SALTO

Visual identity guidelines

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Our logo is the key element of our identity. The signature is the combination of the word SALTO, and a dot upon a letter “T” (which symbolizes a person successfully landing on their feet after skilled performance).

Please note:
Never change the proportions of the logo vertically or horizontally, or alter the appearance in any way.

SALTO

Skilled performance ...

Success!

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CLEAR SPACE

Wherever the logo is used, it is recommended that it be surrounded with clear space to ensure optimal visibility. No graphic elements of any kind should invade this zone.

LOGO MINIMUM SIZE

For the sake of visibility, the width of the logo must not be wider than 10 mm, or 80 pixels.

10 mm / 80 pixels
(print / screen)

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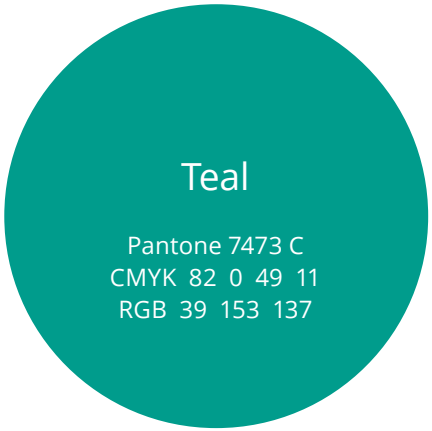
PRIMARY COLOURS

Recommended to use in most cases.

SECONDARY COLOURS

Used occasionally – depending on needs or on the tone of communication.



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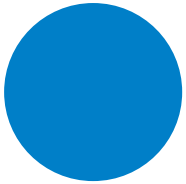
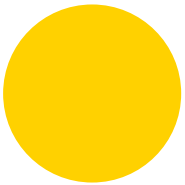
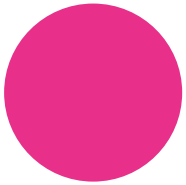
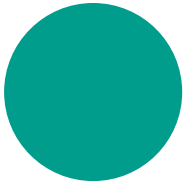
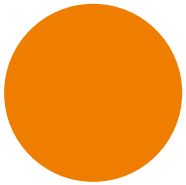
PRIMARY COLOURS	Colour psychology	When to use
	**Blue** is associated with trustworthiness and reliability.	**Blue** is recommended for use in most open SALTO communications. Use it when the tone of voice needs to express loyalty, strength, wisdom and trust.
	**Yellow** is optimistic, playful, and happy. It can also be associated with mental clarity and intellect.	**Yellow** is used in the dot of the SALTO logo and in corporate graphics dots. Do not use yellow as a background colour or in any other way.

SECONDARY COLOURS	Colour psychology	When to use
	**Magenta** is known as a colour of harmony and balance.	**Magenta** is best used in communication to encourage compassion, to bring a bolder tone to social events, and for communication.
	**Teal** represents open communication and clarity of thought.	**Teal** is best used in calm, more sophisticated/elegant communication. Use it in lower and less emotional tones of communication.
	**Orange** is thought to be uplifting, to encourage socializing, and to inspire productivity.	**Orange** is best used in situations where the wish is to capture attention, or in communication, in order to convey a sense of fun and energy.

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Logo ver. 1
Blue and yellow logo with transparent background

Usage:
Main SALTO events

Logo ver. 2
Yellow and magenta logo with transparent background

Usage:
Occasionally

Logo ver. 3
Yellow and teal logo with transparent background

Usage:
Occasionally

Logo ver. 4
Yellow and orange logo with transparent background

Usage:
Occasionally

Logo ver. 5
Black and white logo with transparent background

Usage:
When it is not technically possible to use the colour logo

Logo with background
Usage: when logo needs to be placed on a detailed photo or graphics

The logo colour versions are a combination of primary and secondary colours.
Do not use any colours besides the corporate colours.

Black: C0 / M0 / Y0 / K100
Gray: C0 / M0 / Y0 / K50

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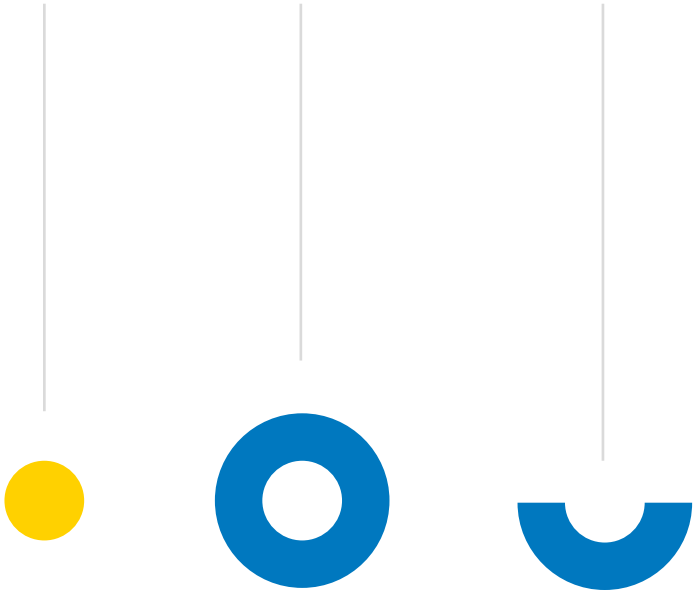
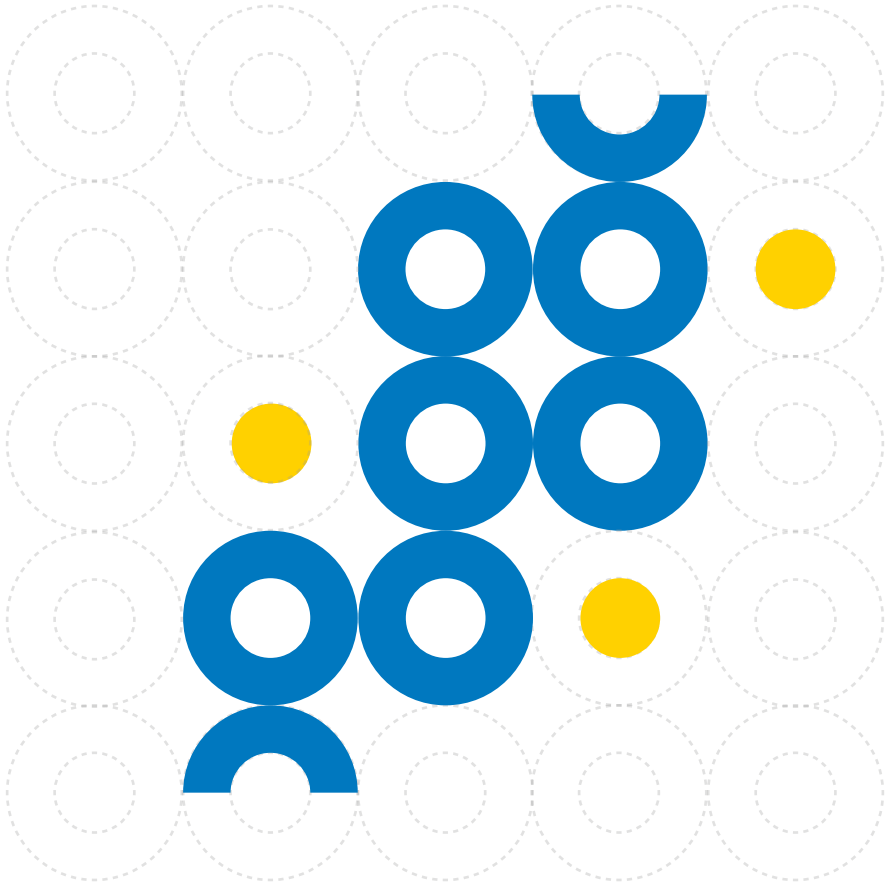
The corporate pattern supporting the logo is a combination of:

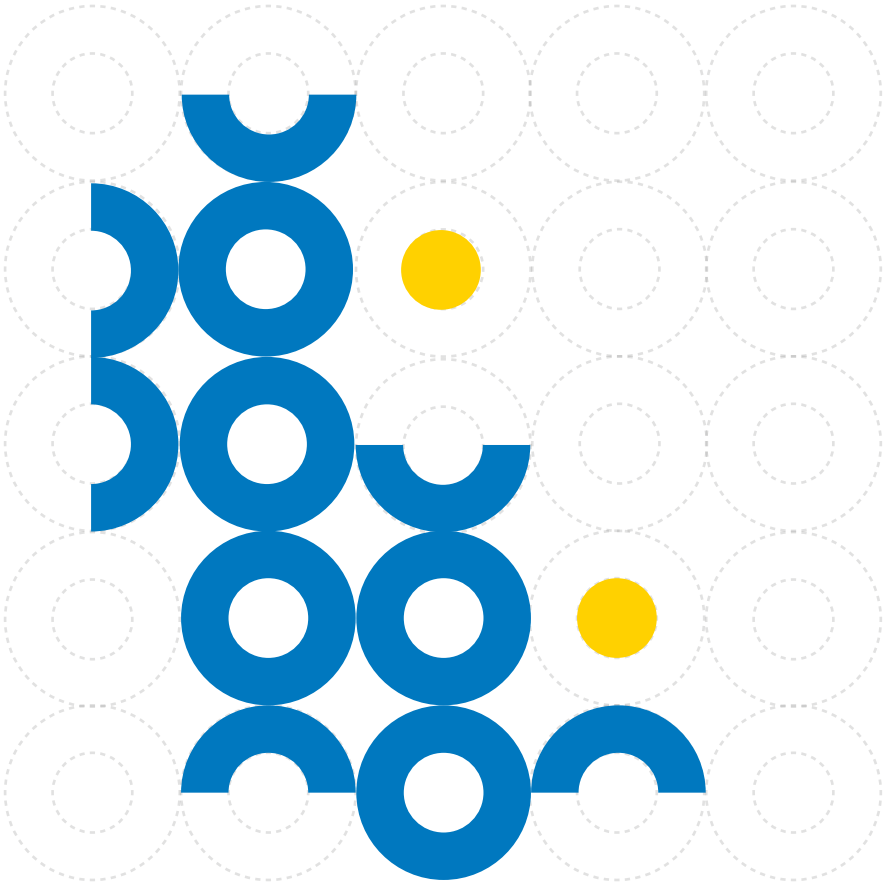
a dot **an outlined circle** **an outlined semicircle**

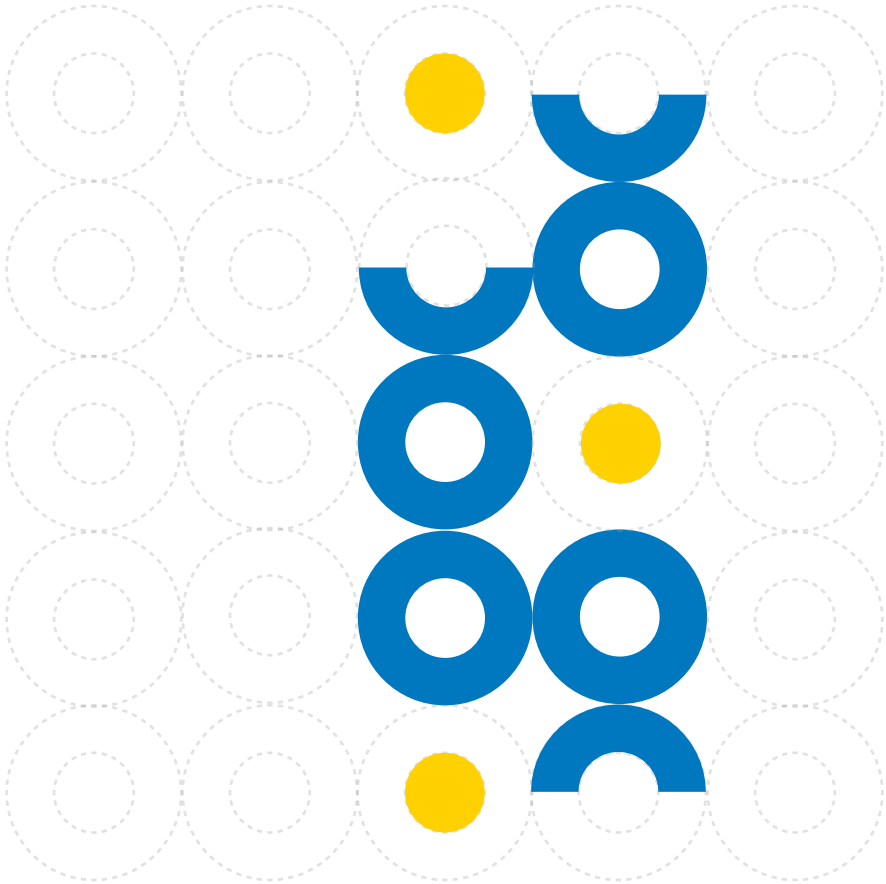


The outlined circle and the outlined semicircle represent people, and the dots represent SALTO Research Centres.

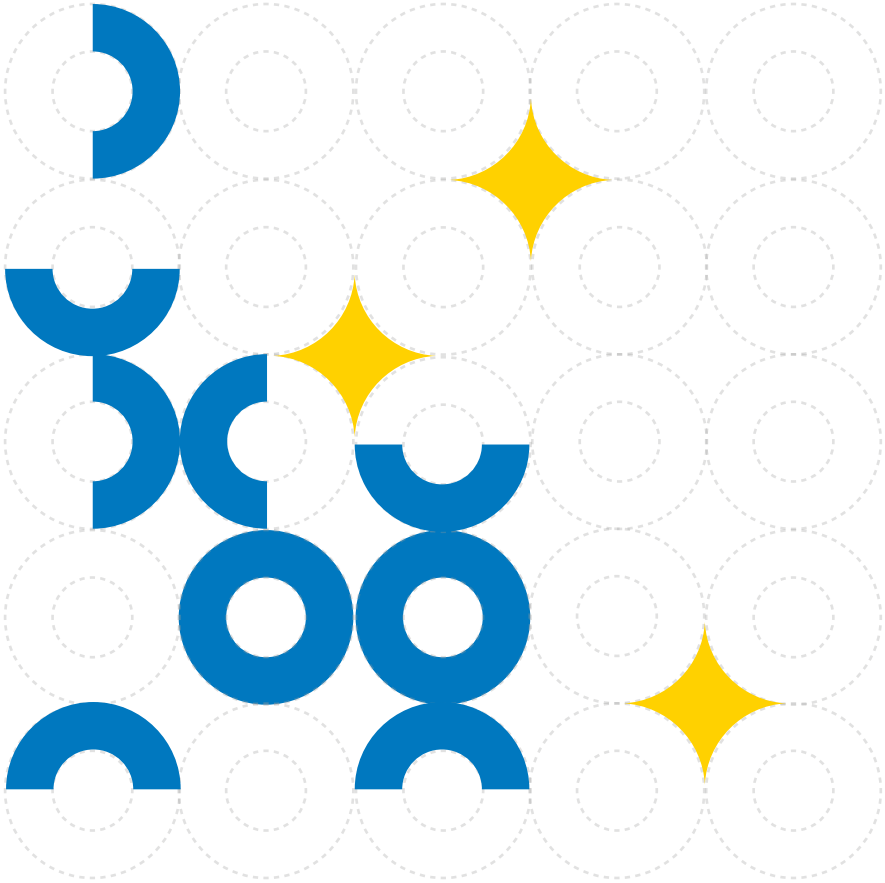


The combination of these elements allows for the creation of suitable dynamic patterns for different formats and compositions.





Please note:
The proportions between graphic elements must remain as shown in the scheme.



Extras
If the corporate pattern needs some additional playfulness going forward, there is an opportunity to develop the pattern further by redesigning some elements. Redesigned elements must follow the grid shown upon the scheme.

For example
For a festive event.

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People:
The focus is on a person and their emotions. Emotions can vary from calm friendliness to mild expressions.

Background:
To focus more on a person or people, please use a background that is a single color, with a clear tone. This can also be used when the surrounding environment is out of focus or blurred.

Light:
Natural white light, soft shadows.

People:
The focus should be on a person and their genuine emotion.

Background:
The surrounding environment should be out of focus or blurred.

Light:
Natural with a warm undertone.

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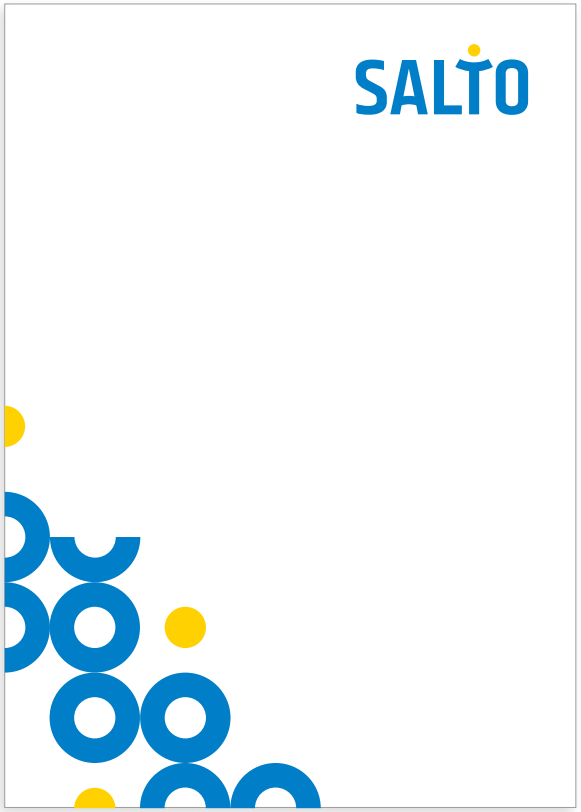


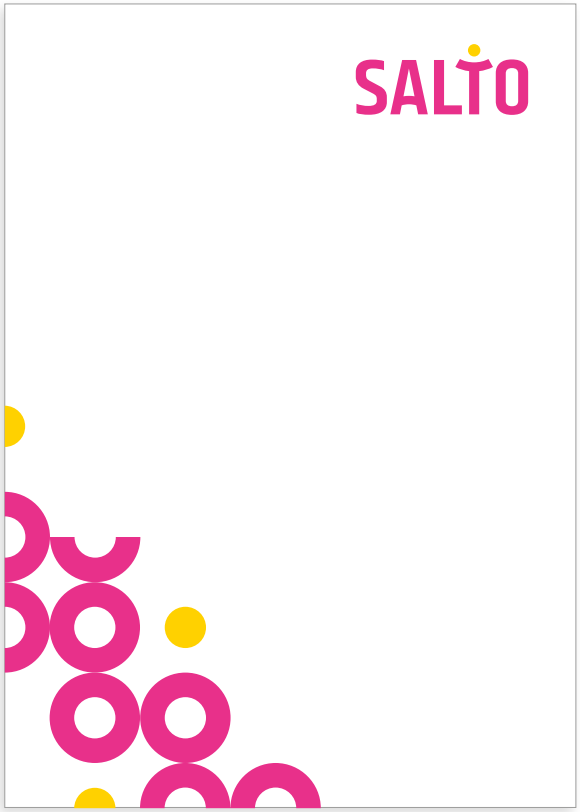
A combination of blue and yellow
on a white background

A combination of yellow and white
on a blue background

A combination of yellow and white
on a photo background

Please note:
Between all combinations there must remain enough strong contrast between the corporate graphics (logo and pattern) and the background (a photo or illustrated graphics).

The colour of the pattern shape is comprised of SALTO logo colours which are being used at this time. Do not use any other colours besides the corporate colours.



A combination of magenta and yellow on a white background

A combination of yellow and white on a magenta background

Please note:
Between all combinations there must remain enough strong contrast between the corporate graphics (logo and pattern) and the background (a photo or illustrated graphics).

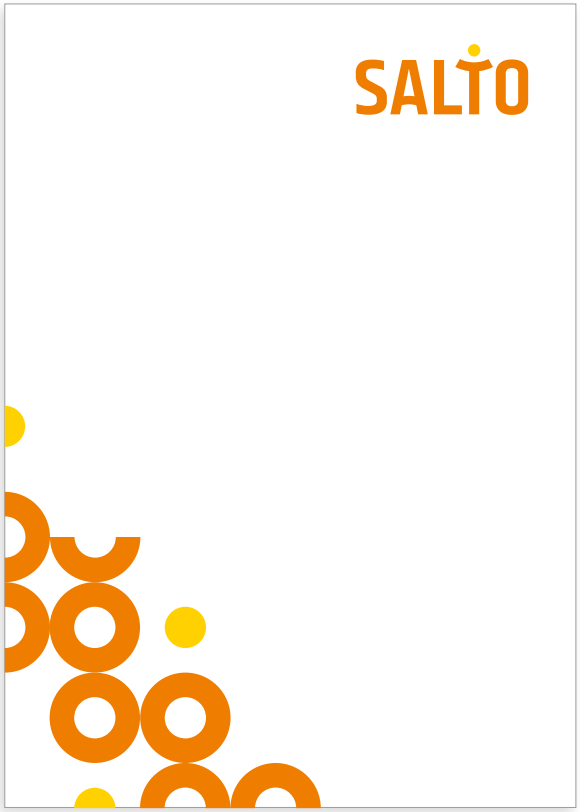
The colour of the pattern shape is comprised of the SALTO logo colours being used at this time. Do not use any other colours besides the corporate colours.

A combination of teal and yellow
on a white background

A combination of yellow and white
on a teal background

Please note:
Between all combinations there must remain enough strong contrast between the corporate graphics (logo and pattern) and the background (a photo or illustrated graphics).

The colour of the pattern shape is comprised of the SALTO logo colours which are being used at this time. Do not use any other colours besides the corporate colours.

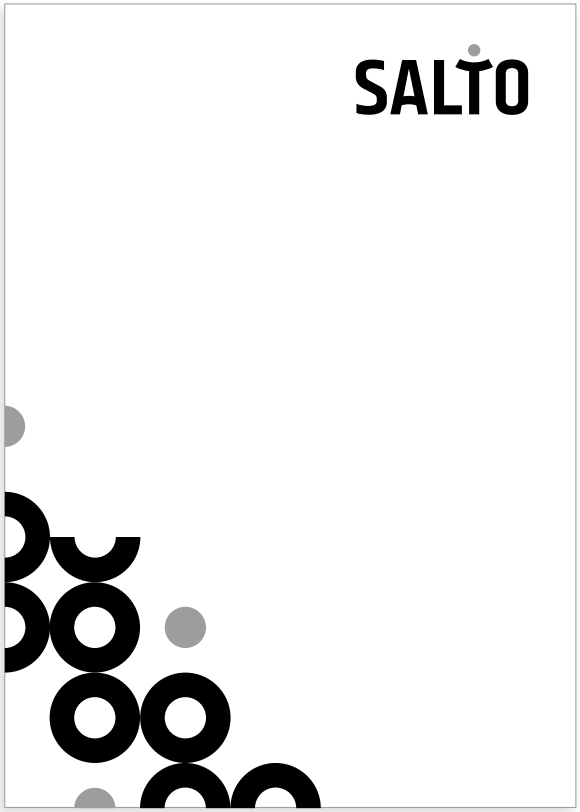


A combination of orange and
yellow on a white background

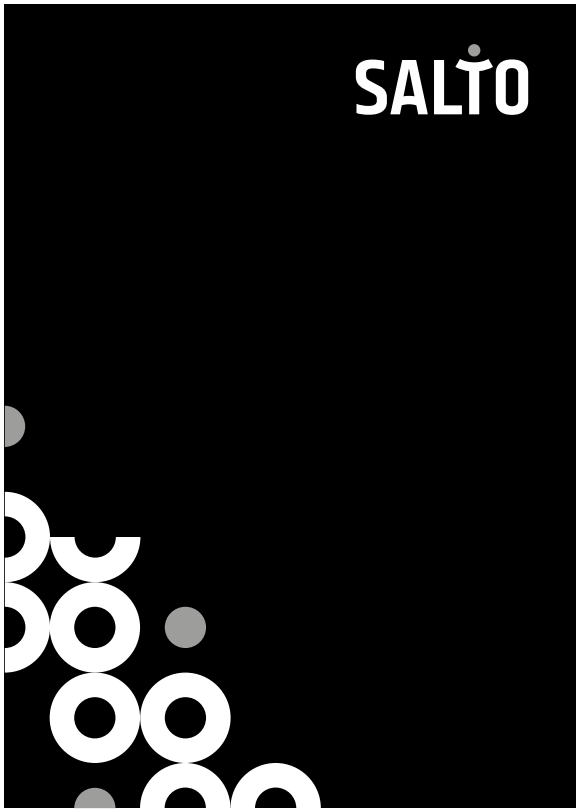
A combination of yellow and white
on an orange background

Please note:
Between all combinations there must remain enough strong contrast between the corporate graphics (logo and pattern) and the background (a photo or illustrated graphics).

The colour of the pattern shape is comprised of SALTO logo colours which are being used at this time. Do not use any other colours besides the corporate colours.



A combination of black and grey
on a white background



A combination of white and grey on
a black background

A combination of white and black on
a black-and-white photo background

Please note:
Between all combinations there must remain enough strong contrast between the corporate graphics (logo and pattern) and the background (a photo or illustrated graphics).

The colour of the pattern shape is comprised of SALTO logo colours which are being used at this time. Do not use any other colours besides the corporate colours.

If the background photo/graphics is too detailed or noisy, please use the SALTO logo with the background.
The logo with the background must be placed like a label (attached to the edge of the format from one side).

Please note:
Between all combinations there must remain enough strong contrast between corporate graphics (logo and pattern) and the background (a photo or illustrated graphics).

The colour of the pattern shape is comprised of SALTO logo colours which are being used at this time. Do not use any other colours besides the corporate colours.

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In most cases, it is recommended to use the vertical version of the logo
(more compact).

Please note:
The colour of the Resource Centre is always the same colour as SALTO.
For example: when using the teal logo, then the Resource Centre colour is also teal.
No typography except corporate typography is allowed.

When it is not possible to use the vertical logo version for any reason (for example when printing the logo manually), then use the horizontal logo version.

Please note:
The colour of the Resource Centre is always the same colour as SALTO.
For example: when using the teal logo, then the Resource Centre colour is also teal.
No typography except corporate typography is allowed.

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To ensure the visibility of the SALTO logo on larger formats, the other logos must be placed separate from the SALTO logo. To ensure the visibility of other logos please use a white background.

Do not place the other logos on the corporate pattern.

If there are lot of other logos then place them away from the main visual.

To ensure the visibility of the SALTO logo on larger formats, the other logos must be placed separately from the SALTO logo. To ensure the visibility of other logos please use a white background.

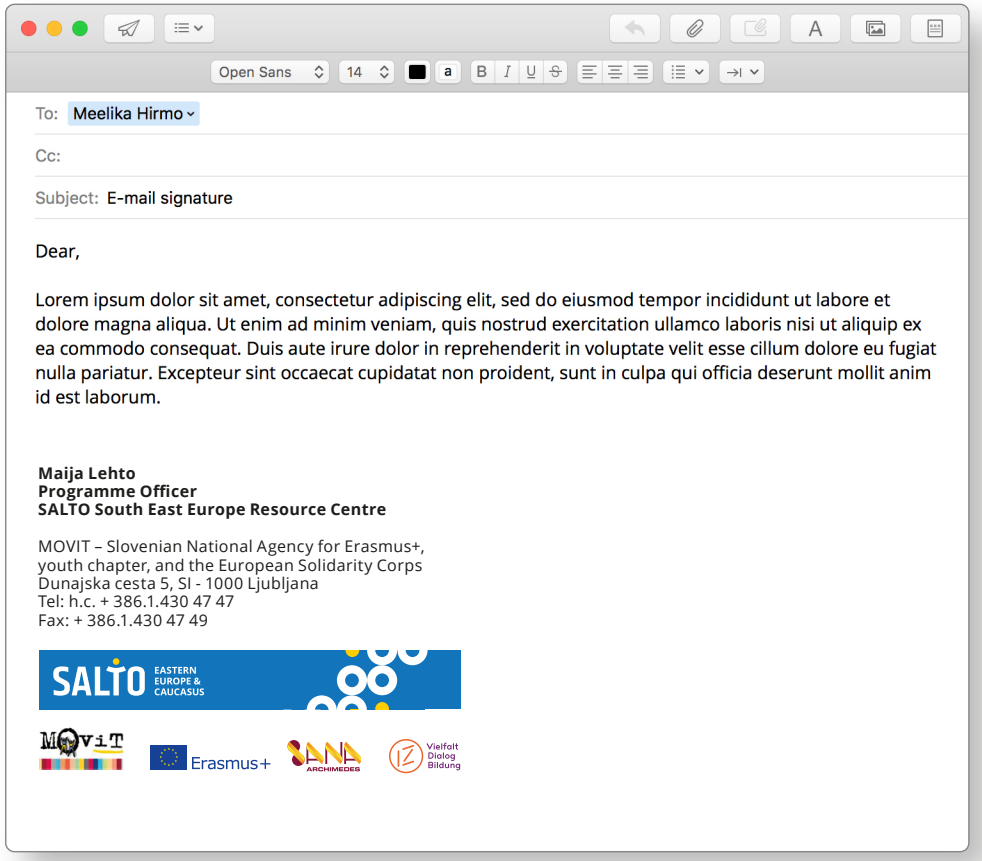
Do not place the other logos on the corporate pattern.

If the format space is limited then place the other logos under the SALTO logo and at a smaller size than the SALTO logo.

SALTO
PARTICIPATION & INFORMATION
Erasmus+

Placing the other logo(s) please note the clear space.

SALTO
PARTICIPATION & INFORMATION
Erasmus+ SANA ARCHIMEDES



E-mail signature example
To ensure the optimal visibility of the SALTO logo, please use the SALTO logo with a branding ribbon.

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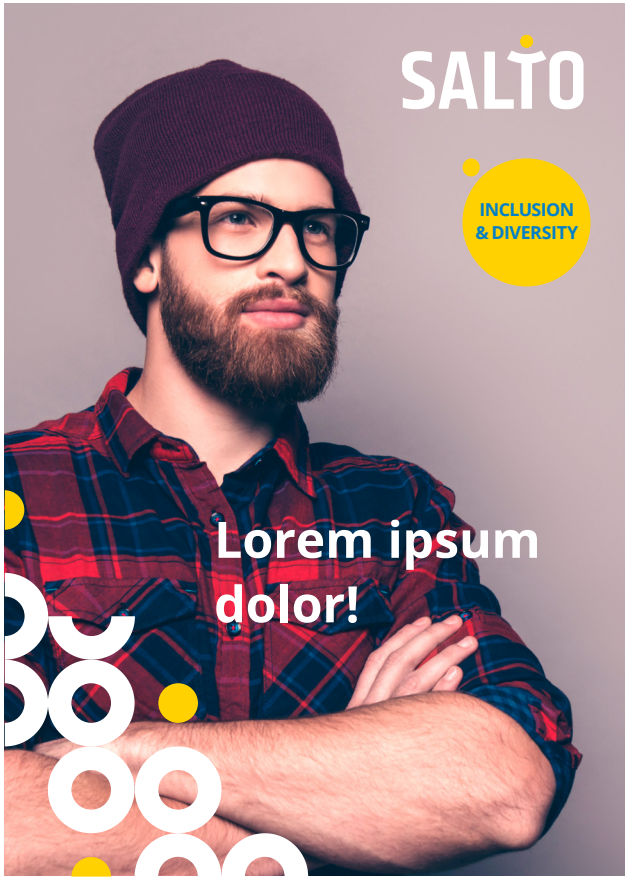
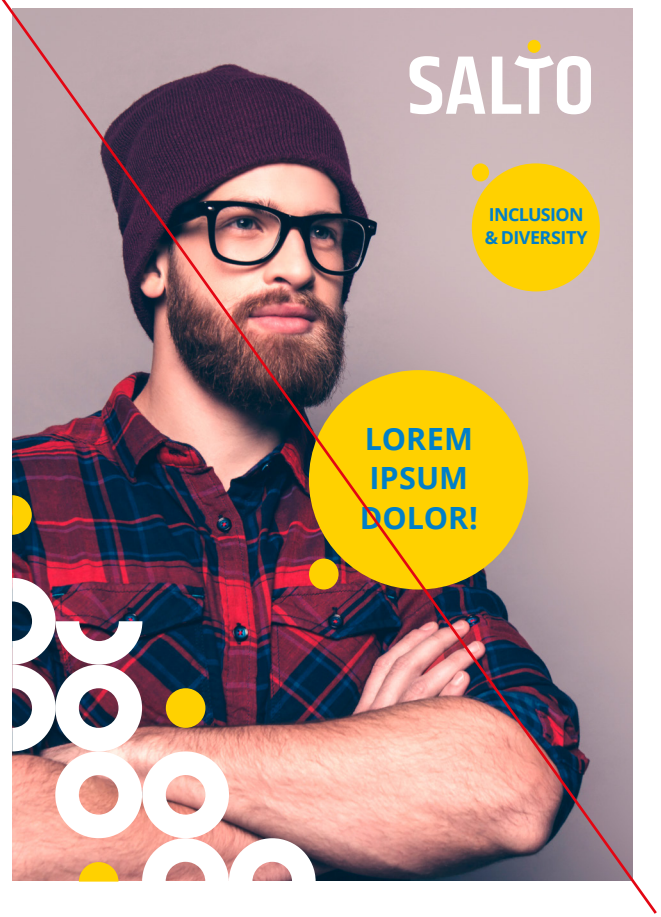
Slogan element shape
Depending on the length of the slogan, the shape of the slogan element may vary. To ensure the creation of a suitable slogan element, please follow the scheme. No typography except corporate typography is allowed.

Depending on the composition of the background, the slogan element can be located in any place (except not under or on top of the graphic pattern or the SALTO logo). The size of the slogan element is not defined.



Exception
To add more playfulness, it is permitted to place the name of the Resource Centre inside the slogan shape. In this case, it should be positioned not far from SALTO logo. The slogan should be placed as a simple headline text.



Do not
use two or more slogan shapes (a slogan and the name of the Resource Centre together).

The colour of the slogan shape is a combination of the SALTO logo colours which are being used at this time.
Do not use any other colours besides the corporate colours.

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Open Sans is a humanist sans-serif typeface designed by Steve Matteson and commissioned by Google. Featuring wide apertures on many letters and a large x-height (tall lower-case letters), the typeface is highly legible on screen and at small sizes. It belongs to the humanist genre of sans-serif typefaces.

The character repertoire contains 897 glyphs, covering the Latin, Greek and Cyrillic alphabets with a wide range of diacritics.

Open Sans

Light
Light Italic
Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic

Open Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans SemiBold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

Open Sans ExtraBold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9

The alternative typeface is Verdana. Verdana is used always if technical reasons do not allow use Open Sans typeface.

Regular
Italic
Bold
Bold Italic

Verdana Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz1 2 3 4 5 6 7 8 9

Verdana Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Verdana Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Arial Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9

Verdana

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Branding examples

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Maija Lehto
Programme Officer
SALTO South East Europe Resource Centre

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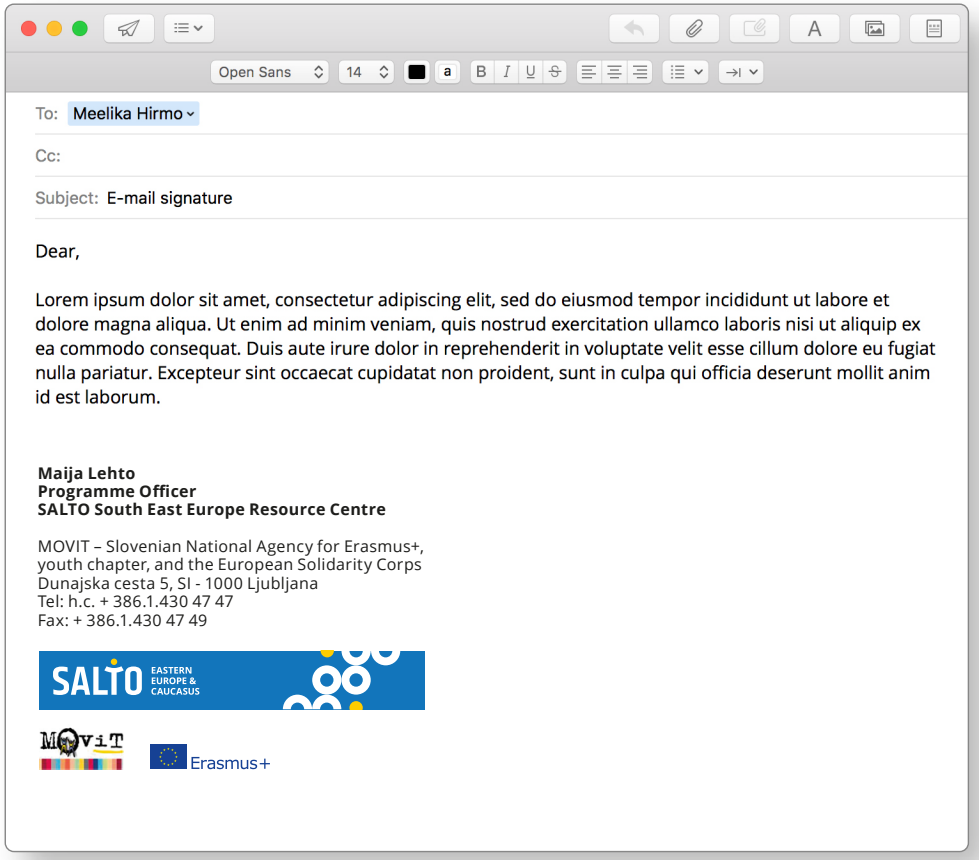
youth chapter, and the European Solidarity Corps
Dunajska cesta 5, SI - 1000 Ljubljana
Tel: h.c. + 386.1.430 47 47
Fax: + 386.1.430 47 49



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Portrait

Landscape

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Poster

Flyer

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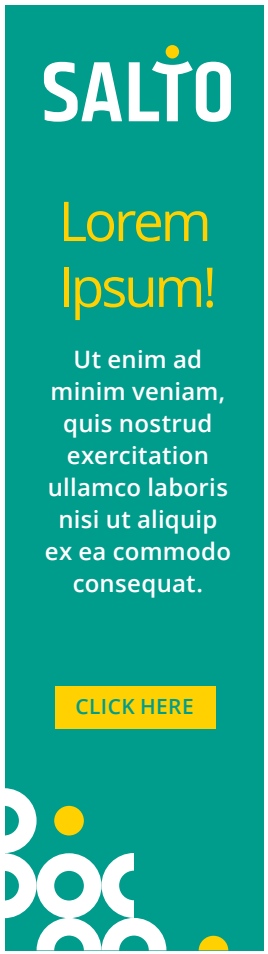

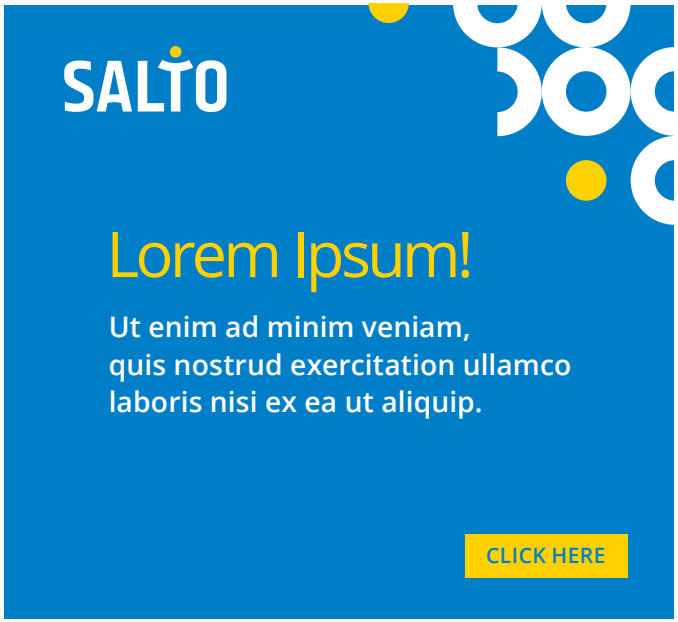

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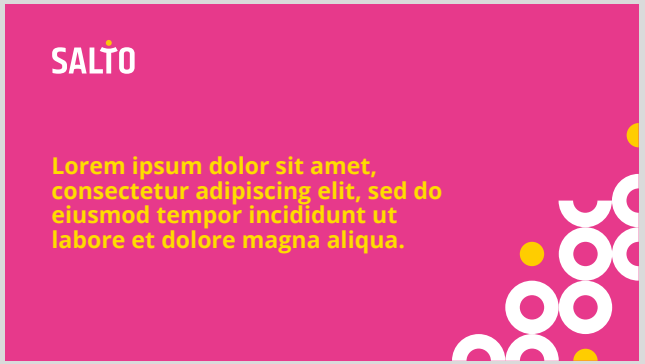

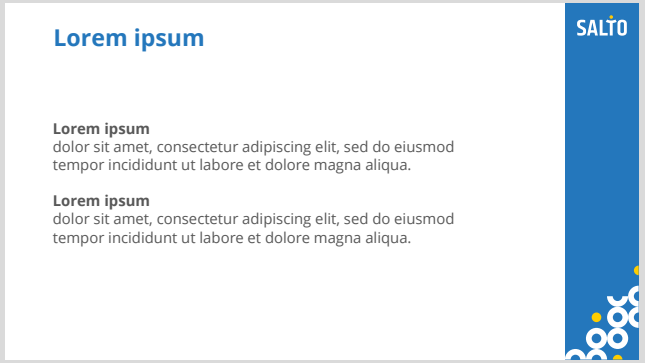

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In case of questions feel free to contact **brandnew.ee**