



ATHENS NETWORK
ADVANCED TECHNOLOGY
HIGHER EDUCATION NETWORK

LOGO USAGE GUIDELINES

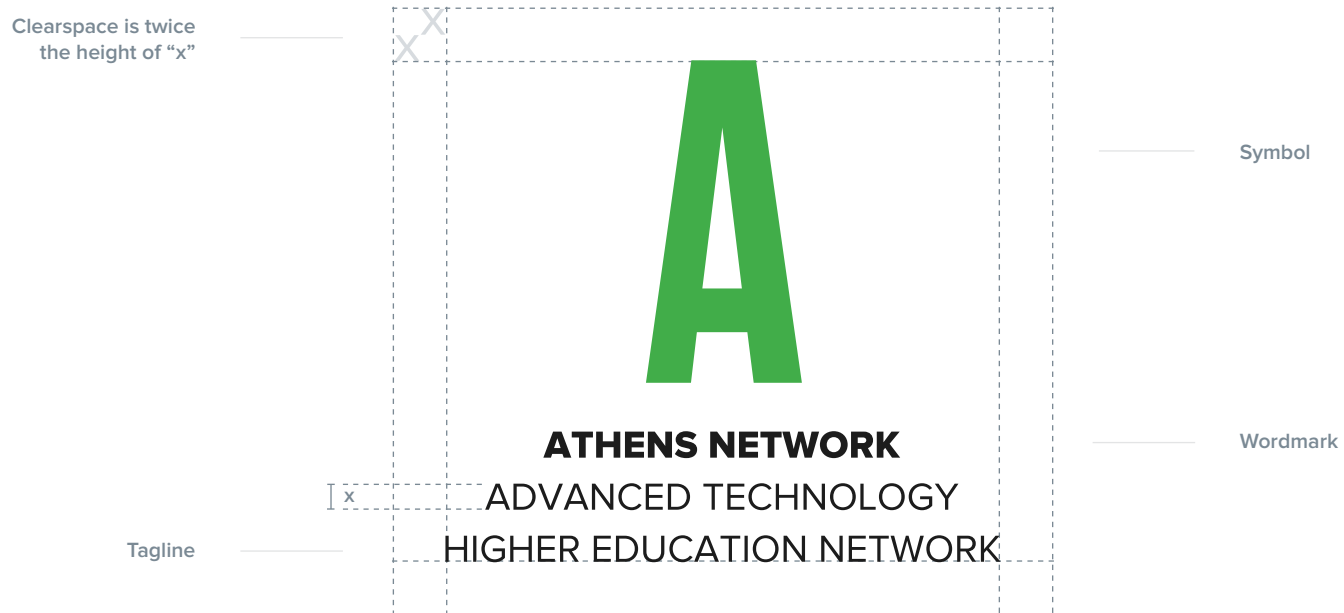
THE IDEA BEHIND THE ATHENS NETWORK VISUAL IDENTITY

The Athens Network is international and multicultural. The language is one of the most characteristic aspects of any culture, and will be experienced by all participants in the program. The Athens Network visual identity is based in this idea: to show multiculturalism through language.

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THE ANATOMY OF THE ATHENS NETWORK LOGO

You can use any variation of the logo included in this media kit in any color, but make sure that there is enough contrast between the logo and the background. Also keep in mind you need to use a minimum clearspace of two times the size of the letter “A”.



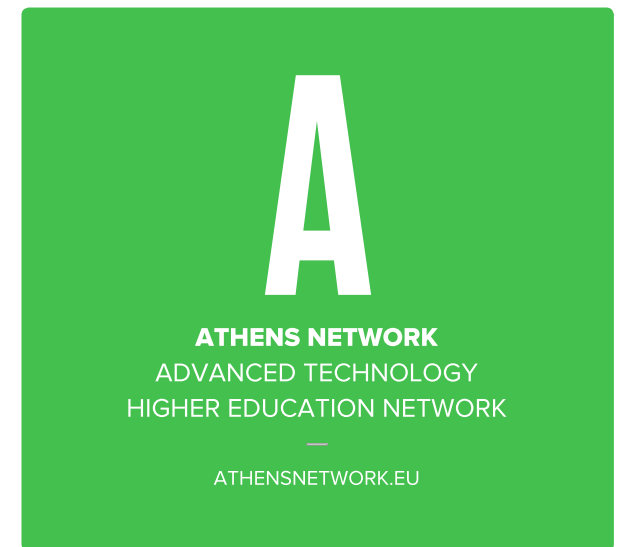
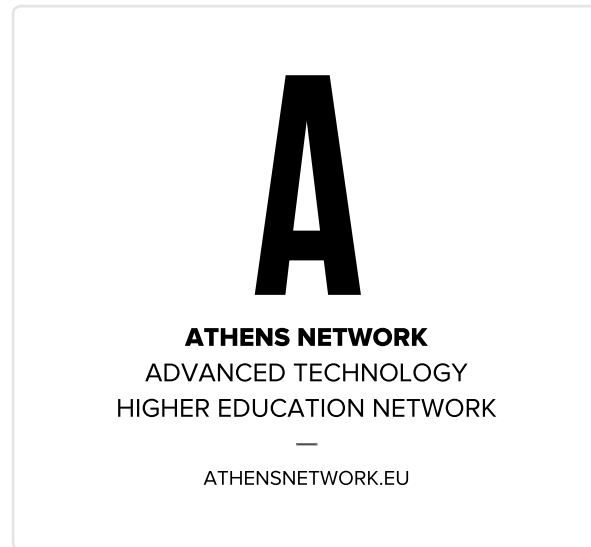
Minimum size:
print: 1 inch / web: 190px

LOGO VARIATIONS AND WHEN TO USE THEM

There are some rules that apply when using the Athens Network logo. See the following pages to find out more.

SYMBOL + WORDMARK + SLOGAN + WEBSITE

Use in large areas in print and web documents to introduce users to the Athens Network and when the logo is the main graphic element.



SYMBOL + WORDMARK + SLOGAN

Use in documents where you want the logo as the main graphic element.



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WORDMARK + SLOGAN

Use in documents when you need to give a context of what is the Athens Network.

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WORDMARK

Use when you need to refer to the Athens Network
but you don't want the logo to be prominent.



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CASES OF INCORRECT USE



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Don't use a
different typeface.



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Don't change the letter "A".



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Don't stretch, distort
or rotate the logo.



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Don't add dropshadows
or glows.

BACKGROUND IMAGES

Correct use of images

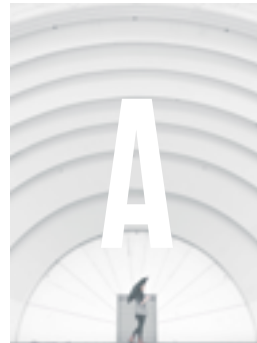
Use the logo with uncluttered background images with a good contrast ratio.



Incorrect use of images



Don't use a cluttered image and make sure the logo has a proper contrast with the image.



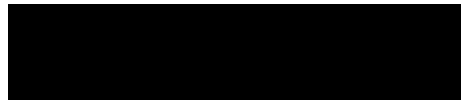
RECOMMENDED COLORS

Although you can use any color you want for the logo, we recommend the following color palette.



HEX	CMYK	RGB
#43C04D	70 0 94 0	67 192 77

For the "A" symbol or as background color.



HEX	CMYK	RGB
#000000	75 68 67 89	0 0 0

For the wordmark and the slogan.



HEX	CMYK	RGB
#9b9b9b	42 34 35 1	155 155 155

For the website address.

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