

EUROPEAN TERRITORIAL COOPERATION



investing in your future

Alpine Space Programme 2007 – 2013

# Styleguide

for project communication

Version: April 2010



The programme is co-funded  
by the European Regional  
Development Fund

# Table of contents

## Logo versions

Page

Important information .....	3
Version <b>A 1</b> Project logo: Landscape format .....	4
Version <b>A 2</b> Project logo: Panel format .....	5
Version <b>B</b> Project logo: Small version .....	6

## Rules for application

Page

Background .....	7
Positioning .....	7
Minimum distance »A« .....	8
Proportions .....	8
Don'ts .....	9

## Important information

The logo – as further illustrated in this styleguide – contains all elements as required for information and publicity measures in Commission Regulation (EC) no. 1828/2006. It is made of:

- + the EU emblem
- + the reference to the ERDF
- + the statement chosen by the programme («investing in your future»)
- + the Alpine Space Programme logo.

### General rules

The logo must be placed on all materials published and documents/presentations illustrated to the public. This includes not only promotion material, but also event invitations, presentations or agendas.

### Measures that do not fulfill these requirements are considered as ineligible!

**Version A** is the main logo version to be generally used for all I&P materials. It combines all required elements as set out above. This version exists in two different formats (landscape and panel) as well as in different colour and language versions.

**Version B** may only be used for very small materials (such as USB sticks, pens, etc. ). This version exists only in one format and language version. Please note that the use of this version will only be accepted if version A cannot be placed at all.

All logo versions are illustrated and described in this styleguide. They are available as jpg- and eps-data, on the programme website as well as on the CD ROM provided to the lead partner. Each version is named with a specific reference number. After having chosen the relevant version in this styleguide, you can easily find the right file (on the website or the CD ROM) as it is saved with the same reference number.

In case of any doubt in using the logos or special layout requests (e.g. need of format adaption), please contact the JTS Communication Officer!

## Logo versions

A 1 → Project logo: Landscape format

A 1.1



A 1.2



A 1.3



A 1.4



A 1 → Language versions

Version A 1 is the main version to be used most preferably for all I&P materials.

Size

The logo must be readable. Therefore a minimum size of 38 x 21 mm must be maintained.

A 1.1 Alpine Space Programme project logo landscape format – positive  
Filename: [A\\_1.1\\_positive\\_4C\\_en.eps/jpg](#)

A 1.2 Alpine Space Programme project logo landscape format – negative  
Filename: [A\\_1.2\\_negative\\_4C\\_en.eps](#)

A 1.3 Alpine Space Programme project logo landscape format – black  
Filename: [A\\_1.3\\_positive\\_1C\\_en.eps/jpg](#)

A 1.4 Alpine Space Programme project logo landscape format – white  
Filename: [A\\_1.4\\_negative\\_1C\\_en.eps](#)

A 1 Language versions of the logo are available in a special zip folder. Please make sure you use the right language version! Please note: for measures with a transnational audience (e.g. events), you shall always use the English version!  
Filename: [A\\_1\\_language\\_versions.zip](#)

Please follow the rules for application as set out on page 7 – 9.

## A 2 → Project logo: Panel format

A 2.1



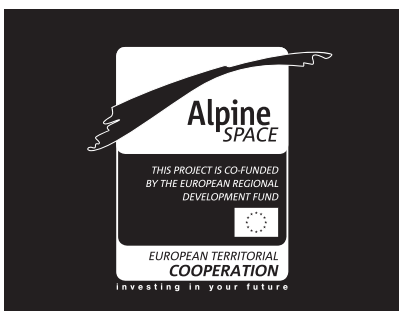
A 2.2



A 2.3



A 2.4



## A 1 → Language versions

Version A 2 can be used as a second option – only in case the format of the material does not allow the use of format A 1.

### Size

The logo must be readable. Therefore a minimum size of 32 x 32 mm must be maintained.

**A 2.1** Alpine Space Programme project logo panel format – positive  
Filename: [A\\_2.1\\_positive\\_4C\\_en.eps/jpg](#)

**A 2.2** Alpine Space Programme project logo panel format – negative  
Filename: [A\\_2.2\\_negative\\_4C\\_en.eps](#)

**A 2.3** Alpine Space Programme project logo panel format – black  
Filename: [A\\_2.3\\_positive\\_1C\\_en.eps/jpg](#)

**A 2.4** Alpine Space Programme project logo panel format – white

**A 2** Language versions of the logo are available in a special zip folder. Please make sure you use the right language version! Please note: for measures with a transnational audience (e.g. events), you shall always use the English version!  
Filename: [A\\_2\\_language\\_versions.zip](#)

Please follow the rules for application as set out on page 7 – 9.

**B** → Project logo: Small version

**B 1**



**B 2**



Only for very small gadgets (e.g. pens, memory sticks, etc.) the use of version B (without indication of ERDF and slogan) is sufficient.

The small logo must be readable. Therefore a minimum size of 25 x 11,4 mm must be maintained.

**B 1** Small version of Alpine Space Programme project logo  
– positive  
Filename: [B\\_1\\_positive\\_4C.eps/jpg](#)

**B 2** Small version of Alpine Space Programme project logo  
– black  
Filename: [B\\_2\\_positive\\_1C.eps/jpg](#)

Please follow the rules for application as set out on page 7 – 9.

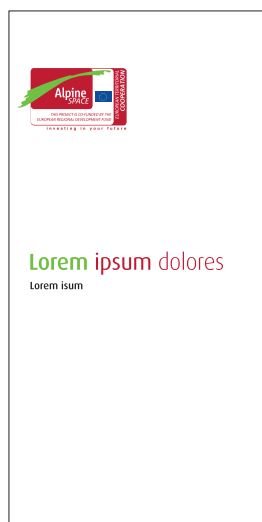
# Rules for application

## Background



- ✦ In its coloured version the logo shall be placed preferably on white background.
- ✦ The logo shall not be used on a background of more than one colour.
- ✦ The logo shall not be placed on a background of any shades of red and green.
- ✦ If the logo is placed on coloured background, there shall be sufficient contrast between the background and the logo colours.
- ✦ The logo can be used on bright photo backgrounds if the text on top is readable. The photo shall not be overloaded with too many (however beautiful) details.

## Positioning

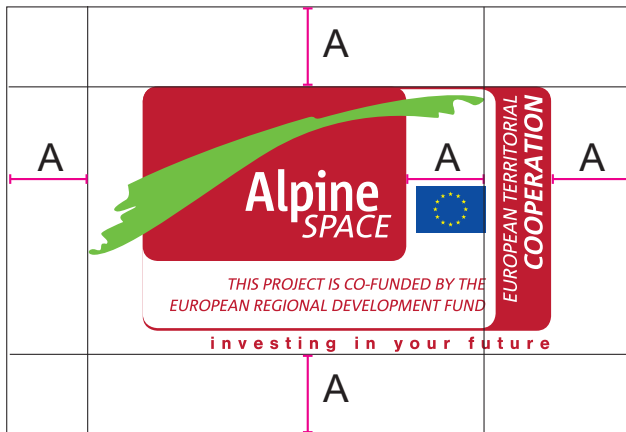


The logo shall be placed at a central and visible position:

For publications: On the outside, front or back cover.

For information made available by electronic means (e.g. website) and by audio-visual material (e.g. CDs, PPT presentations) this principle shall be applied by analogy.

## Minimum distance »A«

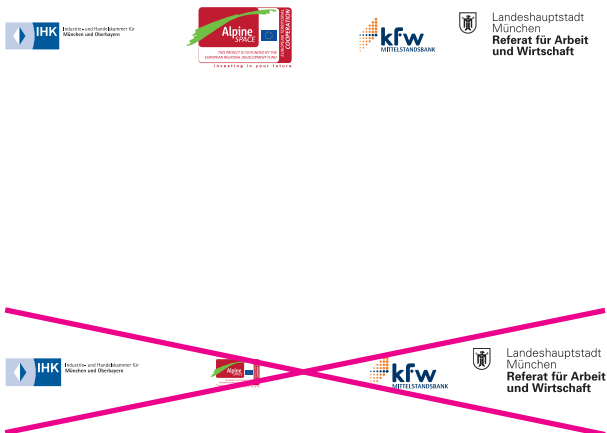


The logo (version A and B) needs a minimum space around it to take effect. Therefore a minimum distance »A« has been defined, which all layouts must follow. This minimum distance shall not be reduced.

The dimensioning of »A« has been derived from the right edge of the red shape and the right edge of the Alpine arc.

The distance »A« must be maintained above, below, left and right of the logo (and its versions).

## Proportions



If the logo is used with other logos (national, regional etc.) it shall be at least as big as the other logos.

The logo shall not be smaller than the other logos.

## Don'ts



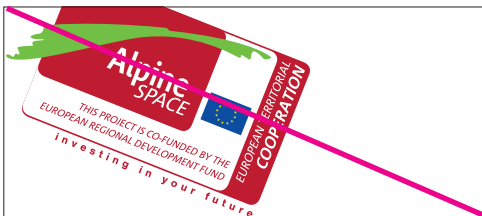
All logos are a specifically shaped artwork and shall not be modified with any different typography.



The colours of the logo shall not be changed.



No artwork or typography shall be added to the logo. The distance »A« must be maintained as explained in 2.3.



The logo shall not be cropped or rotated.



The logo shall not be placed on coloured backgrounds with insufficient contrast to the logo colour.



The logo shall not be placed on a background which is overloaded with (however beautiful) details.

## Where to find further information and assistance?

Communication Officer

Joint Technical Secretariat  
Alpine Space Programme -  
European Territorial Cooperation  
Bayerisches Landesamt für Umwelt  
Lazarettstr. 67  
80636 München  
Germany

Tel. +49 89 9214 1812  
Fax +49 89 9214 1820

[jts@alpine-space.eu](mailto:jts@alpine-space.eu)  
[www.alpine-space.eu](http://www.alpine-space.eu)