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THE EUROPEAN PLATFORM  
FOR JUDICIAL AUCTIONS

# Basic Logo Guidelines

LEILA - TOWARDS A MULTILINGUAL EUROPEAN  
PLATFORM FOR JUDICIAL AUCTIONS

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## Logo design

Full title Logo  
and Logo colours



# THE EUROPEAN PLATFORM FOR JUDICIAL AUCTIONS

CMYK: 91/65/35/18  
RGB: 34/82/114  
HEX: #225272

CMYK: 61/30/26/0  
RGB: 106/151/170  
HEX: #6A97AA

CMYK: 35/14/15/0  
RGB: 166/193/203  
HEX: #A6C1CB

## Logo colour variations



Original colours



One colour



Black and white



Black and white inverted



Dark blue background



Blue background



Light blue background



Gray background

Logo colour variations - without title



Original colours



One colour



Black and white



Black and white inverted



Dark blue background



Blue background



Light blue background



Gray background

## Brand colours palette

<p>CMYK: 100/75/48/50</p> <p>RGB: 0/44/66</p> <p>HEX: #002C42</p>	<p>CMYK: 91/65/35/18</p> <p>RGB: 34/82/114</p> <p>HEX: #225272</p>	<p>CMYK: 61/30/26/0</p> <p>RGB: 106/151/170</p> <p>HEX: #6A97AA</p>	<p>CMYK: 35/14/15/0</p> <p>RGB: 166/193/203</p> <p>HEX: #A6C1CB</p>	<p>CMYK: 0/0/0/20</p> <p>RGB: 209/210/212</p> <p>HEX: #D1D2D4</p>	<p>CMYK: 0/0/0/45</p> <p>RGB: 157/159/161</p> <p>HEX: #9D9FA1</p>	<p>CMYK: 0/0/0/70</p> <p>RGB: 109/110/112</p> <p>HEX: #6D6E70</p>	<p>CMYK: 0/0/0/90</p> <p>RGB: 64/64/65</p> <p>HEX: #404041</p>
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# Logo usage examples

Logo on background image



Logo on paper



