

The EMBO logo

The logo identifies EMBO, the European Molecular Biology Organization, to the world. It is important that it is present wherever needed, in the correct place, form and way, depending on the context.

Definition

The EMBO logo consists of a wordmark paired with an imagemark, called the ‘plasmid’, an interrupted, broadening circle. It is always used in its entire combined form, no single element is used on its own. Sole exception to this is the favicon for the webpage, with extremely restricted available space.



Positioning

Positioning as the “sender” (in materials created by EMBO)

When appearing as the sender, the logo can be freely placed on all EMBO materials, as long as it is prominently visible and all rules are followed. Pre-defined templates already contain the logo correctly. In multi-page documents

which are always used as a whole, there is no need for repeating the logo on every page.

Positioning as a/the “funder” (in materials of third parties)

When appearing as a/the funder, the logo must be positioned in a way that makes this role easily identifiable and is not mistaken with the sender’s own logo or symbols. This is usually achieved by avoiding close proximity or other means of clear sectioning. In multi-page documents which are always used as a whole, there is no need for repeating the logo on every page. All other rules apply.

Funder vs sponsor: Unless explicitly specified, EMBO does not appear in the role of a sponsor, only as a funder.

Positioning in joint or third-party publications

When placing the logo in materials created for joint projects, ensure its size and placement is corresponding to the role EMBO takes in the project. All other rules apply.

Avoid making publications or projects in which EMBO is not in the lead appear to be so by sizing or placing the logo in an overly prominent way.

Size

As with positioning, as long as role-dependent representation and legibility is guaranteed, there is no pre-defined size. The ratio never changes, so do not stretch, compress or distort the logo at all.



Minimum width for ...
Digital: 120 dp
Print: 10 mm

Minimum

The minimum width for the logo is 120 dp in digital material and 10 mm in print. Height is scaled along proportionally. Please contact EMBO in cases where there is even less space available to assist in finding an individual solution.

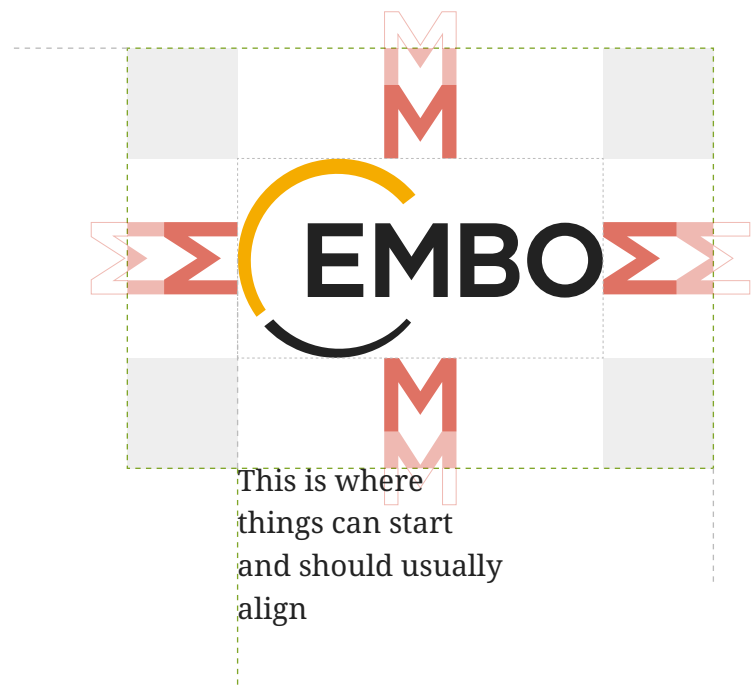
Optimum/minimum clear space/distance

To allow the logo to have the intended effect, no distracting elements or typography should enter a zone around it measuring 1.5 times the letter height (or approximately 0.3 times the logo width). This optimum clear space ensures that the logo maintains visibility and distinction. It simultaneously serves as the optimum distance to edges. In all EMBO media, this distance should always be maintained.

The logo files provided have this clear space already embedded as artboard/media size.

If text goes directly above or below the logo, optically align with the left edge of the plasmid.

The optimum distance might not always be achievable, usually due to very specific space constraints or when not used in EMBO media. When this is the case, the distance can be reduced to 1 time the letter height. This absolute minimum may not be undercut. If it cannot be maintained, the logo should most probably not be used.



Variants

To accommodate for different use cases, the logo has a set of variants. Positive variants ('black') are for use on light backgrounds, inverted variants ('white') on dark backgrounds.

These are the only possible variations. No other colouring is permitted, and neither is any kind of distortion.

Primary logo

Should be used wherever possible.

Please note: For digital intent, the black elements are EMBO Black, not RGB 0|0|0, while for print they are 100 % K.



EMBO_logo-primary-black-[intent].suffix



EMBO_logo-primary-white-[intent].suffix

Secondary logo

Should be used whenever the primary logo can or may not be used.

Please note: The black version comes in two options, true black (RGB 0|0|0) for mostly external use (common example: third parties' materials) and the lighter EMBO black for mostly internal use. This variant has a transparency effect in the plasmid, making the background show through (plasmid opacity: 45 %).



EMBO_logo-secondary-black-[intent].suffix



EMBO_logo-secondary-EMBO_black-[intent].suffix



EMBO_logo-secondary-white-[intent].suffix

Single colour logo

Should be used whenever the primary or secondary logos cannot be used.



EMBO_logo-monochrome-black-[intent].suffix



EMBO_logo-monochrome-white-[intent].suffix

Terms and conditions for using the EMBO logo

By using the EMBO logo, you accept and agree to comply with the terms set forth. You further acknowledge that EMBO reserves the right to cancel, modify or change these terms at any time at its sole discretion without notice, and that your continued use of the EMBO logo will constitute your consent to such cancellations, modifications or changes.

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You may not alter the EMBO logo in any manner, including, but not limited to, changing the proportion, colour or shape, or adding or removing any elements.

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Only use the EMBO logo according to the brand guidelines.