

**EFPA**  
GRAPHIC IDENTITY  
GUIDELINES

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This manual is created to guarantee that all agents linked to EFPA make the appropriate use of its corporate identity.

The manual meets the standards of design and corporate identity necessary for the unified and consistent use of the brand. It establishes the use of logos, fonts and official colours. Thus, any project or program can continue to produce publications and other corporate material that shall be ruled by the graphic guidelines here mentioned.

Our commitment is to position EFPA globally in a unified and consolidated way. We invite you to use this manual and we request your cooperation in the implementation and care of our corporate identity.

Thank you

**EFPA** LOGOTYPE



Logo created on a geometric structure, specifically on a grid base, to ensure a balanced, proportional and harmonious outcome.



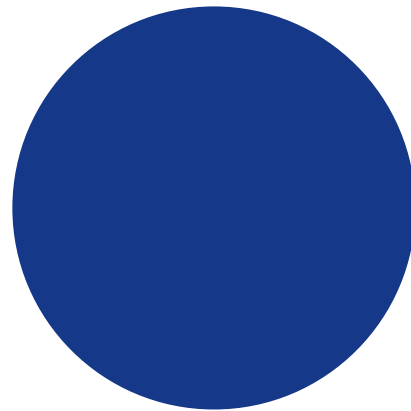


GOTHAM BLACK

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

GOTHAM BOLD

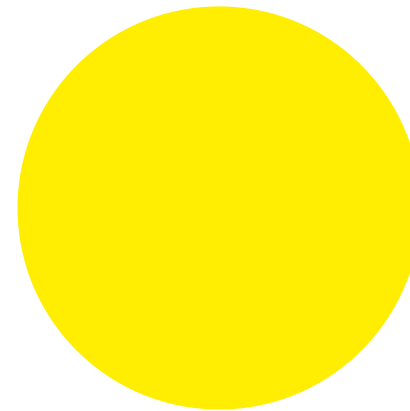
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**



**Process Colour (CMYK) Coated**  
C100, M95, Y2, K10

**Pantone Coated**  
Pantone 2748C

**Screen RGB (0-255)**  
R0, G24, B113



**Process Colour (CMYK) Coated**  
C0, M1, Y100, K0

**Pantone Coated**  
Pantone Yellow C

**Screen RGB (0-255)**  
R254, G221, B0





The aim is to have different formats of the logo in order to make it adaptable to all kinds of circumstances. We need to make sure that the logo is always legible and aesthetic.

The differences between formats are so subtle so as to keep EFPA's identity strokes, and no matter which version is used; it will always be recognisable as EFPA's logo.



**Positive version:** To use with bright backgrounds

**Negative version:** To use with dark backgrounds



**Positive version:** To use with white backgrounds

**Negative version:** To use with black backgrounds



**Positive version:** To use with bright backgrounds

**Negative version:** To use with dark backgrounds



**Positive version:** To use with white backgrounds

**Negative version:** To use with black backgrounds



Have the option to choose the adequate format according to the needs of sizes or other requirements, always maintaining EFPA's identity image.



**EFPA COUNTRY LOGOTYPE**



These are the logotypes of all EFPA's current country members.

In order to optimize legibility, a larger version of the country logo has been created. This "Large Country Logo" will apply to countries with long names, current (United Kingdom, Czech Republic and Deutschland) and future ones. The rest of countries will remain with the "Standard Country Logo".







Logos created on a geometric structure, specifically on a grid base, to ensure a balanced, proportional and harmonious outcome.

These structures show how the “Large Country Logo” maintains the proportions with the “Standard Country Logo”.

Example here shown: Danmark and United Kingdom, as the longest country names of the standard and larger logo sizes respectively, respect the original alignment. The X defines the space between the corners of the country name and the blue margins.



We will use the Spain version as example to illustrate how country logotypes work.





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50 mm



30 mm



20 mm



12 mm



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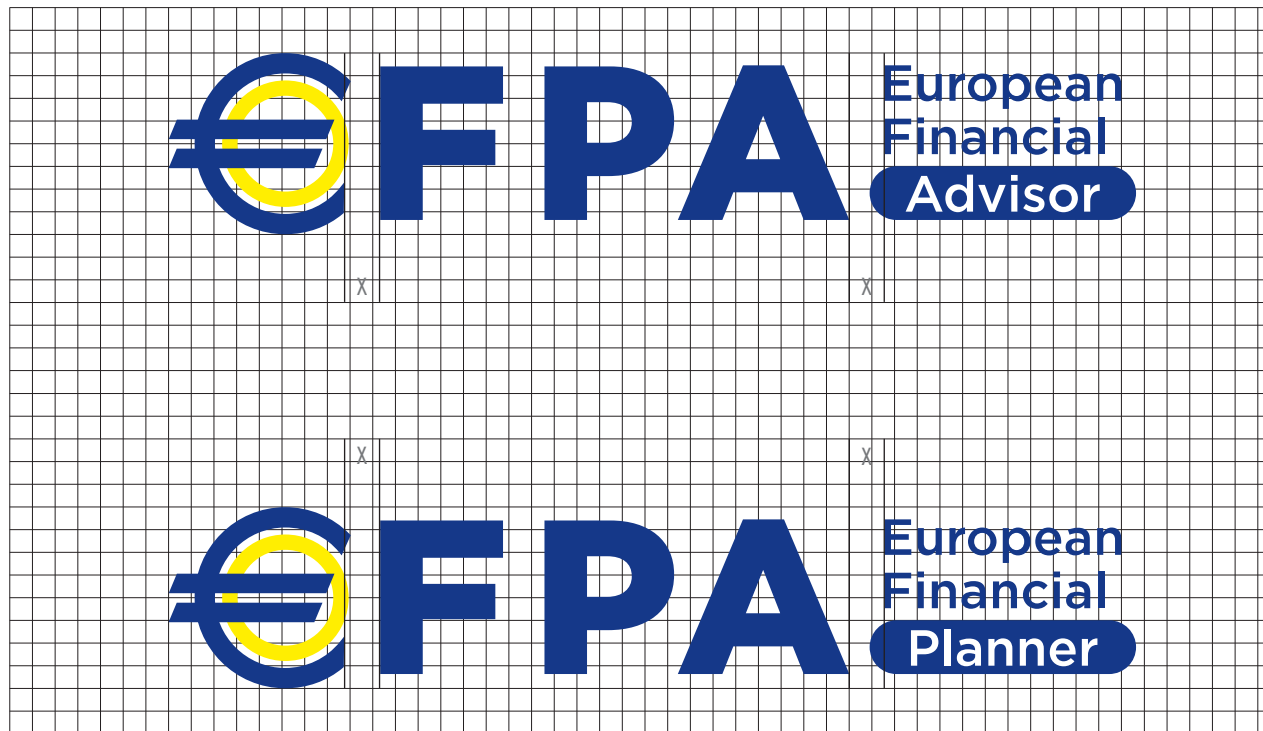


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# **EFA & EFP** LOGOTYPES



Logos created on a geometric structure, specifically on a grid base, to ensure a balanced, proportional and harmonious outcome



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**Negative version:** To use with dark backgrounds



**Positive version:** To use with white backgrounds

**Negative version:** To use with black backgrounds





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### DEFINITION

EFPA European Financial Advisor (EFA)

European Financial Advisor EFPA

EFPA European Financial Planner (EFP)

European Financial Planner EFPA

### CURRICULUM

David Smith is an EFPA European Financial Advisor certificate holder.

David Smith, EFPA European Financial Advisor.

David Smith, EFPA EFA.

David Smith is an EFPA European Financial Planner certificate holder.

David Smith, EFPA European Financial Planner.

David Smith, EFPA EFP.

### WRITTEN TRADEMARK

EFPA European Financial Advisor (EFA)

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