



LOGO USAGE: GUIDELINES

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1. CEI Logo usage guidelines



The logo of the Central European Initiative (CEI LOGO) is protected. The CEI will pursue cases of abuse and fraudulent use of the logo.

The logo of the Central European Initiative may be used by third parties subject to the following terms and conditions: the CEI LOGO may be used only if permission is requested and granted before the logo is used; it is to be used in connection with objectives or activities which are compatible with the aims and principles of the Central European Initiative.

When displaying the CEI logo, please follow our standard guidelines below:

1.1. CEI logo

The CEI visual identity consists of a logo and the accompanying words “Central European Initiative” The CEI logo block (logo and accompanying words) can be used in its two variants, Horizontal and square:

Horizontal	Square
<p data-bbox="165 1758 651 1789">Standard blue + neutral background logo</p> 	<p data-bbox="810 1758 1295 1789">Standard blue + neutral background logo</p> 

1.2. Font and Colour options

The letter font of the accompanying words is: Trade Gothic Condensed Bold No. 20
The colour options for the CEI Logo are identified below.

- RGB codes should be used for web, audio-visual material, etc.
- CMYK codes should be used for printed materials.

RGB



CMYK



Logo colour options



1.3. Language

The CEI logo, in all its variants, is available for use in the official CEI language, i.e. English. The accompanying words of the logo - “Central European Initiative” cannot be translated into other languages.

1.4. Positioning of the logo

The CEI logo can be used alone or in combination with other logos. If used with other logos, the preferred option is to place the CEI logo in the top left corner of a composition (lower right corner)

2. Who can use the CEI visual identity?

The CEI logo may be used by individuals and NGOs/non-profit organisations for any promotional activities aimed at increasing awareness of the Organisation, provided that these activities are consistent with the aims and principles of the CEI and not contrary to public order, morals or human rights and/or are co-financed by the Organisation.

These logos cannot be used without the permission of the CEI Secretariat.

3. How to obtain permission to use the CEI logo

For guidance and/or to request a high-resolution image for quality printing. To obtain permission to use the CEI logo, please send *Waiver of Liability* (Annex 1) to the CEI Secretariat at info@cei.int.

For additional information or to obtain the High-Resolution Logo in .eps or other formats please contact info@cei.int.

4. Misuse of the logo

All logo users are to maintain the core design of the logo and accompanying words when they develop communication materials such as a letterhead, websites, brochures or posters.

The CEI logo should not be modified in any part, i.e. it should not be stretched, adapted using different colours or wrong colour options. The accompanying words of the logo should not be modified in any way.



Annex 1

Waiver of liability

The undersigned acknowledges that in using the high resolution CEI logo as explained in its submission dated _____ to the CEI-Executive Secretariat:

- a. The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The CEI does not assume any responsibility for the activities of such entity.
- c. The entity shall hold harmless and defend the as a result of the use of the logo.

Signed: _____

Date: _____