Graphic Guideline

EQUASS certification marks

The EQUASS certification marks for Assurance, Excellence and Award cannot be altered in the use of fonts, in the positioning and number of stars, or in the colour schemes.

For the text of the marks to be readable, the minimum size of each mark

• in offline communication is: 25x30mm

• in online communication is: 60x80px / 20x27mm

The red markers indicate the minimum space around the marks that needs to be observed in all cases.

EQUASS colours

The primary EQUASS colours are the colours as used in the business logo and in the certification marks and lie at the heart of the EQUASS visual identity. Corporate identity tools such as stationery, business cards, envelopes, etc. entirely rely on these colours.

For more complex communication tools, such as brochures, websites and powerpoint-presentations, a set of secondary colours was defined. They allow to add depth to the design, while preserving the overall look&feel.

The colour-codes are to be understood as follows:

• PMS: for printing in 2 colours (example: stationery)

• CMYK: for 4-colour printing (example: brochure)

• RGB: for screen-applications (example: e-mail signature)

• HTML: for web-applications (example: website)

Primary colors

PMS: 2945
C: 100 M: 52 Y: 2 K: 15
R:0 G: 84 B: 159
HTML: 00549F

PMS: 116
C: 0 M: 15 Y: 100 K: 0
R:254 G: 203 B: 0
HTML: FECB00

Secondary colors

PMS: 541
C: 100 M: 58 Y: 9 K: 50
R:0 G: 63 B: 114
HTML: 003F72

PMS: 2995
C: 83 M: 1 Y: 0 K: 0
R:0 G: 169 B: 224
HTML: 00A9E0

PMS: 102
C: 0 M: 0 Y: 95 K: 0
R:250 G: 231 B: 0
HTML: FAE700

Black & White variations

In cases where colour reproduction is not possible, such as for a faxes or for office tools that will be produced with a 'black ink only' printer, the use of the coloured logos and marks is not recommended for reasons of readability and contrast. In these cases it is possible to opt for a 'black and white' version of the business logos and the marks.

Assurance
in Social Services

Excellence
in Social Services

C: 0 M: 0 Y: 0 K: 100
R:0 G: 0 B: 0
HTML: 1E1E1E

C: 0 M: 0 Y: 0 K: 40
R:169 G: 169 B: 169
HTML: A7A9AC

Combining EQUASS marks and other logos or marks

The minimum distance between the EQUASS certification marks and surrounding elements, such as other marks or logos, is defined by the height of the text part of the mark x 2.