

Before using the logo and any material provided, **please read the brand book** very carefully as some strict rules apply for using the Programme logo.

Please note that those rules are either mandatory as directly coming from the CPR or strong recommendations from the European Commission.

Programme logo: which file should I use and for what?

Here is a brief explanation on the various logo files available in the folder:

Standard: standard version of the logo, as following example.



Horizontal: horizontal version of the logo, as following example.

To be used when the available space does not allow good visibility for the standard logo.



- For each logo version you'll find both **colour** and **black/white folder**.

1. PRINT

All the logo files entitled "CMYK" are for printed documents / publications only, e.g. a brochure you are going to hand out during an event, posters, roll-ups to be printed.

The PDF have a better resolution than JPG and PNG, they can be used by the graphic designers.

- *In the case of the white pdf version, the logos are visible through specific software as Adobe.*

2. WEB

All the logo files entitled "RGB" should be used for the documents / publications

that will be used on a screen only, e.g. for a website, a PPT, a pdf document to be published online, etc.

The JPG format is to be privileged over the PNG format whenever possible.

The PNG format allows to keep the transparency of the logo. It shall be used only when a transparent logo is needed for aesthetic reason, e.g. for a brochure.

In this case, please read the brand book very carefully beforehand as some strict rules apply when using a transparent version of the logo.

3. SOURCE

The .AI files are the “source files” than can be open only with some specific software such as Adobe Illustrator and Photoshop.

They are to be provided to the graphic designers upon request (together with the Projects Brand Book).