



Communication and Visibility Guidelines - Annex A

The ENPI CBC MED graphic line should be used by the projects according to the standards described in this Annex A which allow the compliance with the Programme visual identity.

Samples of possible templates that can be utilized by the projects are also provided.



Programme
funded by the
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REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA



The Logotypes

The Logo is the key element of the ENPI CBC MED visual identity.

The icon represents the sun and the sea. The acronym ENPI CBC MED and the sentence CROSS-BORDER COOPERATION IN THE MEDITERRANEAN are written in the 3 languages English, French and Arabic, in "electric blue" using the font "Frutiger".

The ENPI logo must be used correctly, in its standard version (font, size, scale, colors), in all communication materials.

Examples of a non correct use of the sentence "CROSS-BORDER COOPERATION IN THE MEDITERRANEAN":

1. Do not use different spacing or kerning

2., 3. Do not stretch or compress

4. Do not use lowercase

5. Do not use different fonts but only "Frutiger Light".

6. Do not use italic or bold

7. Do not change the color

8. Do not use graphical effects (shadows, 3D, etc.)

1. CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

2. CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

3. CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

4. cross-border cooperation
in the mediterranean

5. **CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN**

6. *CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN*

7. CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

8. CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN



Main Color

Electric Blue

CMYK - RGB

90% cyan - 50 red

83% magenta - 65 green

2% yellow - 143 blue

0% key black

Secondary Colors



2% c 10% m 91% y 0% n



0% c 41% m 95% g 0% n



3% c 52% m 95% g 0% n



2% c 96% m 95% g 0% n



46% c 81% m 2% g 0% n



29% c 4% m 10% g 0% n

Secondary Colors



75% c 24% m 0% g 0% n



87% c 55% m 2% g 0% n



91% c 63% m 11% g 1% n



87% c 33% m 93% g 22% n



72% c 0% m 91% g 0% n



50% c 0% m 89% g 0% n



24% c 3% m 95% g 0% n



27% c 0% m 89% g 0% n



20% c 2% m 88% g 0% n

The **electric blue** is the institutional color for the ENPI CBC MED brand.

The secondary colors used in the Logo are also specified here above, using the CMYK color model.

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

\!"£\$%&/()=?^_°§

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

\!"£\$%&/()=?^_°§

Institutional font

The institutional font is "Frutiger" in the 2 versions Light and Bold.

Frutiger is a sans-serif typeface designed by the Swiss type designer Adrian Frutiger. The institutional font is used within the Logo for the sentence "CROSS-BORDER COOPERATION IN THE MEDITERRANEAN".

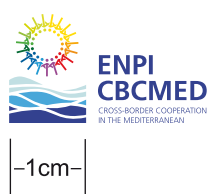
The font to be used for the text within the documents may be Arial in the 2 versions: Standard and Bold.

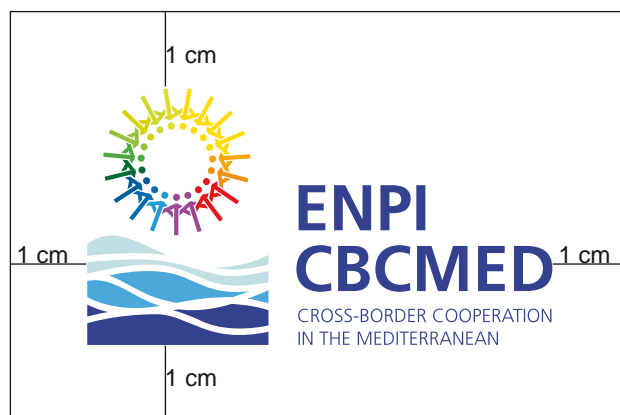


Minimum size

The logotype must be reduced only proportionally.

The minimum size admitted for the icon is 1 cm.





Minimum space around the logo

When the logotype is placed over a document or complex background a minimum clear white space (1 cm) must be assured.

Sample of letter template

First page:

The paper format is Iso A4 (210x297 mm).

The Project logo is placed on the top-right corner of the page.

The address, the EU logo and the ENPI logo are placed in the footer section.

The Arial font is used for the text in the 2 versions: standard and bold.

<div><p>Project logo</p></div>
<p>To Mr Best Company Office, street 12, Clientcountry</p>
<p>Dear Sirs,</p> <p>This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Dummy settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention to themselves. Simultext is effective in any typeface, at whatever size and format is required. Paragraphs may be long or short.</p> <p>Text can be produced to complete any area, as the basic copy is simply repeated with different starting points. This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.</p> <p>Trial settings which use other languages or even gibberish to approximate text have the inherent disadvantage that they distract attention to themselves. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain. Simultext is effective in any typeface, at whatever size and format is required.</p> <p>Paragraphs may be long or short.</p> <p>What you see here is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive eye or brain.</p> <p>Yours sincerely M. Sender</p>
<div><div><p>Project contact details</p></div><div><p>Project funded by the EUROPEAN UNION</p></div><div><p>ENPI CBCMED EURO-ASIAN COOPERATION IN THE MEDITERRANEAN</p></div></div>

Sample of letter template

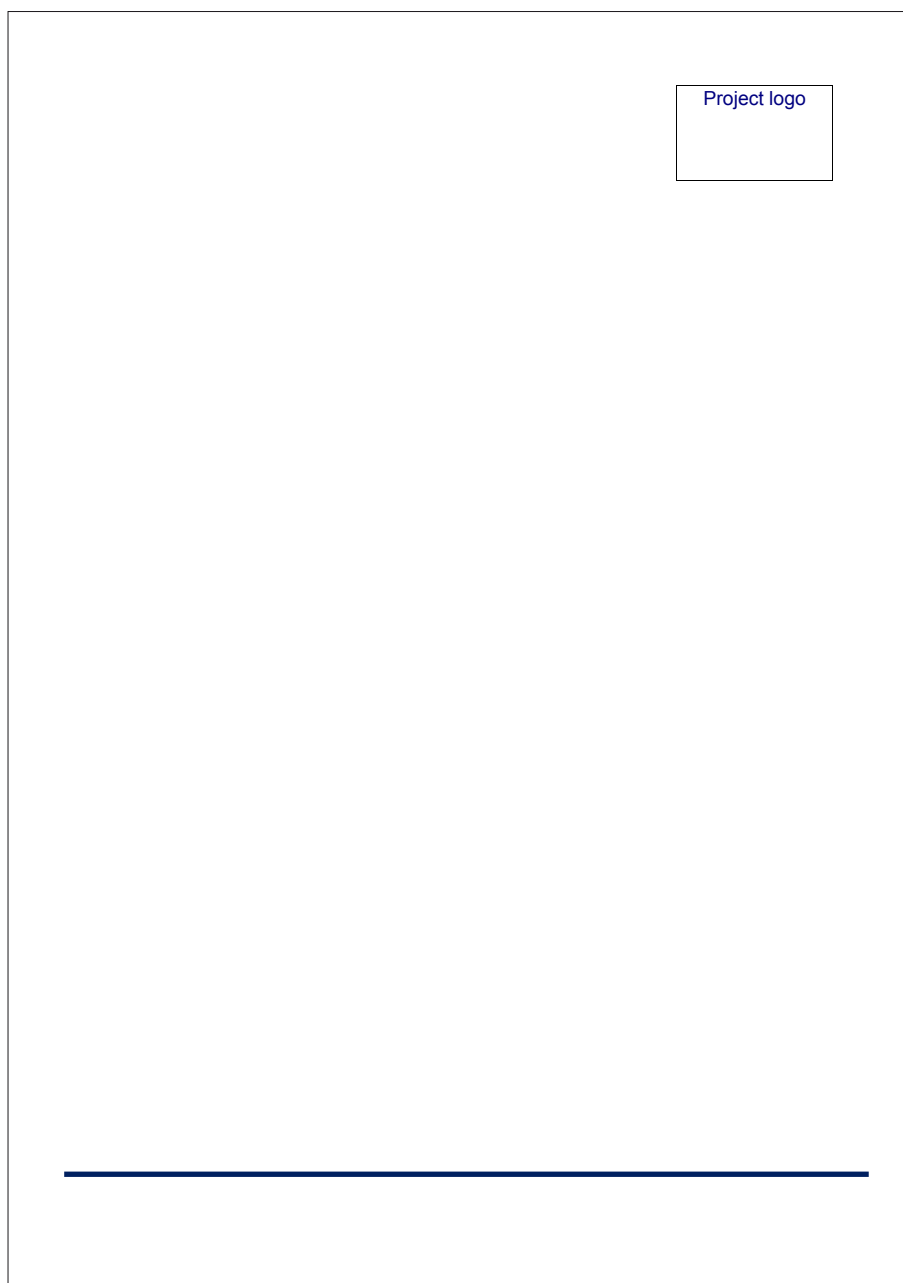
Successive pages:

The paper size is Iso A4 (210x297 mm).

The Project logo, is on the top-right corner of the page.

The address, the EU logo and the organisation logo are not present in the footer section.

The Arial font is used for the text in the 2 versions: standard and bold.





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**ENPI
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CROSS-BORDER COOPERATION
IN THE MEDITERRANEAN

Project logo

Guidelines

Data: Lorem Ipsum 2009

File: There are many variations of passages of Lorem Ipsum available

Version: Variations

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature

Sample of document template 1

This kind of template may be used for documents which are distributed **externally**. The paper format is A4 (210x297 mm). The Arial font is used for the text.

First page:

The ENPI the EU and the Project Logo are placed on the top-right corner of the page.

Successive pages:

The same template provided for the letters may be used.

Project logo

Guidelines

Data: Lorem Ipsum 2009

File: There are many variations of passages of Lorem Ipsum available

Version: Variations

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature

Sample of document template 2

This kind of template may be used for documents which are distributed internally. The paper format is Iso A4 (210x297 mm). The Arial font is used for the text.

First page:

The project Logo is placed on the top-right corner of the page while the EU and ENPI Logo are placed in the footer section.

Successive pages:

The same template provided for the letters may be used.





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Project logo

Sample of Sticker Template

This kind of template may be used for stickers
to be put on equipments (vehicles, PCs, etc)
The Arial font is used for the text.

EN



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**ENPI
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IN THE MEDITERRANEAN

FR



Projet
financé par
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Projet financé par
l'UNION EUROPÉENNE



**IEVP
CTMED**
LA COOPÉRATION TRANSFRONTALIÈRE
EN MÉDITERRANÉE

AR

مشروع ممول من
الاتحاد الأوروبي



مشروع ممول من
الاتحاد الأوروبي



**ENPI
CBCMED**
التعاون عبر الحدود
في البحر الأبيض المتوسط

JMA



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EU, ENPI CBC MED and JMA logos

The logos here above are already in "vector" format and can be used as such for any project communication materials.

Whether the ENPI logo needs to be translated in other languages, contact JMA/JTS for prior advice.