiv och får inte modifieras i något avseende.



Centerpartiets grundlogotyp.



Liggande logotypen används då utrymmet inte tillåter att grundlogotypen används.







CENTERPARTIET

Gävleborg

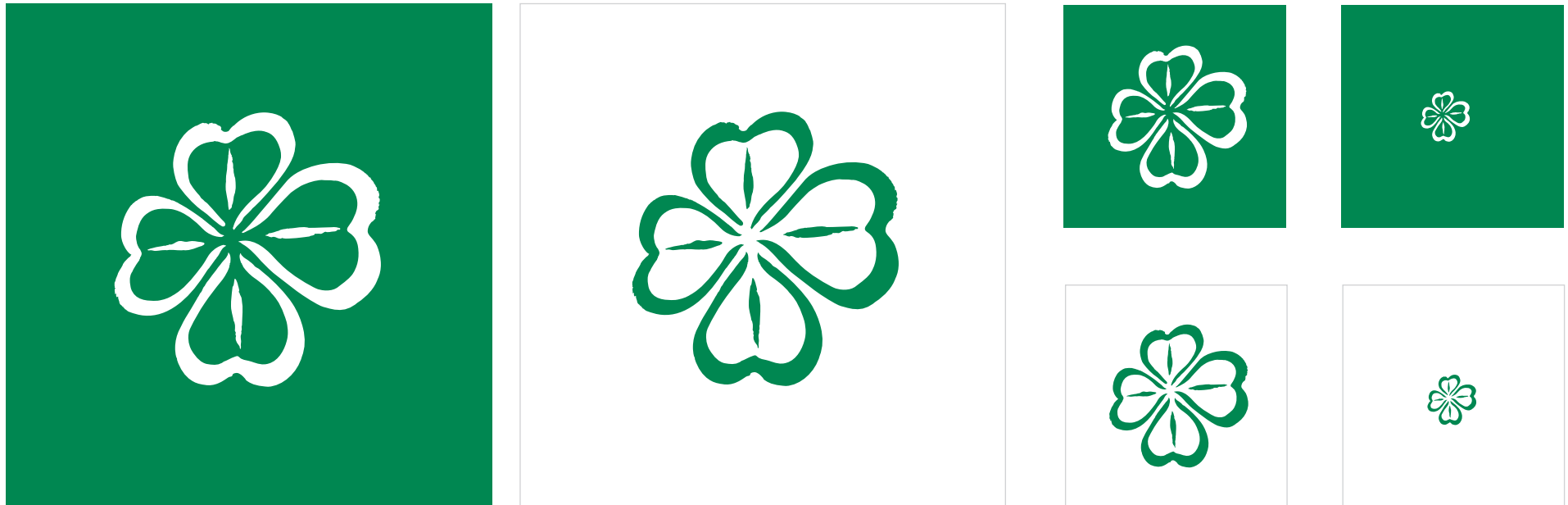


CENTERPARTIET

Boden

Liggande logotyp med lokal avsändare



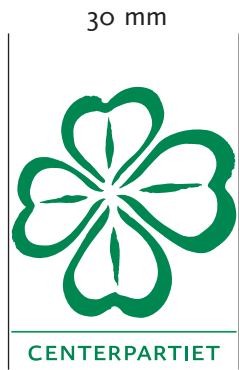


Centerpartiets märke, klöver, får användas enbart i två sammanhang:

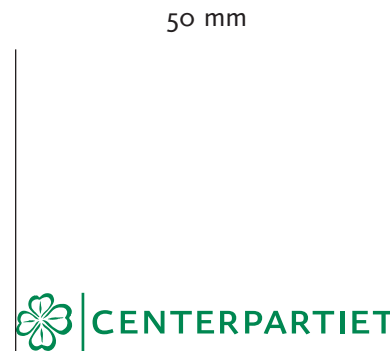
1. Vid de tillfällen utrymmet inte tillåter att grundlogotyp eller liggande logotyp används. Se Exempel och anvisningar 4.3

2. På trycksaker och liknande skall alltid märket placeras i det övre högra hörnet. Ordet Centerpartiet ska då alltid finnas med på samma yta. OBS! Se Exempel och anvisningar 4.2–4.4.

Minsta tillåtna storlekar



Grundlogotyp.
Minsta storlek bredd 30 mm.



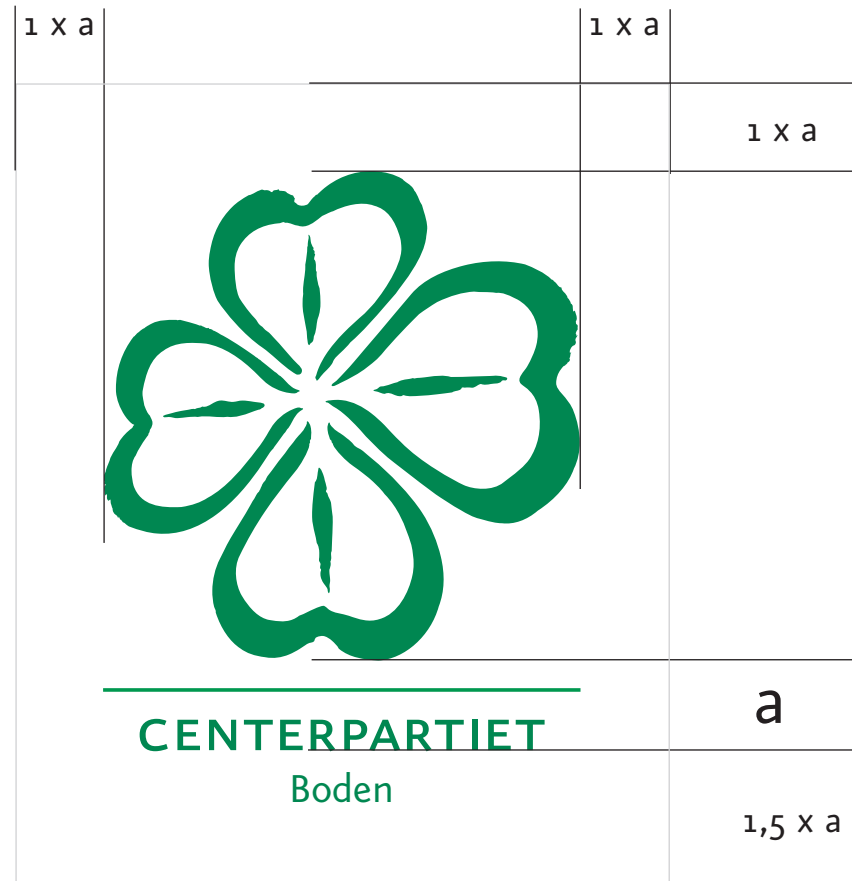
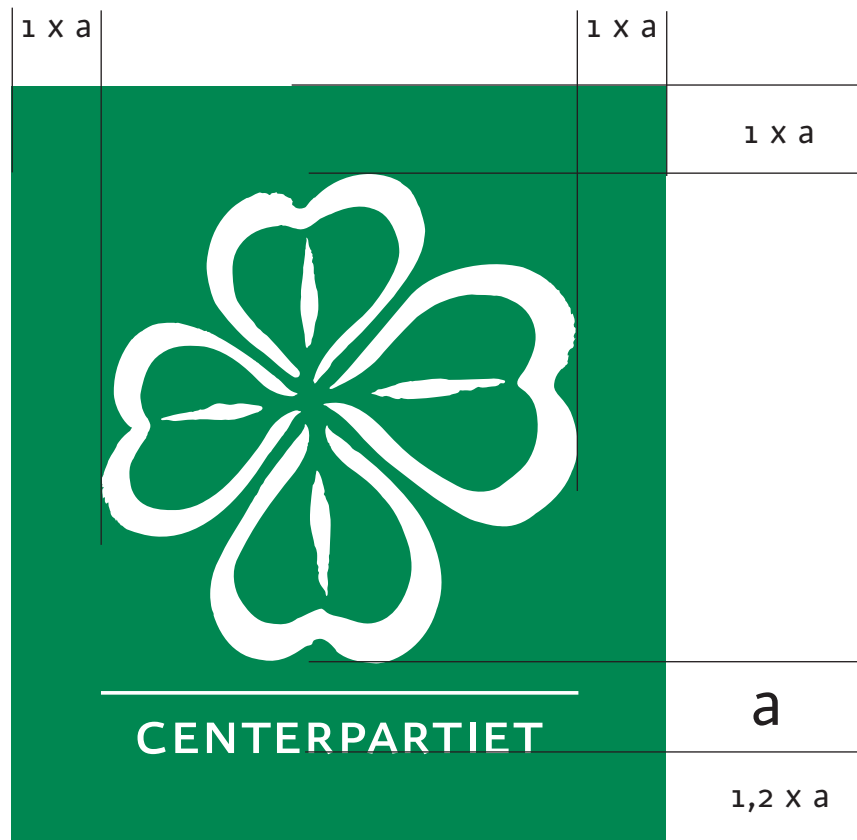
Liggande logotyp.
Minsta storlek bredd 50 mm.



Märke normal.
Minsta storlek bredd 14 mm.



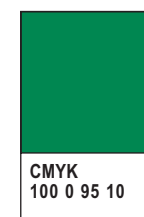
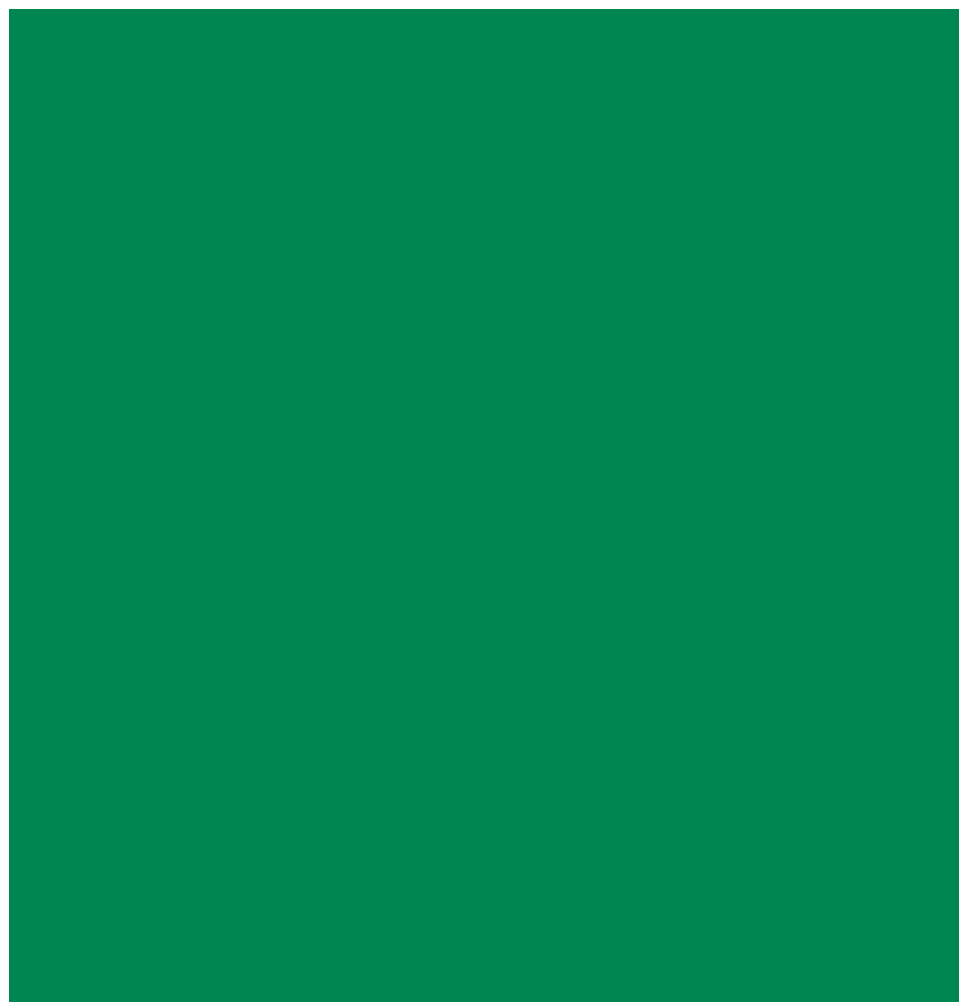
Märke mini.
Minsta storlek bredd 8 mm.



Lämna alltid en frizon omkring logotypen.



Lämna alltid en frizon omkring logotypen



Centerpartiets grundfärg. PMS 348, CMYK 100 Cyan, 0 Magenta, 95 Yellow, 10 Black.

Eureka Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v x y z å ä ö
0 1 2 3 4 5 6 7 8 9

Eureka Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v x y z å ä ö
0 1 2 3 4 5 6 7 8 9

Eureka Sans är Centerpartiets huvudtypsnitt. Det är viktigt att den typografi vi använder bidrar till att ge en enhetlig och konsekvent bild av Centerpartiet. Därför reglerar denna manual i vissa avseenden bruket av dessa typsnitt.

Eureka Sans Regular ska användas som rubriktypsnitt och som texttypsnitt för kortare texter.

Eureka Bold ska användas som underrubriker (versalt) och för texter i mindre grad, t ex i bildtexter, tabeller och liknande.

Granjon

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789

Granjon Kursiv

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789

Granjon är den texttypografi som ska användas i första hand. Exempelvis för längre textstycken och liknande. Granjon kursiv kan användas där ord eller meningar ska betonas. Times Roman kan användas som texttypografi i de fall

typografin Granjon inte finns tillgängligt.

I PowerPoint och liknande program kan Verdana användas som rubriktypsnitt och Times New Roman som texttypsnitt. På hemsidor används Arial eller Verdana

The primary function of the typeface

So that it is fit for its purpose; plan out your typesetting, organize the use of space and handle typefaces in a way that makes the task of reading as easy as possible. The primary function of the typeface is functional, and aesthetics only play a part in special circumstances. Typography is the means for presenting text so that it is.

Fit for its purpose; plan out your typesetting, organize the use of space. Typography is the means for presenting text so that it is fit for its purpose; plan out your typesetting, organize the use of space and handle typefaces in a way that makes the task of reading as easy as possible.

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PART IN SPECIAL CIRKUMSTANCES

Is the medium. Typography is the means for presenting text so that it is fit for its purpose; plan out your typesetting, organize the use of space and handle typefaces in a way that makes the task of reading as easy as possible. The primary function of the typeface is functional.

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TYPOGRAPHY IS for presenting text so that it is fit for its purpose; plan out your typesetting, organize the use of space and handle typefaces in a way that makes the task of reading as easy as possible. The primary function of the typeface is functional, and aesthetics only play a part in special circumstances.

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MEANS FOR PRESENTING TEXT

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Med grön bakgrund får endast Eureka Sans användas och då endast med vit, negativ, text.

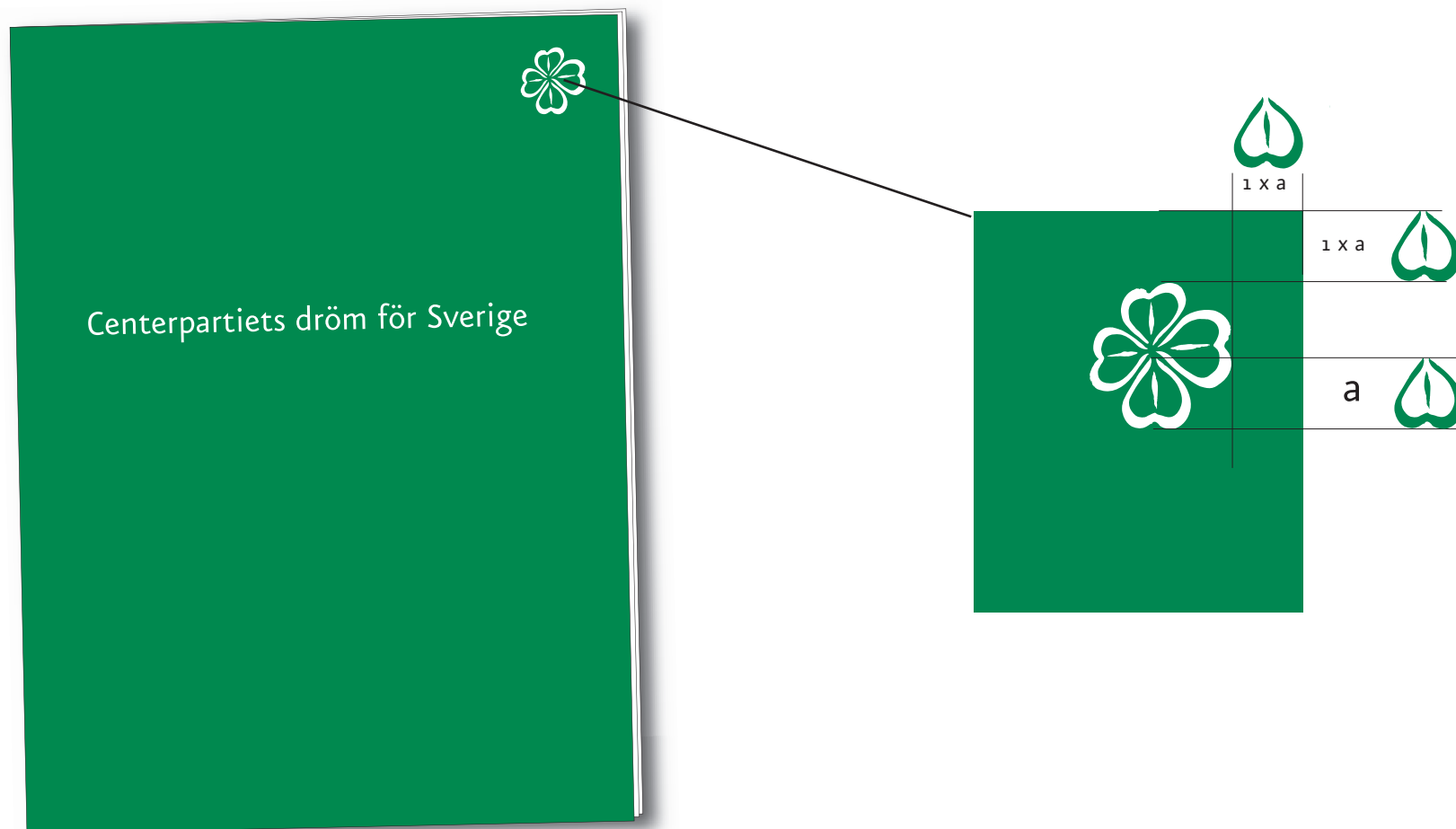


En borgerlig regering
med Centerpartiet som
drivande grön kraft

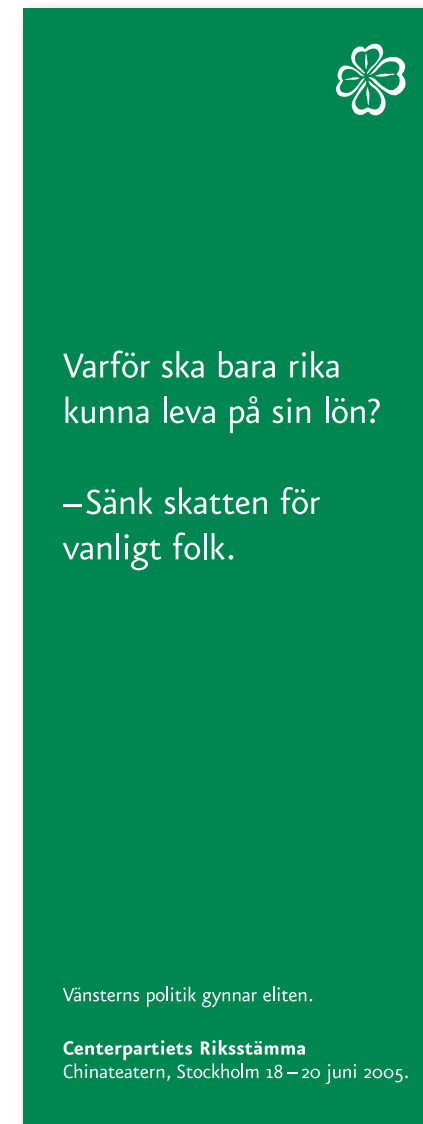


That typography is the mean

Placering av märke



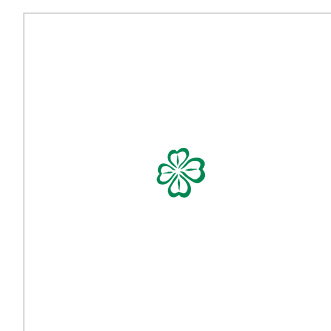
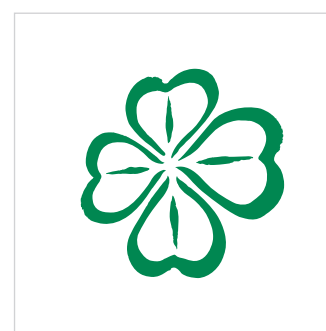
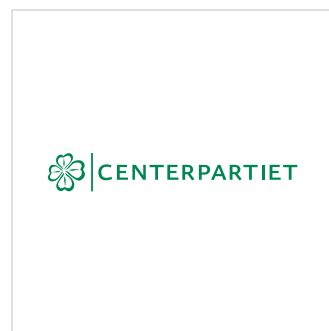
Exempel på omslag till trycksak. Märket, klöver, är placerad i det övre högra hörnet. Frizonen är baserad på det nedre "bladet" i märket.







Exempel på baksida. Grundlogotypen placeras centrerat med adressraden under.



Grundlogotypen

C_CMYK.eps
C_PMS348.eps
C_svart.eps
C_vit.eps

Liggande logotyp

C_ligg_vit.eps
C_ligg_svart.eps
C_ligg_CMYK.eps
C_ligg_PMS348.eps

Märke

C_marke.vit.eps
C_marke.PMS348.eps
C_marke.CMYK.eps
C_marke.svart.eps

Märke mini

C_marke.mini.vit.eps
C_marke.mini.PMS348.eps
C_marke.mini.CMYK.eps
C_marke.mini.svart.eps

Logotyper i eps-format hittar du på www.centerpartiet.se/logotyp
För frågor kontakta Emma Petersson: emma.petersson@centerpartiet.se