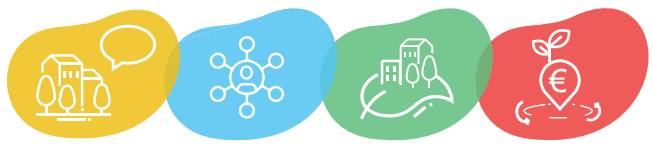


# RURAL PACT

## Visual Identity Guidelines



Funded by  
the European Union

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## Elements

- **Rural Pact text:** font Leelawadee bold, all caps, white (R: 249 G: 248 B: 242) or dark green (R: 54 G: 107 B: 98)
- **Block colour:** dark green (R: 54 G: 107 B: 98) or white (R: 249 G: 248 B: 242)

## DOs

- Use the variations of the visual on the following page interchangeably, as best suited to the layout of your output or image.
- Use the green visual on a white or light background.
- Use the white visual on a dark background or on top of an image.

## DON'Ts

- Don't recreate the visual, using a different font, nor colours.
- Don't stretch or shrink the visual horizontally or vertically.
- Don't re-colour the visual - only the variations on the following page are allowed.

Visual variations

**RURAL**  
**PACT**

Green background,  
left aligned

**RURAL**  
**PACT**

Green background,  
right aligned

**RURAL PACT**

Green background, horizontal

**RURAL**  
**PACT**

White background,  
left aligned

**RURAL**  
**PACT**

White background,  
right aligned

**RURAL PACT**

White background, horizontal

## 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

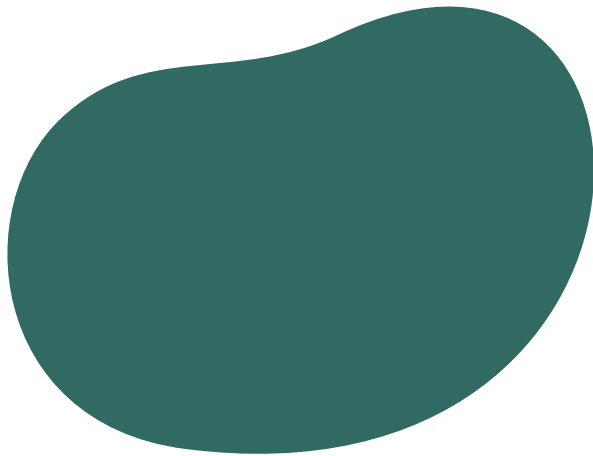
## Leelawadee Bold

**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:**

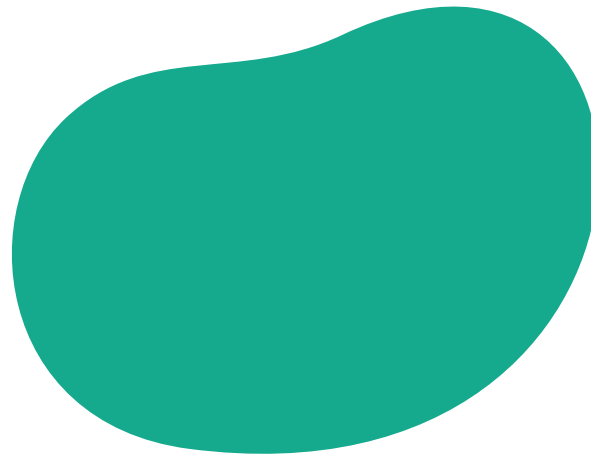
78 - 36 - 57 - 26

**RGB:**

54 - 107 - 98

**HEX:**

#366b62



**CMYK:**

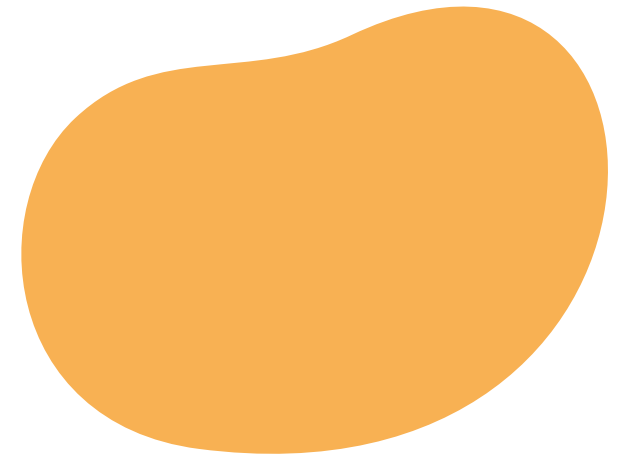
79 - 8 - 56 - 0

**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





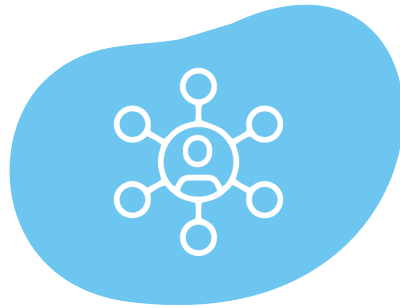
## Rural Pact folks



## Rural Vision beans



Stronger



Connected

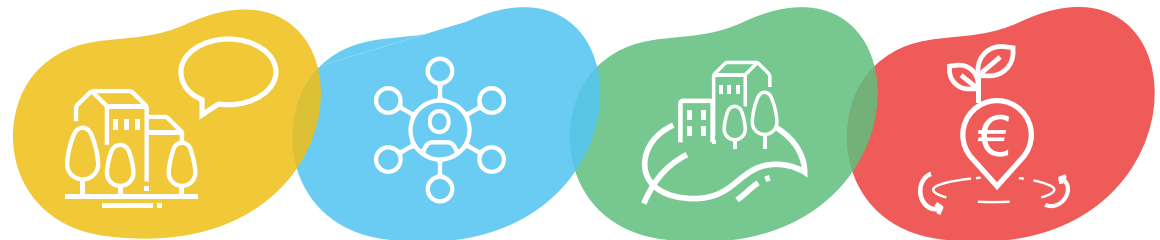


Resilient

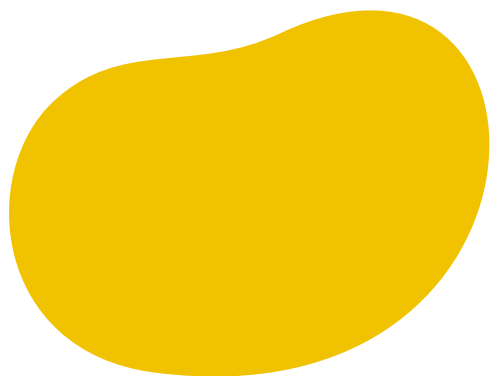


Prosperous

Visual representation of all  
four beans joined up



## Rural Vision colours



**CMYK:**

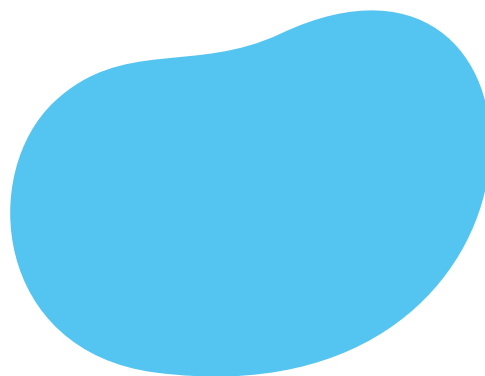
7 - 23 - 100 - 0

**RGB:**

241 - 194 - 0

**HEX:**

#F1C200



**CMYK:**

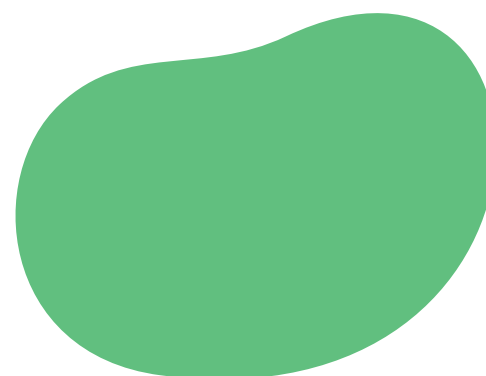
56 - 3 - 0 - 0

**RGB:**

110 - 198 - 241

**HEX:**

#6EC6F1



**CMYK:**

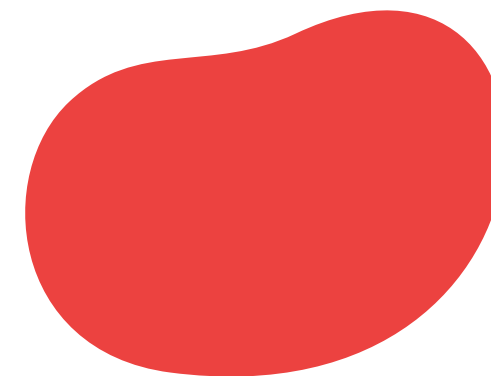
62 - 0 - 67 - 0

**RGB:**

106 - 185 - 118

**HEX:**

#6AB976



**CMYK:**

1 - 89 - 77 - 0

**RGB:**

230 - 55 - 54

**HEX:**

#E63736

**RURAL  
PACT**

**THANK YOU!**



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