



**EUSALP** EU STRATEGY FOR THE ALPINE REGION

[www.alpine-region.eu](http://www.alpine-region.eu)

# Corporate Identity Manual for EUSALP materials

Release 2.1 | August 2017

80 million people, 7 countries, 48 regions,  
mountains and plains addressing together  
common challenges and opportunities



This project is co-financed by the European Union via Interreg Alpine Space

# Introduction

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This manual contains rules and guidelines for the correct use of EUSALP corporate design elements for project communication.

It describes all EUSALP and AlpGov logo versions and gives indications regarding the use of the graphic elements. It also provides information about the adopted palette and fonts.

Concerning AlpGov logo, it has been developed in accordance with the Alpine Space Programme rules and guidelines which are compliant with the communication requirements stated by the European Commission in regulation (EU) No 1303/2013.

EUSALP logo and the European Commission logo must be placed on all material published and on all files/presentations shown to the public. If material is published within AlpGov project, AlpGov logo must also be present in the files/prints.

This includes not only promotional material, but also documents such as invitations, presentations or agendas.

Together with the logo, the reference to the European Regional Development Fund (ERDF) must be visible on all materials and documents as listed above.

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# 1. AlpGov logo

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## 1.1 Guidelines

AlpGov logo must be placed on all material published and on all files/presentations shown to the public.

This includes not only promotional material, but also documents such as invitations, presentations or agendas.

Together with the logo, the reference to the European Regional Development Fund (ERDF) must be visible on all materials and documents as listed above.

Please note that measures that do not respect these requirements will be considered as ineligible for ERDF co-financing.

**Interreg**  
**Alpine Space**





# 1. AlpGov logo

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## 1.2 Basic unit

The basic unit used for definition of spaces is the width of the letter “e” in the Interreg logo. This measure is used to define the space between the elements as well as the clear space around the logo.

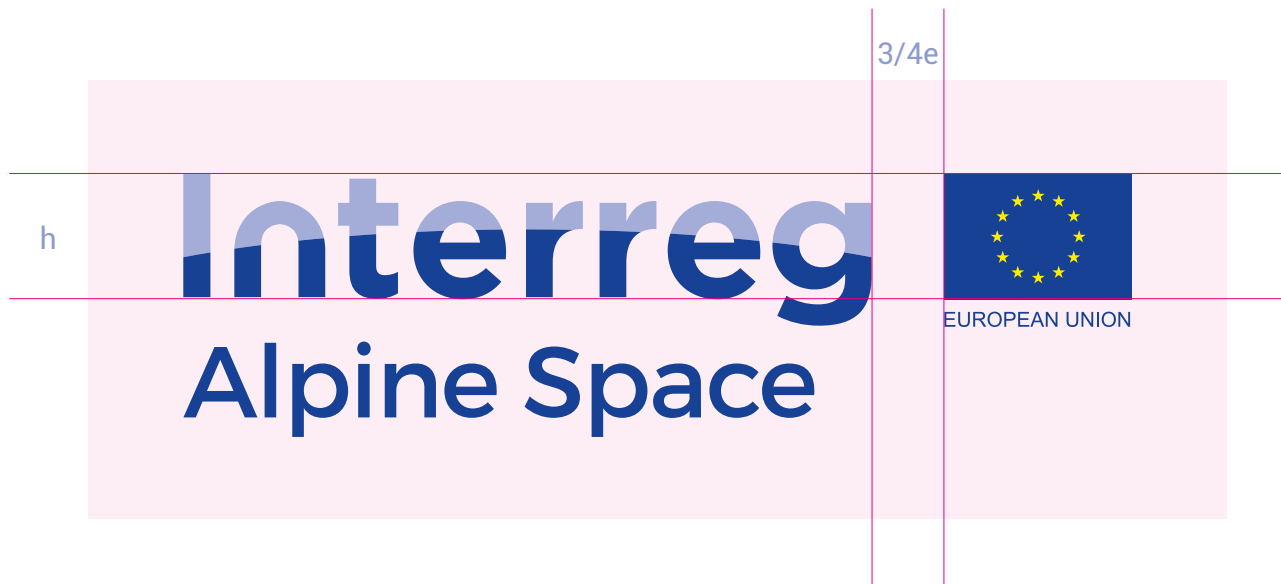


# 1. AlpGov logo

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## 1.3 European flag

The space between the logotype and the European flag equals  $\frac{3}{4}$  of the basic unit. The height of the flag (h) is the same height as the letter "l".



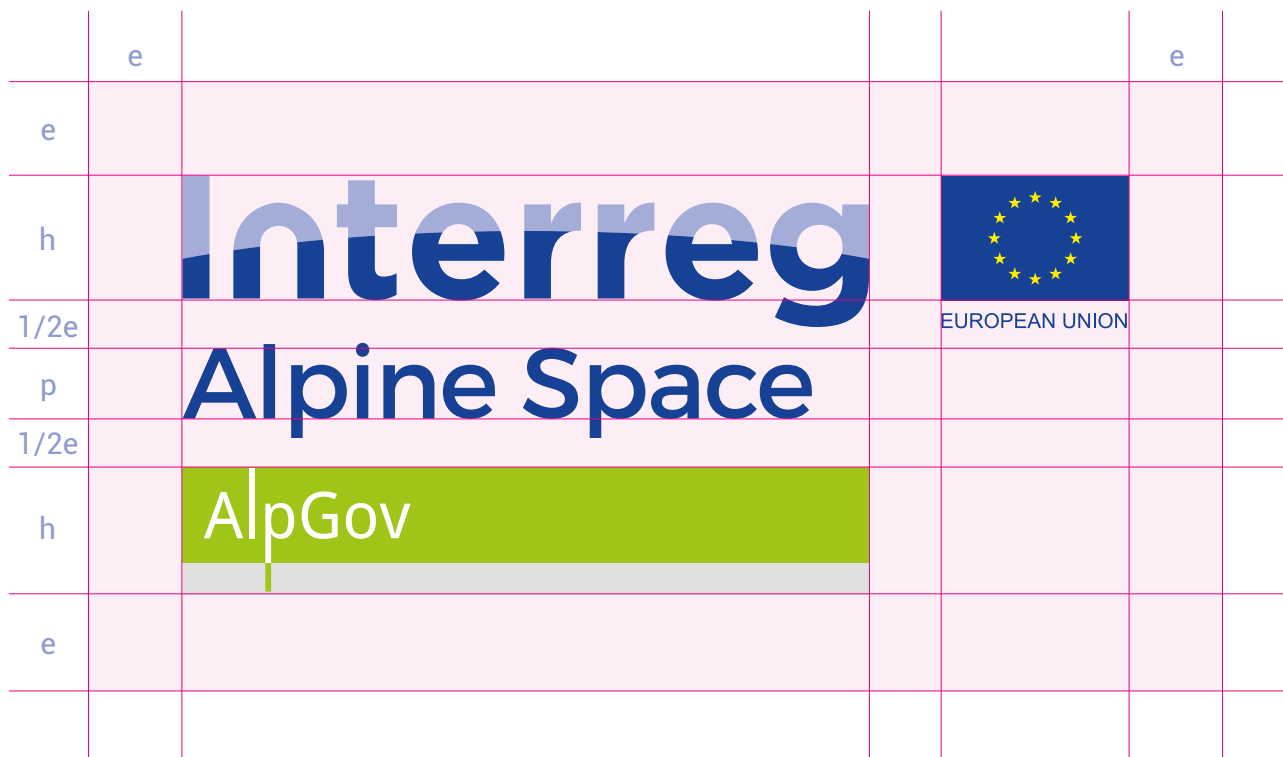
# 1. AlpGov logo

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## 1.4 Relative size of the project logo

The project logo can be placed to the right or below the Interreg programme logo. It should be placed at a distance of one basic unit from the Interreg programme logo.

If it is placed below the Interreg logo, it should have the same height as the EU flag (h) and the same width as the word Interreg in the Interreg logo.



# 1. AlpGov logo

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If it is placed to the right of the Interreg logo, it should have the same width as the European flag. The programme logo must not be taller than three times the height of the EU flag included in the Interreg logo.



# 1. AlpGov logo

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## 1.5 Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos may be placed. Likewise, this zone has to be observed for the positioning distance to the page margins.



Clear space

# 1. AlpGov logo

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## 1.6 ERDF reference

The logo also exists in a version with the text “European Regional Development Fund” written below it in Montserrat Regular, Reflex Blue. The height of this line is the same as for “European Union” under the flag. This version of the logo has to be chosen if “European Regional Development Fund” is not written elsewhere on the page where the logo is shown. The distance between the baseline of the fund and the baseline of the programme name should be ½ of the basic unit.

Montserrat Regular  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

In addition to the project logo, all communication materials and products must display a statement acknowledging the European Regional Development Fund (ERDF) as a co-financing source. Projects must make sure to insert the reference to the ERDF in all documents and products.

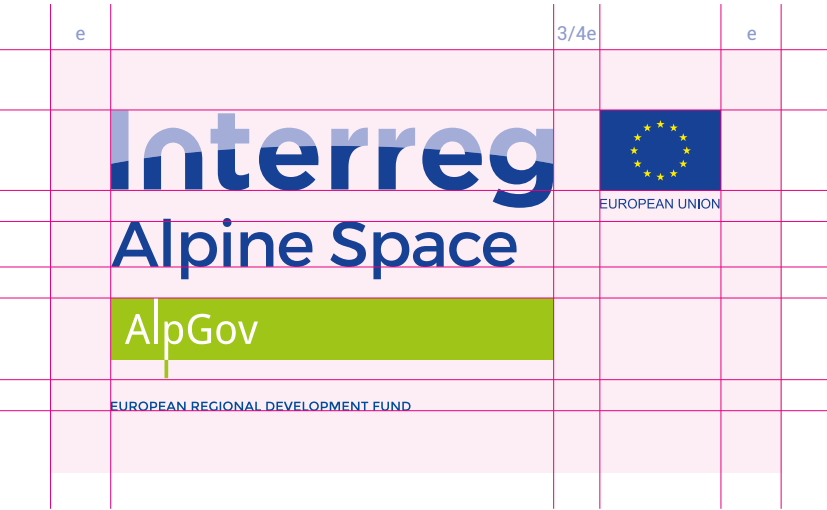
They may either use the sentence “This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme” (cf. SC article 7) or include the ERDF reference directly in the project logo with the text “EUROPEAN REGIONAL DEVELOPMENT FUND”.

In that case, the height of this line (height of the capital letters) is the same as for “European Union” under the flag.

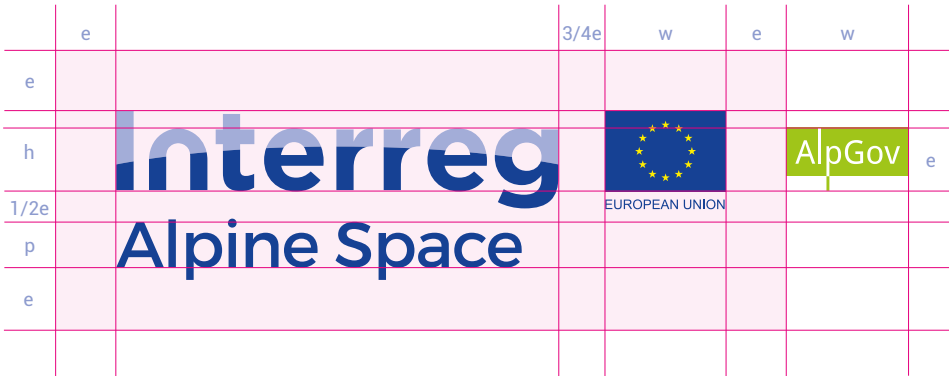
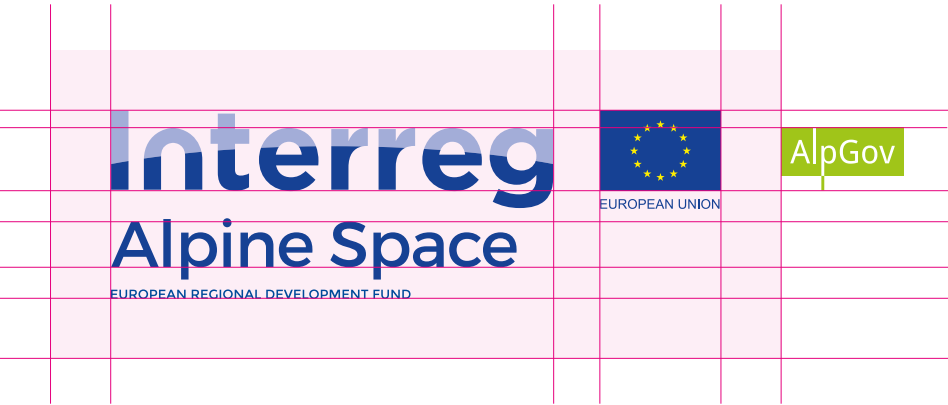
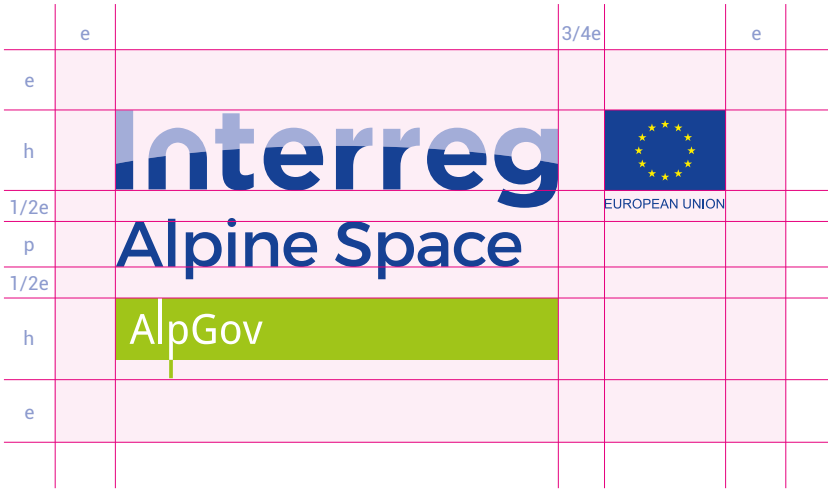
The project is co-financed by the European Regional Development Fund.

# 1. AlpGov logo

Version with ERDF reference



Version without ERDF reference



Clear space

# 1. AlpGov logo

## 1.7 Size

Media	smallest logo width	ideal logo width
Print A4 portrait	38,1 mm	80,4 mm
Print A4 landscape	38,1 mm	80,4 mm
Screen Smartphone	240 px	300 px
Screen Tablet	240 px	300 px
Screen Laptop/Desktop	300 px	400 px
Powerpoint 16:9	32,6 mm	68,8 mm





# 1. AlpGov logo

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## 1.8 Correct use of the logo

### Standard logo

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

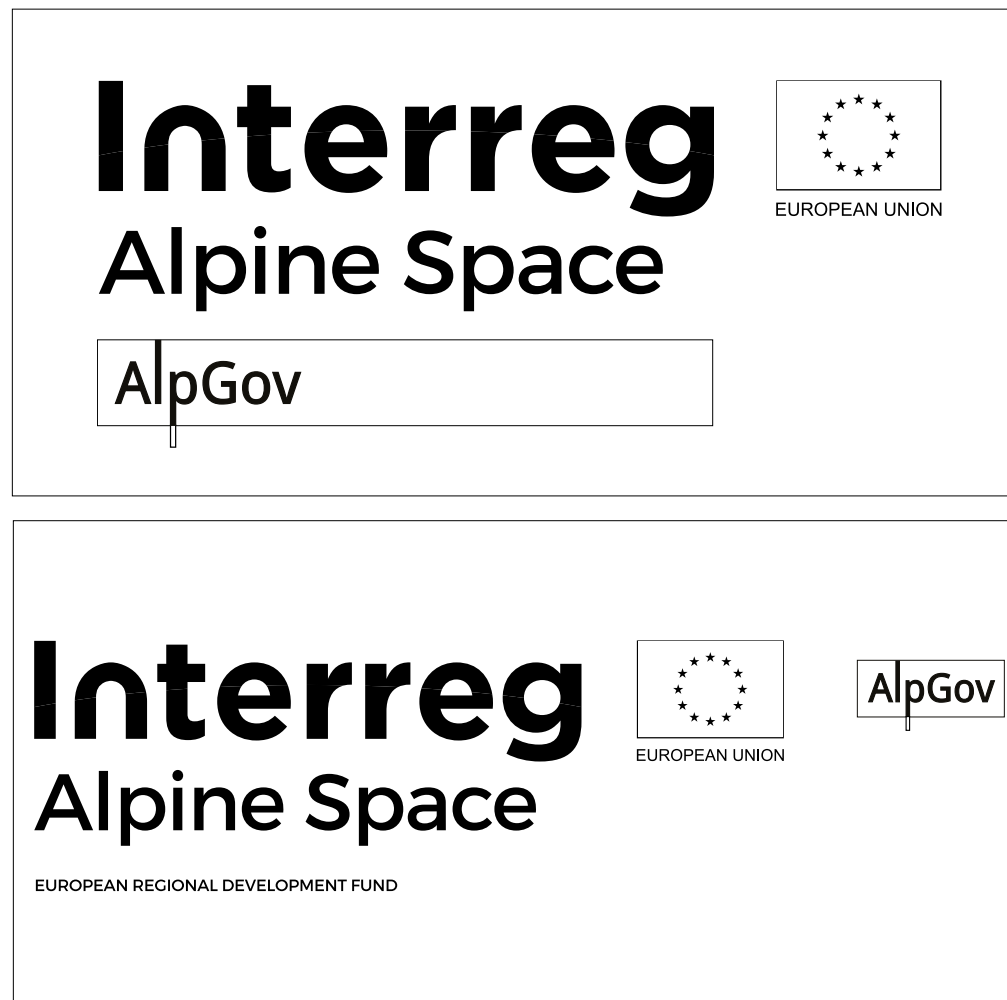
For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour can not be used / the material is produced in single colour.

### Black and white logo

The black and white logo should only be used if there is no possibility to use greyscale.

### Please note

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the rectangle.



Allowed logo use:  
Greyscale logo for  
monochrome applications

Allowed logo use:  
Black and white logo if  
greyscale is not possible

# AlpGov logo

## 1.9 Uncorrect use of the logo



Allowed logo use:  
(not recommended):  
Standard logo on very light  
coloured background –  
enough contrast  
necessary!



Allowed logo use:  
(not recommended):  
Standard logo on bright  
photo – enough contrast  
necessary!



Lorem ipsum **Interreg**  
itiorporro beatequia volest, ut ut  
aut qui reruptatur?  
Hil idelligenis aut aut eost, cus  
quam audae odiciatur, quam non-  
sed quidem estem qui sunt...



Do not stretch it  
Do not turn it

Do not change  
composition or colours not included in this  
document.

Do not use any component of the logo separately

# 1. AlpGov logo

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## 1.10 Combined EU flag

Use of the project logo together with other logos (e.g. project partner logos)

Please note that if other logos are displayed in addition to the project logo, the EU emblem (EU flag inside the Interreg logo) shall have at least the same size, measured in height or width, as the biggest of the other logos.

In case the flag inside the Interreg logo is too small for this purpose, projects can use a separate EU flag in addition to their logo.



# 1. AlpGov logo

## 1.11 Logo Colours

The logo colours are derived from the European flag and must not be changed. They are the central brand colours of the Interreg corporate design and they allow to identify the brand also beyond the logo in all visual communication. The colours are defined for all colour systems.

### Pantone

Spot colours

### CMYK

Process-colour printing, 100 colour gradations per channel  
C = cyan, M = magenta, Y = yellow, K = black

### RGB

Colour sample for monitor display with 256 gradations per channel  
R = red, G = green, B = blue

### AlpGov specific color

Pantone 370

CMYK 68/15/99/2

RGB 97/161/68

	Colour	Pantone	CMYK	RGB
	Reflex Blue	Reflex Blue	2/18/87/0	0/76/153
	Light Blue	2716	67/18/6/0	68/167/210
	Yellow	Yellow	91/59/1/0	1/105/177
		370	68/15/99/2	97/161/68

## Title and Paragraph Fonts

The font adopted for AlpGov promotional material is:  
DINpro

abcdefghijklmnopqrstvwz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## 2. AlpGov Materials

### 2.1 AlpGov Poster

Size:

Width: 42 cm

Height: 29,7 cm

Delivery date:

31.12.2016



## AlpGov

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### Implementing Alpine Governance Mechanisms of the EU Strategy for the Alpine Region - EUSALP

**Lead Partner:** Bavarian State Ministry of the Environment and Consumer Protection  
**Project partners:** 13 project partners (local authorities and entities). Each project partner leads / co-leads an Action Group of the EU Strategy for the Alpine Region - EUSALP.  
**Project duration:** 36 months, from June 2016 to June 2019


**The challenge**

The Alpine Region has a long tradition of cooperation. However, **many different actors dealing with different topics on various geographical scopes and following different governance models and institutional backgrounds are active in the field.** Among others, the strategy development project of the Alpine Space Programme and the preparatory work for EUSALP clearly revealed that further coordination among different actors involved is required while ensuring consistency between existing initiatives, filling the gaps, avoiding duplication and aligning funding etc.

AlpGov aims at **implementing EUSALP governance structures and mechanisms** as outlined in the EUSALP Action Plan. Due to its holistic approach, AlpGov covers the whole alpine territory, **involves all EUSALP Action Group Leaders and further stakeholders**, considers all topics of the EUSALP Action Plan, ensures linkages to relevant implementing bodies, **develops tools for managing knowledge and unlocking investment** and guides governance innovation processes.

AlpGov will go far beyond focusing specific thematic fields or addressing particular governance questions. **AlpGov will bring multilevel governance as outlined in the Action Plan from theory to practice.**

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**EUSALP EU STRATEGY FOR THE ALPINE REGION**

**The Alpine Region:**  
80 million people, 7 countries, 48 regions  
→ [www.alpine-region.eu](http://www.alpine-region.eu)

**Expected results**

- Joint EUSALP Platform of Knowledge
- Strategic tools to view, know and plan governance processes
- Compilation of further funding schemes
- Tailor-made governance approaches
- support to the development of concrete initiatives

**1st THEMATIC POLICY AREA**  
Economic Growth and Innovation

**2nd THEMATIC POLICY AREA**  
Mobility and Connectivity


**3rd THEMATIC POLICY AREA**  
Environment and Energy

**4th HORIZONTAL POLICY AREA**  
Governance

**Implementing EUSALP Strategy**  
→ [www.alpine-space.eu/projects/alpgov](http://www.alpine-space.eu/projects/alpgov)


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The project is co-financed by the European Regional Development Fund. **SUPPORT FROM THE EUROPEAN UNION: € 3,252,950**



[www.alpine-region.eu](http://www.alpine-region.eu)

**PROJECT SELECTED** | FOR CO-FINANCING BY THE EUROPEAN UNION



## 2. AlpGov Materials

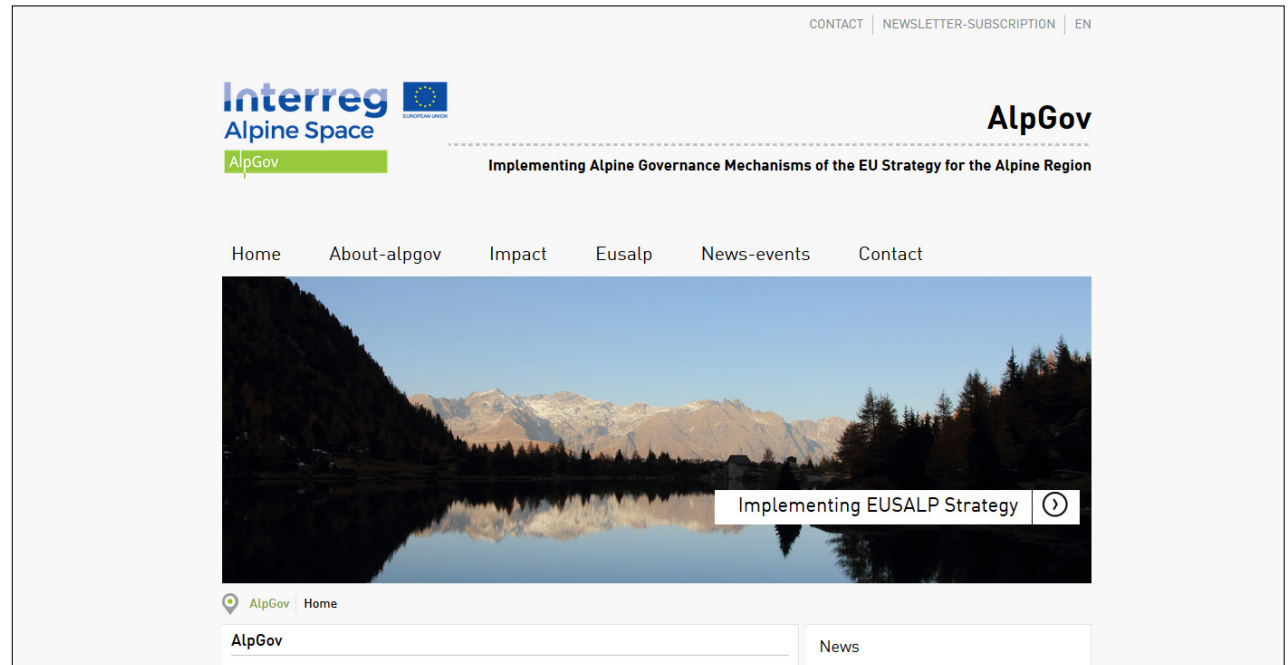
---

### 2.2 AlpGov Website

*Deliverable D.C.1.4*

[www.alpine-space.eu/projects/alpgov/en/home](http://www.alpine-space.eu/projects/alpgov/en/home)

**Delivery date:**  
31.12.2016



### 3. The European Commission Logo

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The European Commission logo is based on two key elements:

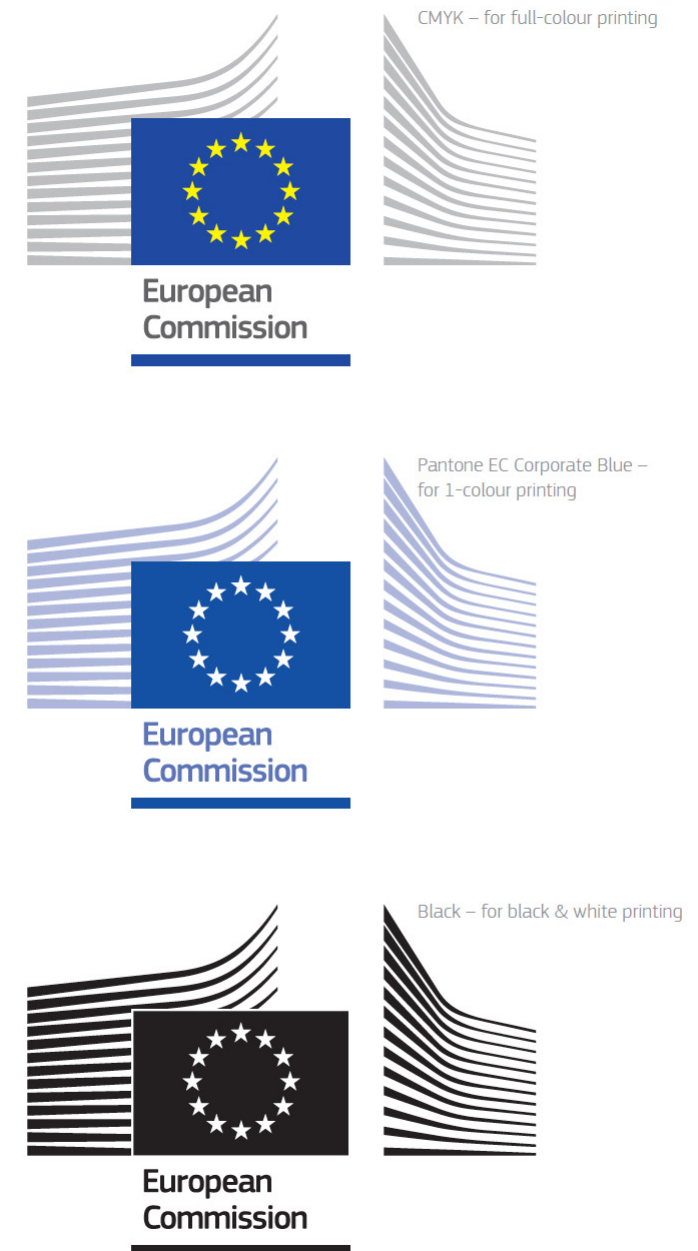
- the European flag
- a graphic element inspired by the Berlaymont, the headquarter of the European Commission.

This charter shall be observed whenever European Commission staff, external partners or stakeholders communicate on behalf of the European Commission, or on any of its actions, activities or programmes.

The European Commission logo exists in 6 versions (positive and negative CMYK, Reflex Blue and black & white), all of which are available in 6 different formats (ai, eps, jpg, png, tiff and pdf).

All these formats are available on the Visual Identity Page:

[http://ec.europa.eu/dgs/communication/services/visual\\_identity/index\\_en.htm](http://ec.europa.eu/dgs/communication/services/visual_identity/index_en.htm)



## 3. The European Commission Logo

### 3.1 Logo Area

The logo is unalterable and indissociable in all its component elements. For reasons of integrity and visibility, it should always be surrounded by a clear space, or "protection area", which no other element (text, image, drawing, figure...) can infringe upon.



Protection area of logo: no images or typography allowed within these limits.

1. The only exception to this rule is business cards. Given their small size and the very limited space available, this "protection area" rule cannot be followed.

### 3.2 Logo Font

In 2005, designer Panos Vassiliou created PF Square Sans Pro in his quest for a true square-like text typography, which could balance simplicity with vitality and strength, without compromising its characteristics as a text typography.

The European Commission has further developed this original font, by adding all characters to cover the 23 EU languages plus languages of candidate countries. This final version of the font is called EC Square Sans Pro and is the only typography version allowed for the European Commission logo. It is used in Black with 75% opacity for the CMYK logo and 70% Pantone EC Corporate Blue for its 1 pms version, 100% for the black & white version.

Under the terms of the licence for EC Square Sans Pro, the European Commission can grant floating licences to external contractors and communication agencies working on Commission projects. To acquire a floating licence, please contact the Visual Identity Team of DG Communication.

EC SQUARE SANS PRO - MEDIUM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

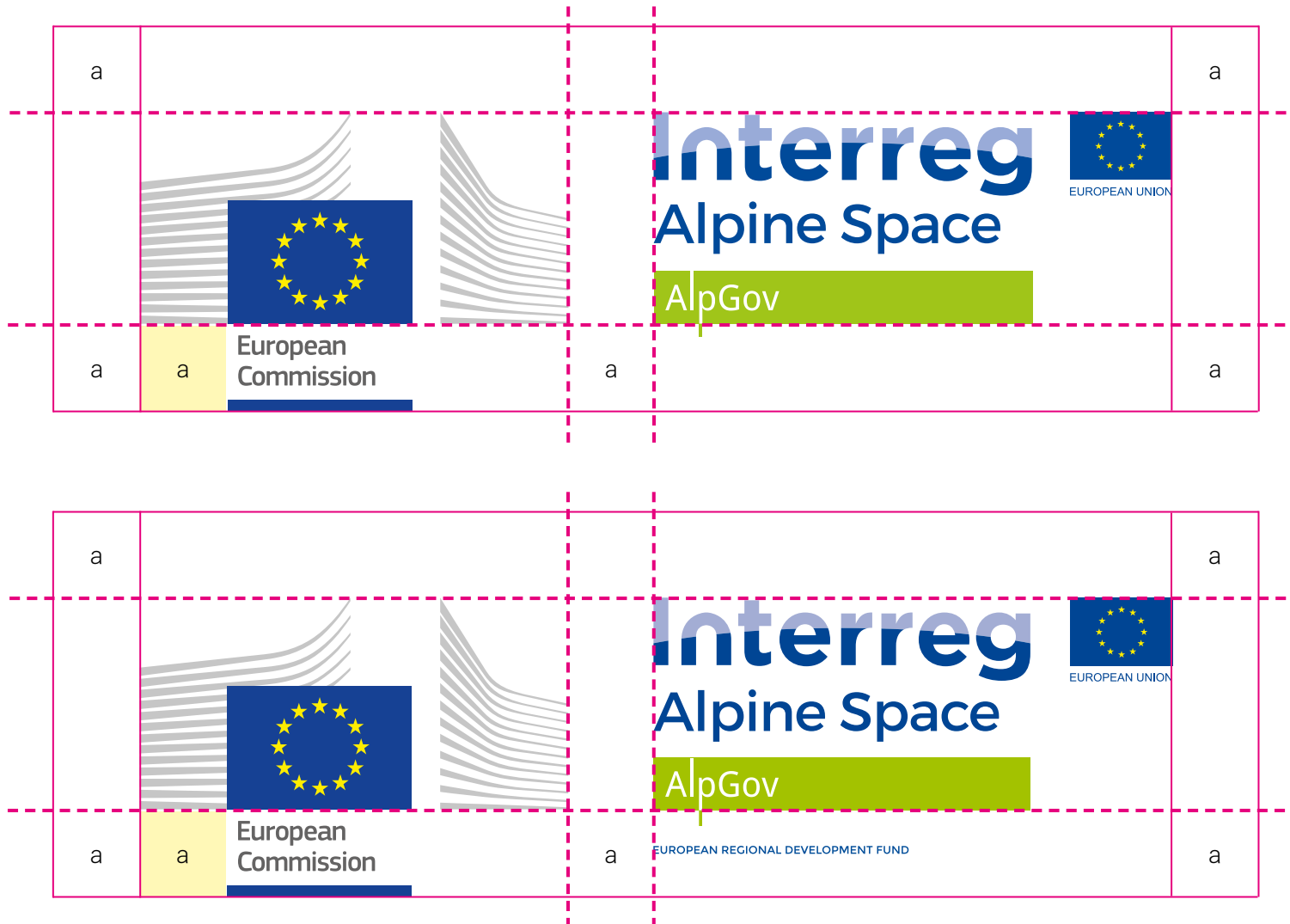
0123546789|



### 3. The European Commission Logo

### 3.3 Co-branding use

For co-branding with the logos of other European institutions align the various logos with the top of the flag within the Commission logo. This ensures an equal and balanced visual weight.



## 4. The EUSALP logo

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### 4.1 Logo Elements

The EUSALP logo is based on two key elements:

- a graphic element inspired by the Alps and the European Commission flag which is composed of three parts:
  1. green plains and hills
  2. blu mountains
  3. yellow stars
- a text element composed by two different parts:
  1. EUSALP
  2. EU STRATEGY FOR THE ALPINE REGION









This charter shall be observed whenever EUSALP members, external partners or stakeholders communicate on behalf of EUSALP, or on any of its actions, activities or programmes.

The EUSALP logo exists in 2 shapes (compact and horizontal) and in 3 versions (positive black & white), all of which are available in 2 different formats (eps, png) in the EUSALP website - file sharing area.



## 4. The EUSALP logo

### 4.2 Logo Colours

Colour	Pantone	CMYK	RGB
	116	2/18/87/0	249/204/62
	3015	67/18/6/0	79/168/209
	301	91/59/1/0	0/76/153
	280	100/98/9/7	43/47/130
	376	68/15/99/2	97/161/68
	370	46/0/100/0	152/202/61
	383	21/0/76/0	209/224/102
	425	0/0/0/60	128/130/133

### 3.2.1 Title and Paragraph Fonts

Roboto Regular  
abcdefghijklmnopqrstvwz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Roboto Medium  
abcdefghijklmnopqrstvwz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Roboto Light  
abcdefghijklmnopqrstvwz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### Font Colour

Colour	Pantone	CMYK	RGB
	532	69/63/62/58	51/51/51

## 4. The EUSALP logo

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### 4.3 Logo Shapes

According to the rules of the identity manual we defined a new headed letter template and a PPT template you can use during official meetings and for any communication documents.



## 4. The EUSALP logo

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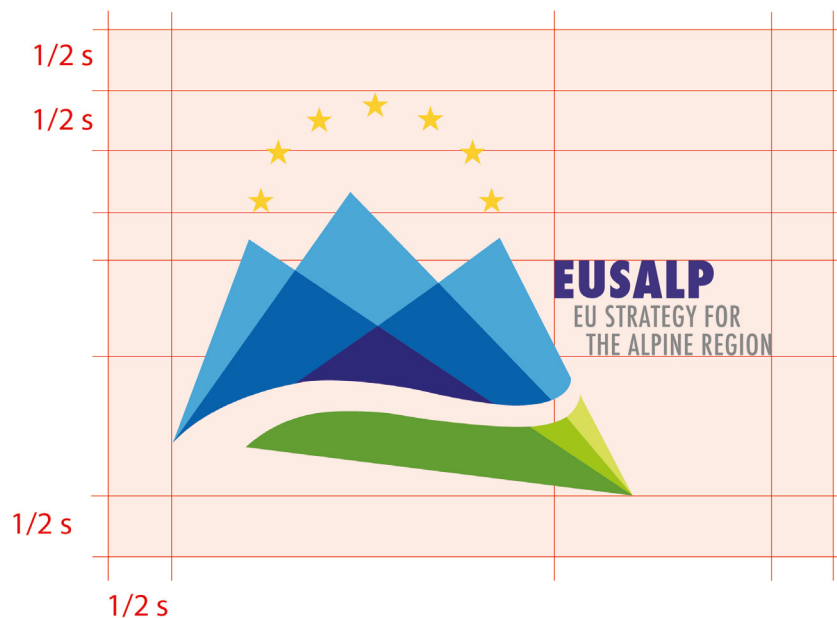
### 4.4 Basic Units



## 4. The EUSALP logo

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### 4.5 Logo Area



**EUSALP** EU STRATEGY FOR THE ALPINE REGION

## 4. The EUSALP logo

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### 4.6 Logo with website



## 4. The EUSALP logo

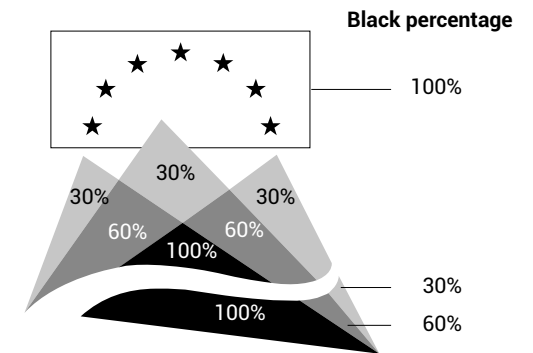
---

### 4.7 Logo Versions

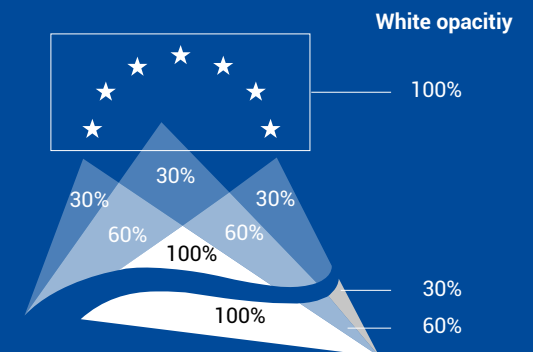
#### a. Colored



#### b. Greyscale



#### c. Negative





# 4. The EUSALP logo

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## 4.8 Font styles

### Title 1

Roboto-Medium/ 16 pt / 19.2 pt Leading

### Title2

Roboto-Medium/ 14 pt / 16.8 pt Leading

### Title3

Roboto-Regular / 14 pt / 16.8 pt Leading

### Body

Roboto-Regular / 10 pt / 12pt Leading

- Bullet list

Roboto-Regular / 10 pt / 12pt Leading - 06,35 mm space before

1. Number list

Roboto-Regular / 10 pt / 12pt Leading - 06,35 mm space before

---

footnote

Roboto-Regular / 9 pt / 10.8pt Leading - 06,35 mm space before - 02,5 mm space over



3015      67/18/6/0      79/168/209



280      100/98/9/7      43/47/130

# 5. EUSALP materials

## 5.1 Business Cards Templates

**Size:**  
Width: 5,5 cm  
Height: 8,5 cm

**Delivery date:**  
17.02.2017

### EU Team



Front

Color



Back

### Executive Board



Front

Color



Back

**Print:** C:100 M:100 Y:000 K:040  
**Web:** R:015 G:027 B:095

**Print:** C:067 M:018 Y:006 K:000  
**Web:** R:079 G:027 B:168

### Presidency



Front

Color



Back

### Action Groups



Front

Color



Back

**Print:** C:046 M:000 Y:100 K:000  
**Web:** R:152 G:202 B:061

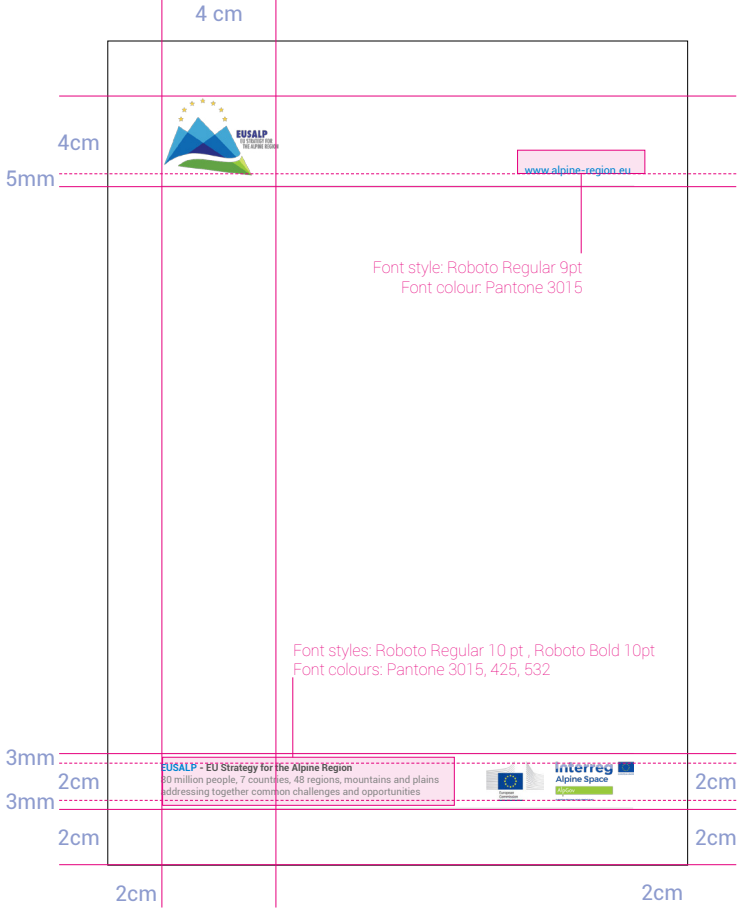
**Print:** C:067 M:018 Y:006 K:000  
**Web:** R:068 G:164 B:210

# 5. EUSALP materials

## 5.2 Headed Letter Template

**Size:**  
Width: 21 cm  
Height: 97,7 cm

**Delivery date:**  
17.02.2017



## 5. EUSALP materials

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### 5.3 PPT Template

**Size:**

Width: 720 px

Height: 540 px

**Delivery date:**

17.02.2017



*Cover*



*Internal page*

# 5. EUSALP materials

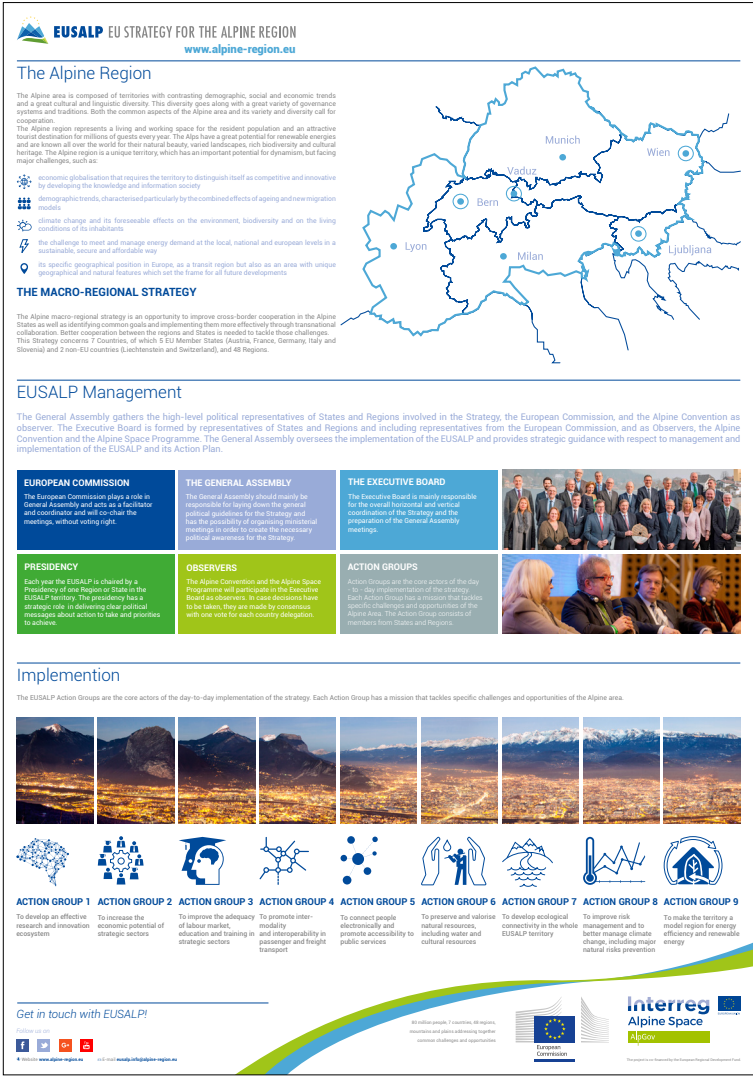
## 5.4 EUSALP Posters

Size:  
Width: 70 cm  
Height: 100 cm

Delivery date:  
12.05.2017



Visual version



Textual version

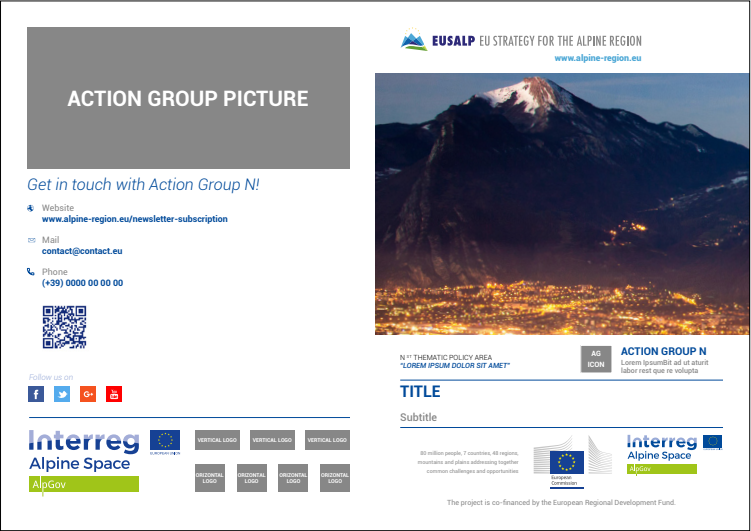
# 5. EUSALP materials

## 5.5 Bifold Flyer Template

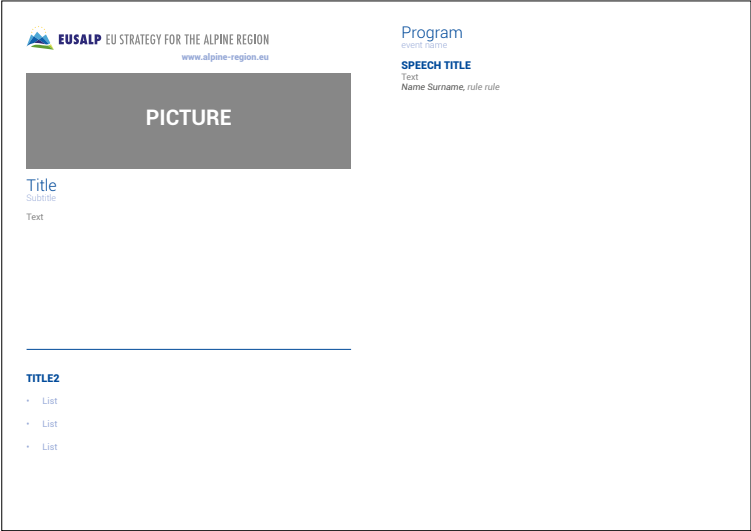
Size (open):  
Width: 29,7 cm  
Height: 21 cm

Size (closed):  
Width: 24,8 cm  
Height: 21 cm

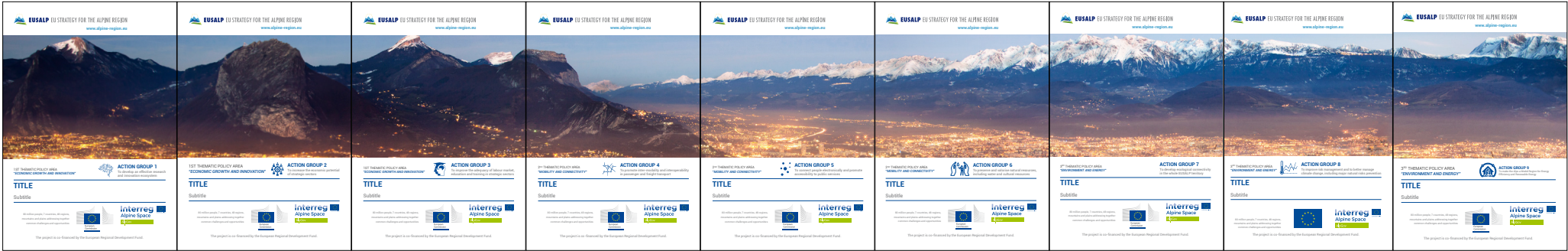
Delivery date:  
05.05.2017



Outside (cover)



Inside



AG1 Cover      AG2 Cover      AG3 Cover      AG4 Cover      AG5 Cover      AG6 Cover      AG7 Cover      AG8 Cover      AG9 Cover



# 5. EUSALP materials

## 5.6 Fourfold Flyer Template

Size (open):  
Width: 59 cm  
Height: 21 cm

Size (closed):  
Width: 24,8 cm  
Height: 21 cm

Delivery date:  
12.05.2017

**EUSALP**  
Action Group N

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non faucibus ante. Duis sed erat vitae elit maximus interdum nec dictum eros. Proin quis felis quis mi ullamcorper viverra dignissim eu ex. Vivamus viverra nulla nec vehicula eleifend. Sed varius sollicitudin cursus. Curabitur ultricies diam a enim condimentum, at feugiat lorem consequat. Nunc consequat eleifend mi in fermentum. Sed a libero convelis sapien vehicula sollicitudin vel eu justo. Duis rhoncus quam nec nisi pellentesque dignissim. Morbi malesuada arcu at lobortis tristique. Morbi pharetra tempor libero, eu tincidunt nulla efficitur et. Aliquam sit amet turpis dui.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**TITLE 2:**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non faucibus ante. Duis sed erat vitae elit maximus interdum nec dictum eros
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non faucibus ante. Duis sed erat vitae elit maximus interdum nec dictum eros
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus non faucibus ante. Duis sed erat vitae elit maximus interdum nec dictum eros

Get in touch with Action Group N!

Website  
[www.alpine-region.eu/newsletter-subscription](http://www.alpine-region.eu/newsletter-subscription)

Mail  
[mail@mail.eu](mailto:mail@mail.eu)

Phone  
(+39) 0000 000 000



Follow us on



**Interreg**  
Alpine Space

AlpGov

The project is co-financed by the European Regional Development Fund.

**EUSALP** EU STRATEGY FOR THE ALPINE REGION  
[www.alpine-region.eu](http://www.alpine-region.eu)



N°1 THEMATIC POLICY AREA "LOREM IPSUM DOLOR SIT AMET"

**AG**  
**ICON**

**ACTION GROUP N**  
Lorem IpsumBit ad ut aturit labor rest que re volupta simin cupate rest optatqui volor

80 million people, 7 countries, 48 regions, innovations and plans addressing together common challenges and opportunities



**Interreg**  
Alpine Space  
AlpGov



**About Us**  
EU Strategy for the Alpine Region EUSALP

Macro regional strategies provide a framework for cooperation, coordination and consultation between and within regions and states. This way, common challenges can be addressed and solved together.

The EU Strategy for the Alpine Region is the fourth macro strategy in the European Union and was adopted by the European Council in 2015. EUSALP covers a territory inhabited by 80 million people and includes 48 regions from seven countries of which five countries are EU member states: Italy, Austria, Germany, France, Slovenia, Switzerland and Liechtenstein.

The strategy involves policymakers, civil society, economic stakeholders, science and, above all, citizens.

The strategy focuses on three core areas:

1. Economic Growth and Innovation
1. Mobility and Connectivity
1. Environment and Energy

Outside (cover)

**EUSALP** EU STRATEGY FOR THE ALPINE REGION  
[www.alpine-region.eu](http://www.alpine-region.eu)



80 million people, 7 countries, 48 regions, innovations and plans addressing together common challenges and opportunities



**Interreg**  
Alpine Space  
AlpGov

Inside

## 5. EUSALP materials

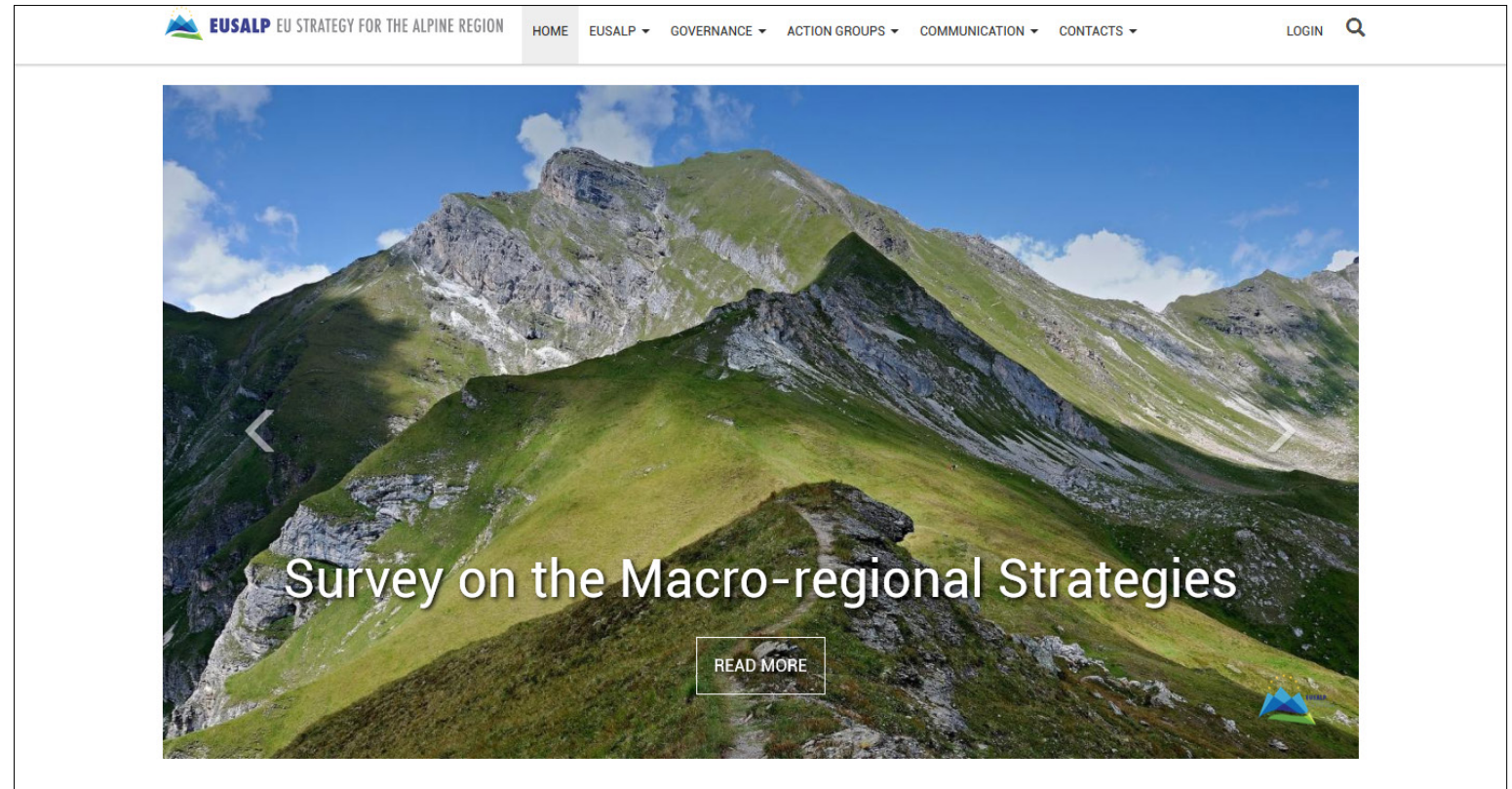
---

### 5.7 EUSALP Website

*Deliverable D.C.1.3*

[www.alpine-region.eu](http://www.alpine-region.eu)

**Delivery date:**  
23.12.2016





# 5. EUSALP materials

## 5.8 EUSALP Newsletter

Deliverable D.C.2.2

Delivery date (template):  
12.05.2017

Delivery date (issue #1 en):  
09.08.2017

**EUSALP** EU STRATEGY FOR THE ALPINE REGION  
[www.alpine-region.eu](http://www.alpine-region.eu)



NEWSLETTER  
Issue # - Date dd/mm/yyyy

EN IT DE FR SL [view in browser | alpine-region.eu](#)

**GREETINGS**  
By Bavarian Presidency



Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpia parum nist harit ut pedis sum fuga. Itibus que apicet rest eossi occullati arum ditecab orendaeperei ommoloro velicit isciis se eos es pos modita vollorem hiliandita similiquat odipsap inectem facea culpa vent, as minum eosapidenem sequam, sequi blab il molenistrum fugiandit, idierorenti doluptam harchilitint.



**TITLE**  
from Executive Board

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpia [Read more...](#)



**TITLE**  
from General Assembly

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpia [Read more...](#)

**NEWS FROM ACTION GROUPS**

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpia parum nist harit ut pedis sum fuga. [Read more...](#)



**ACTION GROUP 1**  
To develop an effective research and innovation ecosystem

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut... [Read more...](#)



**ACTION GROUP 2**  
To increase the economic potential of strategic sectors

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut... [Read more...](#)



**ACTION GROUP 5**  
To connect people electronically and promote accessibility to public services

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut... [Read more...](#)

**ACTION GROUP 6**  
To preserve and valorise natural resources, including water and cultural resources

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut... [Read more...](#)



**ACTION GROUP 7**  
To develop ecological connectivity in the whole EUSALP territory

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut... [Read more...](#)



**ACTION GROUP 8**  
To improve risk management and to better manage climate change, including major natural risks prevention

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut... [Read more...](#)



**ACTION GROUP 9**  
To make the territory a model region for energy efficiency and renewable energy

**SAVE THE DATE: 1. EUSALP Energy Congress in Bolzano on June 9th, 2017**  
Energy efficiency. [Read more...](#)

**TITLE**  
from EU Team

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpia parum nist harit ut pedis sum fuga. Itibus que apicet rest eossi occullati arum ditecab orendaeperei ommoloro velicit isciis se eos es pos modita vollorem hiliandita similiquat odipsap inectem facea culpa vent, as minum eosapidenem sequam, sequi blab il molenistrum fugiandit, idierorenti doluptam harchilitint. [Read more...](#)

**TITLE**  
from Observers

Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovitatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpia parum nist harit ut pedis sum fuga. Itibus que apicet rest eossi occullati arum ditecab orendaeperei ommoloro velicit isciis se eos es pos modita vollorem hiliandita similiquat odipsap inectem facea culpa vent, as minum eosapidenem sequam, sequi blab il molenistrum fugiandit, idierorenti doluptam harchilitint. [Read more...](#)



**ACTION GROUP 9**  
To make the territory a model region for energy efficiency and renewable energy



80 million people, 7 countries,  
48 regions, mountains and plains  
addressing together common challenges and opportunities





[Menu/Map](#) / [Contact Us](#)  
You may unsubscribe from this mailing list at any time.  
The project is co-financed by the European Regional Development Fund.  
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AG Images

Template

37

# 6 Graphic elements for EUSALP Website

---

## 6.1 Documents Font styles for the web

H1

Roboto-Regular / 25 px / 30 px Leading

H2

Roboto-Light / 20 px / 26 px Leading

H3

Roboto-Regular / 15 px / 20 px Leading

Body

Roboto-Regular / 13 px / 18 px Leading

H4

Roboto-Medium / 11 px / 15 px Leading

BODY - CAPS BLUE

Roboto-Regular / 13 px / 18 px Leading

H1

Roboto-Regular / 25 px / 30 px Leading

H2

Roboto-Light / 20 px / 26 px Leading

H3

Roboto-Regular / 15 px / 20 px Leading

Body

Roboto-Regular / 13 px / 18 px Leading

H4

Roboto-Medium / 11 px / 15 px Leading

BODY - CAPS BLUE

Roboto-Regular / 13 px / 18 px Leading

## 6 Graphic elements for EUSALP website

---

### 6.1 Documents Font style for the web

H1

Roboto-Regular / 25 px / 30 px Leading

H2

Roboto-Light / 20 px / 26 px Leading

H3

Roboto-Regular / 15 px / 20 px Leading

Body

Roboto-Regular / 13 px / 18 px Leading

H4

Roboto-Medium / 11 px / 15 px Leading

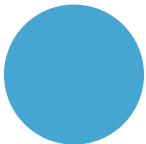
BODY - CAPS BLUE

Roboto-Regular / 13 px / 18 px Leading

# 6 Graphic elements for EUSALP website

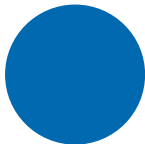
## 6.2 Colours Palette

LIGHT BLUE



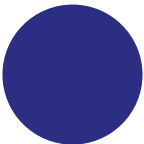
#44a7d2

REGULAR BLUE



#0169b1

DARK BLUE



#2b2f82

LIGHT GREEN



#d1e066

REGULAR GREEN



#98ca3d

DARK GREEN



#61a144

LIGHTER GREY



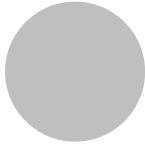
#f2f2f2

LIGHT GREY



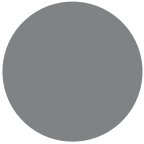
#e6e6e7

REGULAR GREY



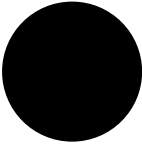
#bfc0c2

DARK GREY



#808285

BLACK



#000000

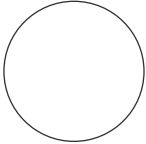
### USEFUL COLOURS FOR VISUALIZATION PURPOSES

POSITIVE GREEN



#44a7d2

WHITE



#0169b1

NEGATIVE RED



#2b2f82

FUCHSIA



#44a7d2

# 6 Graphic elements for EUSALP website

## 6.2 Colours Palette

LIGHT BLUE



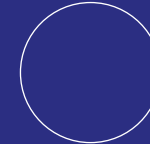
#44a7d2

REGULAR BLUE



#0169b1

DARK BLUE



#2b2f82

LIGHT GREEN



#d1e066

REGULAR GREEN



#98ca3d

DARK GREEN



#61a144

LIGHTER GREY



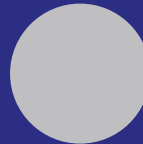
#f2f2f2

LIGHT GREY



#e6e6e7

REGULAR GREY



#bfc0c2

DARK GREY



#808285

BLACK



#000000

### USEFUL COLOURS FOR VISUALIZATION PURPOSES

POSITIVE GREEN



#44a7d2

WHITE



#0169b1

NEGATIVE RED



#2b2f82

FUCHSIA



#44a7d2

# 6 Graphic elements for EUSALP website

## 6.3 Icons

Standard Icon



IconSquare Size - 40px  
IconSquare Padding - 5px

IconArt Size - Max 30px  
IconText - 13px

NEWSLETTER	3D PROJECTION	2D PROJECTION	LAYERED MAP	SCATTERPLOT	PDF	GEOGRAPHY	TABLE	ID	NETWORK
COMPARE	HIDE	UNHIDE	SEARCH	EDIT	SHARE	ACCEPT	CANCEL	ALERT	SORT
MEETING ROOM									
NEW ITEM	PRESS RELEASE	STRATEGIC FUNDING REPORT							

# 6 Graphic elements for EUSALP website

## 6.3 Icons

Standard Icon with 40 px frame

NEWSLETTER



3D PROJECTION



2D PROJECTION



LAYERED MAP



SCATTERPLOT



PDF



GEOGRAPHY



TABLE



ID



NETWORK



COMPARE



HIDE



UNHIDE



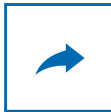
SEARCH



EDIT



SHARE



ACCEPT



CANCEL



ALERT



SORT



MEETING ROOM



NEW ITEM



PRESS RELEASE



STRATEGIC FUNDING  
REPORT



# 6 Graphic elements for EUSALP website

## 6.3 Icons

Standard Icon with 40 px frame with filled color (Regular Blue 20%)

NEWSLETTER



3D PROJECTION



2D PROJECTION



LAYERED MAP



SCATTERPLOT



PDF



GEOGRAPHY



TABLE



ID



NETWORK



COMPARE



HIDE



UNHIDE



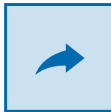
SEARCH



EDIT



SHARE



ACCEPT



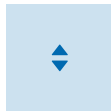
CANCEL



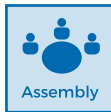
ALERT



SORT



MEETING ROOM



NEW ITEM



PRESS RELEASE



STRATEGIC FUNDING  
REPORT





# 6 Graphic elements for EUSALP website

## 6.3 Icons

Standard Icon with 40 px frame negative version

NEWSLETTER



3D PROJECTION



2D PROJECTION



LAYERED MAP



SCATTERPLOT



PDF



GEOGRAPHY



TABLE



ID



NETWORK



COMPARE



HIDE



UNHIDE



SEARCH



EDIT



SHARE



ACCEPT



CANCEL



ALERT



SORT



MEETING ROOM



NEW ITEM



PRESS RELEASE



STRATEGIC FUNDING  
REPORT

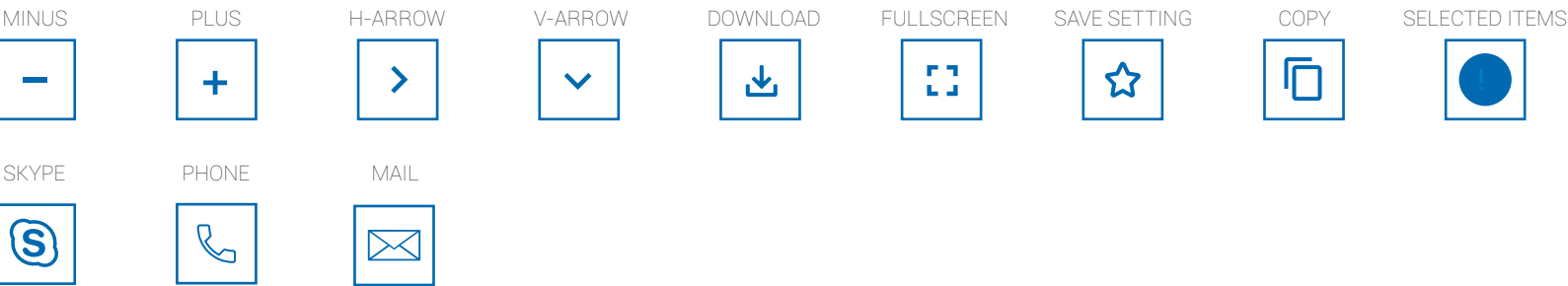


# 6 Graphic elements for EUSALP website

---

## 6.3 Icons

Small Icon with 30 px frame with filled color (Regular Blue 20%)

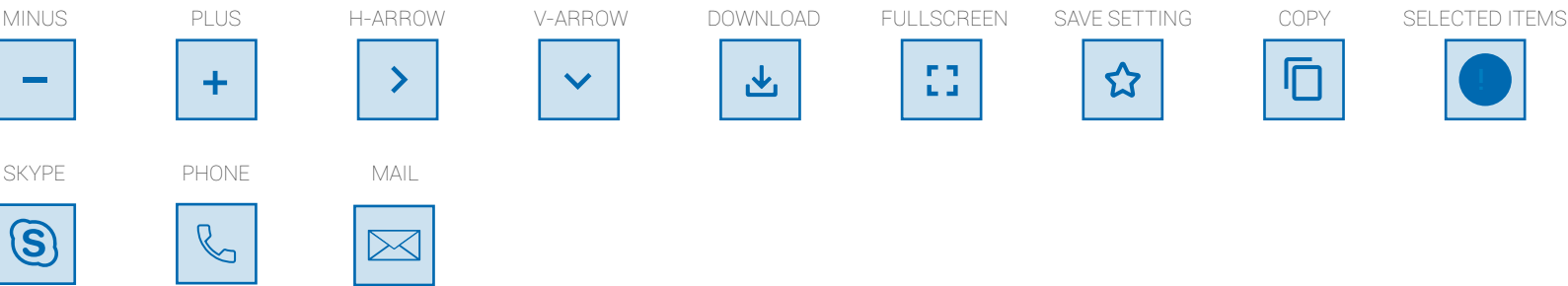


# 6 Graphic elements for EUSALP website

---

## 6.3 Icons

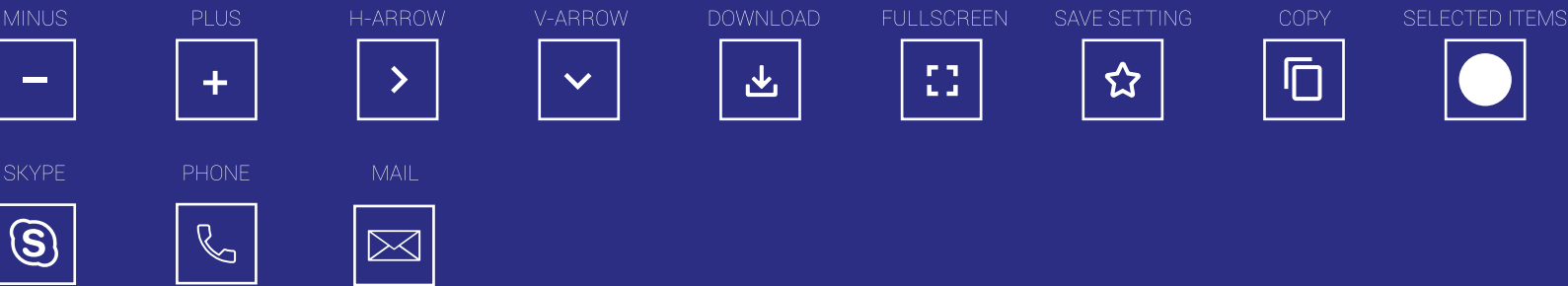
*Small Icon with 30 px frame*



# 6 Graphic elements for EUSALP website

## 6.3 Icons

*Small Icon negative version*



# 6 Graphic elements for EUSALP website

## 6.4 Buttons

Label - primary  
DEFAULT

PRIMARY BUTTON

FontStyle - H4  
Text Color - Regular Blue

Label - primary  
HOVER/CLICK

PRIMARY BUTTON

Label - secondary  
DEFAULT

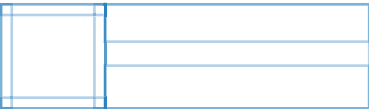
PRIMARY BUTTON

FontStyle - H4  
Text Color - Regular Blue

Label - secondary  
HOVER/CLICK

PRIMARY BUTTON

### Label with icon



Icon Size - 40px  
FontStyle - H4  
Text Color - Regular Blue

 DOWNLOAD

Icon Color - Regular Blue  
FontStyle - H4  
Text Color - Regular Blue

 COPY

 SAVE SETTINGS

 VIEW FULLSCREEN

# 6 Graphic elements for EUSALP website

## 6.4 Buttons



Text Centered with  
Right Padding: 10px  
Left Padding: 10px

### Button 1

DEFAULT



Button Color - Regular Blue  
FontStyle - Body CAPS  
Text Color - White

### Button 2

HOVER



Button Color - Light Blue  
FontStyle - Body CAPS  
Text Color - White

### Button 3

NEGATIVE CHOICE ALERT



Button Color - Light Grey  
FontStyle - Body CAPS  
Text Color - Light Blue

### Button W/icon 1

DEFAULT



Button Color - Regular Blue  
Icon Color - White  
FontStyle - Body CAPS  
Text Color - White

### Button W/icon 2

HOVER



Button Color - Light Blue  
Icon Color - White  
FontStyle - Body CAPS  
Text Color - White

### Button W/icon 3

NEGATIVE CHOICE ALERT



Button Color - Light Blue  
Icon Color - White  
FontStyle - Body CAPS  
Text Color - White

### Icon button

INACTIVE



### Icon button 1

INACTIVE



Icon  
Label - 8px margin:left  
Hover Highlight

### Icon button W/label 1

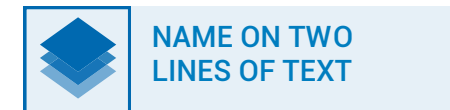
ACTIVE + ONE LINE



Icon  
FontStyle - Body CAPS  
Text Color - Regular Blue

### Icon button W/label 2

ACTIVE + TWO LINES



## 6 Graphic elements for EUSALP website

---

### 6.4 Buttons

Big button - icon W/label



Tab - buttons



Tab - labels

ACTIVE: PRIMARY  
INACTIVE: SECONDARY

APPLY | RESET

Sharing icons



Icon Size - 30 px  
with Icon Art - Social Logo

# 6 Graphic elements for EUSALP website

## 6.5 Input / Dropdown

### Input field - blueprint

INPUT CATEGORY NAME

Placeholder Text

Input - 12px padding  
FontStyle - Body  
Icon - Arrow

### Input field - idle

INPUT CATEGORY NAME

Placeholder Text

FontStyle - H4  
Text Color - Dark Grey  
—  
FontStyle - Body  
Text Color - Regular Grey

### Input field - active

INPUT CATEGORY NAME

Placeholder Text

FontStyle - H4  
Text Color - Regular Grey  
—  
FontStyle - Body  
Text Color - Black

### Dropdown - multiple active

INPUT CATEGORY NAME

Multiple Items 2



# 6 Graphic elements for EUSALP website

## 6.5 Input / Dropdown

### Dropdown - blueprint

OPEN / CLOSED

INPUT CATEGORY NAME

Select Item

# ▾

INPUT CATEGORY NAME

Select Item

# ▾

Element

Element

Element

Element

Input - 12px padding  
FontStyle - Body  
Icon - Arrow  
—

### Dropdown - idle

OPEN / CLOSED

INPUT CATEGORY NAME

Select Item

▾

INPUT CATEGORY NAME

Select Item

▾

Report

Data

Image

Verdana

FontStyle - H4  
Text Color - Regular Grey  
—  
FontStyle - Body  
Text Color - Black  
—  
FontStyle - H4  
Text Color - Regular Blue  
Selected Highlight

### Dropdown - active

OPEN / CLOSED

INPUT CATEGORY NAME

Single Item Name

▾

INPUT CATEGORY NAME

Multiple Items 2 ▾

Report

Data

Image

Verdana

FontStyle - H4  
Text Color - Regular Grey  
—  
FontStyle - Body  
Text Color - Black  
—  
FontStyle - H4  
Text Color - Regular Blue  
Selected Highlight

# 6 Graphic elements for EUSALP website

## 6.6 Label primary

### Default



BG Color - Lightest Grey

FontStyle - Body

Text Color - Black / Dark Grey / Regular Blue / Regular Grey

Circle - 15px radius

Stroke - Regular Blue



BG Color - Lightest Grey

FontStyle - Body

Text Color - Black / Dark Grey / Regular Blue / Regular Grey

Circle - 15px radius

Fill - Regular Blue

# 6 Graphic elements for EUSALP website

## 6.7 Form - labels

### Input Text Contact Form

FontStyle - H3  
Text Color - Regular Grey  
—  
Line Color - Light Grey

### Input Text Contact Form

FontStyle - H3  
Text Color - Black  
—  
Line Color - Regular Grey

### Input Text Contact Form

Given information is incorrect. 

FontStyle - H3  
Text Color - Black  
—  
Line Color - Negative Red  
Icon - Accept / Alert

### Input Text Contact Form



FontStyle - H3  
Text Color - Black  
—  
Line Color - Positive Green  
Icon - Accept / Alert

## 6.8 Input Field

### Default



FontStyle - H4  
Text Color - Black  
Horizontal - Stroke - 4px  
Horizontal - Color - Regular Blue  
Vertical - Stroke 3px  
Vertical - Height - 14px

### User defined



FontStyle - H4  
Text Color - Black  
Horizontal - Stroke - 4px  
Horizontal - Color - Light Grey  
Horizontal - Color - Regular Blue  
Vertical - Stroke - 3px  
Vertical - Height - 14px

# 6 Graphic elements for EUSALP website

## 6.9 Complention rate

### Complention rate 100



FontStyle - H4  
Text Color - Black  
—  
Horizontal - Stroke - 4px  
Horizontal - Color - Regular Blue

### Complention rate value



FontStyle - H4  
Text Color - Black  
—  
Horizontal - Stroke - 4px  
Horizontal - Color - Light Grey  
—  
Horizontal - Stroke - 4px  
Horizontal - Color - Regular Blue

## 6.10 Checkbox / Optionbox / Switches



FontStyle - H4  
Text Color - Black



Horizontal - Stroke - 4px  
Horizontal - Color - Regular Blue



Stroke - 3px  
Vertical - Height - 14px

## 6.11 Input field - User defined



FontStyle - H4  
Text Color - Black



Horizontal - Stroke - 4px  
Horizontal - Color - Light Grey





Horizontal - Stroke - 4px  
Horizontal - Color - Regular Blue

Vertical - Stroke - 3px  
Vertical - Height - 14px

# 6 Graphic elements for EUSALP website



## 6.12 Tables

Table on greyscale

NAME	LOCATION 	GROUP 
AlpGov logo - WEB use	Bolzano	AG1
AlpGov logo - WEB use	Bolzano	AG1

BG Color - Lightest Grey  
FontStyle - H4  
Font Color - Black  
Icon - Sort  
—  
Stroke Lines - Light Grey  
—  
FontStyle - Body  
Font Color - Black

Table on color

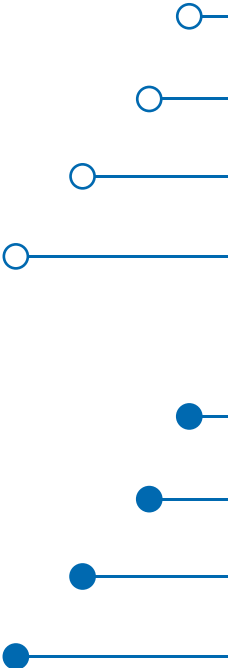
NAME	LOCATION 	GROUP 
AlpGov logo - WEB use	Bolzano	AG1
AlpGov logo - WEB use	Bolzano	AG1

BG Color - Lightest Grey  
FontStyle - H4  
Font Color - BG Color  
Icon - Sort  
—  
Stroke Lines - Lightest Grey  
—  
FontStyle - Body  
Font Color - White

Stroke Lines - Regular Blue  
8px - circle

OBJECT OBJECT  
Description

Stroke Lines - Regular Blue  
—  
FontStyle - H3  
—  
FontStyle - Body



# 6 Graphic elements for EUSALP website

## 6.13 Badges



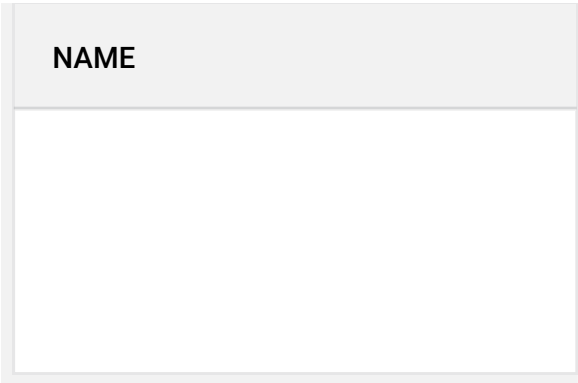
Stroke Lines - 1px  
Color - Depending on Category  
Round / Radius - 100  
—  
FontStyle - H4  
Font Color - Dark Grey



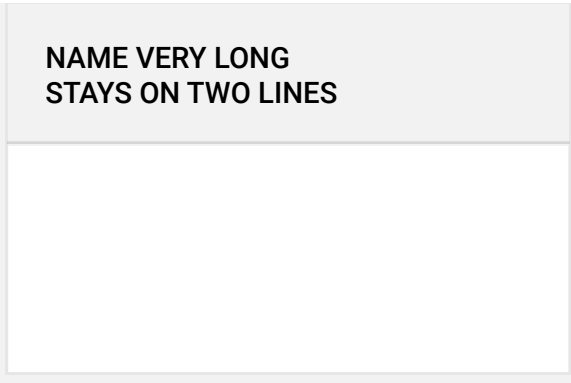
Circle - 15 px diameter  
Color - Depending on Category  
—  
FontStyle - H4  
Font Color - Dark Grey

# 6 Graphic elements for EUSALP website

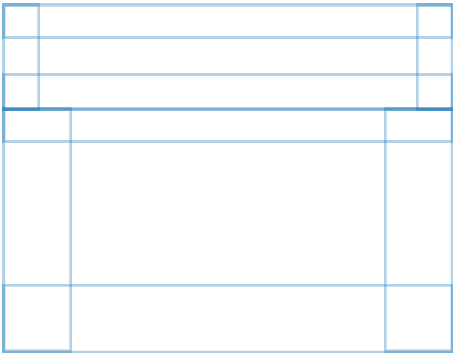
## 6.14 Cards



BG Color - Lightest Grey  
Border Color - Light Grey  
FontStyle - H4  
Font Color - Black  
Icon - none  
—  
Stroke Lines - Light Grey  
—  
FontStyle - H4  
Font Color - Black  
—



Shadow Color - Lightest Grey  
X - -2  
Y - 2  
Spread 2




Text Centered with  
Right Padding: 14px  
Left Padding: 14px  
—  
Title Block Height: 40px  
if Two lines: Height 53px  
  
Paragraph Padding: 26 px


# 6 Graphic elements for EUSALP website

## 6.14 Cards

### Cards with icon



NAME



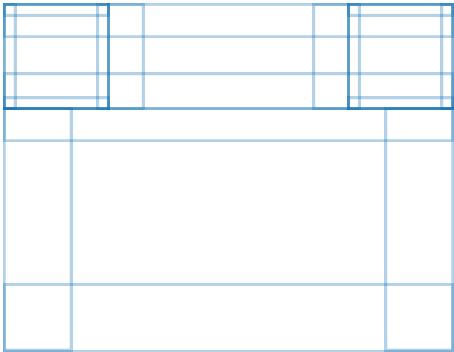
lorem ipsum dolor sit  
amet consectetur bla  
bla sciit buda bidit  
lorem ipsum dolor sit  
amet consectetur bla  
bla sciit buda  
biditlorem ipsum dolor  
sit amet consectetur  
bla bla sciit buda  
biditlorem ipsum dolor  
sit amet consectetur  
bla

lorem ipsum dolor sit amet consectetur bla  
bla sciit buda bidit lorem ipsum dolor sit  
amet consectetur bla bla sciit buda  
biditlorem ipsum dolor sit amet consectetur  
bla bla sciit buda bidit lorem ipsum dolor sit  
amet consectetur bla bla sciit buda  
biditlorem ipsum dolor sit amet consectetur  
bla bla sciit buda bidit lorem ipsum dolor sit  
amet consectetur bla bla

BG Color - Lightest Grey  
Border Color - Light Grey  
FontStyle - H4  
Font Color - Black  
Icon Left -  
Icon Right - Accept  
—  
Stroke Lines - Light Grey  
—

Shadow Color - Lightest Grey  
X - -2  
Y - 2  
Spread 2  
—

FontStyle - Body  
Font Color - Black

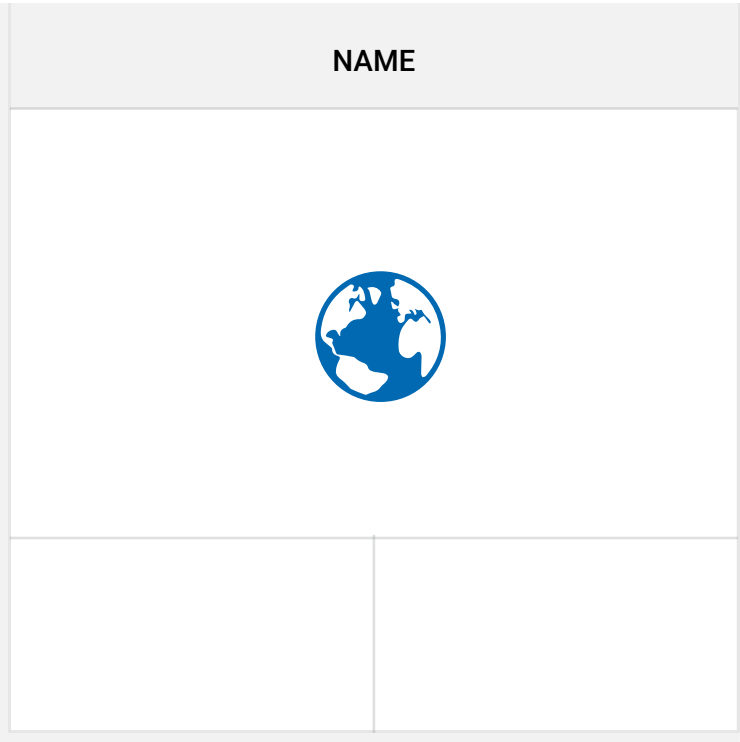




# 6 Graphic elements for EUSALP website

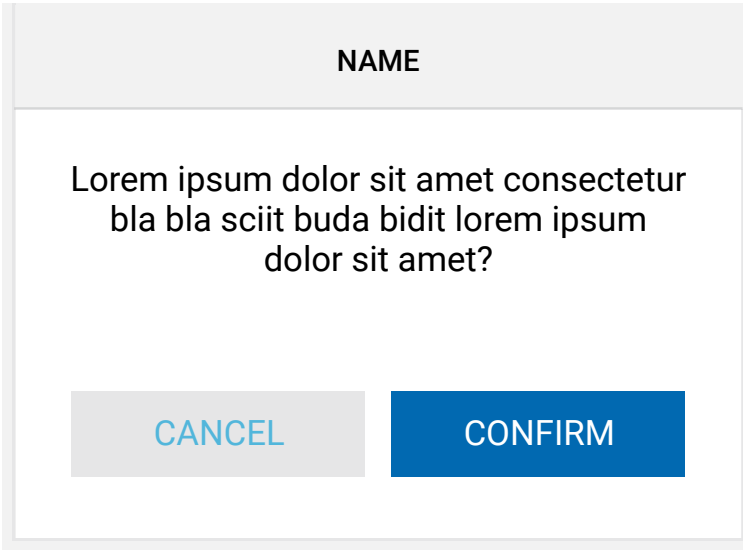
## 6.14 Cards

### Cards for popups



BG Color - Lightest Grey  
Border Color - Light Grey  
FontStyle - H4  
Font Color - Black  
Icon - none  
—  
Stroke Lines - Light Grey  
—

Shadow Color - Lightest Grey  
X - -2  
Y - 2  
Spread 2  
—



FontStyle - Body  
Font Color - Black  
—  
Buttons - Default  
Button - Negative Choice alert



[www.alpine-region.eu](http://www.alpine-region.eu)

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80 million people, 7 countries, 48 regions,  
mountains and plains addressing together  
common challenges and opportunities



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