

**Cross-Border
Cooperation**



**Funded by
the European Union**

Brand Design Manual

The brand design is more than a logo: It consists of characteristic elements such as colours, typefaces and a structure to help layout pages: the grid. Only the combination of all these elements will result in optimum brand recognition.

Index

INTRODUCTION	3
1 IPA CBC brand	4
1.1 Structure and specifications	5
1.2 Colours	7
2 IPA CBC brand in conjunction with a programme name	8
2.1 Typeface and style	9
2.2 Structure and specifications	10
2.3 Colour use	11
2.4 Correct use of the brand	12
2.5 Incorrect use of the brand	16
3 How to use a project name in a combination with the IPA CBC programme brand	19
3.1 Components and positioning	20
3.2 Colour use	22
4 Typefaces	23
4.1 Primary typeface: Open Sans	24
4.2 Secondary typeface: Vollkorn	25
4.3 Typeface combinations	26
4.4. Alternative typefaces	27
5 How to use the brand	28
5.1 Size	29
5.2 Positioning definition of brand and margine size	30
5.3 Social media	34
5.3.1 Social media: post	35
5.3.2 Social media: incorrect use of the brand	36

Introduction

LEGEND



This symbol indicates the ideal solution for using the brand. It can also be used to highlight an important concept or point to be considered.



The orange warning sign indicates possible practices or alternatives which are not forbidden but should not be preferred unless absolutely necessary.



The red stop sign indicates wrong practices, for example when an element cannot be used in a certain way.

Every IPA CBC programme seeks to develop valuable projects that have a real impact on the life of citizens in the participating IPA beneficiaries. For these programmes to attract new people and new projects, they have to be visible.

They offer a unique network for projects directly targeted at improving our lives and economic development in our regions and making our environment safer and more sustainable.

Yet, this community of nine programmes can turn into a handicap if not unified under a common mission and vision. This new approach towards IPA CBC programmes visibility, was already tested under the Interreg and Interreg-IPA CBC programmes. At the same time the new visual identity created is in line with the one used under Interreg, Interreg-IPA and Interreg NEXT programmes, and will highly contribute to better visibility of all CBC programmes bringing them closer to the EU territorial cooperation programmes.

The harmonised IPA CBC brand provides greater visibility for these programmes at all levels and towards the widest audience, demonstrating that IPA CBC makes a difference both locally and at EU integration level, providing large-scale evidence that cooperation programmes in WBs bring people closer, contribute to reconciliation and economic growth as well as to preserve better our environment.

1. IPA CBC brand

1.1 Structure and specifications

The new IPA CBC brand is designed to provide a robust and easily-recognizable identity, in line with the visual identity of all strands of Interreg programmes, that favours an easy combination with other logos in co-branding situations.

In order not to interfere with other pictorial design elements and to give the EU emblem a graceful presence, a purely typographic solution without any other graphic elements was chosen.

The following pages outline a few simple rules for using the brand.

Please take time to understand how to apply these rules so the brand always appears clear and consistent.

The brand consists of the following elements; the logotype (1) with the coloured arch inside, the EU emblem (2) and the statement (3).

The brand is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

The elements of the brand represent a unit which is defined as invariable.

The composition of the brand elements follows specific rules and must not be changed.

- Always use the digital brand files provided and do not try to recreate or modify the brand in any way

1. **Cross-Border
Cooperation**



3. **Funded by
the European Union**

**Cross-Border
Cooperation**



**Funded by
the European Union**

The **basic unit (u)** used for the definition of the brand composition is calculated in reference to half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand.

1. FLAG

The height of the flag (EU emblem) sets the tone for the height and placement of all other elements. The width of the EU emblem is proportional to its height at a ration of 3/2 and such proportions must never be changed.

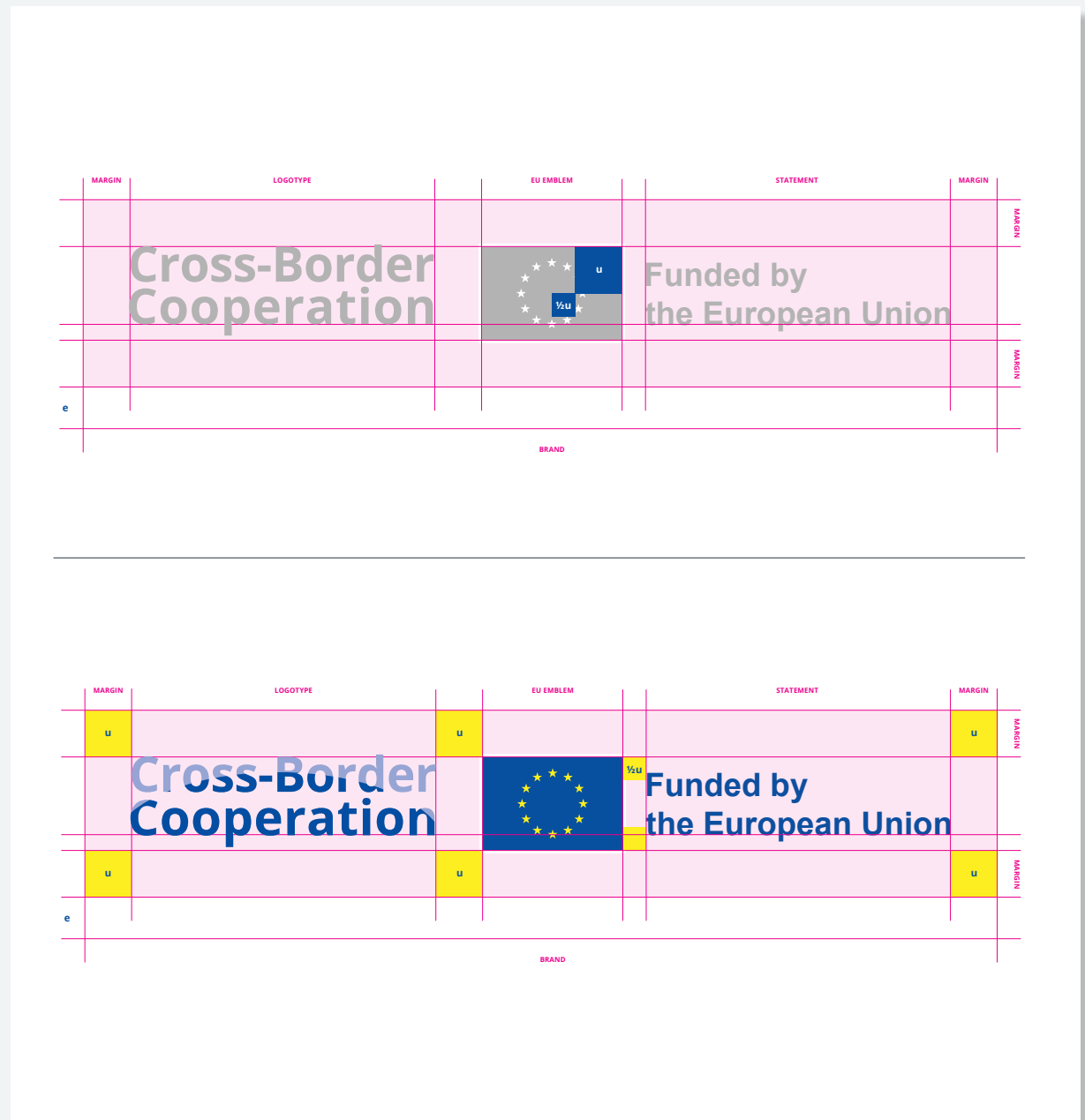
2. STATEMENT

The statement “Funded by the European Union” must always be written in Arial Bold. The whole statement must be positioned to the right of the EU emblem and broken into 2 lines with “Funded by” on the first line and “the European Union” on the second. The statement is vertically aligned to the middle of the flag.

3. SPACING

The space between the logotype and the EU emblem equals 1 “u”. The space between the EU emblem and the statement equals $\frac{1}{2}$ “u” - not including the white border.

A **clear space of at least 1 “u”** in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.



1.2 Colour

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue define the IPA CBC brand's visual identity and should be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour.

PANTONE

Spot colours

CMYK

Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)



Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

Colour
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

Colour
Yellow
Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 / 204 / 0

Colour Black
Pantone Black
CMYK 0 / 0 / 0 / 100
HEX 000000
RGB 0 / 0 / 0

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX ffffff
RGB 255 / 255 / 255

2. IPA CBC brand in conjunction with
a programme name

2.1 Typeface and style

For programme names, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

1. FONT

Always use left-aligned Montserrat Bold to create your programme name.

2. CAPITALISATION

Names are written in lowercase with only the first letter of each country or region composing the name written in capital letter.

Acronyms can be written in all capitals.

- The name should be a part of the brand image and should not be written separately. Your brand is made of your programme's name together with the IPA CBC logotype made into one single image or document. Do not write the name under the IPA CBC logotype instead.
- These typefaces are available for free, including web font kits, and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/montserrat>

STANDARD SIZE

Cross-Border
Cooperation



Funded by
the European Union

Albania-Kosovo

SIZING FOR LARGE NAMES

Cross-Border
Cooperation



Funded by
the European Union

Bosnia and Herzegovina – Montenegro

2.2 Structure and specifications

1. DEFINING THE PROGRAMME NAME AREA

The space destined for the name of the programme is called “custom area”. Its height is equivalent to 1 “e” placed at a distance of “u” below the flag.

2. DEFINING THE TYPEFACE SIZE

The name size must be adapted on a case-by-case basis to fill the custom area but never smaller than $\frac{1}{4}$ “e”. The name must always start directly on the left line of the custom area and expand no further than the end of that area which matches the right border of the flag. Whenever possible, try to align to the end of the IPA CBC logotype.

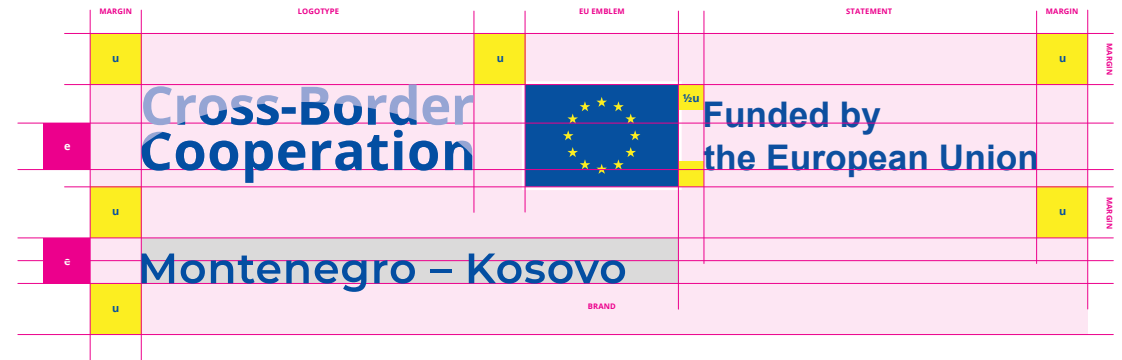
The bottom of the custom area must be used as the guideline for the placement of the baseline of the letters not considering the descending letters.

For short names, the size is set by the vertical limitations of the area. For long names, they can be divided into two lines, with the first line expanding horizontally from the left to right of the area. The first line, therefore, provides the measurement for the font size.

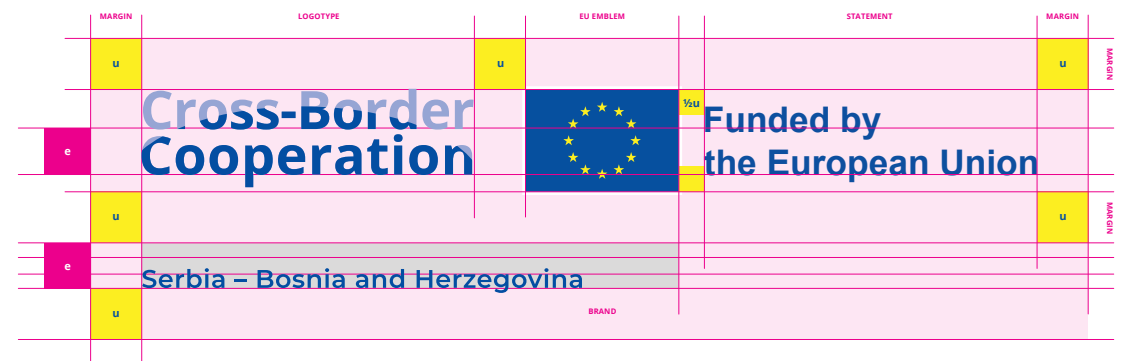
3. CLEAR SPACE AREA

The same clear space rules apply as with the generic IPA CBC brand (see page 6).

STANDARD SIZE



SIZING FOR LARGE NAMES



2.3 Colour use

Programme names must always be written in Reflex Blue, which is the EU corporate colour, using the exact same colour codes as the EU emblem and statement.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)

Colour
Reflex Blue

Pantone
Reflex Blue

CMYK
100 / 80 / 0 / 0

HEX
003399

RGB
0 / 51 / 153

**Cross-Border
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Serbia – Montenegro



2.4 Correct use of the brand

1. STANDARD BRAND (IDEAL BRAND USE)

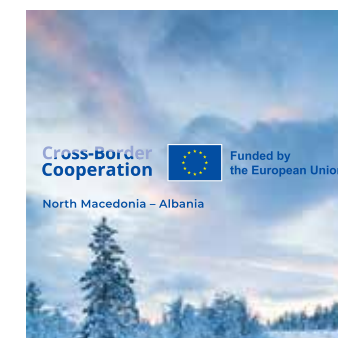
The standard brand is the full colour version in the colour codes specified on page 7.

2. BACKGROUND COLOR

Ideally the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to pages 13-14.

- According to the EU Regulation 2021/1060, annex IX ("Communication and visibility"): "If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle".

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3. STANDARD BRAND: APPLICATION ON DARK BACKGROUNDS

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.

- According to the EU Regulation 2021/1060, annex IX (“Communication and visibility”): “If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle”.



4. WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the logotype, EU emblem border and statement must be in white using the following colour codes:

Colour White

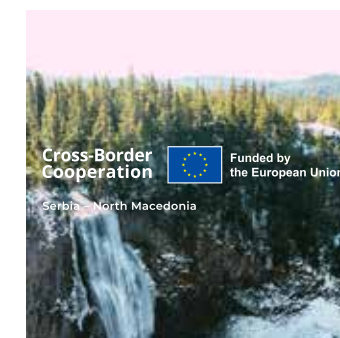
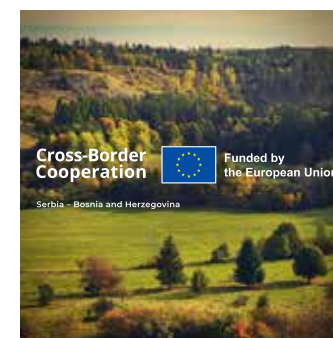
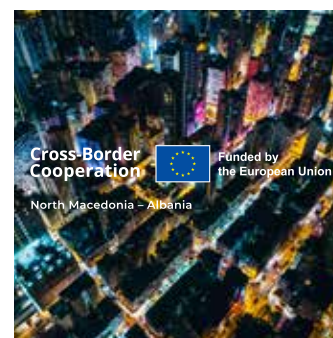
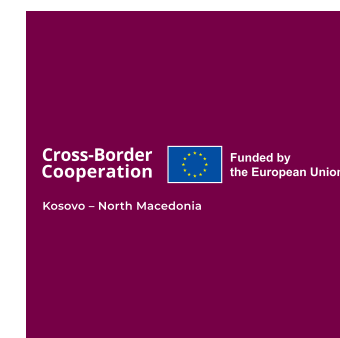
Pantone /

CMYK 0 / 0 / 0 / 0

HEX ffffff

RGB 255 / 255 / 255

The size of the EU emblem border must be 1/25 of the height of the emblem.

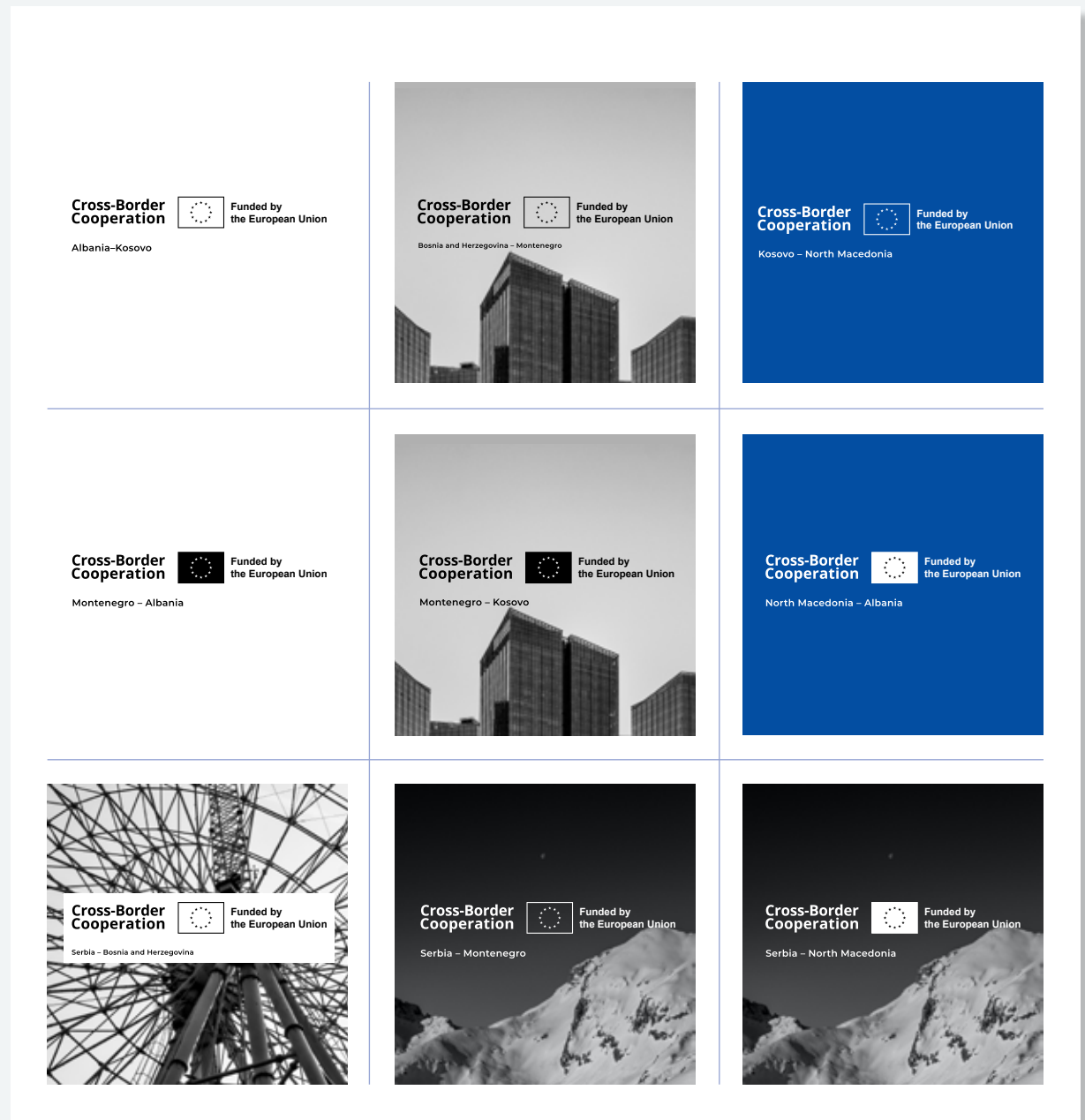


5. MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.

The rules for applications on light vs dark background remain the same as specified on pages 9, 10, 11 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

- The EU emblem must be applied with a black or white border measuring 1/25 of the height of the rectangle.
- The rules of application of the generic IPA CBC brand similarly apply to all versions of the IPA CBC brand, whether in conjunction with programme names, or programme and project names.



2.5 Incorrect use of the brand

These are examples of brand images used during the 2014-2020 funding period under 3 different IPA CBC programmes.

In most of the cases, EU emblem was not included in the programme logos but was used separately, next to the programme logo.

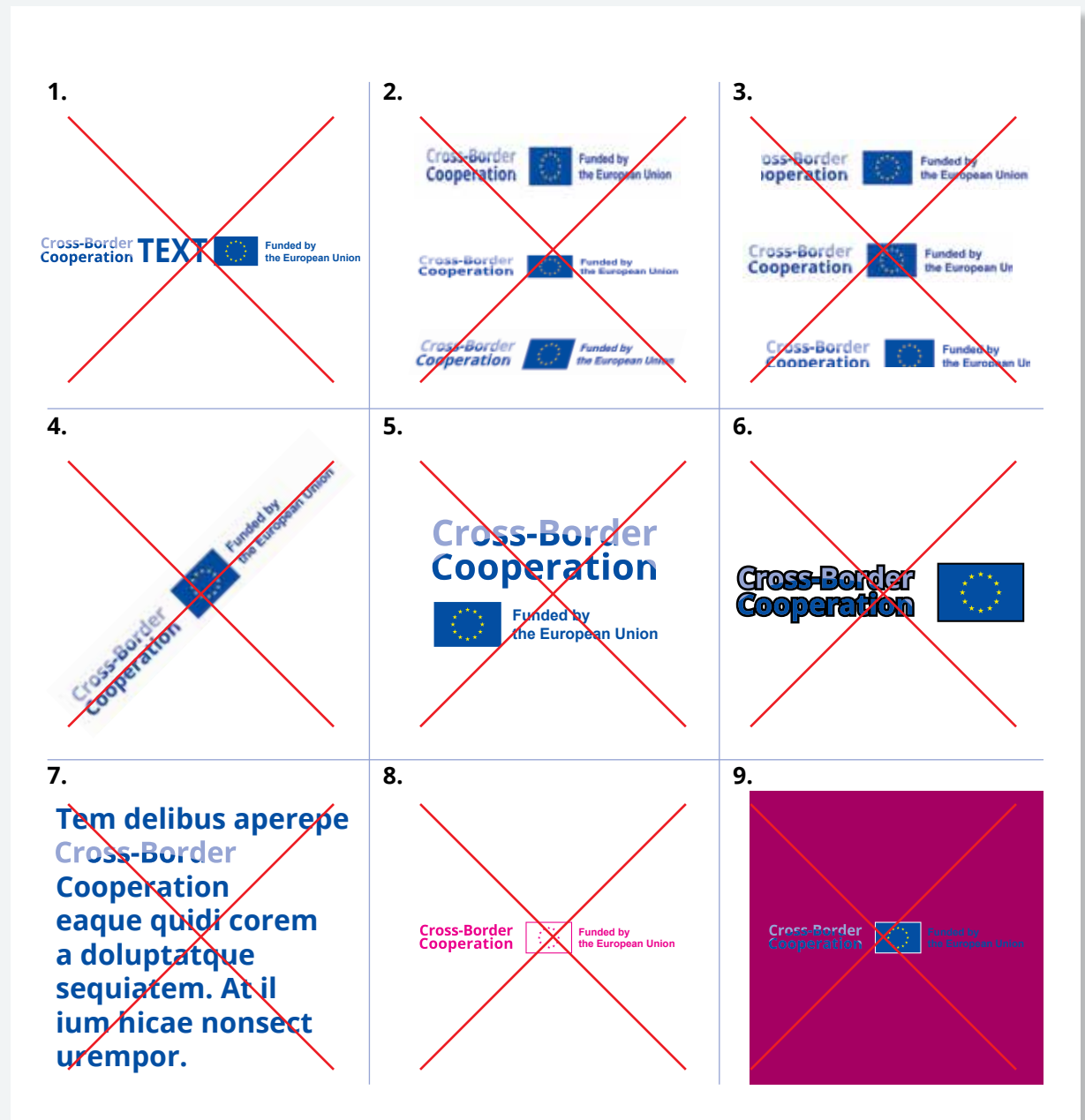
- These versions are now obsolete and should not be used for communication referring to the 2021-2027 period. The only correct version of the brand to be used in the 2021-2027 period is described on page 5 of this manual.
- The only funding statement to be used in the next programming period is "Funded by the European Union", with no reference to specific funds.



The statement should always be positioned to the right of the EU flag.



- 1 Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.
- 2 Do not invert, distort, stretch, slant or modify the brand in any way.
- 3 Do not cut the brand.
- 4 Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.
- 5 Do not change the composition of the brand elements. They are invariable.
- 6 Do not use outlines around the brand.
- 7 Do not use the brand in body text. Instead, in body text, use just the word cross-border cooperation set in the font of the body text.
- 8 Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.
- 9 Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.



3. How to use a project name in combination with the IPA CBC programme brand

3.1 Components & positioning

Project names/logos are not a part of the IPA CBC logo but rather should be considered as an annexed element. As such, the IPA CBC programme logo should always appear any time the project name is used.

1. FONT TYPE & SIZE

Projects are not allowed to develop their own logo. They should simply use their name written in Montserrat Bold in the colour of their thematic objective.

The project name cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 “e” nor smaller than ½ “e”. In both cases the first capital letter is used as reference.

In the event that the name cannot be written on 1 line within these limitations, it can be broken into 2 lines.

These need to fit within the project’s custom area.

2. PROJECTS' CUSTOM AREA

WIDTH: the area defined for the project name or logo is equivalent to the width of the IPA CBC logotype and EU emblem combined (not including the white border).

HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

3. STANDARD PLACEMENT

The standard placement for project names is below the IPA CBC logo, separated by a thin straight line. The project name is positioned against the top left corner of the custom area.



4. HORIZONTAL PLACEMENT

Alternatively, project names can be positioned to the left or right side of the IPA CBC logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

- Project names can never be positioned above the IPA CBC logo.

When the project name is placed to the right of the IPA CBC logo (A), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the 'cross-border cooperation' letters.

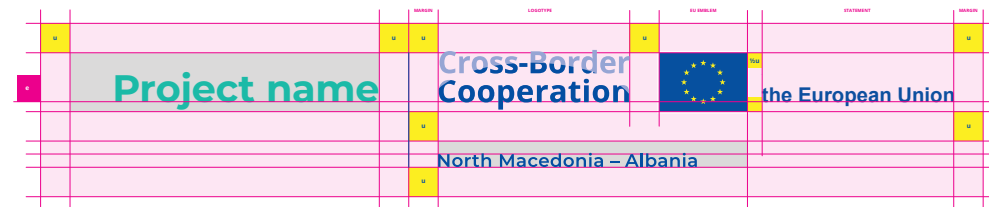
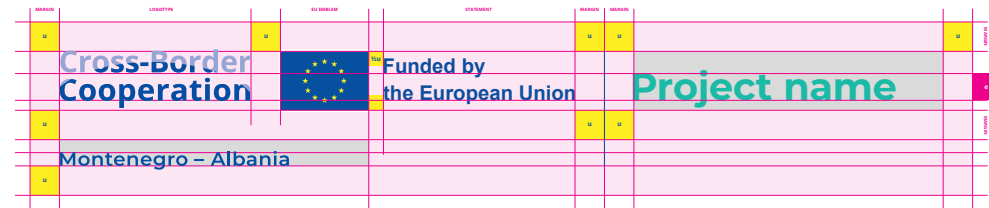
When the project name is placed to the left of the IPA CBC programme logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the 'cross-border cooperation' letters.

5. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the IPA CBC brand from the project name.

This line is positioned exactly 1 "u" below the IPA CBC brand and 1 "u" above the project custom area.

It covers the entire width of the brand, not including the margin areas.



3.2 Colour use

Project names should always use the colour of the matching thematic objective, as described here.

The colour scheme was developed to label the thematic objectives clearly.

The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and branding colours of IPA CBC.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)

Protecting the environment, promoting climate change adaptation and mitigation, risk prevention and management

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

Encouraging tourism and promoting cultural and natural heritage

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

Competitiveness, business and SME development, trade and investment

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

Employment, labour mobility and social and cultural inclusion across borders

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

Investing in youth, education and skills

CMYK 73 / 9 / 6 / 0
HEX #00ADD8
RGB 0 / 173 / 220



4. Typefaces

4.1 Primary typeface: Open Sans

The generic typeface for all applications, from body text to headlines, is Open Sans.

It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile.

It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

The following rules apply for all print publications and stationery applications.

- These typefaces are available for free, including web font kits and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/open-sans>

Headline 1
Open Sans Bold
20/24

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 2
Open Sans Bold
12/16

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

4.2 Secondary typeface: Vollkorn

As an alternative serif typeface to Open Sans, Vollkorn was chosen. It can be used alone or in combination with Open Sans - as described on page 26.

The following rules apply for all print publications and stationery applications.

- These typefaces are available for free, including web font kits and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/vollkorn>

Headline 1
Vollkorn Bold
20/24

Headline 2
Vollkorn Bold
12/16

Headline 3
Vollkorn Bold
8/12

Headline 4
Vollkorn Regular
8/12

Text body
Vollkorn Regular
8/12

Quote/remark/emphasis
Vollkorn Italic
8/12

Footnote
Vollkorn Italic
6/8

ABCDEFGHIJKLMN
1234567890
!@#\$%^&*()

ABCDEFGHIJKLMN
1234567890
!@#\$%^&*()

ABCDEFGHIJKLMN
abcdefghijklmnopqrstu
vwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMN
abcdefghijklmnopqrstu
vwxyz
1234567890!@#\$%^&*()

Lorem ipsum dolor sit amet, consetetur sadipscing
elit, sed diam nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam erat.

*Lorem ipsum dolor sit amet, consetetur sadipscing
elit, sed diam nonumy eirmod tempor invidunt
ut labor.*

*Lorem ipsum dolor sit amet, consetetur sadipscing elit,
sed diam nonumy eirmod tempor invidunt ut labore et dolore
magna aliquyam erat.*

4.3 Typeface combinations

The two typefaces Open Sans and Vollkorn can be used together for better or diverse aesthetics.

For example, you can choose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with the font sizes and font weights.

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magna ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magna ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in quame

Title id mos dollut eosa voluptu

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Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magna ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis



4.4 Alternative typefaces

If neither Open Sans or Vollkorn are available, you must use the universal fonts family “Arial, sans-serif” or “Georgia, serif”.

These fonts must be used following the same rules as stated on pages 24 and 25.

- These typefaces are available for free, including web font kits:

Arial can be downloaded for instance here: <https://freefontfamily.com/arial-fontfamily-free-download/>

Georgia can be downloaded for instance here: <https://freefontdownload.net/free-georgiafont-33927.htm>

Open Sans Bold
Open Sans Semibold
 Open Sans Regular
Open Sans Italic



Arial Bold
 Arial Regular
Arial Italic

Vollkorn Bold
 Vollkorn Regular
Vollkorn Italic



Georgia Bold
 Georgia Regular
Georgia Italic



5. How to use the brand

5.1 Size

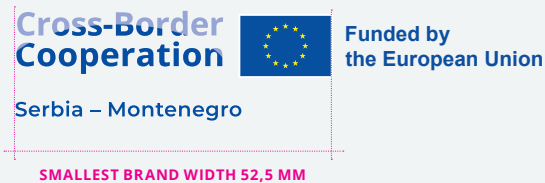
The appearance of a brand varies greatly according to the medium it is used in.

Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the IPA CBC logotype + EU emblem - not including the statement nor the margins.

The brand should not be used in any size smaller than the smallest size specified here.

- The minimum height of the EU emblem must be 1 cm.
- For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.



MEDIA SMALLEST

BRAND WIDTH

PRINT A4 PORTRAIT	(210×297 MM) 52,5 mm
PRINT A4 LANDSCAPE	(297×210 MM) 52,5 mm
PRINT A5 PORTRAIT	(148×210 MM) 52,5 mm
PRINT A5 LANDSCAPE	(210×148 MM) 52,5 mm
PRINT BUSINESS CARD	(85×55 MM) 26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

5.2 Positioning: definition of brand and margin sizes

Three constant rules define the usage of the size of the IPA CBC brand, which applies to all formats and supports - whether print or digital, small or big, vertical or horizontal.

1. SIZE OF THE BRAND

The width of the logotype + EU emblem - without the statement - is equivalent to a fourth ($\frac{1}{4}A$) of the page's entire width (A).

2. SIZE OF THE MARGINS

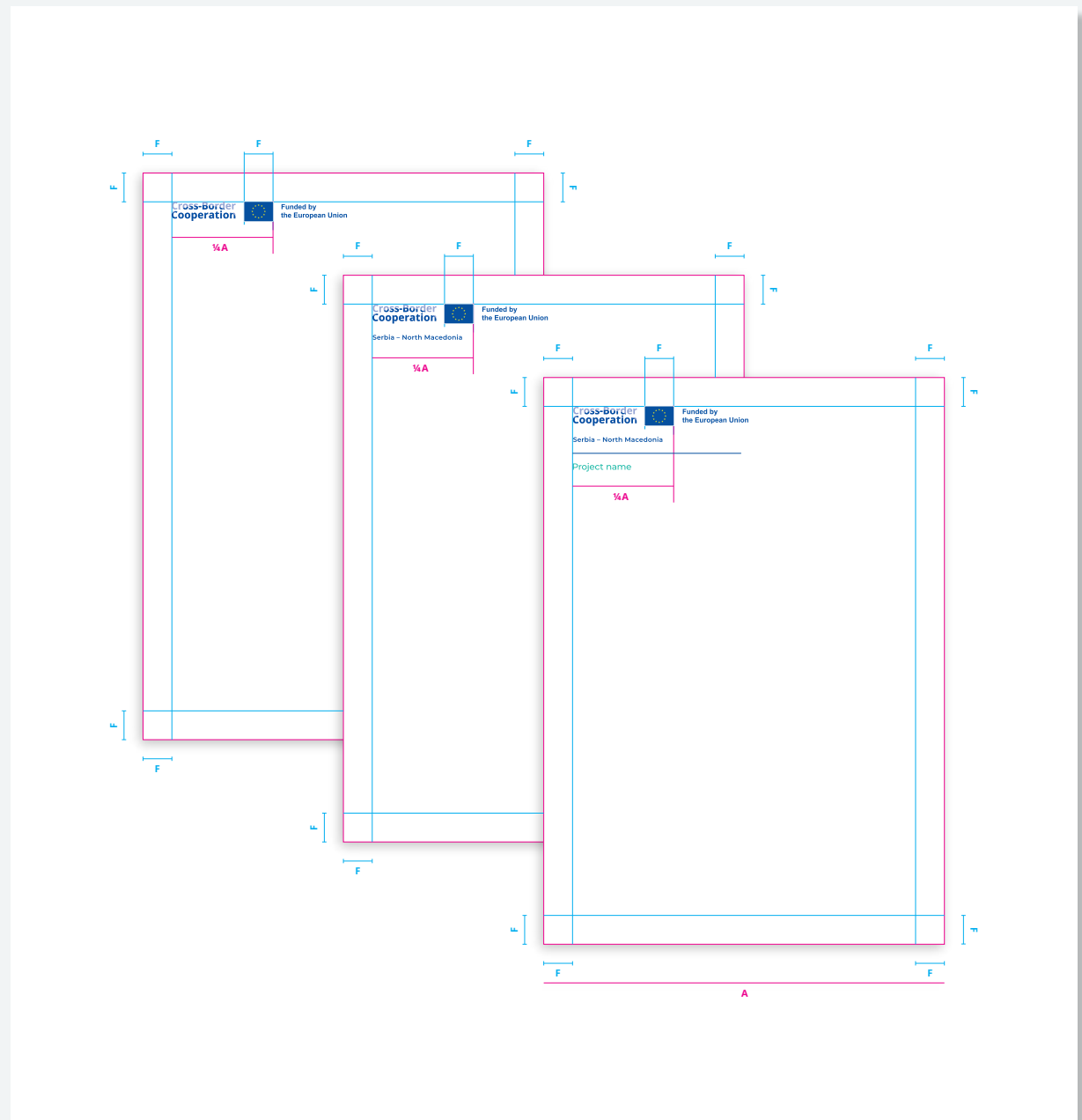
Once the width of the brand ($\frac{1}{4}A$) in relation to the width of the page (A), has been calculated the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.

- Generic IPA CBC brand: margins = 1F
- IPA CBC brand with programme name: margins = 1F
- IPA CBC brand with programme and project name: margins = 1F

3. BRAND POSITIONING

The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.

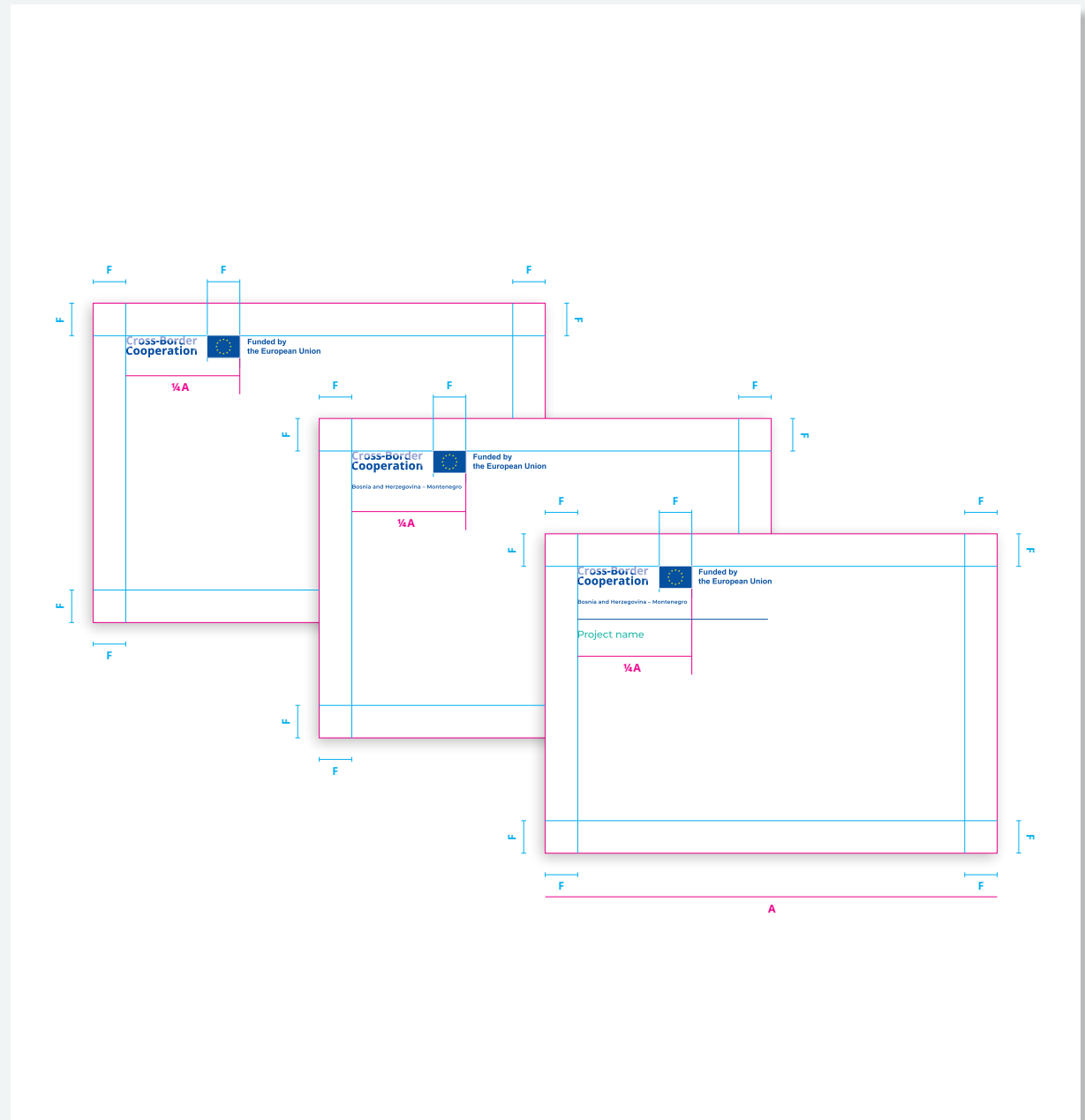
In the case of having to use the brand smaller in order to co-exist with other logos or elements, this rule does not have to be applied, and the rule of minimum sizes specified on page 29 prevails.



The three constant rules, size of the brand, size of the margins, brand positioning (see page 30) apply to all formats and supports other than A4.

INSTRUCTIONS

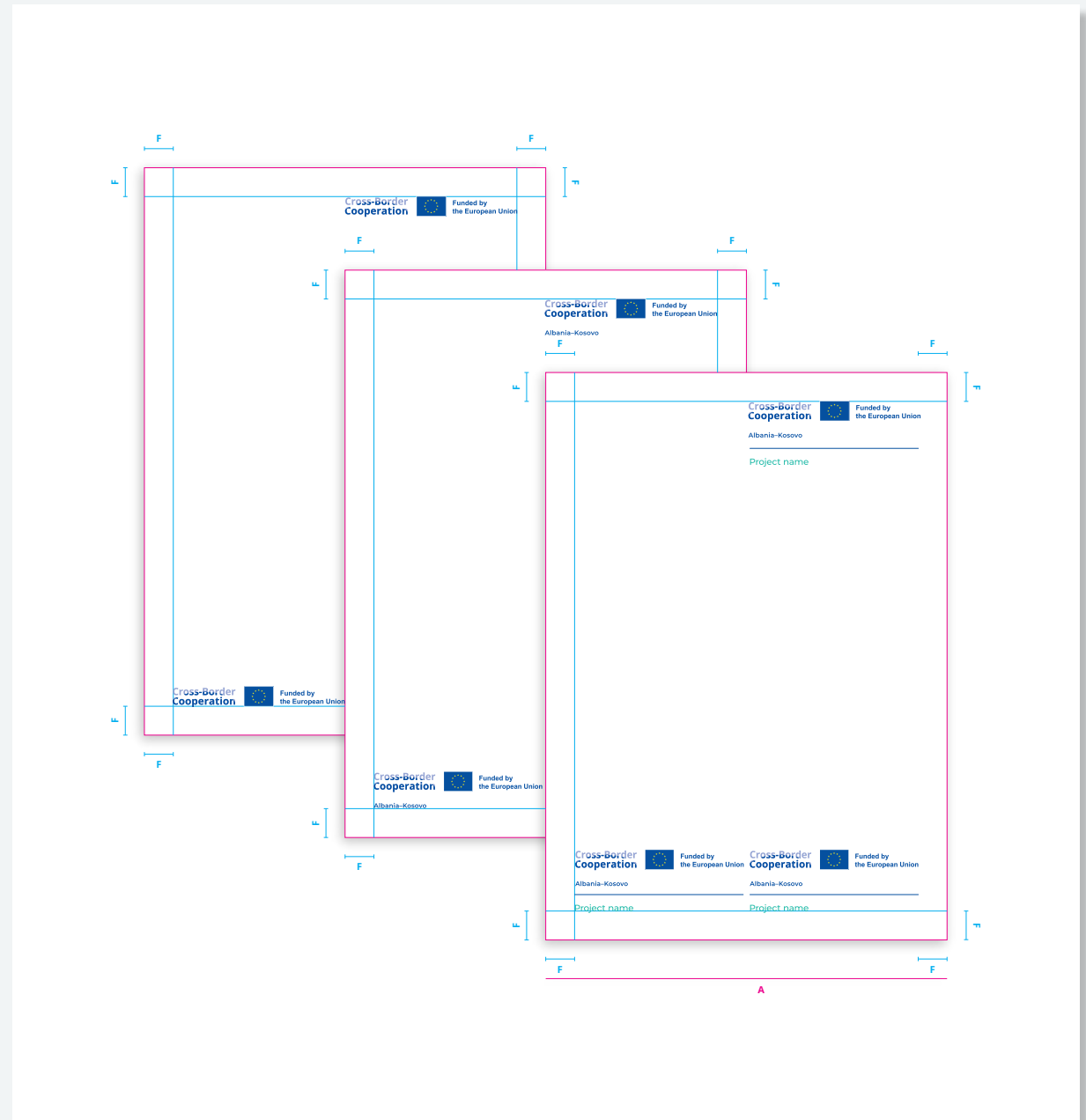
1. Calculate the width of your artboard or page (A)
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals ($\frac{1}{4}A$).
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined - preferably on the top-left corner.



While top left corner placement is preferred, whenever necessary you can choose to position the brand on a different corner as long as you follow the rules for margins and dimensions.

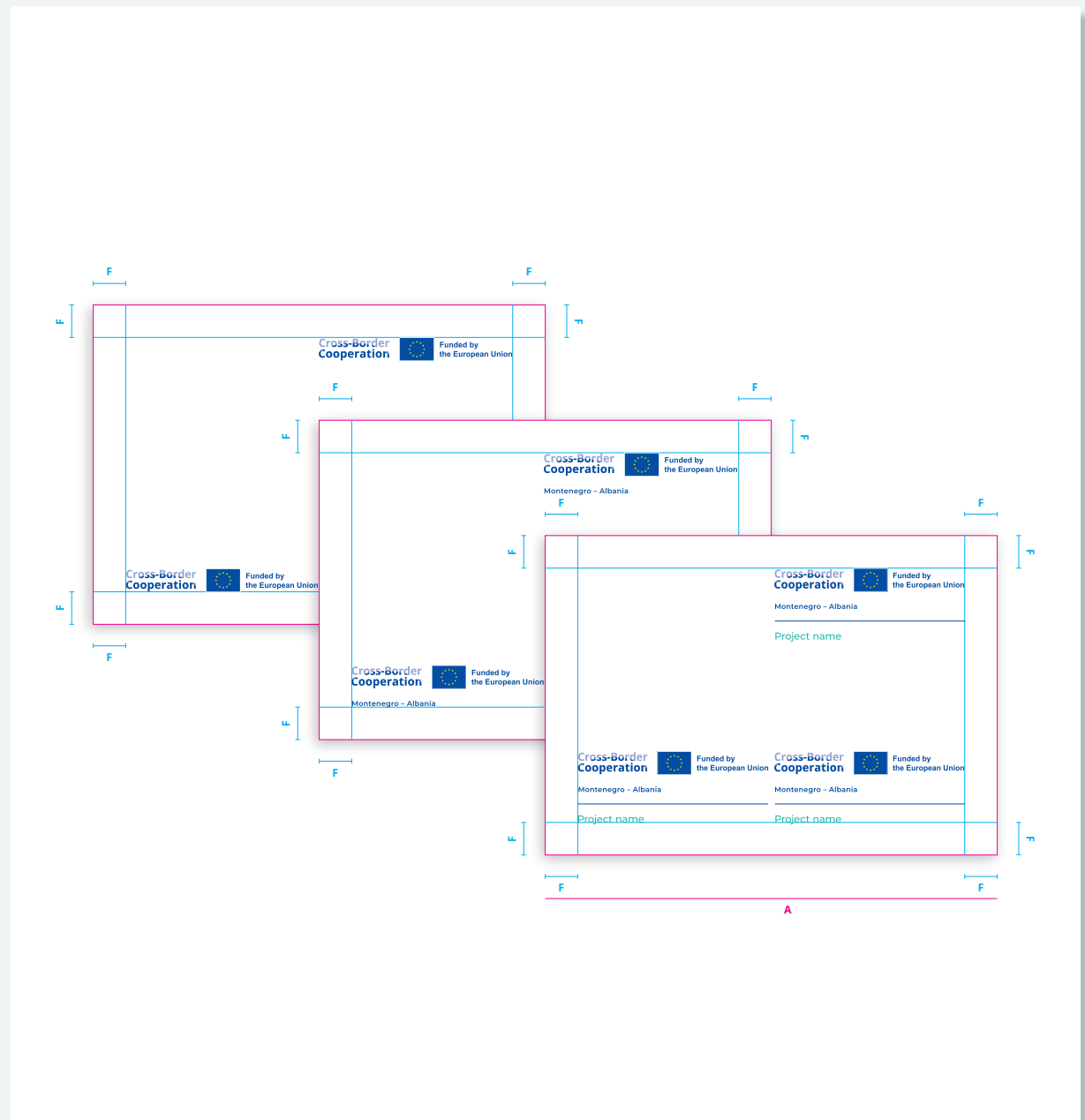
The examples here illustrate alternative ways to align the brand with other margins within a document.

You do not have to insert the brand several times on the same document.



The same rules and principles apply to all formats and supports other than A4.

The examples here illustrate alternative ways to align the brand with other margins within a document. You do not have to insert several times the brand on the same comment as on page 32.



5.3 Social media

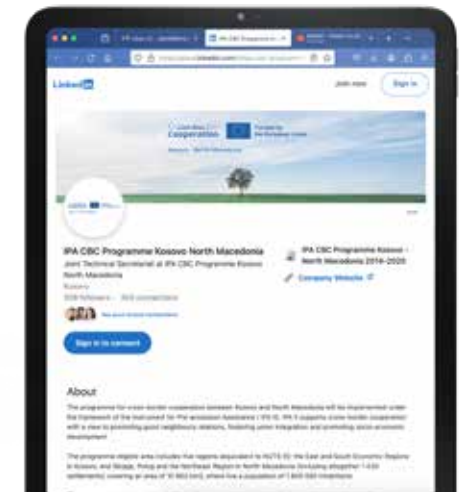
Use one of these two options for your social media platforms:

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes the full brand.
2. If the social media platform allows for a banner image, use option 2 for your avatar, with the IPA CBC logotype alone. This is permitted as long as you include the full brand in the social media banner image, as shown in the examples.

1



2



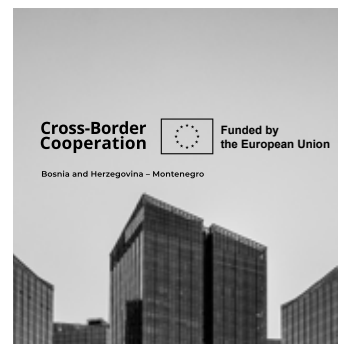
5.3.1 Social media: post

1. APPLICATION ON COLOURED BACKGROUNDS

The rules specified on pages 12, 13, 14 and 15 apply to social media as well.

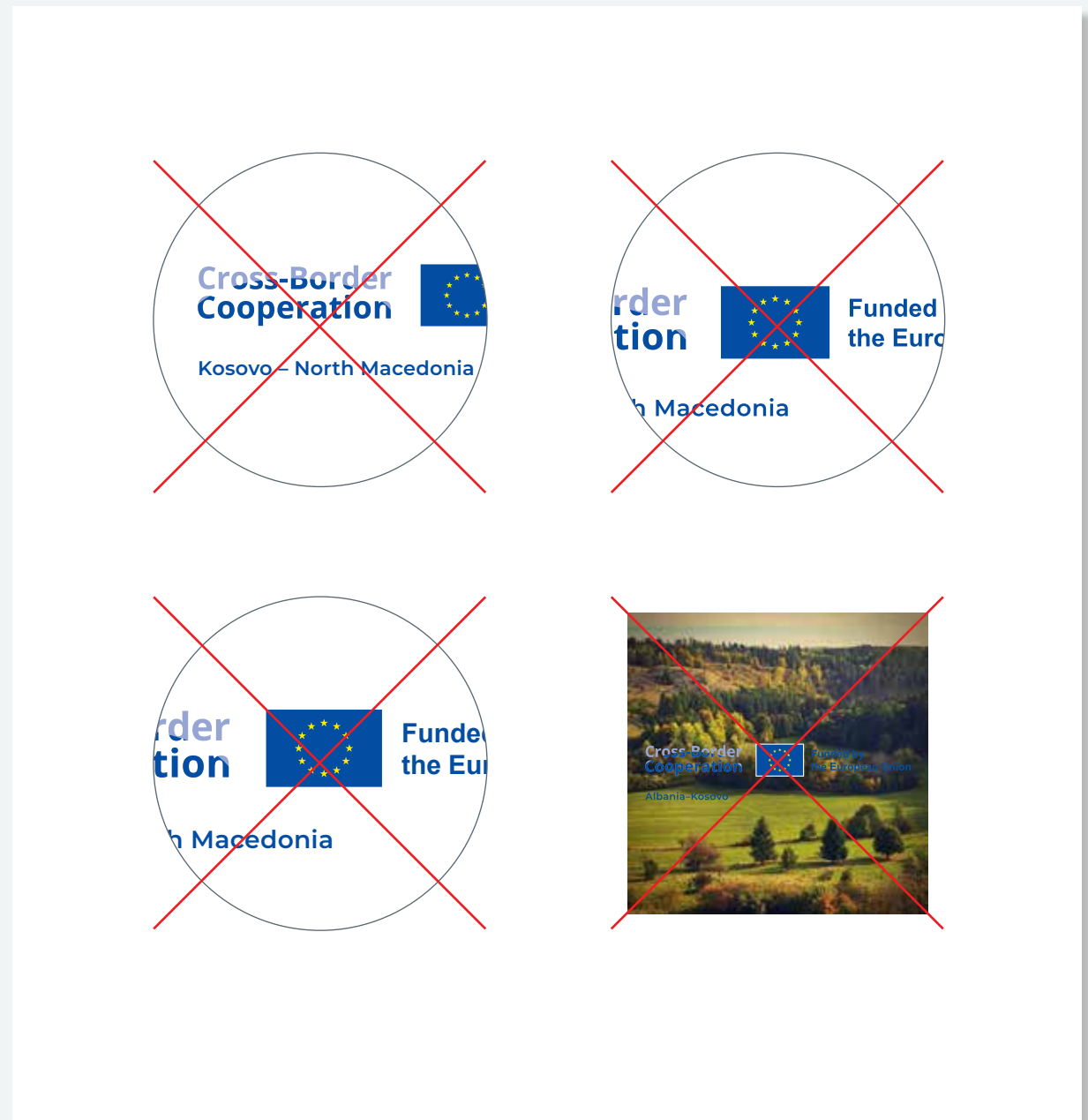
2. POSITIONING

There is no rule for positioning in social media - as long as it respects the clear space area rule defined on page 6.



5.3.2 Social media: incorrect use of the brand

The same rules as on pages 16, 17 and 18 apply for social media applications, be it for profile images and avatars or publications of any sort.



**CONTACT FOR ALL IPA CBC BRANDING
AND CO-BRANDING ISSUES**

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