

JPND Logo Rules

- The JPND logo is not copyright protected. We request that all users of the JPND logo follow the third party guidelines outlined below.
- ***JPND logos may be used by third parties provided:***
 - this is not likely to imply that the user is acting on behalf of JPND when they are not
 - this is not linked to aims or activities incompatible with the objectives of JPND
 - a request for permission of use is made by email to karin.yeo@jpnd.eu , copying secretariat@jpnd.eu
- The logo should not be altered in anyway or created from scratch, to avoid changing the relationship and relative size of type and graphic.
- If you do not have a copy of the logo, do not attempt to reproduce it. The logo downloads are available from the JPND website www.neurodegenerationresearch.eu
- All of the JPND master logos and support graphics are available on request by emailing Karin Yeo at karin.yeo@jpnd.eu . The logo pack contains artwork in various file formats: EPS (Pantone / CMYK / B&W), GIF and JPEG (RGB / B&W).
- ***The JPND logo should appear in a prominent position on all JPND-branded communications:***
 - **For publicity packs, brochures and material**
 - The full colour JPND logo should appear on all front covers. We recommend that it is positioned in the top right hand area. The JPND logo should also be used on the back cover as a sign-off and the clear space should be observed.
 - **For websites**
 - The logo should always appear in full on the web page. The full colour logo should be positioned well within the area viewable by a browser window set at 800x600 pixels and should function as the link to the JPND website. When more than one logo is applied, the clear space must be observed.

The Logo

- There are two versions of the JPND logo, and either must be used unmodified as a single graphic unit.

2 Versions



JPND logo colour on white



JPND logo black

Logo Colours

RGB values of JPND logo:

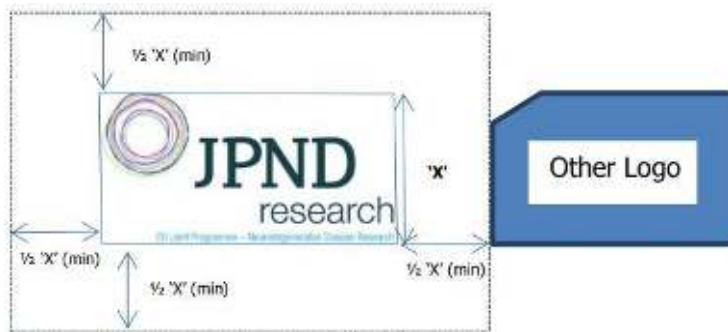
- Dark Navy/Green: R36 G56 B65 (Pantone Reference = Pantone 547)
- Blue: R0 G167 B232 (Pantone Reference = Pantone Process Cyan)
- Lime Green: R213 G219 B49
- Pink: R227 G27 B136

Logo Typefaces:

- The “JPND” acronym font was created and adjusted specifically for the logo. It is not available for use in any other format
- The font on the ‘research byline’ is Century Gothic.
- The font on the byline ‘EU Joint Programme - ...’ is Helvetica Neue LTPro.

Logo Clearspace:

The 'clearspace' defines the minimum area that must be left clear around the logo, no text, graphics or other logos should appear within this boundary. Clearspace is scaled in proportion to the logo size. This diagram illustrates how the clearspace should be calculated.



Sizes/Scaling:

The Full logo must not be used smaller than 32mm wide in multiple colours. The logo must never be vertically or horizontally scaled. 32mm 32mm $\frac{1}{2}$ 'X' (min) $\frac{1}{2}$ 'X' (min) 'X' $\frac{1}{2}$ 'X' (min)

