The EMBO logo

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The EMBO logo

The EMBO logo consists of three parts, a circular element, the letters EMBO and the tag line *excellence in life sciences*. The circular element represents a plasmid. There are two versions of the EMBO logo. Version A is the standard form. Use version B only, if the logo needs to be smaller than the minimum width of Version A, or if the logo is positioned in a narrow portrait format.

Version A

![EMBO logo](version_a.png)

Version B

![EMBO logo](version_b.png)

The EMBO logo combined with third party logos

The EMBO logo can be placed next to a third party logo. In this case the EMBO logo is used without the tag line.

![EMBO logo combined](combined.png)
The EMBO logo (continued)

Placement

When positioning the logo in your application (print, web or office) leave a minimum white space between the EMBO logo and other surrounding objects. The minimum white space is the height of the capital letter “E” of the EMBO logo.

Colours

The EMBO logo can be used in three different colour variations:

- Colour – red, green and black
  use this version for full colour prints, or on websites
- Monochrome
  use this version for grayscale or black and white prints
- Monochrome white on coloured background
  use this version on dark coloured backgrounds

Print – CMYK
Red C 0 | M 100 | Y 100 | K 10 – Green C 81 | M 0 | Y 100 K 20 – Black C 0 | M 0 | Y 0 | K 100

Web and Office – RGB
Red R 215 | G 25 | B 35 – Green R 24 | G 148 | B 62 – Black R 0 | G 0 | B 0
The EMBO logo (continued)

Unacceptable use

When using the EMBO logo use the original files. Changing elements of the logo or adding additional ones is not acceptable (see below). If you have to scale the logo, do so proportionally.

Change of colours

- Original: EMBO excellence in life sciences
- Unacceptable: Red and green alternation

Distortion

- Original: EMBO excellence in life sciences
- Unacceptable: Distorted versions

Adding additional items

- Original: EMBO excellence in life sciences
- Unacceptable: Jane Doe added