

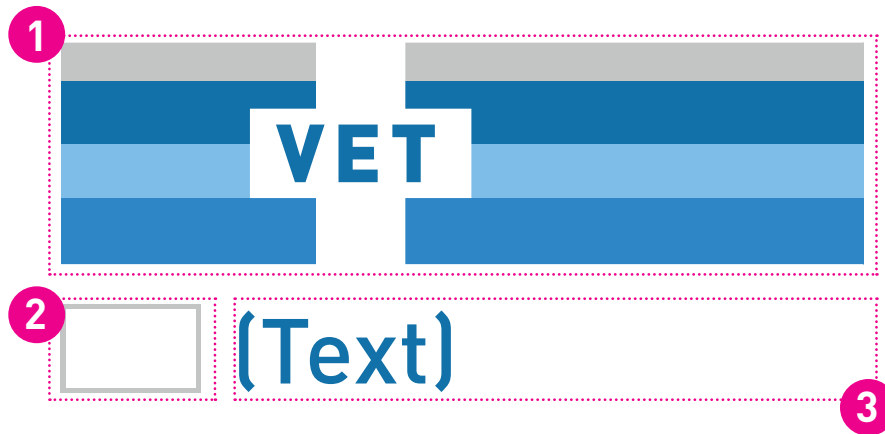


# **Common EU logo for on line sales of veterinary medicinal products**



## Specifications

### The elements of the logo

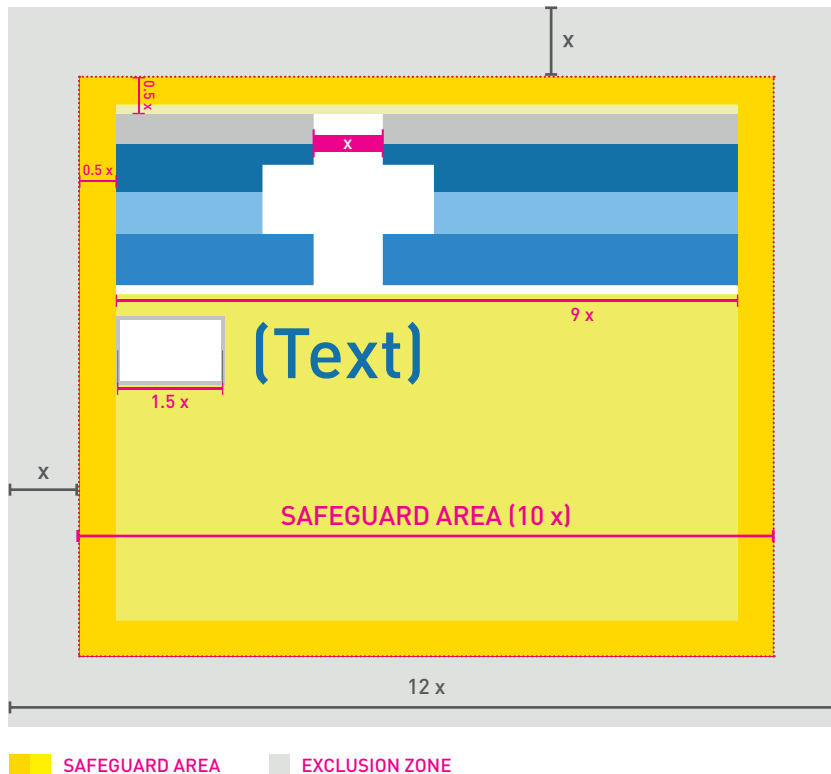


The logo consists of three elements:

- 1 The pictogram (white cross on a background of one gray line and three blue lines)
- 2 The national flag
- 3 The textual part

These objects should always be used together as one unit and may not be used separately.

## Construction and safeguard area



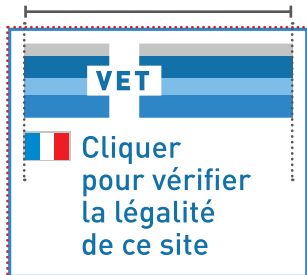
The elements of the logo (pictogram, national flag, textual part) are blended in a "safeguard area".

To ensure optimal conditions for the exposure of the logo, there must be an exclusion zone around the logo in which no other logos, text etc. may be placed. It also indicates the minimum distance the logo may be placed from the edge of a paper/screen/other media.

## Minimum size

PRINT

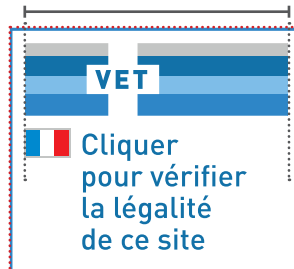
Minimum size: 36 mm



Minimum size of the safeguard area: 40 mm

WEB

Minimum size: 90 pixels



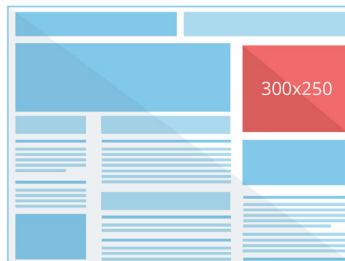
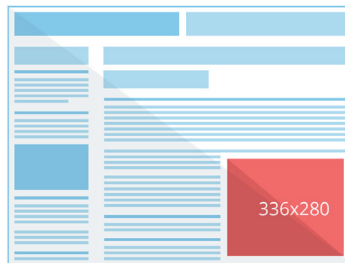
Minimum size of the safeguard area: 110 pixels

For the website, we recommend a choice of two formats available:





336 x 280 pixel ("large rectangle")

300 x 250 pixels ("medium rectangle").

The base's value is present in the file name.



## Colour Palette

		C	M	Y	K	Pantone	R	G	B	Web
	Blue1	88	50	12	0	647	63	107	162	3f6ba2
	Blue2	78	28	0	0	2925	78	138	224	4e8ae0
	Blue3	45	10	0	0	2905	159	195	239	9fc3ef
	Grey1	13	11	8	26	421	204	204	204	CCCCCC

## Text: font usage

DinPro is a Sans Serif typeface which offers a wide variety of styles, covering all specific needs for cover and page layout. DinPro is an OpenType font, which means that it is cross-platform compatible (same font files for Macintosh and PCs).

The text in the logo is outlined: the font is not supplied.

### DIN PRO LIGHT

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,:;'"/?!&%@#

### DIN PRO LIGHT ITALIC

*abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,:;'"/?!&%@#*

### DIN PRO REGULAR

abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,:;'"/?!&%@#

### DIN PRO REGULAR ITALIC

*abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,:;'"/?!&%@#*

### DIN PRO BOLD

**abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,:;'"/?!&%@#**

### DIN PRO BOLD ITALIC

***abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,:;'"/?!&%@#***

### DIN PRO BLACK

**abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,:;'"/?!&%@#**

### DIN PRO BLACK ITALIC

***abcdefghijklmnopqrstuvwxy ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,:;'"/?!&%@#***

## Version A (without frame): coloured background

The version “A” of the logo is to be used on bright coloured backgrounds, exceeding 20 % of black.



ITALY (IT), (Version A: “A” in file name)

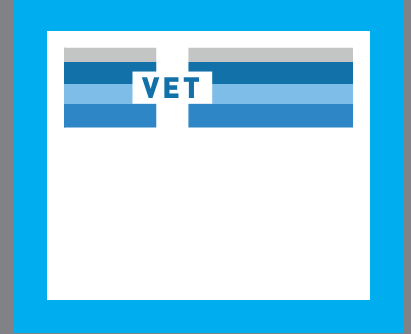
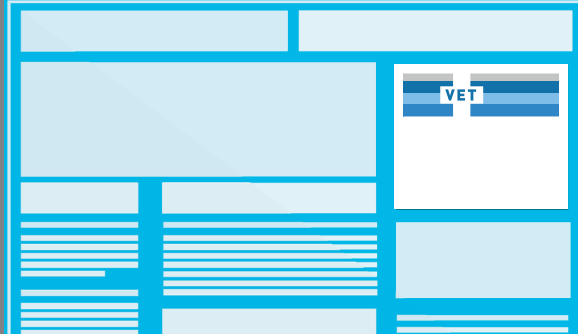


WEB (PNG)

PRINT (EPS, JPEG)



Coloured background



> 20 % of black



## Version B (with frame): white background

The version “B” of the logo is to be used on white or very light backgrounds not exceeding 20 % of black. A green frame delimits the “safeguard area”.

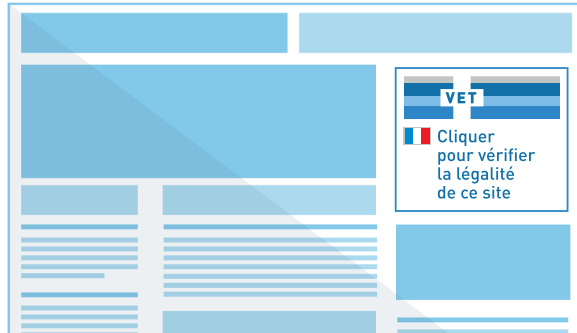


**FRANCE (FR)**, (Version B: “B” in file name)

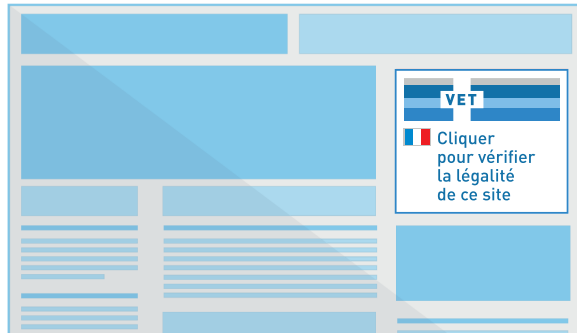
WEB (PNG)

PRINT (EPS, JPEG)

○  
White



○  
< 20 % of black



## Language versions

**IN THE FILE NAME:** Country ISO Code +  
(if in multiple languages) ISO Language Code

FOR EXAMPLE:

**LANGUAGE VERSIONS FOR MALTA**

ENGLISH LANGUAGE: {...}\_MT-en\_{...}

MALTESE LANGUAGE: {...}\_MT-mt\_{...}



AUSTRIA (AT-de)



BELGIUM - German version (BE-de)



BELGIUM - French version (BE-fr)



BELGIUM - Dutch version (BE-nl)



CZECH REPUBLIC (CS)



CYPRUS (CY)



 Klik her for  
at se, om dette  
websted drives  
på lovlig vis

DENMARK (DA)



 Zur Überprüfung  
der Legalität  
dieser Website  
hier klicken

GERMANY (DE)



 Κάντε κλικ εδώ  
για να ελέγξετε αν  
αυτός ο ιστότοπος  
λειτουργεί νόμιμα

GREECE (EL)



 Haga clic aquí  
para verificar  
si este sitio web  
es legal

SPAIN (ES)



 Klõpsa siin, et  
kontrollida, kas  
see veebiapteek  
on seaduslik

ESTONIA (ET)



 Щракнете тук,  
за да проверите  
законна ли е  
дейността на  
този уебсайт

BULGARIA (BG)



 Klikkaa  
varmistaksesi  
toimiiko  
verkkoapteekki  
laillisesti

FINLAND - Finnish version (FI-fi)



 Klicka här för  
att kontrollera  
om webbplatsen  
är laglig

FINLAND - Swedish version (FI-sv)



 Cliquer  
pour vérifier  
la légalité  
de ce site

FRANCE (FR)



 **Kliknite ovdje  
i provjerite je li  
ova internetska  
stranica zakonita**

CROATIA (HR)



 **Kattintson ide,  
és ellenőrizze,  
hogy a gyógyszertár  
legálisan  
működik-e!**

HUNGARY (HU)



 **Click to verify  
if this website  
is operating  
legally**

IRELAND - English version (IE-en)



 **Clicca qui  
per verificare se  
questo sito web  
è legale**

ITALY (IT)



 **Spustelkite  
ir sužinosite,  
ar ši svetainė  
veikia teisėtai**

LITHUANIA (LT)



 **Cliceáil anseo chun  
a fhíorú go bhfuil  
an suíomh gréasáin  
seo ag oibriú  
go dleathach**

IRELAND - Gaelic version (IE-ga)



 **Zur Überprüfung  
der Legalität  
dieser Website  
hier klicken**

LUXEMBOURG - German v. (LU-de)



 **Cliquer  
pour vérifier  
la légalité  
de ce site**

LUXEMBOURG - French v. (LU-fr)




 **Spiediet šeit,  
lai pārbaudītu,  
vai šī tīmekļa  
vietne darbojas  
likumīgi**


LATVIA (LV)



 Click to verify  
if this website  
is operating  
legally

MALTA - English version (MT-en)



 Ikklikkja hawn  
biex tivverifika  
li dan is-sit qed  
jopera legalment

MALTA - Maltese version (MT-mt)



 Klik om te  
controleren  
of deze website  
legaal handelt

THE NETHERLANDS (NL)



 Kliknij, żeby  
sprawdzić,  
czy ta strona  
internetowa działa  
zgodnie z prawem

POLAND (PL)



 Clique aqui  
para verificar  
a legalidade  
deste sítio Web

PORTUGAL (PT)



 Clicați aici  
pentru a verifica  
dacă acest site  
funcționează  
în condiții legale

ROMANIA (RO)



 Kliknutím  
overte legálnosť  
týchto webových  
stránok

SLOVAKIA (SK)



 Kliknite,  
da preverite,  
ali to spletišče  
deluje zakonito

SLOVENIA (SL)



 Klicka här för  
att kontrollera  
om webbplatsen  
är laglig

SWEDEN (SV)

## Respect the logo!

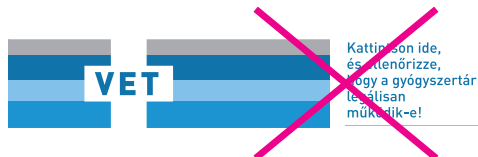
The logo has to be regarded as an unchangeable symbol. It is not allowed to add any text, symbol, logos or other elements in the logo area. Please respect the following guidelines:



- do not add elements in the logo

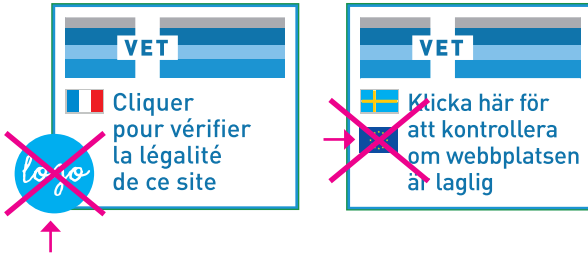


- do not change the shape of the logo;

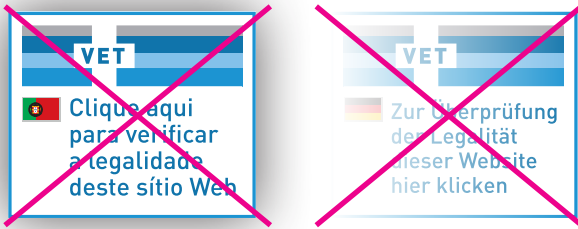


- do not alter the visual elements of the logo;

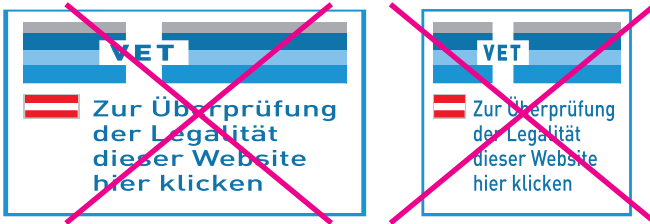




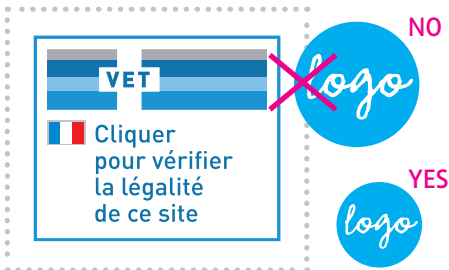
- do not add symbols in the logo or combine it with another logo.



- do not apply any visual effects;



- do not distort the logo;



- do not add other elements in the exclusion zone.

## Text: language versions

(ISO Language Code)

<b>bg</b>	Щракнете тук, за да проверите законна ли е дейността на този уебсайт
<b>cs</b>	Klikněte, chcete-li ověřit, zda jsou tyto internetové stránky provozovány legálně.
<b>da</b>	Klik her for at se, om dette websted drives på lovlig vis.
<b>de</b>	Zur Überprüfung der Legalität dieser Website hier klicken.
<b>el</b>	Κάντε κλικ εδώ για να ελέγξετε αν αυτός ο ιστότοπος λειτουργεί νόμιμα.
<b>es</b>	Haga clic aquí para verificar si este sitio web es legal.
<b>en</b>	Click to verify if this website is operating legally.
<b>et</b>	Klõpsa siin, et kontrollida, kas see veebiapteek on seaduslik.
<b>fr</b>	Cliquer pour vérifier la légalité de ce site.
<b>fi</b>	Klikkaa varmistaaksesi toimiiko verkkoapteekki laillisesti.
<b>hr</b>	Kliknite ovdje i provjerite je li ova internetska stranica zakonita.
<b>hu</b>	Kattintson ide, és ellenőrizze, hogy a gyógyszertár legálisan működik-e!
<b>ga</b>	Cliceáil anseo chun a fhíorú go bhfuil an suíomh gréasáin seo ag oibriú go dleathach.
<b>it</b>	Clicca qui per verificare se questo sito web è legale.
<b>lt</b>	Spustelkite ir sužinosite, ar ši svetainė veikia teisėtai.
<b>lv</b>	Spiediet šeit, lai pārbaudītu, vai šī tīmekļa vietne darbojas likumīgi.
<b>mt</b>	Ikklikkja hawn biex tivverifika li dan is-sit qed jopera legalment.
<b>nl</b>	Klik om te controleren of deze website legaal handelt.
<b>pl</b>	Kliknij, żeby sprawdzić, czy ta strona internetowa działa zgodnie z prawem.
<b>pt</b>	Clique aqui para verificar a legalidade deste sítio Web.
<b>ro</b>	Clicați aici pentru a verifica dacă acest site funcționează în condiții legale
<b>sk</b>	Kliknutím overte legálnosť týchto webových stránok.
<b>sl</b>	Kliknite, da preverite, ali to spletišče deluje zakonito.
<b>sv</b>	Klicka här för att kontrollera om webbplatsen är laglig.

## Available Files

\*\* = language version

### EPS (PRINT cmyk)

 HighRes-PRINT > EPS > \*\*

VERSION A: **LogoVET\_\*\*\_A-CMYK.eps**

VERSION B: **LogoVET\_\*\*\_B-CMYK.eps**

### JPEG (PRINT cmyk)

 HighRes-PRINT > JPEG > \*\*

1400 x 1168 / 300 ppi

VERSION A: **LogoVET\_\*\*\_A-CMYK.jpg**

VERSION B: **LogoVET\_\*\*\_B-CMYK.jpg**

### PNG (WEB rgb)

 WEB > PNG > \*\*

Folder PNG-336: format 336 x 280 / 72 ppi

VERSION A: **LogoVET-\*\*\_A-RGB-336.png**

VERSION A: **LogoVET-\*\*\_B-RGB-336.png**

Folder PNG-300: format 300 x 250 / 72 ppi

VERSION A: **LogoVET-\*\*\_A-RGB-300.png**

VERSION A: **LogoVET-\*\*\_B-RGB-300.png**

