



GRAPHIC GUIDELINES



Welcome to our visual guidelines !

The graphic guidelines set out the rules of construction and usage of the visual identity of CIVIS, it defines the standardisation of all communication tools.

The rigorous application of these guidelines must permit the development of a coherent image.

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01

About Colors

CMJN 95 / 60 / 35 / 25
RVB 3 / 77 / 108
HEX 034d6c

CMJN 50 / 20 / 60 / 10
RVB 137 / 161 / 116
HEX 89a174

CMJN 30 / 0 / 60 / 0
RVB 197 / 217 / 132
HEX c5d984

CMJN 0 / 15 / 55 / 0
RVB 255 / 220 / 136
HEX ffdc88

CMJN 20 / 70 / 50 / 15
RVB 182 / 92 / 95
HEX b65c5f

CMJN 15 / 60 / 40 / 10
RVB 200 / 118 / 120
HEX c87678

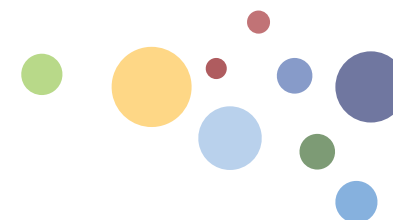
CMJN 45 / 20 / 0 / 0
RVB 151 / 185 / 226
HEX 97b9e2

CMJN 60 / 50 / 15 / 5
RVB 118 / 122 / 165
HEX 767aa5

CMJN 45 / 30 / 0 / 5
RVB 148 / 164 / 208
HEX 94a4d0

CMJN 25 / 10 / 0 / 0
RVB 200 / 217 / 241
HEX c8d9f1

*Use CMYK values for printed output.
 Use RVB values for digital outputs.
 Use HEX values for web output.*



02

About Typography

Raleway Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Raleway Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Raleway Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Semi Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Raleway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Raleway Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

civis

Europe's Civic University Alliance

Raleway Bold

Raleway Light

Europe's Civic University Alliance

Europe's Civic University Alliance



Raleway Bold

Raleway Semi Bold

Raleway Regular - qui natiore ssinvel laboribus, odignam aut explabori consed quaeribus sime aut eumqui doluptatet landae dolorum faccae sit asped quo magnihit eius, sitatur reped maiorum quis consecatet es eumquassint que iur?

Odit etur, officim vel is sunt eosam, voloris autatia consed magnam, quatis esti qui con etur sum volorestion eari sequas et ut aut aboremp oreperi aestrum explaborecto quia ne con net utas pere, imagnihit aut eaquam, odit hillupt umendiat.

Otat incipitibus aperum fuga. Bo. Ut a idempe cullor alita necus quam, ipide voloreserem quia dolupta prae et utem faciaessi ut aute ipsus et optatus andicadet aut aspisqui temporr ovidentem fugia eic tem et quae sam, occus que pratium vellor sim corrum ilistib earume voluptatur, ut volescime mod qui quaeritatur abor aut quist lit fugit, is rest undam quunt doloritae audit voluptatur?

Tur, tore eatur? Ra conseditas non expla sinim reperita sequis perum simpore pe di beat volorit acepel modio corpor sendanim id quo moluptum arcidebit.

Raleway Italic - Im fugit fuga. Ut ento occus.

Ota di coreriam quiamus daessin ctatem aut destrumquas aborepedis excest omnisitunt vide non nimagnam accum aut landis undignis ut.

03 About Logotype

Minimum logo sizes

A minimum size is specified to ensure an optimum legibility of the logotype.

Print 40 mm L
Textile 70 mm L
Web 100 px L



Protection zone

The minimum spacing around the logo is determined by the height of the letter « X ». Do not insert any graphic elements or text in this area.



Prohibited uses



Distort the logo



Using a wrong color



Change a typography



Change orientation



Moving an element



Monochrome logo

Black/White logo



Logo versions

There are two possible versions :

On white background, or on light picture, the logo will be **blue**.



Light logo

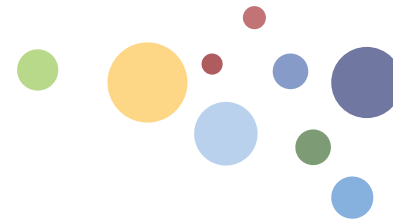
Sometimes, when the visuals are too small, the tagline will be unreadable. We can therefore use the simplified version of the logo.



On colored background, or on dark picture, the logo will be **white**.



04 About Graphic Elements



Color bubbles

Color bubbles can be used to illustrate all types of visuals. You can change the size of these, but never the colors.

