EFQM MEMBER LOGO GUIDELINES

EFQM®

Leading Excellence

LOGO AND REGISTERED TRADEMARK

The EFQM Member organisation can use the "EFQM Member" logo on their marketing material, brochure, business cards, website, etc, provided they comply with these guidelines.

The EFQM logo, composed of the 4 letters EFQM and the infinite sign, is an international registered trademark. The registered trademark symbol ("®") has to be placed on the top right corner of the "M" letter on every logo.

We have derived a series of logos for specific usage, including one for Members.

The EFQM Member logo file is provided in the following formats:
- EPS
- JPG
- PNG

This logo cannot be edited in any way without formal permission from EFQM. Also, only Member organisations can use this logo.

The clear space is an imaginary area around the logotype that has been established to ensure the integrity and good visibility of the logo.

This surrounding area should always remain clear of texts, logos, images or any other visual element that might compromise its legibility. The clear space equals the letter "M" as represented on the illustration.

COLOUR REFERENCES

Colours are key element of the identity. They enhance the dynamism and movement of the brand. Always ensure that colours are correctly implemented by choosing the right reference for the appropriate support or media:
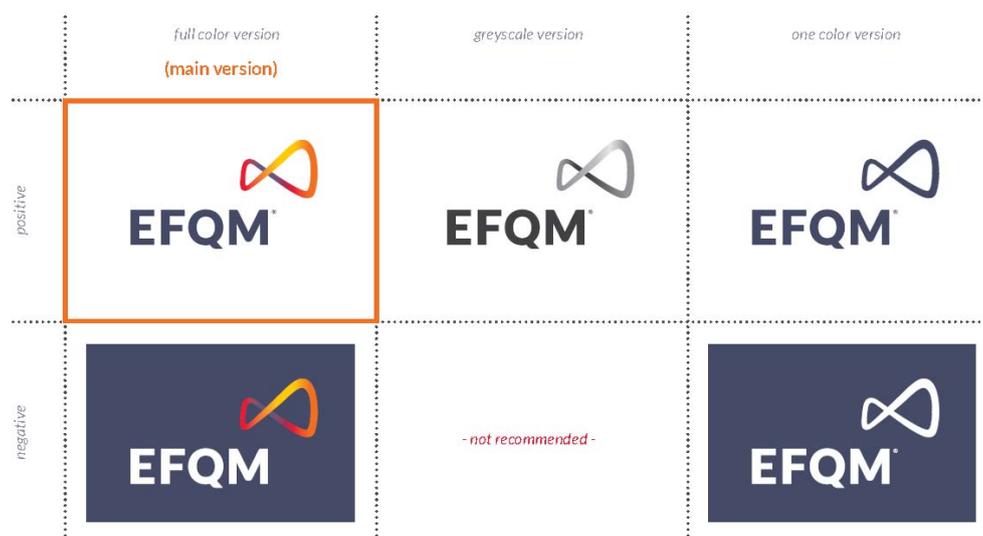
1. CMYK : use for printing on four colour process (best choice for print purposes)
2. RGB : use for screen and digital applications
3. # Hex : use for screen and digital applications

1	63/55/20/45	63/63/20/20	35/100/60/0	0/100/85/0	0/70/100/0	0/20/100/0
2	69/75/102	97/89/128	174/40/86	237/27/52	243/112/33	255/203/5
3	454B66	615980	AE2856	ED1B34	F37021	FFCB05

Colour alternatives offer different possibilities to apply the logotype in a consistent way. Use them wisely according to the support or in those cases where there are certain limitations to apply colour.

- The logotype should be, by preference, used in its full colour version over white background (main version)
- Use the greyscale version for those cases where the colour is restricted but the gradient can be kept
- Use the one colour version for those cases where the use of colour is limited to only one ink and the gradient cannot be applied. The one colour version may be used in black, grey or in the blue/purple colour from EFQM colour pallet.

THE LOGO MUST BE CLEAR AND LEGIBLE AT ALL TIMES WHEN USED.

NEED MORE INFORMATION?

Visit our Website

More information about EFQM, please visit our website, www.efqm.org.

Get involved

- Join the EFQM Network for Sustainable Excellence on LinkedIn
- Follow @EFQM on Twitter
- Find the EFQM page on Facebook
- View EFQM videos on YouTube

EFQM
Avenue des Olympiades 2
B-1140 Brussels, Belgium
Tel +32 2 775 35 11
Fax +32 2 775 35 35
info@efqm.org
www.efqm.org