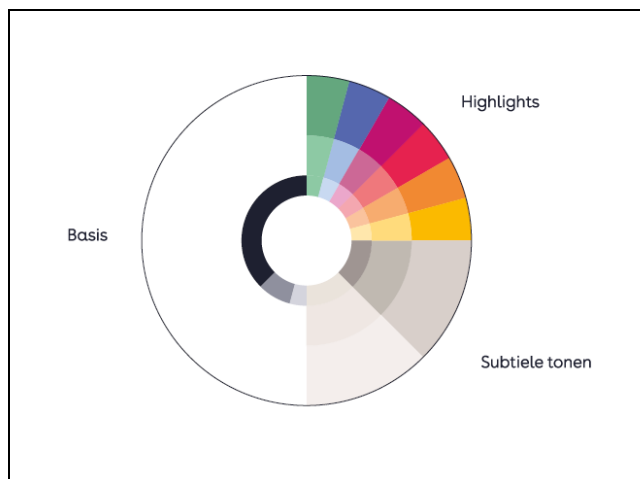



Instructions for Nuffic Nesos

For the use of the Nuffic Neso logo we refer to the following:


- **Use of colours:** each sub-label has its own colour from Nuffic's colour palette. For Nuffic Neso it is orange. This is the main colour for the corporate Neso style. The basic colour of Nuffic (black, white and two grey tones) and the subtle tones can also be used.



orange



CMYK 0 / 55 / 85 / 0
 RGB 241 / 137 / 50
 # f18832
 PMS C 715



CMYK 0 / 40 / 60 / 0
 RGB 247 / 172 / 111
 # f7ac6f
 PMS C 715 (50%)

- **Colour codes:** These are the colour codes of the series A and B orange tint. In the coloured corporate style areas, we only use the colour A and B, in this case the larger colour area always has colour A. For the smaller coloured areas, you can select colour A or B. The series of colour C will be used for graphs, for example. In addition, the base (basic) and subtle tones can also be used.

You can find all colour codes (A, B and C) in the document *Coloured codes*, which is attached.

Margin: there needs to be a margin of 2.5 x the width of the side leg of the 'N', both between the words Nuffic and Neso as well as to either side of the logo and above and below the logo:



- **Size:** the logo should never be smaller than 30 mm (200 px) wide – the minimum size.

Nuffic neso

- **Background:** make sure when you use the logo that the background is not too light or too dark, so that there is sufficient contrast.
- **Examples** of logo use in Neso materials:



Nuffic neso
Nuffic neso