

VISUAL IDENTITY GUIDE

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1 ABOUT THIS GUIDE

The CORA visual identity package enhances project visibility in all its communication efforts and works to streamline communication activities and production of communication materials. The visual identity includes a logo, a colour scheme, pictures/illustrations as well as templates for documents, print and presentation materials. The visual identity guide summarises and explains the main design elements in accordance to the programme eligibility rules. It explains all requirements set by Interreg North Sea Region and will enhance the project visibility in all its communication efforts.

2 THE LOGO

The CORA partner consortium decided on creating an additional CORA project logo to increase the recognisability of the CORA project. The official Interreg NSR programme logo is always mandatory in its usage and has to be prioritized to the use of the CORA project logo. Nevertheless it is strongly recommended to use both logos as explained on the following pages.

The bow of the „R“ stands for connection and looks organic. The four points indicate the further development to a closing circle. The green color and the bow apprehend the topic „rural region“.



2.1 PROTECTED ZONE

The Logo has a protected zone – a white space around all four sides. No other content (e.g. pictures, text and other logos) have to be placed in this space. The size of the protected zone is proportional to the size of the logo itself. The unit, which defines the protected zone, is 1 LH: Half the height of Letter „O“ in the CORA word mark. All logo versions in the different formats from the CORA logo pack come with the protected zone in the right size.



= 1 LH (½ of the height of the lettering)

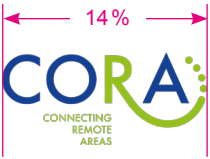
2.2 SIZE

To ensure legibility, the CORA logo must always be displayed at a minimum size of 30 mm in width. In relation to the medium, the logo width should be at least 14 % of the medium width.



For example: In the CORA report Word template, the logo width on the content pages is 30 mm while the page width is 210 mm. In this case the logo width is approximately 14 % of the page.

On other media, such as merchandise items, the logo may be printed smaller. In this case the explanatory subline should be omitted.



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2.3 USE WITH OTHER LOGOS

In all cases and in all media the CORA logo has to be displayed together with the programme logo of the Interreg North Sea Region and the EU flag, as well as a reference to the European Regional Development Fund and the European Union. It is strongly recommended to use the combined logo version of Interreg NSR programme logo and EU flag as shown below. The letters of the word CORA have to match the size of the EU flag. (See also in »Joint branding project guide, Updated October 2017« (p. 3), link to file: <http://northsearegion.eu/key-documents/key-documents-by-relevance/communication-managers/>).



The logos of partner institutions, regions or other funding institutions must neither be taller or wider than the EU flag.



2.4 DO'S AND DON'TS

The logo is an identification mark, which is displayed on all visual media. Therefore it cannot be changed under any circumstances. This is essential in order to preserve a consistent visual appearance. The following examples show the correct use of the logo.



Ideal use is on white background



It is also allowed to place the logo in a white box on a coloured background or a photo (the size of the white box corresponds to the protected zone).



The following examples show improper changes to the logo.



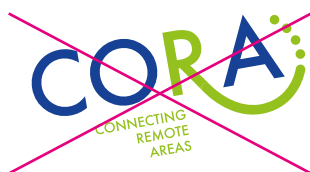
don't distort, stretch or compress



don't change the colours



don't remove elements



don't rotate



don't put it on a restless or a coloured background



don't cut



don't violate the protection zone

3 PROJECT COLOURS

The two colours of the CORA logo (blue and green) are also used as design colours for all material and documents elaborated for and within CORA. The green apprehends the topic »rural region« and the blue is the same as the blue of the interreg NSR programme logo, to create a connection between both logos. Note that the introduced colours can be represented differently from screen to screen or printer to printer, especially if no colour management is put in place.

It is not intended to use shades of the colours or to darken or lighten them for design purposes in any other way.

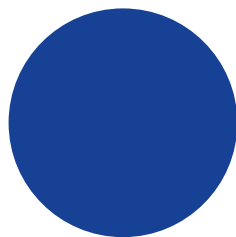
The CMYK colour values are supposed to be used in desktop publishing programmes (e.g. Adobe Indesign) with the intent to prepare professional print products.

The RGB colour values are supposed to be used for screen applications such as websites or apps. In addition RGB values should be used for office programmes (e.g. Microsoft Word, Excel or PowerPoint). Even though these programmes may offer the possibility of using CMYK colours, the colour output in printing or on screen can produce very different results as opposed to RGB values.



C: 50
M: 0
Y: 100
K: 0

R: 150
G: 190
B: 30



C: 100
M: 80
Y: 0
K: 0

R: 20
G: 65
B: 150

4 TYPOGRAPHY

The word mark of the CORA logo is set in Futura PT Medium.

»Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. Futura has an appearance of efficiency and forwardness, even today. (...) Futura remains an important typeface family and is used on a daily basis for print and digital purposes as both a headline and body font.« (Wikipedia)

4.1 PROFESSIONAL PRINT APPLICATIONS

Futura is used for headlines and bodytext in professional print applications. The font is not included in the microsoft default typefaces for Word etc. but has to be purchased for individual use (www.linotype.com/de/1212991/futura-schriftfamilie.html).

Depending on size and layout of the respective medium, the following styles may be used:

THIS IS A HEADLINE

ABCČĎDEFGHIJKLMNOPQRSŠTUVWXYZŽĂÂÊÔĂÂÊÔ
1234567890'?''"!(%)#[]@}/&\<-++x=>©\$€£¥¢;,:.*

Headlines:

Futura PT Bold – green – large capitals

THIS IS A SUBHEADLINE

ABCČĎDEFGHIJKLMNOPQRSŠTUVWXYZŽĂÂÊÔĂÂÊÔ
1234567890'?''"!(%)#[]@}/&\<-++x=>©\$€£¥¢;,:.*

Subheadlines:

Futura PT Bold – blue – large capitals

This is a bodytext.

ABCČĎDEFGHIJKLMNOPQRSŠTUVWXYZŽăbcčċdđefghijklmnopqrsštuvwxyzžĂÂÊÔăâêô
1234567890'?''"!(%)#[]@}/&\<-++x=>©\$€£¥¢;,:.*

Bodytext:

Futura PT book – colour: black

4.2 OFFICE APPLICATIONS

The font for office applications is **Arial (System font)**.

Depending on size and layout of the respective medium, the following styles may be used:

THIS IS A HEADLINE

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽŽĂÂÊÔĂÂÊÔŮ
1234567890‘?’“!”(%)[#]{}@/ & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Headlines:

Arial Bold – colour: green – large capitals

THIS IS A SUBHEADLINE

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽŽĂÂÊÔĂÂÊÔŮ
1234567890‘?’“!”(%)[#]{}@/ & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Subheadlines:

Arial Bold – colour: blue – large capitals

This is a bodytext.

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽžabcčćdďefghijklmnopqrsštuvwxyzžžĂăÂâÊêÔôĂăÊêÔôŮ
1234567890‘?’“!”(%)[#]{}@/ & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ : ; , . *

Bodytext:

Arial Regular – colour: black

4.3 WEB APPLICATIONS

Nunito Sans can also be embedded and used in **websites and apps**. It is also the alternative font for printing applications. It is a free font and can be downloaded via the Google Fonts platform: fonts.google.com/specimen/Nunito+Sans.

As a Google Font it can also be embedded and used in websites and apps.

Depending on size and layout of the respective medium, the following styles may be used:

THIS IS A HEADLINE

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽĂÂÊÔĂÂÊÔŒ
1234567890‘?’“!”(%)[#]{}&\<-+÷x=>®©\$€£¥¢;,:.*

Headlines:

Nunito Sans Black – colour: green – large capitals

THIS IS A SUBHEADLINE

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽĂÂÊÔĂÂÊÔŒ
1234567890‘?’“!”(%)[#]{}&\<-+÷x=>®©\$€£¥¢;,:.*

Subheadlines:

Nunito Sans Black – colour: blue – large capitals

This is a bodytext.


ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽabcčćdďefghijklmnopqrsštuvwxyzžăâêôăâêôœ
1234567890‘?’“!”(%)[#]{}&\<-+÷x=>®©\$€£¥¢;,:.*

Bodytext:

Nunito Sans Regular – colour: black

EXAMPLE OF VISUAL IDENTITY USAGE

5 APPLICATION




CORA
CONNECTING
REMOTE
AREAS


CONNECTING REMOTE AREAS WITH DIGITAL INFRASTRUCTURE AND SERVICES

CORA partners help local authorities in rural areas to develop digital infrastructure, services and skills. They provide guiding measures, on-the-spot advice via fixed and mobile digital hubs, technology demonstration and incubator spaces, as well as training.

The project budget is € 3.85 million, 50% of which is co-funded by the European Union through the European Regional Development Fund and the North Sea Region Programme 2014–2020

www.northsearegion.eu/cora  [@coraproject](https://twitter.com/coraproject)

Interreg
North Sea Region
CORA
European Regional Development Fund



EUROPEAN UNION