

ATLAS

Advanced Tools for Low-carbon,
high-value development
of historic architecture
in the Alpine Space.

**D.C.1.2 – Digital Template including
corporate design manual**

Priority 3 - Liveable Alpine Space

SO3.1 - Sustainably valorise Alpine Space cultural and natural heritage

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This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space program.



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D.C.1.2.1 Corporate Design Manual

1.1. Purpose

This manual contains rules and guidelines for the correct use of Interreg Alpine Space corporate design elements and ATLAS Project for project communication. All rules and guidelines have been developed in accordance with the communication requirements stated by the European Commission in regulation (EU) No 1303/2013.Guidelines.

The project logo must be placed on all material published and on all files/presentations shown to the public.

This includes not only promotional material, but also documents such as invitations, presentations or agendas.

Together with the logo, the reference to the European Regional Development Fund (ERDF) must be visible on all materials and documents as listed above.

1.2. Atlas Branding

Specific Objectives of the Brand ATLAS

- Brand awareness: let our target groups know ATLAS Project
- Brand image: let our target groups know what the project is about, why it is important, what makes it different from any other similar project
- Brand associations: add (positive) details to the project's core identity

ATLAS Corporate Identity

Formal communication and project documentation must conform to the standards as described in the corporate design manual of Interreg Alpine Space. If not available, the WPL of the WP Communication will deliver project templates and formats.

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1.3. ATLAS Logo

Logo Specification

Basic unit

The basic unit used for definition of spaces is the width of the letter “e” in the Interreg logo. This measure is used to define the space between the elements as well as the clear space around the logo.

European flag

The space between the logotype and the European flag equals $\frac{3}{4}$ of the basic unit. The height of the flag is the same as the letter “l”.

Relative size of the project logo

The project logo can be placed to the right or below the Interreg programme logo. If placed to the right, it should be placed at a distance of one basic unit from the Interreg programme logo. It should have the same width as the European flag. The programme logo must not be taller than three times the height of the EU flag (h) included in the Interreg logo.

If it is placed below the Interreg logo, the project logo should be placed at a distance of $\frac{1}{2}$ of the basic unit. It should have the same height as the EU flag (h) and the same width as the word Interreg in the Interreg logo.

Clear space area

Around the logo there must be clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos may be placed. Likewise, this zone has to be observed for the positioning distance to the page margins.

ERDF reference

The logo also exists in a version with the text “European Regional Development Fund” written below it in Montserrat Regular, Reflex Blue. The height of this line is the same as for “European Union” under the flag. This version of the logo has to be chosen if “European Regional Development Fund” is not written elsewhere on the page where the logo is shown. The distance between the baseline of the fund and the baseline of the programme name should be $\frac{1}{2}$ of the basic unit.

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Design

The main idea by developing the ATLAS logo was the “open door” that invites to discover the project goals and results on the one hand and on the other invites to enter the preserved historic building and use them further



Figure 1 ATLAS Logo Idea

PP TB has designed the logo for ATLAS, which was approved by all PPs and has to be applied in all dissemination activities. The logo colours are derived from the European flag and must not be changed. They are the central brand colours of the Interreg corporate design and they allow identifying the brand also beyond the logo in all visual communication. The colours are defined for all colour systems.



Figure 2 ATLAS Logo

The project logo must be featured on all promotional material, presentations, print material, or any other communication activity that the project organises (cf. SC article 7). If other logos are displayed in addition to the project logo, the European Union emblem (i.e. the flag in the Interreg logo) shall have at least the same size, measured in height or width, as the biggest of the other logos. You will find these instructions in the Corporate design manual for Alpine Space projects Version 1.3

(http://www.alpine-space.eu/project-management/project-communication/cd_manual_project_communication_v1.3.pdf)

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Figure 3 ATLAS Logo Black & White

ATLAS digital template package

The communication reporting templates as well as templates for presentation are available on Office365 -Sharepoint (WP Communication/Templates).

For continuous text within documents the font type “ARIAL” is used. Font size, headers, bulleted lists are defined within the communication templates.



Figure 4 ATLAS Templates

The following templates have been developed by PP TB

(https://scientificnet.sharepoint.com/:f:/s/atlas.project/Eo5d_KIVbwJlgBqjCRdKyxsB_DI1jTIRYOJRgN4v3mGK_A?e=sGybeT):

- Agenda
- Deliverables
- Letter
- Press Release

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- Minutes
- PowerPoint

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