

RURAL PACT

Visual Identity Guidelines



RURAL
PACT



Funded by
the European Union

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Name

RURAL

PACT

Rural Vision beans



DOs

- Always use the icon on a white or light background

DON'Ts

- Don't disintegrate the icon into its constituent elements
- Don't stretch or shrink the icon horizontally or vertically
- Don't re-colour the icon - only the four icon adaptations on the following page are allowed

Icon colour schemes



Original



Original
with low opacity



Simplified
version



Simplified
version in B&W

Leelawadee Regular

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

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

0 1 2 3 4 5 6 7 8 9

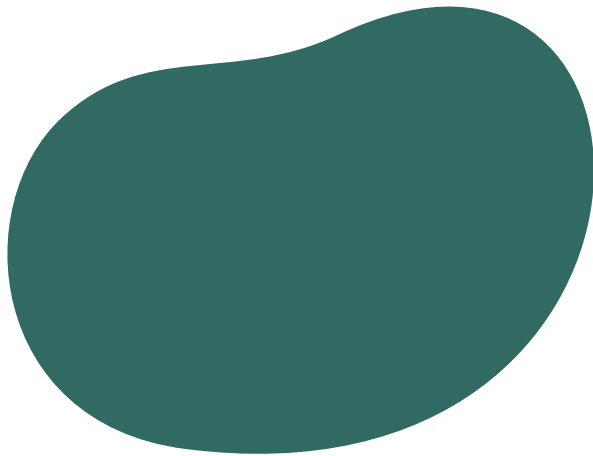
Leelawadee Bold

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

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

0 1 2 3 4 5 6 7 8 9

Rural Pact colours



CMYK:

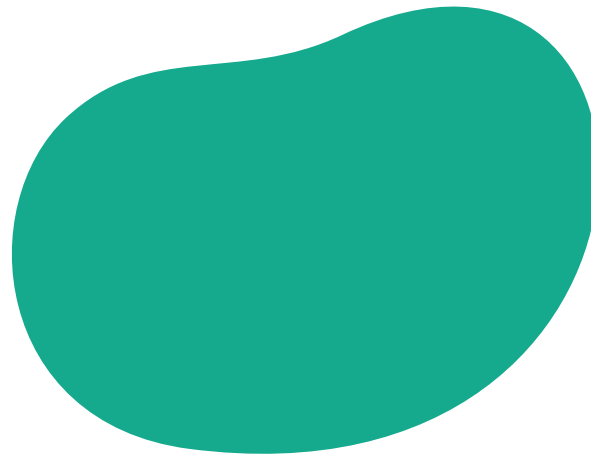
78 - 36 - 57 - 26

RGB:

54 - 107 - 98

HEX:

#366b62



CMYK:

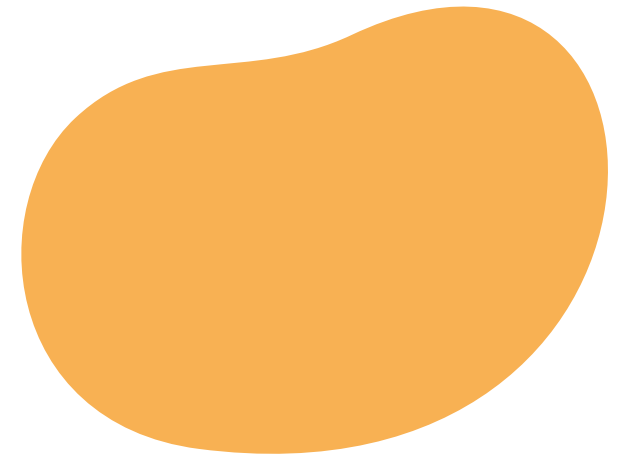
79 - 8 - 56 - 0

RGB:

0 - 163 - 136

HEX:

#00a388



CMYK:

1 - 34 - 77 - 0

RGB:

248 - 181 - 75

HEX:

#f8b54b



Amplifying rural voices and bringing them higher on the political agenda



Structuring and enabling networking, collaboration & mutual learning



Encouraging and monitoring voluntary **commitments to act for the vision**

Rural Pact
folks



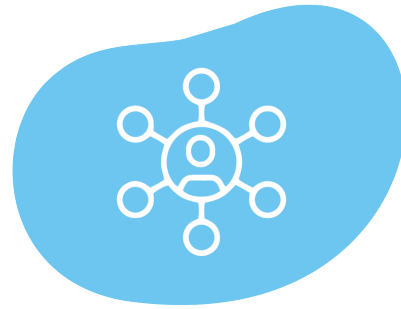
Rural Pact folks



Rural Vision beans



Stronger



Connected

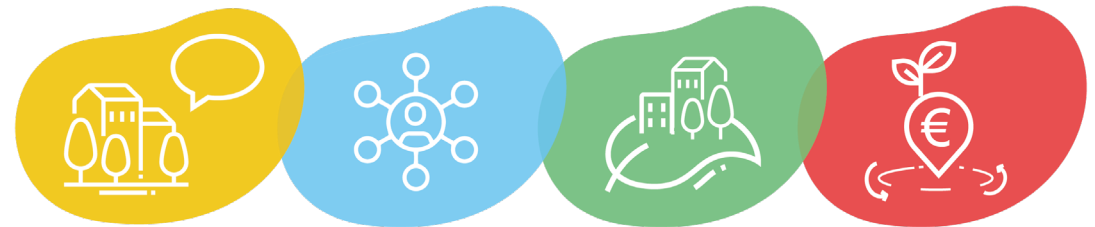


Resilient

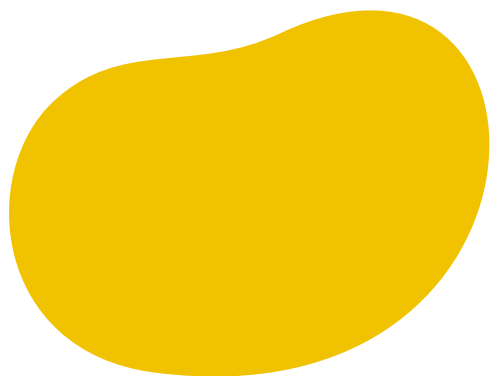


Prosperous

Visual representation of all
four beans joined up



Rural Vision colours



CMYK:

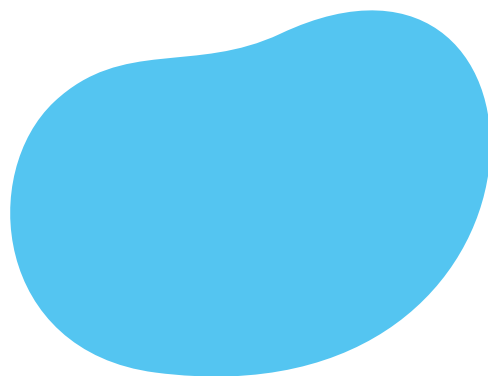
7 - 23 - 100 - 0

RGB:

241 - 194 - 0

HEX:

#F1C200



CMYK:

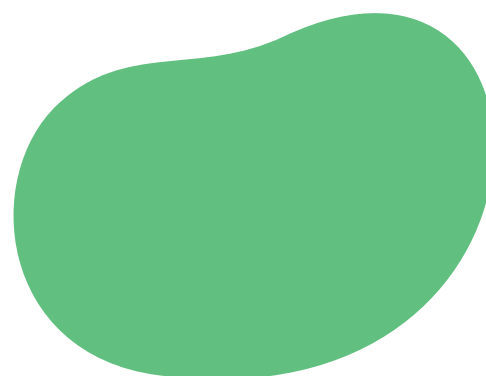
56 - 3 - 0 - 0

RGB:

110 - 198 - 241

HEX:

#6EC6F1



CMYK:

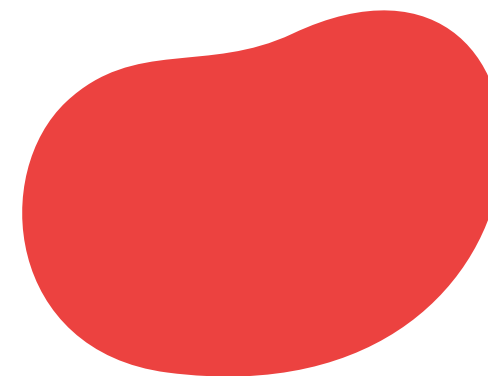
62 - 0 - 67 - 0

RGB:

106 - 185 - 118

HEX:

#6AB976



CMYK:

1 - 89 - 77 - 0

RGB:

230 - 55 - 54

HEX:

#E63736

THANK YOU!

