

Programme Logo

The logo of the programme plays a role of utmost significance in creating brand association regarding visual communication. The logo of the programme should not be recreated in any circumstance. Only the logo version presented in this manual is the correct one, only this one should be used and only in English.

The logo of the Danube Transnational Programme was created in line with the regulations of the Interreg Brand Design Manual. The visual appearance of the logo makes it clear that the DTP is a EU funded Programme and it is part of the European Territorial Cooperation (ETC).

The logo's specific appearance is given by the chosen symbol that complements the obligatory elements.

The programme logo must be always included in all communication materials produced both at programme and project level. It must be placed in a central and visible top position of the material (in the first/main page) and it can never be smaller than any other logo included in the same material.



Logo specification

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.

Basic unit

The basic unit used for the definition of the logo composition is the width of the letter "e". This measure is used to define the space between the elements as well as the clear space around the logo.

European flag

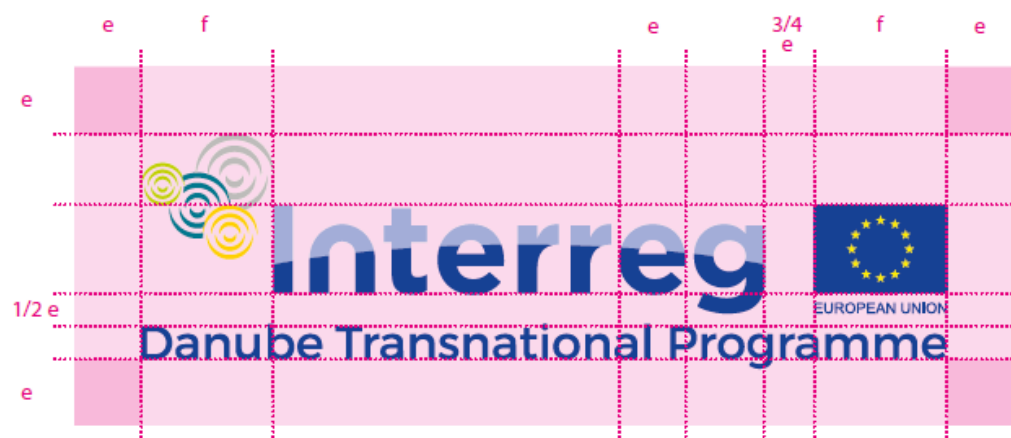
The space between the logotype and the European flag equals two thirds of the basic unit. The height of the flag is the same as the letter "l".

European Union reference

The European Union reference is aligned with the descender of the letter "g". It is always exactly as wide as the European flag. Following the regulation, the European Union reference is set in Arial.

Clear space area

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



Logo use

Standard logo / Full colour version

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Greyscale logo / Black and white logo / 1-colour logo

For single colour reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-color version of the logo cannot be applied.

Negative logo

This version of the logo should be used whenever we are using reflex blue background.

Standard logo



Greyscale logo



1-colour logo



Black and white logo



Negative logo



DTP LOGO SPECIFICATIONS

Logo size

The minimum usable size of the Interreg logo is 38,1 mm.

From this data we get the minimum usable DTP logo size as 45,5 mm.

In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted.

For those cases, if the mention 'European Union' under the EU flag is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances. Otherwise, if it is visible according to the used material and the quality of the printing, it should be included.

Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.



Exceptions just for small items:



DTP LOGO SPECIFICATIONS

Logo colours








The colour scheme was developed to clearly label the thematic priorities axes of the programme. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and colours of Interreg.

Pantone:
Spot colours. For special printing, the PANTONE colour scale will be used.

CMYK:
Process-colour printing, 100 colour gradations per channel. C = cyan, M = magenta, Y = yellow, K = black
The CMYK colours code will be used for all printed materials.

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
On the website and other electronic applications, the RGB colour scale, created through graphic software colour conversion, will be used.

Colour	Pantone	CMYK	HEX	RGB	Priority
	Reflex Blue	100/80/0/0	003399	0/51/153	
	2716 C	41/30/0/0	FFCC00	159/174/229	
	Yellow	0/0/100/0	9FAEE5	255/204/0	
	109 C	0/24/93/0	#fdc608	253/198/8	<i>Innovative and socially responsible Danube region</i>
	382 C	49/0/99/0	#98c222	152/194/34	<i>Environment and culture responsible Danube region</i>
	Cool Gray 4 C	12/8/9/23	#bbbcbc	187/188/188	<i>Better connected and energy responsible Danube region</i>
	3145 C	87/32/35/16	3c7486	60/116/134	<i>Well-governed Danube region</i>

Symbol

The symbol in the programme logo represents splashes in the water, thus being clearly linked to the Danube river. This symbol shows how different projects from different countries can create something together putting their individual know-how into a common goal and how the impact of their results can be multiplied and linked to other project results.



DTP LOGO SPECIFICATIONS

Symbol use

Standard symbol / Full colour version

The standard symbol is the full colour version. This version should be used whenever possible. It is rarely used without the logo. Contrary to the full colour logo version, the full colour symbol can be used on both white and reflex blue backgrounds

Greyscale symbol

The greyscale symbol version is used when we want to reach a watermark effect. This is used partly on printed materials and on internal documents. It is always used on white background.

Negative symbol

This version of the symbol should be used whenever we are using reflex blue background.

Standard appearance



Greyscale versions

Pantone Cool Gray 4 C 30 %



Negative appearance


white 20 %



DTP LOGO SPECIFICATIONS

Symbol colours

The colour scheme of the symbol, the 4 colours of the 4 splashes, are determined according to the 4 colours of the priorities covered by the Danube Transnational Programme.

Priority	Colour	Pantone	CMYK	HEX	RGB
<i>Innovative and socially responsible Danube region</i>		109 C	0/24/93/0	#fdc608	253/198/8
<i>Environment and culture responsible Danube region</i>		382 C	49/0/99/0	#98c222	152/194/34
<i>Better connected and energy responsible Danube region</i>		Cool Gray 4 C	12/8/9/23	#bbbcbc	187/188/188
<i>Well-governed Danube region</i>		3145 C	87/32/35/16	3c7486	60/116/134