

Guidelines for Using the renewables 2004 Logo

GENERAL INFORMATION The following is a brief explanation of how the *renewables 2004* logo is to be used for external purposes. The logo was developed for the International Conference for Renewable Energies, which is to take place in Bonn in June 2004 with the German government as host.

The integration of the logo within graphic designs is geared to the corporate design scheme of the German government (information: German Press and Information Office, e-mail: Corporate-Design@bpa.bund.de).

LOGO The logo consists of pictograms plus a bilingual text: its position and proportions are binding.

It is available in both four-colour and grey-tone versions.

The five pictograms represent the sources of renewable energy.



The logo may not be rotated, distended or reproduced out of focus.

The protection zone surrounding the logo must be at least as large as 8% of the area of the logo itself.

Any combination with other logos, names or other additions is to be discussed directly with the organiser.

FORMAT You will receive both the coloured and grey-tone versions of the logo (CMYK) as eps files.

eps = professional graphic programs for offset or digital printing











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POSITIONING The logo appears as a rule in four colours (CMYK) on a white background.

COLOUR ALTERNATIVES If the logo is positioned on a coloured background, care must be taken to ensure sufficient contrast between the pictogram and the field, so that legibility is maintained.

The logo is not to be presented in inverted form.

COLOURS The following colour values are binding. This colour combination was designed for optimal effect on the recycling paper Envirotop. When other paper is used, Pantone colour specifications serve as guidelines for four-colour combinations.

	CMYK	Cyan	Magenta	Yellow	Key (black)	Pantone equivalents
„Solar“			25%	100%		129 U
„Wind“		70%	30%			285 U
„Geothermal“			50%	100%		158 U
„Water“		80%		30%	8%	3135 U
„Biomass“			60%	100%	15%	1615 U
„renewables“		25%		60%	10%	578 U
„2004“		20%		5%	5%	277 U
English subscript					35%	4 U (20%)

POSITION The preferred position of the logo is upper left. Exceptions may be made, for example, for internal use.

The logo may be reduced only to a certain degree. The maximum reduction factor is 15% (master file = 100%).

CONTACT If you have questions, please contact the Conference Secretariat
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We would appreciate your sending us samples of your printed materials!