

**VALEU-X** | Virtual Albanian European Universities Exchange | **LOGOTYPE GUIDELINES**

PRIMARY LOGO WITH PAYOFF



## PRIMARY LOGO VARIATIONS

Valeu-x logo can stand out against a dark background. It can also appear in a greyscale color in instances where legibility is a concern.



## SECONDARY LOGO AND VARIATIONS

Valeu-x logo can stand out against a dark background. It can also appear in a greyscale color in instances where legibility is a concern.



## COLOR OVERVIEW

Valeu-x colors are defined in two color spaces. In order to use it correctly, it is important to choose the right color space:

**CMYK** colors are defined for print materials.

**RGB** colors are defined for screen and web applications such as internet, intranet or various digital applications.



**RGB** 148, 148, 153



**RGB** 64, 64, 66



**RGB** 209, 59, 36



**RGB** 247, 153, 0



**RGB** 102, 175, 255



**RGB** 60, 108, 238



**CMYK** 0, 0, 0, 50



**CMYK** 0, 0, 0, 90



**CMYK** 12, 91, 100, 0



**CMYK** 0, 47, 100, 0



**CMYK** 53, 20, 0, 0



**CMYK** 78, 55, 0, 0

## TYPEFACE

The chosen font is the Helvetica Neue Lt Std.  
It has been selected due to its highly recognizable,  
timeless style, with simplicity, formal rigor and a  
wide variety of weights and styles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ Helvetica Neue Lt Std | 45 LIGHT  
abcdefghijklmnopqrstuvwxyz  
0123456789 (?”:;)]/&@#.,!

ABCDEFGHIJKLMNOPQRSTUVWXYZ Helvetica Neue Lt Std | 55 ROMAN  
abcdefghijklmnopqrstuvwxyz  
0123456789 (?”:;)]/&@#.,!

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** Helvetica Neue Lt Std | 75 BOLD  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 (?”:;)]/&@#.,!**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** Helvetica Neue Lt Std | 85 HEAVY  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 (?”:;)]/&@#.,!**

## LOGO SIZE

It is only permissible to change the logo by scaling it proportionally; three-dimensional or distorting changes are strictly prohibited.

When using the primary logo with dimensions below 40 mm in width, the payoff must be on two lines.



NO



YES

