

The ERC logo and colours

Document approved by the Board on 25/05/2011

The logo



The ERC logo consists of four parts:

1. Inner lungs
2. outer border of the lungs
3. a central heart
4. The text "European Resuscitation Council"

The logo : colours

The heart and lungs of the ERC logo consists of three parts with their own colours

1. Inner lungs

Quadri: C 0/ M 0/ Y 0/ K 0

RGB: R 255/ G 255/ B 255



2. outer border of the lungs

Quadri: C 100/ M 57/ Y 0/ K 40

RGB: R 0/ G 68/ B 122

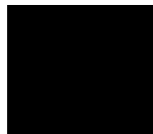
PMS 451



- 2b. outer border of the lungs (negative)

Quadri: C 0/ M 0/ Y 0/ K 100

RGB: R 26/ G 23/ B 27



3. the central heart

Quadri: C 0/ M 91/ Y 76/ K 6

RGB: R 219/ G 47/ B 54

PMS 192

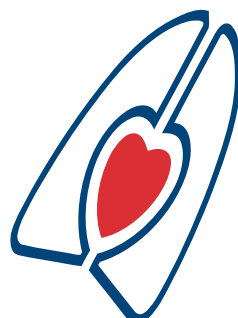
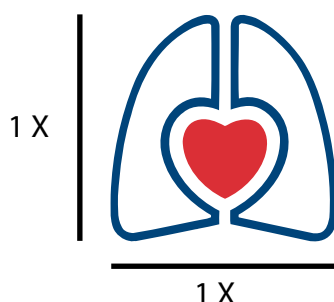


4. Black and white

When using black and white,
no grey scales may be used.



Heart & lungs: sizes and dimensions



The ERC logo fits into a square.
It is two-dimensional and may not be turned.
The logo is not to be changed in proportion or
dimensions.

Incorrect use of the ERC logo

The logo : background

The ERC logo consists of the 4 items as described above.
The space between the outer border of the lungs and the heart is not part of the logo.
This means that the background is visible there.

In general, the positive logo is used.
In case of a blue background, the colour of the outer border of the lungs changes into black.
In case of a red background, the colour of the outer rim of the heart becomes white.

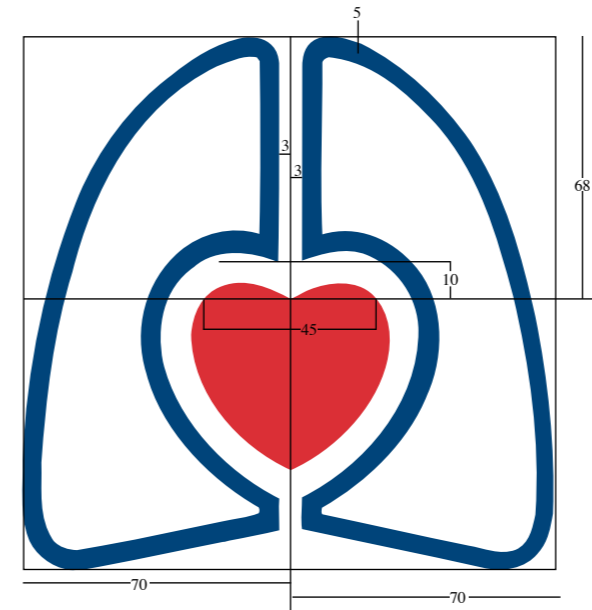
The logo : Text

The text "European Resuscitation Council" should be written on the right side of the heart and lungs.
The preferred font is Myriad Pro.
Only capitals can be used.
The relation Font size/space between lines is 1/1,19.
The text needs to be centered between the top and the bottom of the heart and lungs.
Depending on the background, the colour of the text can be blue or white (as described above).



The logo in detail

The ERC logo can have any size as long as the proportions are as described below.



The logo : alternatives

If necessary because of lay out requirements, two alternative logos can be used.



OR

