RYCO

Regional Youth Cooperation Office

Visual Guidelines

When creating materials that contain the RYCO logo, please consult these guidelines before your design is printed or distributed

About RYCO

RYCO mission is **“to support regional exchange of youth, and their sharing of ideas, as a ground for future cooperation prospects in our region, based on the values of co-existence, tolerance and respect for human rights and diversity, as well as commitment to inclusion and security”***

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These valueas are incorporated in the RYCO visual identity and they should be respected when designing materials that contain the RYCO logo.

The RYCO logo is an integral part of the organization’s visual identity. RYCO uses two versions of its logo with primary and secondary signature. The both versions are to be treated equally.

The primary version always appears with the logotype centered bellow the symbol. The secondary version always appears with the logotype centered and to the right of the symbol. The latest is best used for products and banners.

The logos are available for download at **www.rycowb.org**

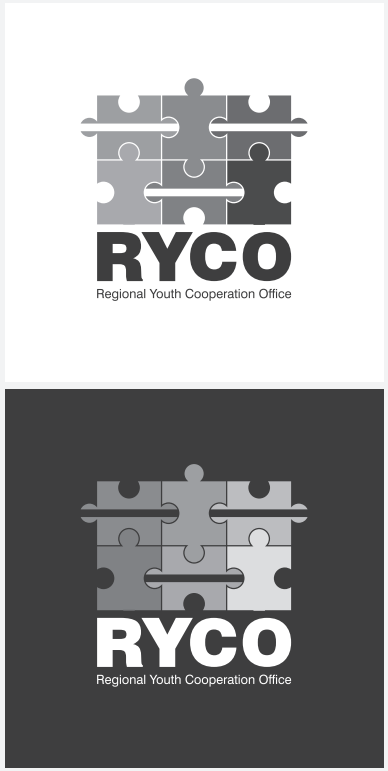
*Article 2. Agreement on the Establishment of the Regional Youth Cooperation office, Paris, 4 July 2016

Logo - Primary Version, Full Color

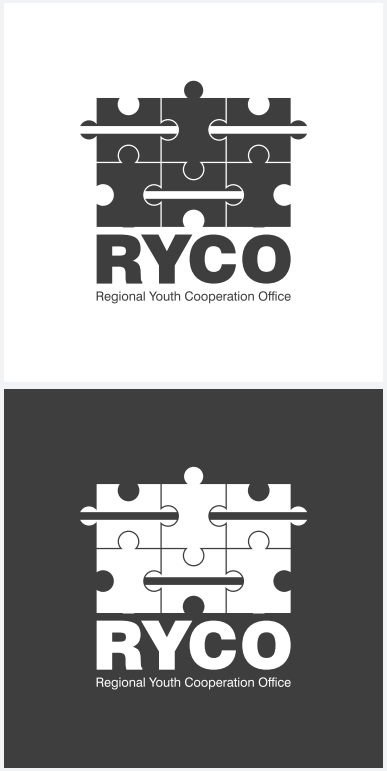
Full Color

Full Color Reverse

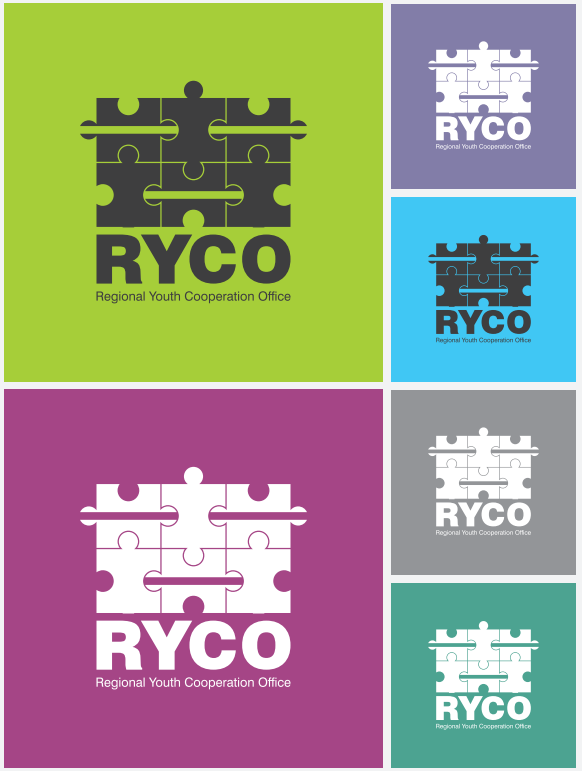
Logo - Primary Version, Variations



Grayscale



One Color



One Color on a RYCO Color as Background

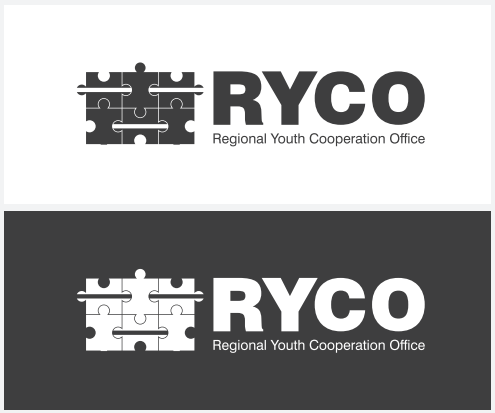
Logo - Secondary Version, Full Color

Full Color

Full Color Reverse

Logo - Secondary Version, Variations

Grayscale



One Color

One Color on a RYCO Color as Background

Color Palette

R67 G199 B244
43C7F4
C60 M0 Y0 K0

R130 G125 B169
827DA9
C54 M51 Y13 K0

R147 G149 B151
939597
C0 M0 Y0 K50

R166 G206 B56
A6CE38
C40 M0 Y100 K0

R78 G163 B145
4EA391
C60 M0 Y40 K20

R165 G70 B134
A54686
C20 M80 Y0 K20

R109 G110 B112
6D6E70
C0 M0 Y0 K70

Primary Colors of RYCO Visual Identity

R25 G25 B25
191919
C0 M0 Y0 K90

R38 G38 B38
262626
C0 M0 Y0 K85

R109 G110 B112
6D6E70
C0 M0 Y0 K70

R102 G102 B102
666666
C0 M0 Y0 K60

R114 G114 B114
727272
C0 M0 Y0 K55

R147 G149 B151
939597
C0 M0 Y0 K50

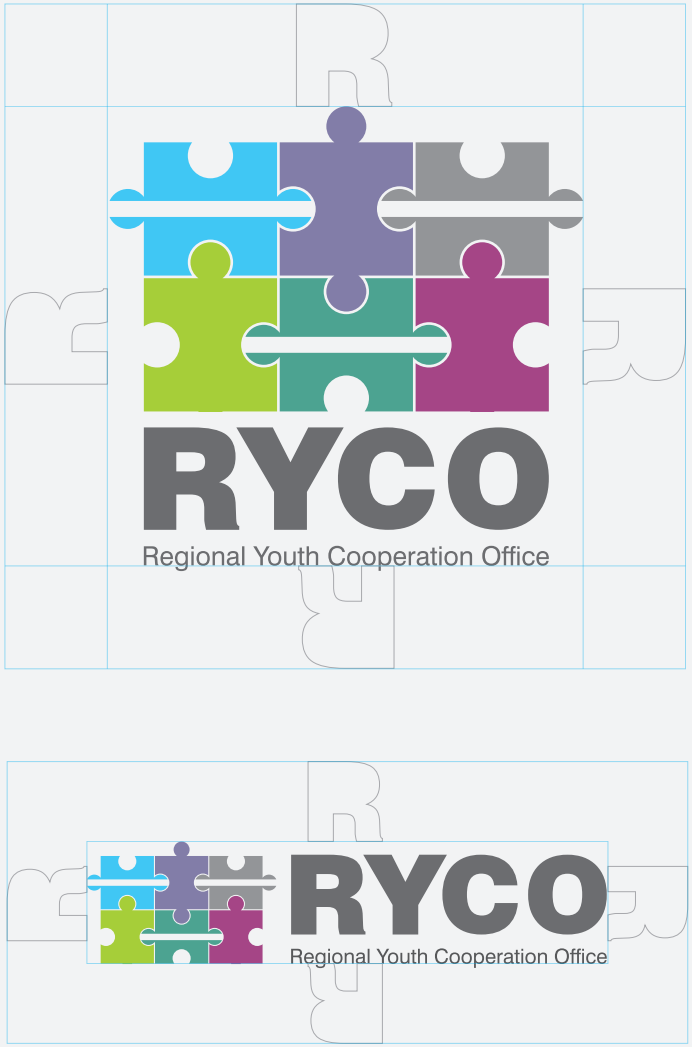
R140 G140 B140
8C8C8C
C0 M0 Y0 K45

R153 G153 B153
999999
C0 M0 Y0 K40

R229 G229 B229
E5E5E5
C0 M0 Y0 K10

RYCO Grayscale Shades

Clear Spacing and Sizing of Logo



Clear spaces and minimum size rules ensure that the logo is clearly visible for print and web scenarios

Actual Size
20 mm

Actual Size
30 mm

Minimum size when printing

Actual Size
25 mm

Actual Size
35 mm

Minimum size for web usage

Typography

Swiss721 BT

Our primary typeface is Swiss721 BT, used for the logo, headlines, body copy and printed materials.

Swiss721 BT Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*().,;:?

Swiss721 BT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*().,;:?

Swiss721 Heavy BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*().,;:?

RYCO Primary Print Typeface

Arial

Arial is our web-safe typeface to be used for online purposes and external communication in Microsoft Office formats.

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*().,;:?

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&().,;:?*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*().,;:?

RYCO Web-safe Typeface

Logo Don’ts

Don’t disproportionately scale the logo

Don’t disproportionately scale the logo

Don’t rotate the logo

Don’t change the logo’s elements

Don’t use the logo’s colors as the background when using the full color logo

Don’t put the logo on a colorful background

Don’t use one color for the logo except the official one color versions

Don’t change the logo colors

Don’t change the logo proportions

Don’t run the type over the symbol

Don’t use the symbol’s elements as the logo

Do not use symbol to function as a graphic element such as bullet, text ending dingbat, map icon or decoration.

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Thank you.

If you need additional information on the visual identity or how to properly use the logo, do not hesitate to contact RYCO Communication Officer.