RARHA Identity Manual

Joint Action │Reducing Alcohol Related Harm

RARHA

REDUCING ALCOHOL RELATED HARM

Identity

This section contains information on the Joint Action RARHA logotype.

The following pages explain the rules on how and where to use the logotype, the color palette and typography, in order to use consistently in all media and communications.

1.   Logotype

2.   Best usage

3.   Color Palette

4.   Typography

1. Logotype

RARHA
REDUCING ALCOHOL RELATED HARM

What it means?

Modernity - Modern Aspect, creative and innovative, which generates greater involvement, participation and loyalty to the project;

Motion - The idea of motion carry us to the Joint Action of all countries involved in RARHA, united on reducing alcohol related harm;

Construction and future – The visible part of the half bow (symbol), translate commitment and construction to the project. The invisible part is the space for action and future. The cut of the bow represents the harmful use of alcohol.

Blue - The blue color reminds us the European Union, that all countries are members of.

Elements

The logotype is composed by three elements: a symbol, the acronym "RARHA" and the name "Reducing Alcohol Related Harm".

Symbol

Acronym

RARHA

Name

REDUCING ALCOHOL RELATED HARM

2. Best usage

RARHA logotype can be used complete or minimalist.

Complete	Minimalist

Exclusion zone

An exclusion zone stops other graphic elements interfering with the RARHA logotype.

Minimum size

RARHA logotype should be a minimum size of 20mm, to be read.

30mm

Perspective

The RARHA logotype should be used in horizontal or vertical (90º). Don't use it in another angle.
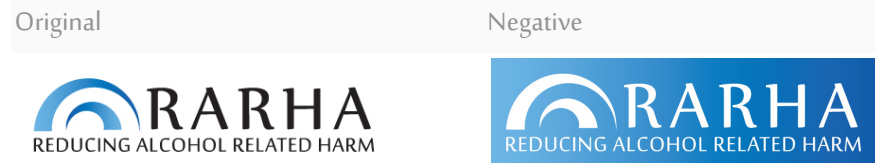
Or

Don't use

Chromatic versions

There are two versions of RARHA logotype: original; and negative, in white, to use in backgrounds color.

Original	Negative

Behavior over colors

Logo behavior over "strong" colors.

Logo behavior over "light" colors.

Behavior over photography

3. Color Palette

To a consistent visual identity it is important the usage of the four main colors: black and three different blues. The chart below represents CMKY, RGB and Pantone.

Chart 1 - Colors code

CMYK	0 % 0 % 0 % 100 %	95 % 69 % 1 % 0 %	54 % 14 % 0 % 0 %	10 % 1 % 1 % 0 %
RGB	35 31 32	7 92 169	108 181 228	226 241 249
PANTONE ® solid coated	426 C	641 C	291 C	656 C

4. Typography

Visual identity consistency means the use of the correct fonts family explained below. All artwork files in CD-Rom use these fonts and official style sheets.

Corbel fonts are used in replacement of Sakkal Majalla fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz \ 1234567890_!?€%&/()=

Nyala

Nyala fonts are used to logotype acronym "RARHA" and in title documents.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz \ 1234567890_!?€%&/()=

Sakkal Majalla

Sakkal Majalla fonts are used to logotype name "Reducing Alcohol Related Harm" and in documents content.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz \ 1234567890_!?€%&/()=

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