

Corporate Identity Manual for EUSALP materials

Release 2.3 | January 2019

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

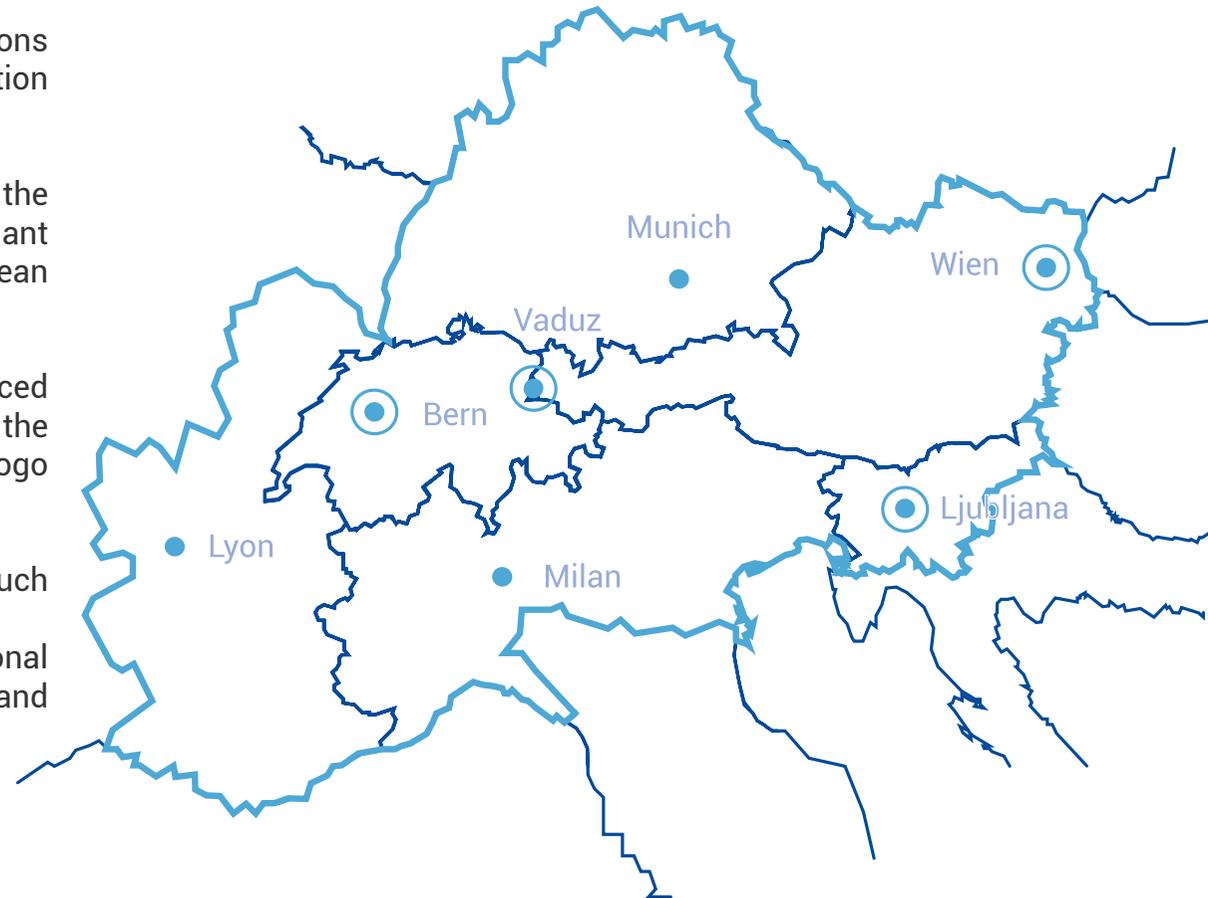
This manual contains rules and guidelines for the correct use of EUSALP corporate design elements for project communication.

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

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

1.2 Basic unit

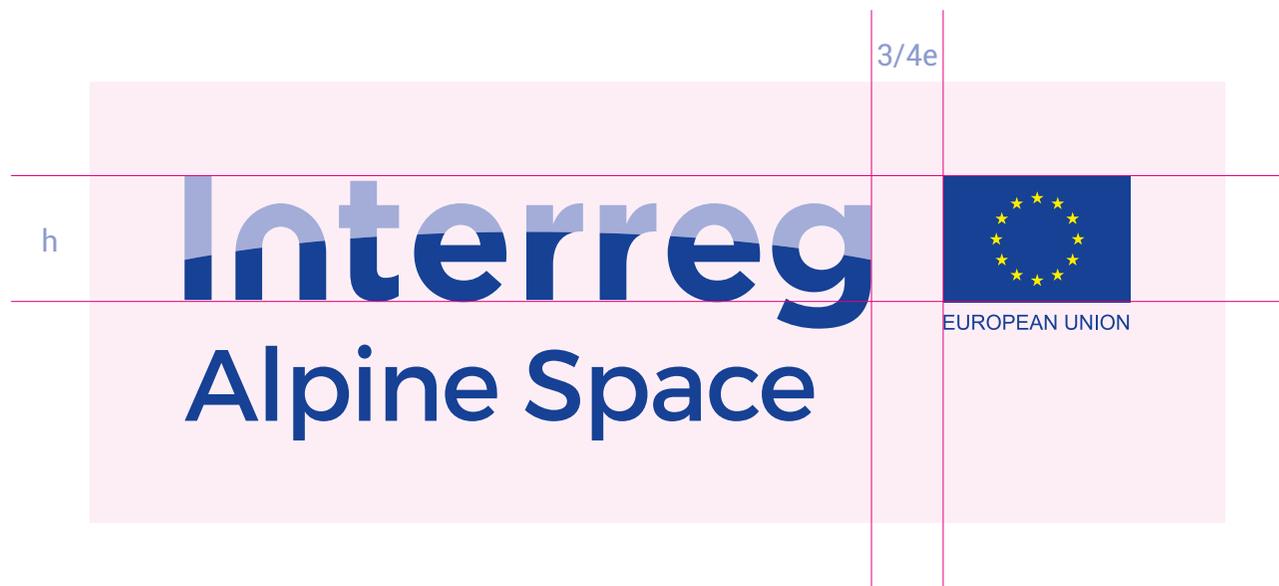
The basic unit used for definition of spaces is the width of the letter “e” in the Interreg logo. This measure is used to define the space between the elements as well as the clear space around the logo.



1. AlpGov logo

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".

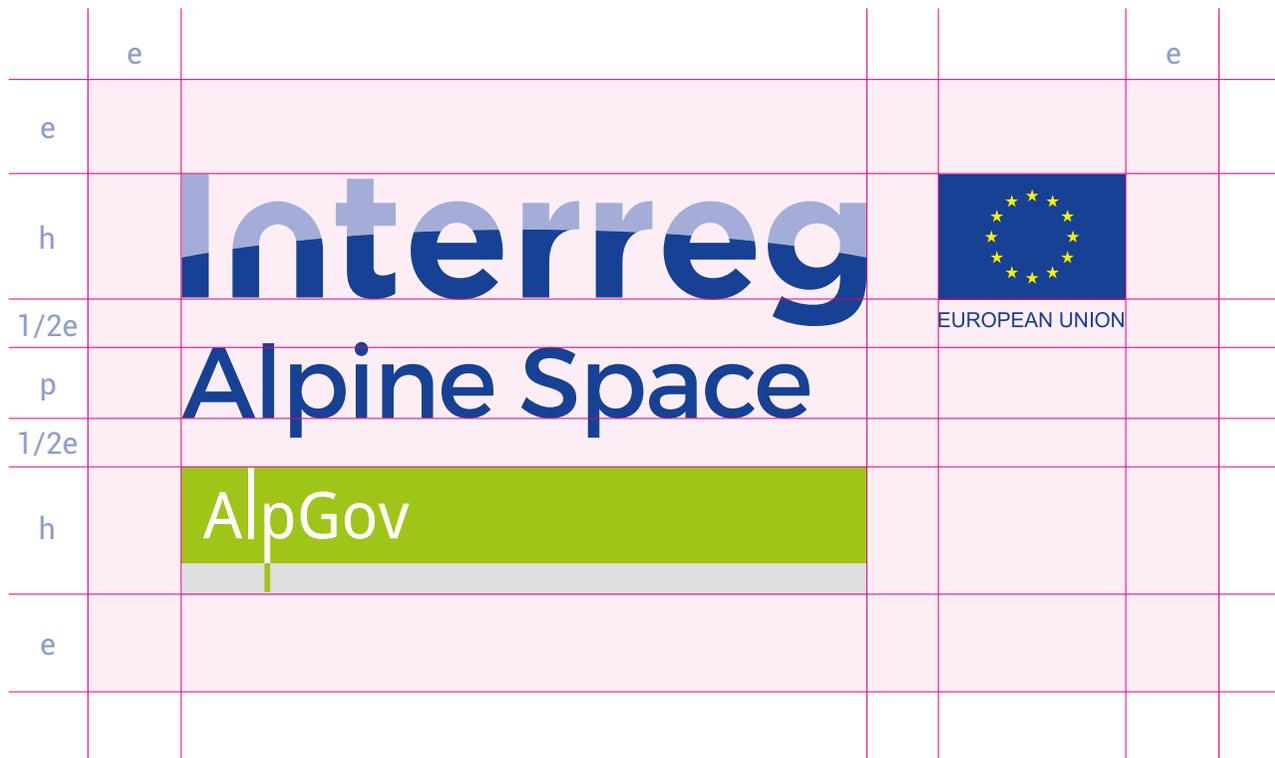


1. AlpGov logo

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

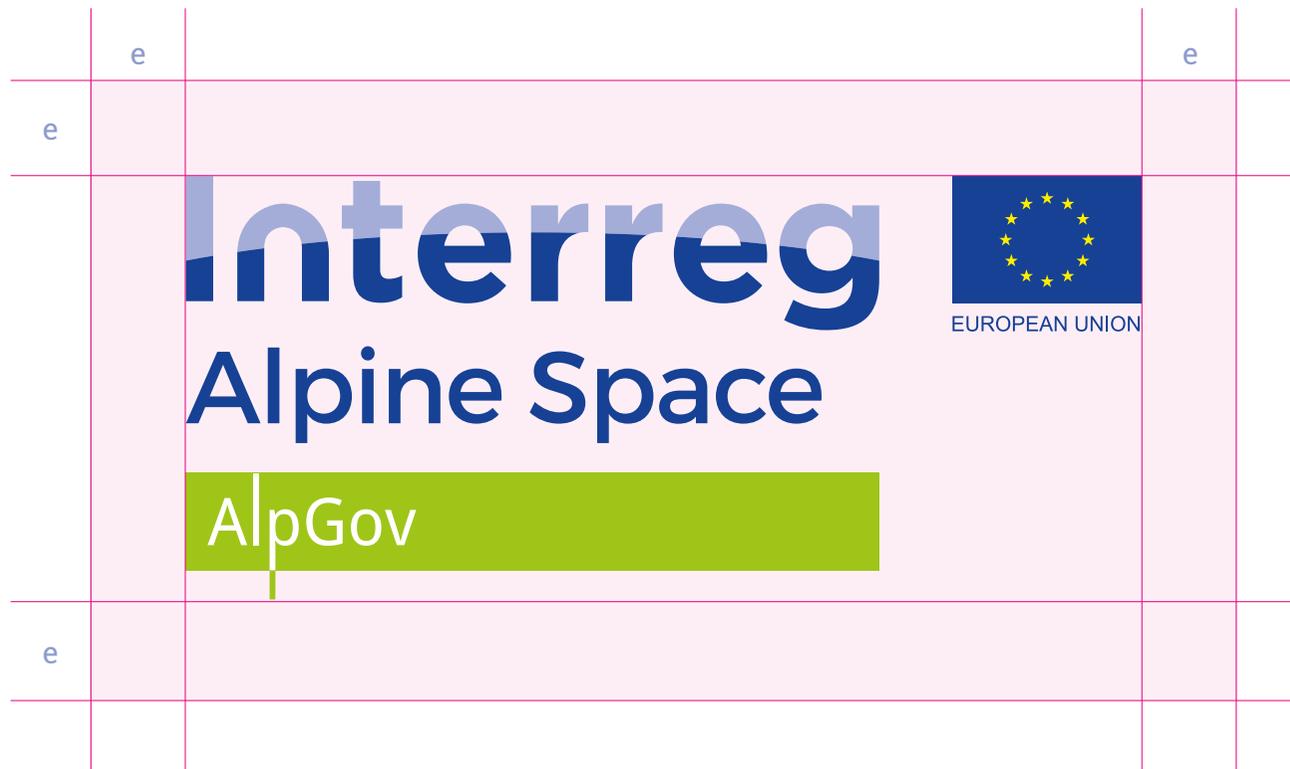
If it is placed to the right of the Interreg logo, it should have the same width as the European flag. The programme logo must not be taller than three times the height of the EU flag included in the Interreg logo.



1. AlpGov logo

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.



1. AlpGov logo

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
abcdefghijklmnopqrstvwz
ABCDEFGHIJKLMNOPQRSTUVWZ
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.

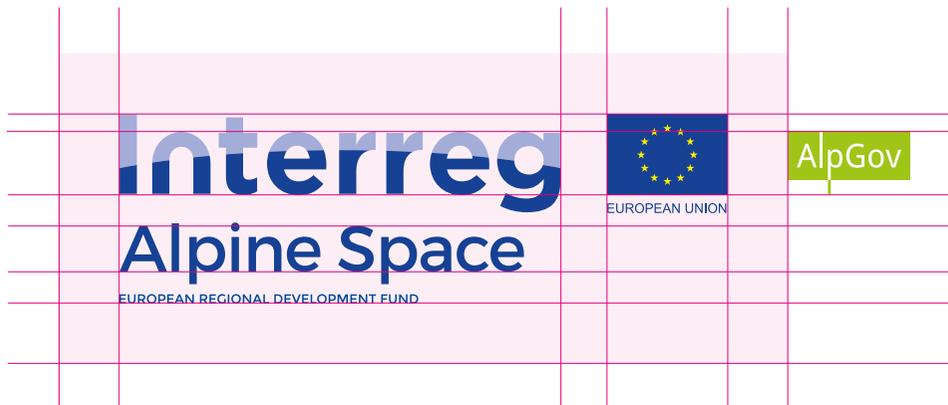
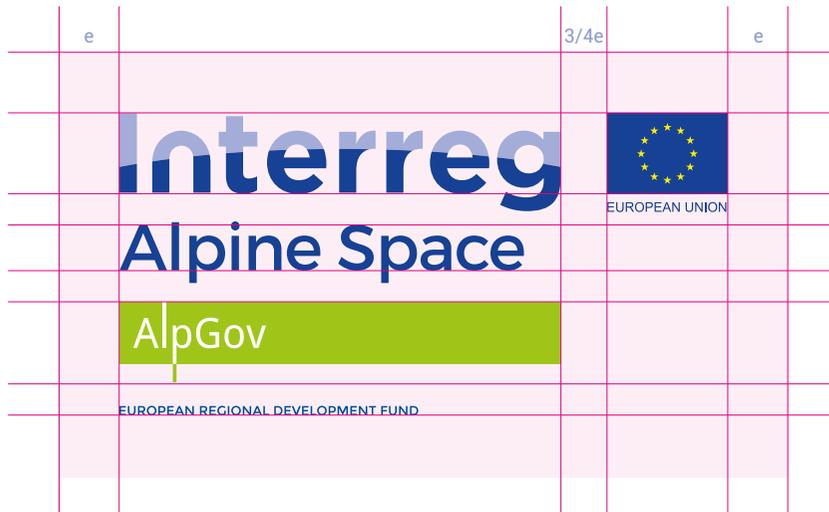
They may either use the sentence “This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme” (cf. SC article 7) or include the ERDF reference directly in the project logo with the text “EUROPEAN REGIONAL DEVELOPMENT FUND”.

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

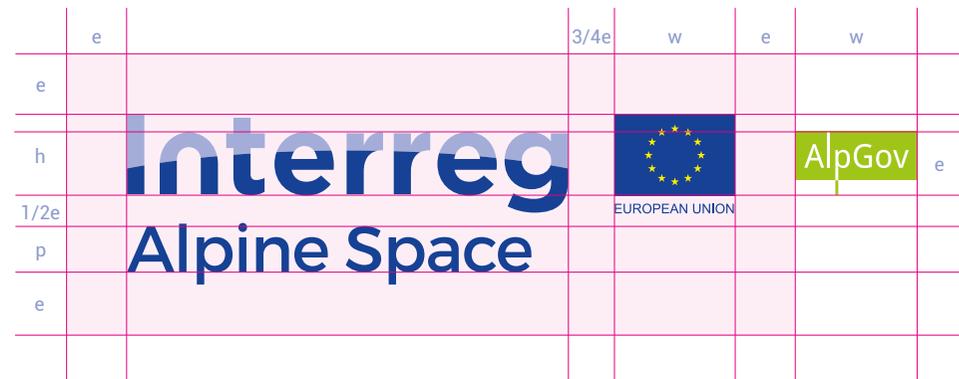
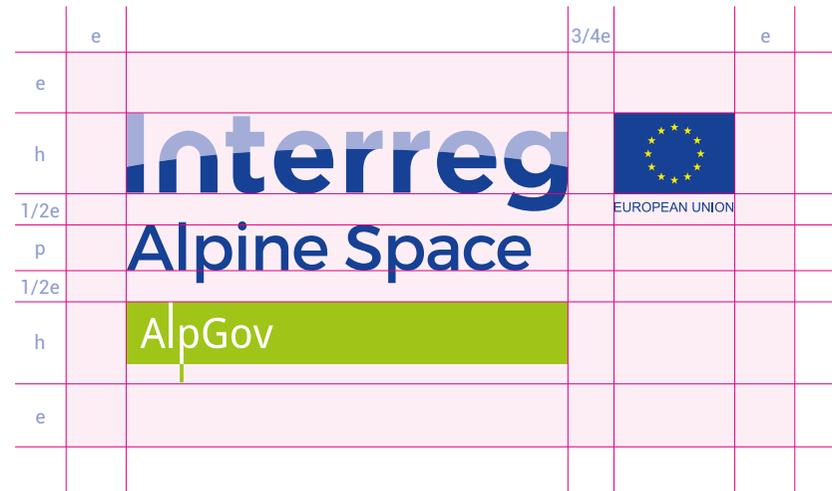
The project is co-financed by the European Regional Development Fund.

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

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 east, 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

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



The poster features logos for the European Commission, Interreg Alpine Space, and AlpGov at the top right. The title 'AlpGov' is prominently displayed in the upper left. Below the title, the subtitle reads 'Implementing Alpine Governance Mechanisms of the EU Strategy for the Alpine Region - EUSALP'. The main body of text is divided into two columns: 'Lead Partner' and 'The challenge'. The 'Lead Partner' section identifies the Bavarian State Ministry of the Environment and Consumer Protection as the lead, with 13 project partners. The 'The challenge' section discusses the need for coordination among various actors in the Alpine region. A map of the Alpine region is shown in the lower half, divided into four thematic policy areas: Economic Growth and Innovation, Mobility and Connectivity, Environment and Energy, and Governance. The map includes labels for major cities like Munich, Vaduz, Wien, Bern, Lyon, Milan, and Ljubljana. The poster also lists 'Expected results' such as a joint platform of knowledge, strategic tools, and funding schemes. At the bottom, it states the project is co-financed by the European Regional Development Fund with a support of € 3,252,950 from the European Union. The website www.alpine-space.eu/alpgov is provided for more information.

AlpGov

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 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.

EUSALP EU STRATEGY FOR THE ALPINE REGION

The Alpine Region:
80 million people, 7 countries, 48 regions
→ www.alpine-region.eu

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

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

Implementing EUSALP Strategy
→ www.alpine-space.eu/alpgov

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

www.alpine-region.eu PROJECT SELECTED FOR CO-FINANCING BY THE EUROPEAN UNION

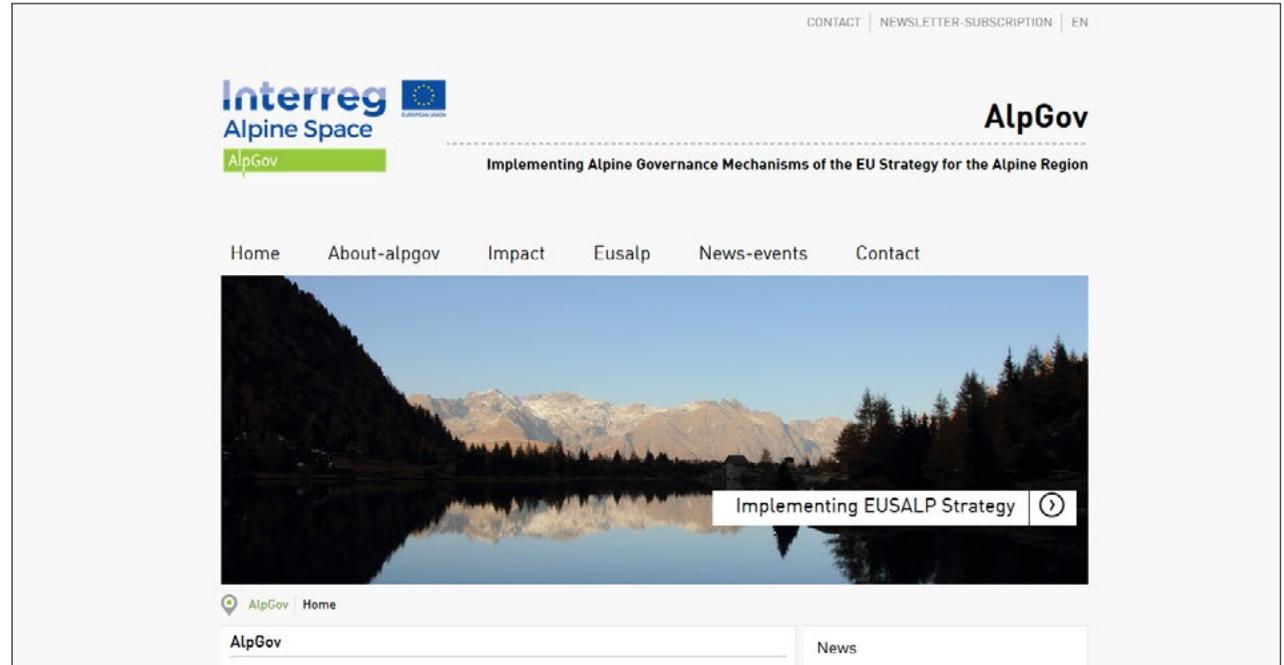
2. AlpGov Materials

2.2 AlpGov Website

Deliverable D.C.1.4

www.alpine-space.eu/projects/alpgov/en/home

Delivery date:
31.12.2016



3. The European Commission Logo

The European Commission logo is based on two key elements:

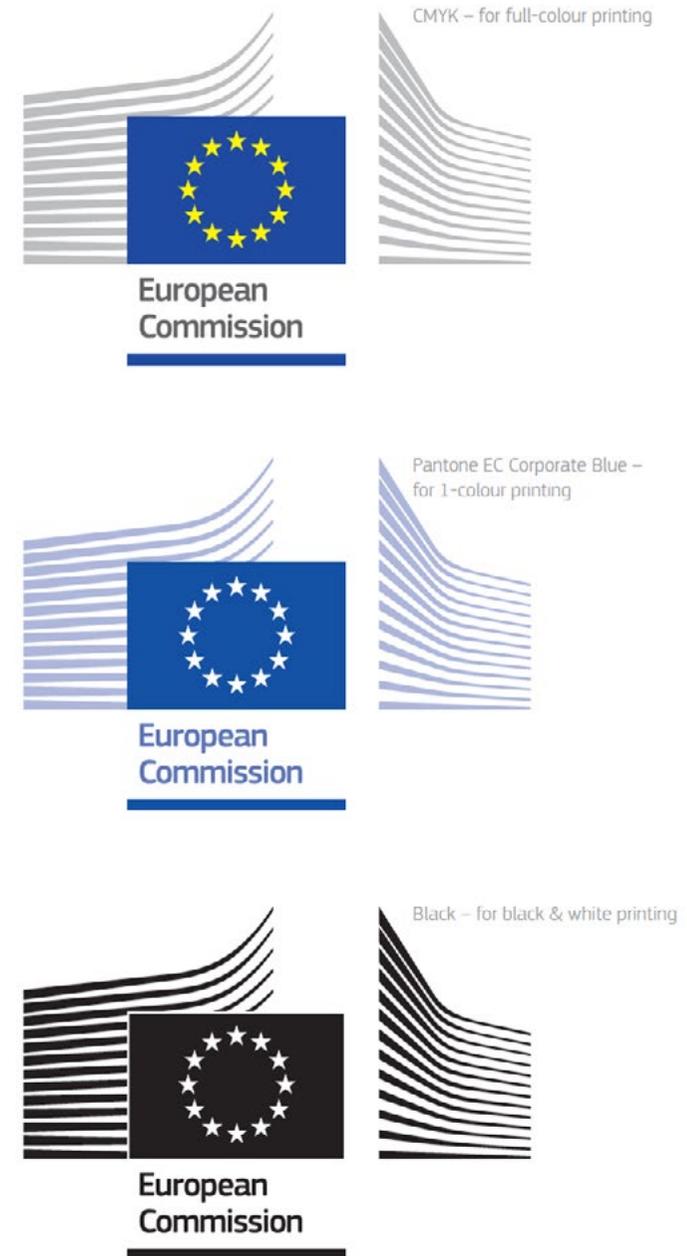
- the European flag
- a graphic element inspired by the Berlaymont, the headquarter of the European Commission.

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



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

abcdefghijklmnopqrstuvwz

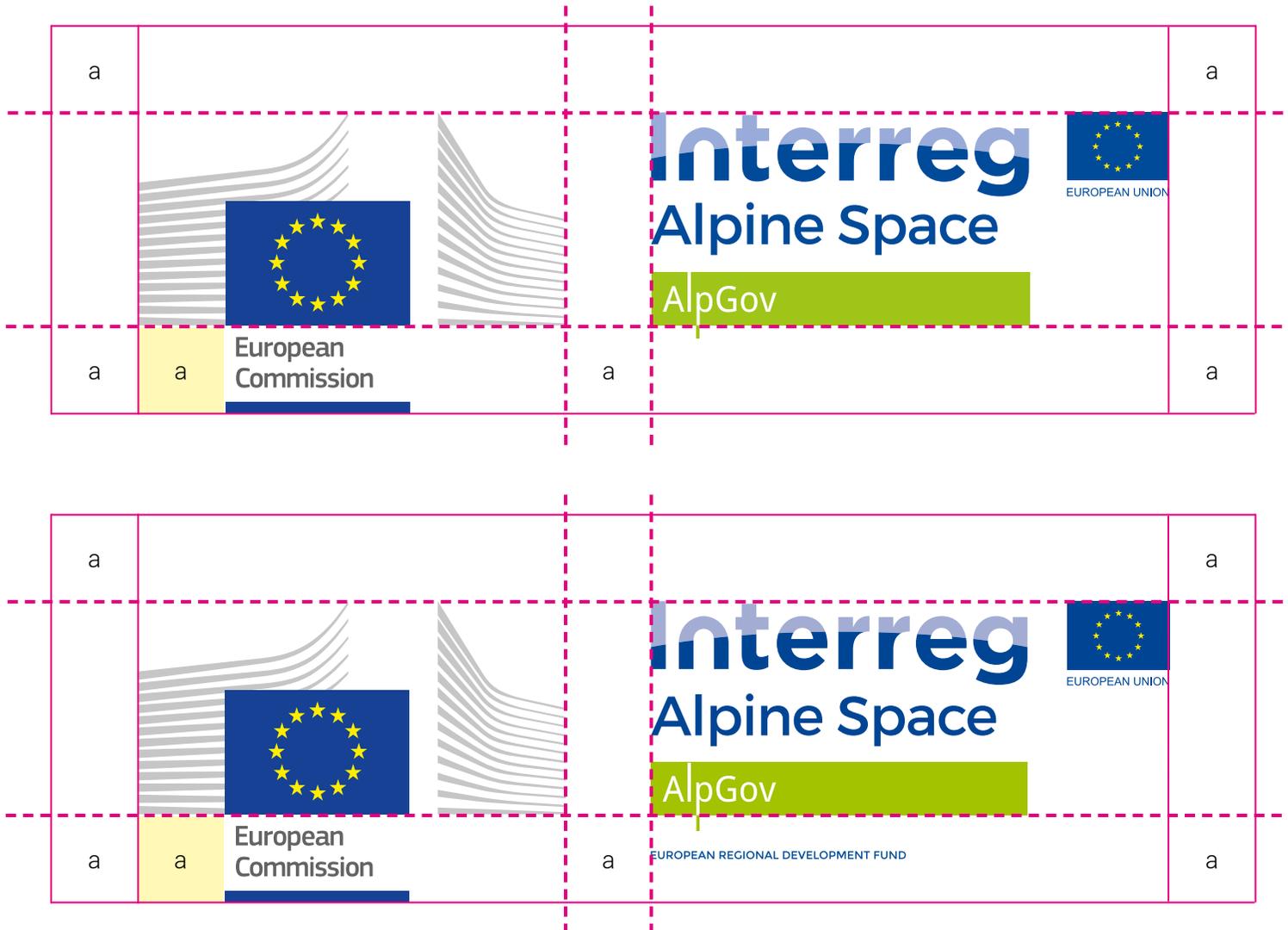
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

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. blue 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

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.



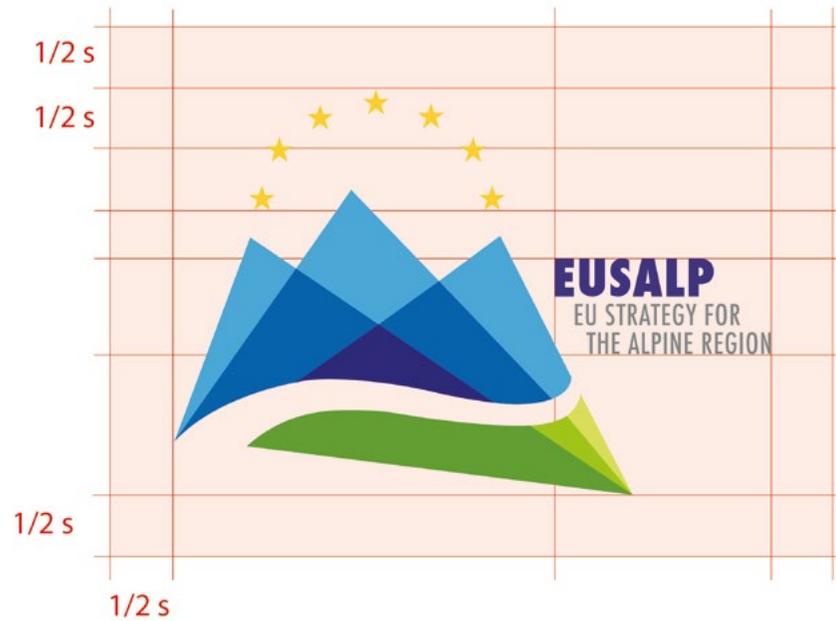
4. The EUSALP logo

4.4 Basic Units



4. The EUSALP logo

4.5 Logo Area



EUSALP EU STRATEGY FOR THE ALPINE REGION

4. The EUSALP logo

4.6 Logo with website



4. The EUSALP logo

4.7 Logo Versions

a. Colored



EUSALP EU STRATEGY FOR THE ALPINE REGION

b. Greyscale

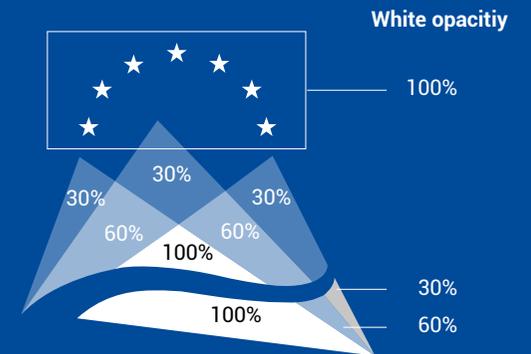
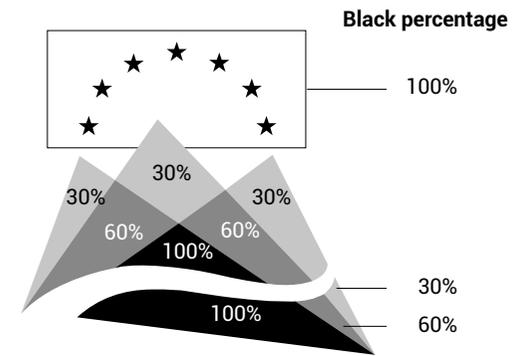


EUSALP EU STRATEGY FOR THE ALPINE REGION

c. Negative



EUSALP EU STRATEGY FOR THE ALPINE REGION



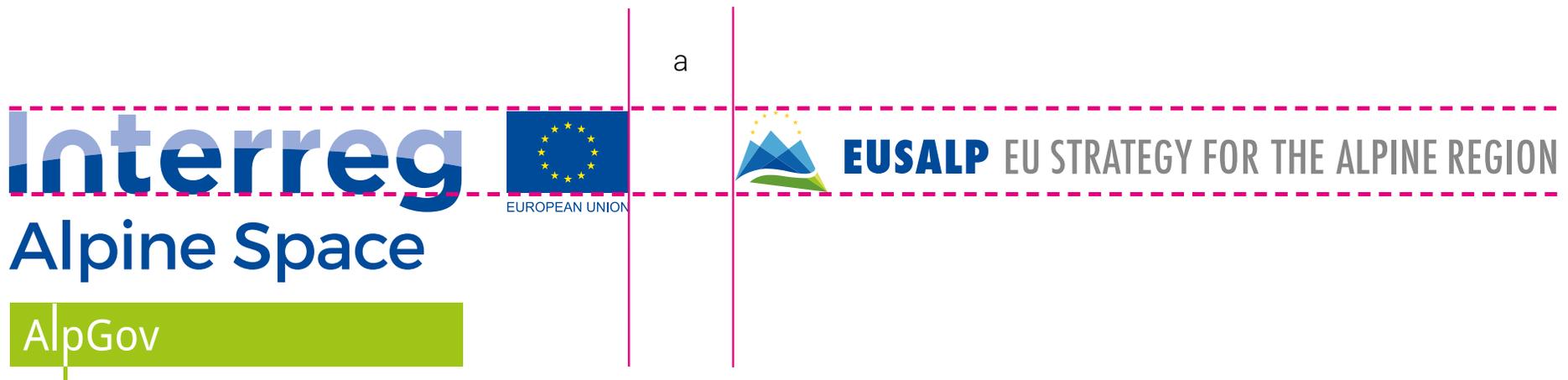
4. The EUSALP logo

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		3015	67/18/6/0	79/168/209
Body Roboto-Regular / 10 pt / 12pt Leading		280	100/98/9/7	43/47/130
<ul style="list-style-type: none">• Bullet list Roboto-Regular / 10 pt / 12pt Leading - 06,35 mm space before				
<ol style="list-style-type: none">1. Number list Roboto-Regular / 10 pt / 12pt Leading - 06,35 mm space before				
<hr/> <small>footnote</small> Roboto-Regular / 9 pt / 10.8pt Leading - 06,35 mm space before - 02,5 mm space over				

5. Interreg rules to respect

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



5. Interreg rules to respect

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.



5. Interreg rules to respect

From a strategic and communicative point of view using EU Commission Logo is coherent with the project, give visibility and credibility to the whole communication products.

Using EU Commission logo is **NOT wrong**, as written by Filomena Carvalho: *"Is NOT – strictly speaking - a Commission-made communication material, having the Interreg Alpine Space logo which includes the European Union flag it's enough: therefore, there is no need to add the Commission's logo. But off course you may use both"*.



6. EUSALP materials

6.1 Business Cards Templates

Size:

Width: 5,5 cm

Height: 8,5 cm

Delivery date:

17.02.2017

EU Team



Front

Color



Back

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

Executive Board



Front

Color



Back

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

Presidency



Front

Color



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



Back

Action Groups



Front

Color



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



Back

6. EUSALP materials

6.2 Headed Letter Template

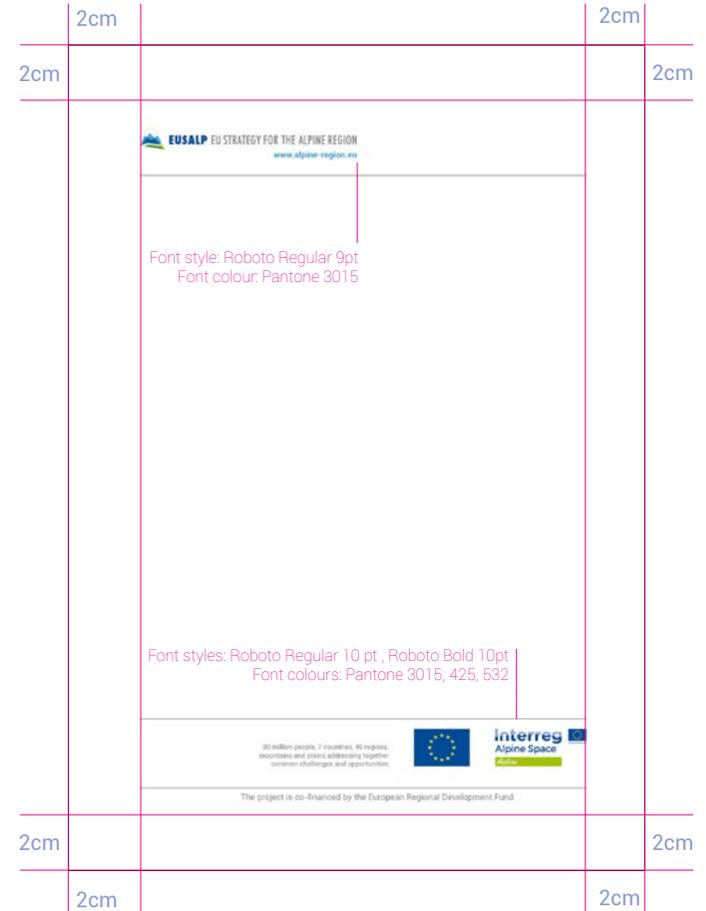
Size:

Width: 21 cm

Height: 97,7 cm

Delivery date:

17.02.2017



6. EUSALP materials

6.3 PPT Template

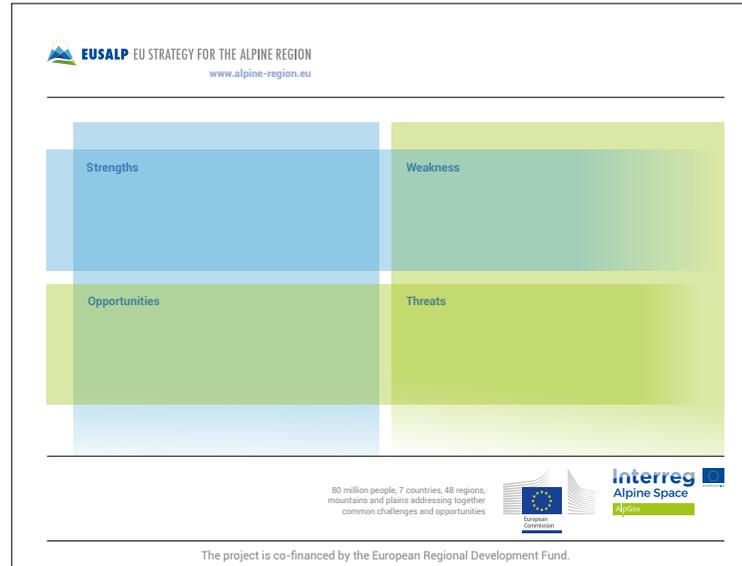
Size:

Width: 720 px

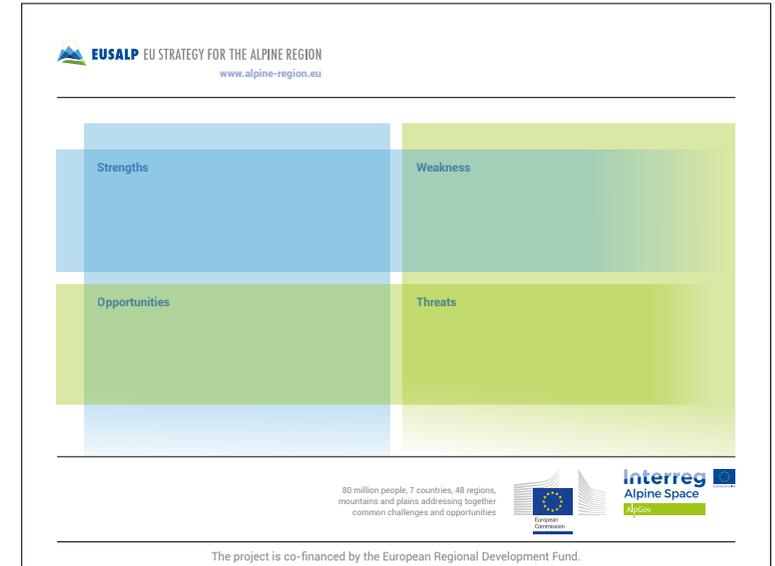
Height: 540 px

Delivery date:

17.02.2017



Cover



Internal page

6. EUSALP materials

6.4 EUSALP Posters

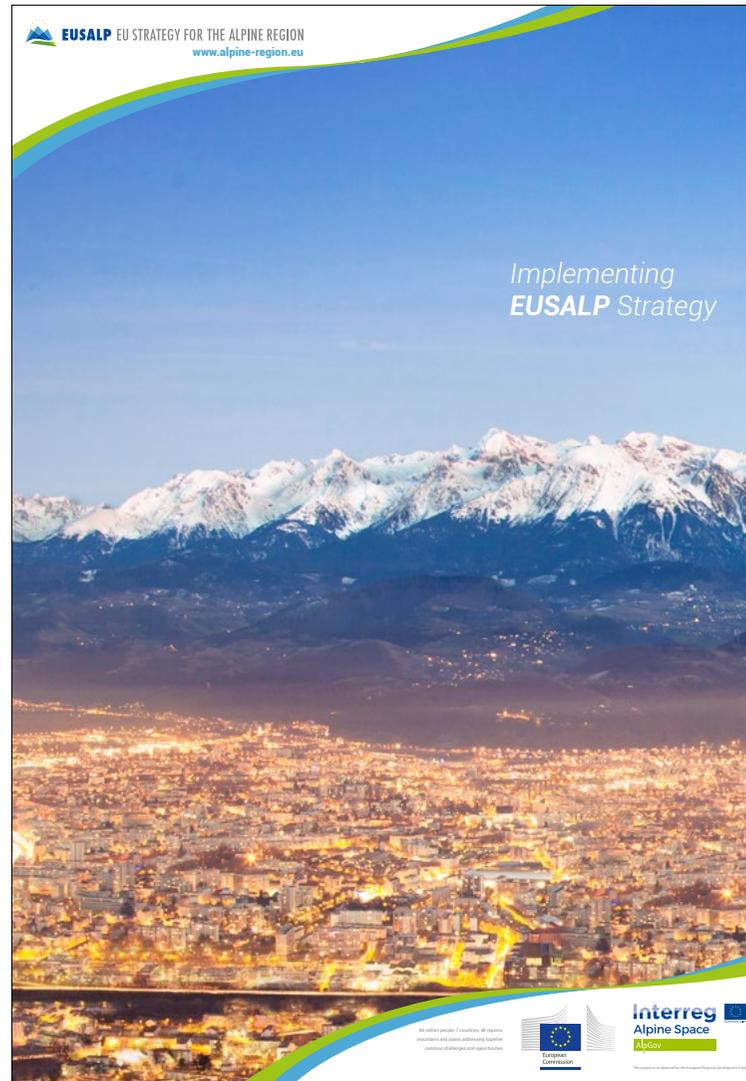
Size:

Width: 70 cm

Height: 100 cm

Delivery date:

12.05.2017



Visual version

EUSALP EU STRATEGY FOR THE ALPINE REGION
www.alpine-region.eu

The Alpine Region

The Alpine area is composed of territories with contrasting demographic, social and economic trends and a great cultural and linguistic diversity. This diversity goes along with a great variety of governance systems and traditions. Both the common aspects of the Alpine area and its variety and diversity call for cooperation.

The Alpine region represents a living and working space for the resident population and an attractive tourist destination for millions of guests every year. The Alps have a great potential for renewable energies and are known all over the world for their natural beauty, varied landscapes, rich biodiversity and cultural heritage. The Alpine region is a unique territory which has an important potential for dynamism, but facing major challenges, such as:

- economic globalisation that requires the territory to distinguish itself as competitive and innovative by developing the knowledge and information society
- demographic trends, characterised particularly by the combined effects of ageing and new migration models
- climate change and its foreseeable effects on the environment, biodiversity and on the living conditions of its inhabitants
- the challenge to meet and manage energy demand at the local, national and European levels in a sustainable, secure and affordable way
- its specific geographical position in Europe, as a transit region but also as an area with unique geographical and natural features which set the frame for all future developments.

THE MACRO-REGIONAL STRATEGY

The Alpine macro-regional strategy is an opportunity to improve cross-border cooperation in the Alpine States as well as identifying common goals and implementing them more effectively through transnational collaboration. Better cooperation between the regions and States is needed to tackle those challenges. This Strategy concerns 7 Countries, of which 5 EU Member States (Austria, France, Germany, Italy and Slovenia) and 2 non-EU countries (Liechtenstein and Switzerland), and 48 Regions.

EUSALP Management

The General Assembly gathers the high-level political representatives of States and Regions involved in the Strategy, the European Commission, and the Alpine Convention as an observer. The Executive Board is formed by representatives of States and Regions and including representatives from the European Commission, and as Observers, the Alpine Convention and the Alpine Space Programme. The General Assembly oversees the implementation of the EUSALP and provides strategic guidance with respect to management and implementation of the EUSALP and its Action Plan.

<p>EUROPEAN COMMISSION</p> <p>The European Commission plays a role in the General Assembly and acts as a facilitator and coordinator and will co-chair the meetings, without voting right.</p>	<p>THE GENERAL ASSEMBLY</p> <p>The General Assembly should mainly be responsible for laying down the general political guidelines for the Strategy and has the possibility of organising ministerial meetings in order to create the necessary political awareness for the Strategy.</p>	<p>THE EXECUTIVE BOARD</p> <p>The Executive Board is mainly responsible for the overall horizontal and vertical coordination of the Strategy and the preparation of the General Assembly meetings.</p>
<p>PRESIDENCY</p> <p>Each year the EUSALP is chaired by a Presidency of one Region or State in the EUSALP territory. The presidency has a strategic role in delivering clear political messages about action to take and priorities to achieve.</p>	<p>OBSERVERS</p> <p>The Alpine Convention and the Alpine Space Programme will participate in the Executive Board as observers. In case decisions have to be taken, they are made by consensus with one vote for each country delegation.</p>	<p>ACTION GROUPS</p> <p>Action Groups are the core actors of the day-to-day implementation of the Strategy. Each Action Group has a mission that tackles specific challenges and opportunities of the Alpine area. The Action Group consists of members from States and Regions.</p>

Implementation

The EUSALP Action Groups are the core actors of the day-to-day implementation of the strategy. Each Action Group has a mission that tackles specific challenges and opportunities of the Alpine area.

<p>1st THEMATIC POLICY AREA "ECONOMIC GROWTH AND INNOVATION"</p>	<p>2nd THEMATIC POLICY AREA "MOBILITY AND CONNECTIVITY"</p>	<p>3rd THEMATIC POLICY AREA "ENVIRONMENT AND ENERGY"</p>
<p>ACTION GROUP 1</p> <p>To develop an effective research and innovation ecosystem</p>	<p>ACTION GROUP 2</p> <p>To increase the economic potential of strategic sectors</p>	<p>ACTION GROUP 3</p> <p>To improve the adequacy of labour market, education and training in strategic sectors</p>
<p>ACTION GROUP 4</p> <p>To promote inter-modality and interoperability in passenger and freight transport</p>	<p>ACTION GROUP 5</p> <p>To connect people electronically and promote accessibility to public services</p>	<p>ACTION GROUP 6</p> <p>To preserve and valorise natural resources, including water and cultural resources</p>
<p>ACTION GROUP 7</p> <p>To develop ecological connectivity in the whole EUSALP territory</p>	<p>ACTION GROUP 8</p> <p>To improve risk management and to better manage climate change, including major natural risks prevention</p>	<p>ACTION GROUP 9</p> <p>To make the territory a model region for energy efficiency and renewable energy</p>

Get in touch with EUSALP!

Follow us on:

www.alpine-region.eu | e-mail: info@alpine-region.eu

Interreg Alpine Space logo and European Commission logo are present at the bottom.

Textual version

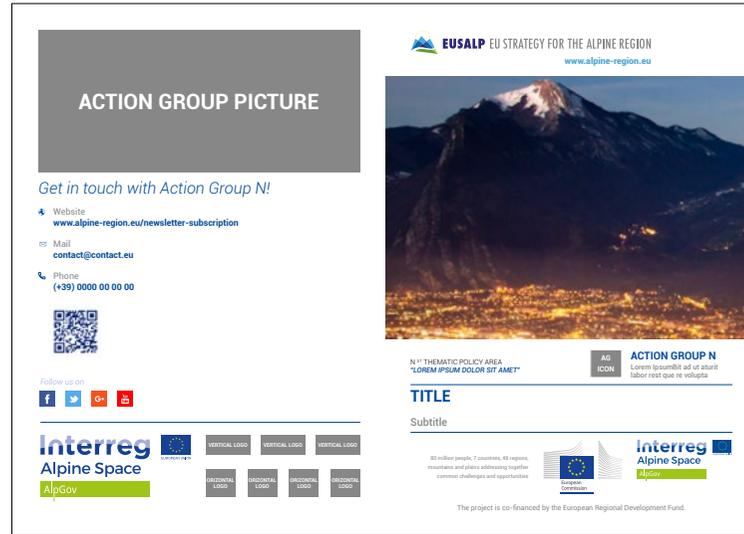
6. EUSALP materials

6.5 Bifold Flyer Template

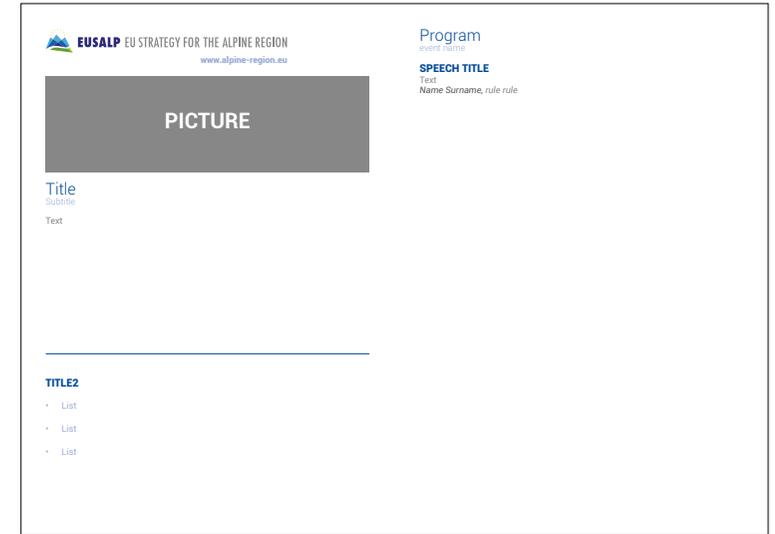
Size (open):
Width: 29,7 cm
Height: 21 cm

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

6. EUSALP materials

6.6 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

Outside (cover)

Inside

6. EUSALP materials

6.7 Threefold Flyer Template

Size (open):
Width: 31,5 cm
Height: 14,8 cm

Size (closed):
Width: 10,5 cm
Height: 14,8 cm

Delivery date:
12.05.2017

Example 1
Regional Cooperation in Risk Management: Water Boards

In communal natural hazard management, public instruments face certain limitations. Cooperative processes such as **water associations** and **water cooperatives** can serve as a regulatory model which is self-administered in water management with participative character. This means that in such cooperative processes rules can be set autonomously, decisions are democratic and conflicts of interest are solved internally. Protection measures are collaboratively financed and maintained. River dialogues or river platforms enable a public discourse on natural hazard risk management.

Example 2
Communal Audit "Floods, how well prepared are we?"

An approach by the German Association for Water, Wastewater and Waste (DWA)

To cope with possible scenarios of rising flood risk due to climate change, limited means of protection and additional risks such as flash floods, municipalities need to think of alternative strategies beyond technical measures. Consequently the German Association for Water, Wastewater and Waste (DWA) developed a comprehensive audit procedure for municipalities to illustrate how well prepared they are and to give them feedback on where to develop further non-structural measures. The results are presented in the traffic light graphic which is used for communication purposes.

More information
(in German)
DWA (2012): Audit „Hochwasser wie gut sind wir vorbereitet?“ Merkblatt M 01

EUSALP EU STRATEGY FOR THE ALPINE REGION
www.alpine-region.eu

RISK GOVERNANCE
A collaborative way to deal with natural hazards and risk

3rd THEMATIC POLICY AREA "ENVIRONMENT AND ENERGY"

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

80 million people, 7 countries, 40 regions, institutions and people addressing together common challenges and opportunities

Interreg Alpine Space

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

Outside (cover)

What is Risk Governance?

Sustainable Risk Governance encompasses the involvement and cooperation of people affected by natural hazard risk in safety planning and implementation of mitigation measures.

It sets the frame for a societal dealing with risk in a region or municipality by

- enhancing public knowledge and awareness of hazards and risks (risk communication);
- increasing the acceptance for imminent risks (risk culture);
- establishing a public discourse and negotiation process on protection goals and the acceptable level of safety.

Risk Governance is an appropriate approach to foster regional adaptation to the consequences of natural catastrophes. It aims at the development of a conflict culture within the local population dealing with natural hazard related chances and risks. The bases of Risk Governance are cooperation and communication to enhance resilience.

EU STRATEGY FOR THE ALPINE REGION

EUSALP - The common specificities of the Alpine area and its variety and diversity call for cooperation. An Alpine macro-regional strategy provides an opportunity to improve cooperation in the Alpine States.

ACTION GROUP 8
Action Group 8 aims at improving risk management and better managing adaptation to climate change in the Alpine Region.

Federal Ministry
Sustainability and Tourism

Published by: EUSALP AG
Coordinated by: EUSALP AG
Design: EUSALP Communication Team

Bayerisches Staatsministerium für Umwelt und Verbraucherschutz

Source: IRCC White Paper on Risk Governance Towards an Integrative Approach, Oct. 2010 (edupart)

Inside

6. EUSALP materials

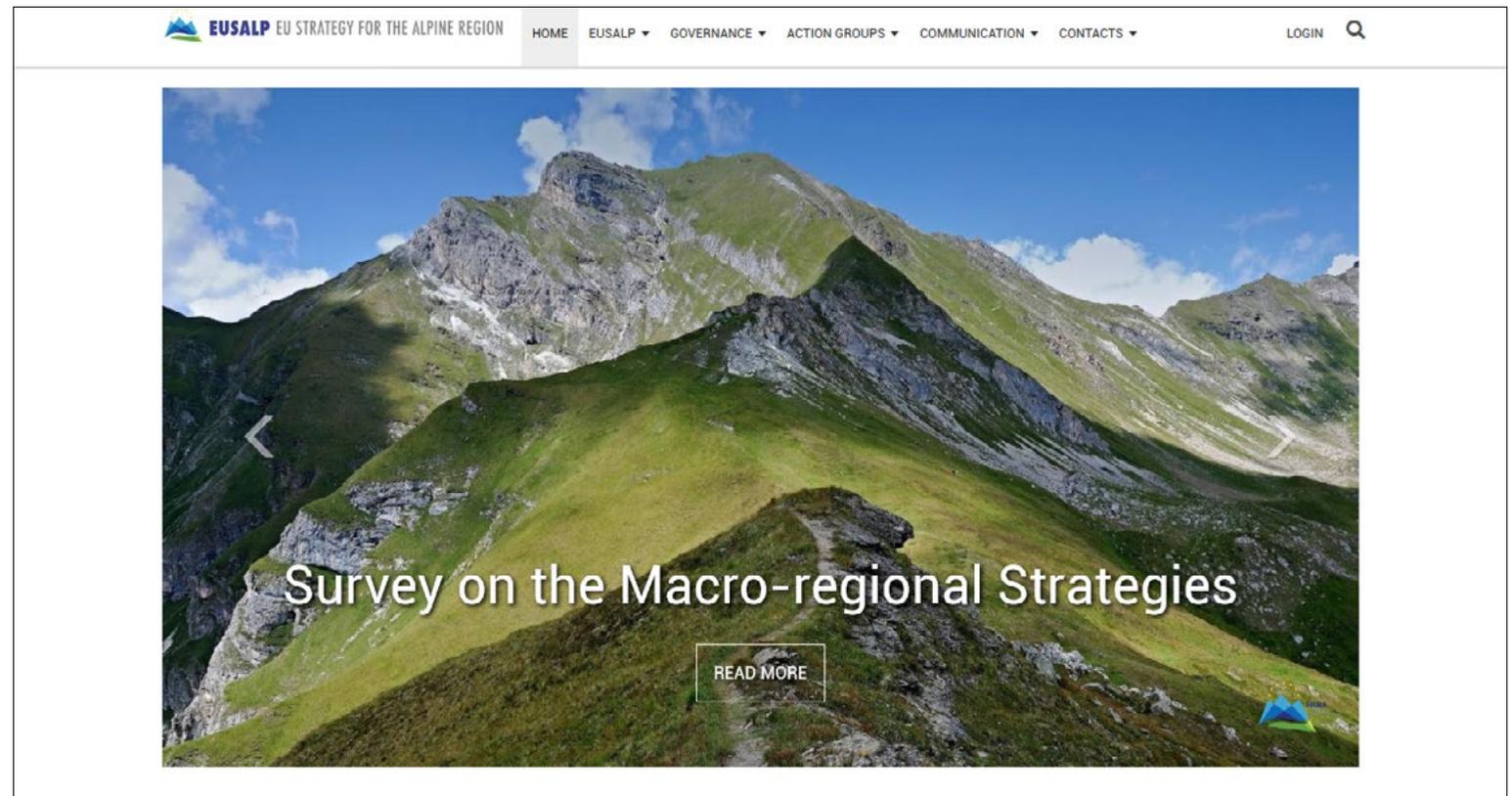
6.8 EUSALP Website

Deliverable D.C.1.3

www.alpine-region.eu

Delivery date:

23.12.2016

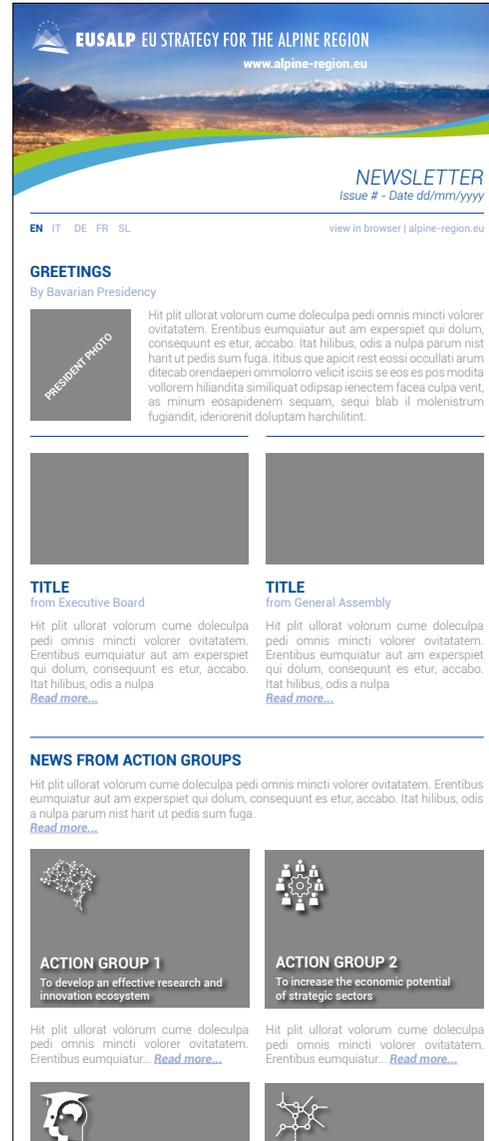


6. EUSALP materials

6.9 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

NEWSLETTER
Issue # - Date dd/mm/yyyy

EN IT DE FR SL view in browser | alpine-region.eu

GREETINGS
By Bavarian Presidency

PRESIDENT PHOTO
Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovtatatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpā parum nist harit ut pedis sum fuga. Itibus que apicit rest eossi occullati arum ditecab orendaeperi 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, iderient doluptam harchilitint.

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

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

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

Template



ACTION GROUP 5
To connect people electronically and promote accessibility to public services
Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovtatatem. 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 ovtatatem. 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 ovtatatem. Erentibus eumquiatut... [Read more...](#)

ACTION GROUP 8
To improve risk management and to better manage climate change, including major natural risks prevention
3rd meeting of the EUSALP AG8 - The 3rd meeting of EUSALP AG8 took place from the 15th to 16th March... [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 ovtatatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpā parum nist harit ut pedis sum fuga. Itibus que apicit rest eossi occullati arum ditecab orendaeperi 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, iderient doluptam harchilitint.
[Read more...](#)

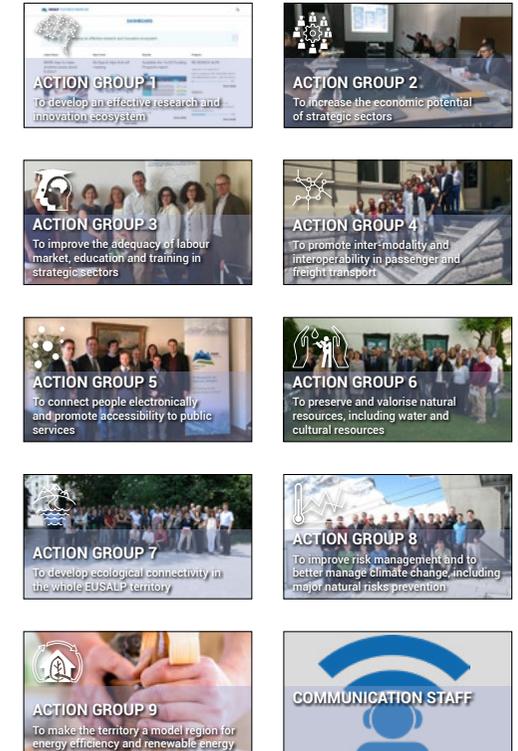
TITLE
from Observers
Hit plit ullorat volorum cume doleculpa pedi omnis mincti volorer ovtatatem. Erentibus eumquiatut aut am experspiet qui dolum, consequent es etur, accabo. Itat hilibus, odis a nulpā parum nist harit ut pedis sum fuga. Itibus que apicit rest eossi occullati arum ditecab orendaeperi 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, iderient doluptam harchilitint.
[Read more...](#)

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

interreg Alpine Space

Facebook, Twitter, Google+, YouTube

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ACTION GROUP 1
To develop an effective research and innovation ecosystem

ACTION GROUP 2
To increase the economic potential of strategic sectors

ACTION GROUP 3
To improve the adequacy of labour market, education and training in strategic sectors

ACTION GROUP 4
To promote inter-modality and interoperability in passenger and freight transport

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

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

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

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

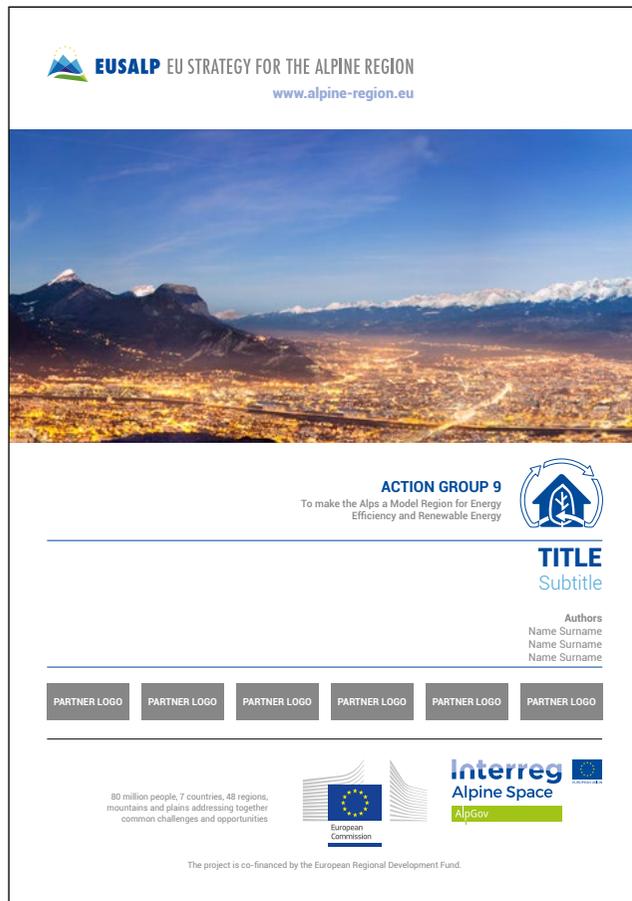
ACTION GROUP 9
To make the territory a model region for energy efficiency and renewable energy

COMMUNICATION STAFF

AG Images

6. EUSALP materials

6.10 Scientific releases Template



Cover



Internal page - left

Internal page - right

6. EUSALP materials

6.11 Roll-up template



Template



Textual verion



Visual verion

7 Graphic elements for EUSALP Website

7.1 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

7 Graphic elements for EUSALP website

7.1 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

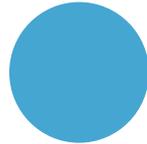
BODY - CAPS BLUE

Roboto-Regular / 13 px / 18 px Leading

7 Graphic elements for EUSALP website

7.2 Colours Palette

LIGHT BLUE



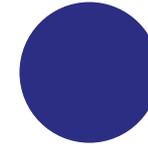
#44a7d2

REGULAR BLUE



#0169b1

DARK BLUE



#2b2f82

LIGHT GREEN



#d1e066

REGULAR GREEN



#98ca3d

DARK GREEN



#61a144

LIGHTER GREY



#f2f2f2

LIGHT GREY



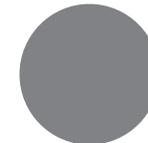
#e6e6e7

REGULAR GREY



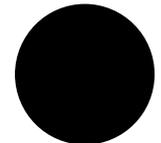
#bfc0c2

DARK GREY



#808285

BLACK



#000000

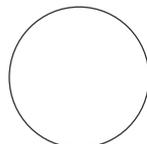
USEFUL COLOURS FOR VISUALIZATION PURPOSES

POSITIVE GREEN



#44a7d2

WHITE



#0169b1

NEGATIVE RED



#2b2f82

FUCHSIA



#44a7d2

7 Graphic elements for EUSALP website

7.2 Colours Palette

LIGHT BLUE



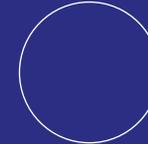
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REGULAR BLUE



#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

7 Graphic elements for EUSALP website

7.3 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

ID

NETWORK



COMPARE

VS

HIDE



UNHIDE



SEARCH



EDIT



SHARE



ACCEPT



CANCEL



ALERT



SORT



MEETING ROOM



1 TPA



2 TPA



3 TPA



General



Executive



Event



Assembly

NEW ITEM



PRESS RELEASE



STRATEGIC FUNDING
REPORT



7 Graphic elements for EUSALP website

7.3 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



7 Graphic elements for EUSALP website

7.3 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



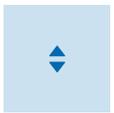
CANCEL



ALERT



SORT



MEETING ROOM



NEW ITEM



PRESS RELEASE



STRATEGIC FUNDING REPORT



7 Graphic elements for EUSALP website

7.3 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



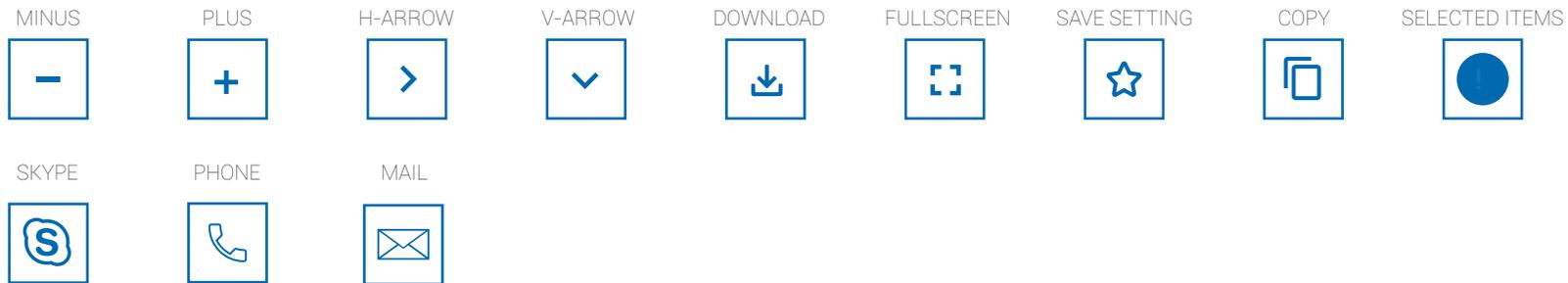
STRATEGIC FUNDING REPORT



7 Graphic elements for EUSALP website

7.3 Icons

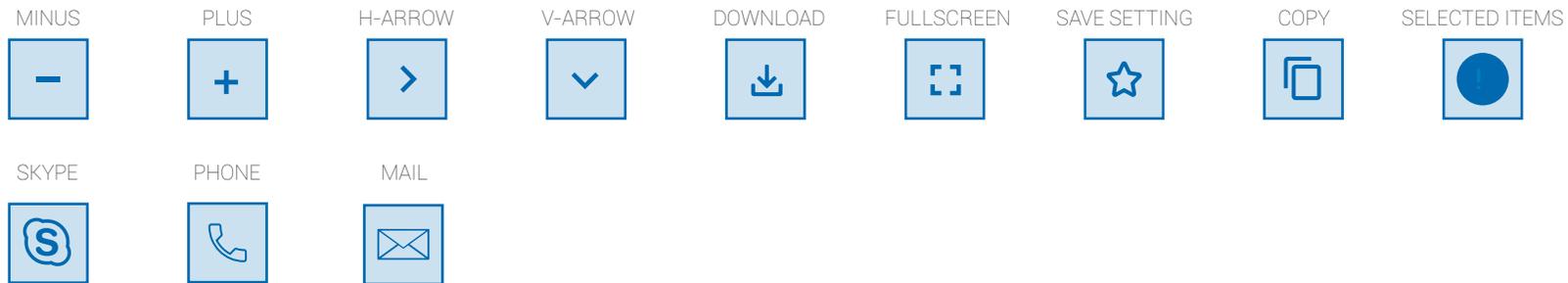
Small Icon with 30 px frame with filled color (Regular Blue 20%)



7 Graphic elements for EUSALP website

7.3 Icons

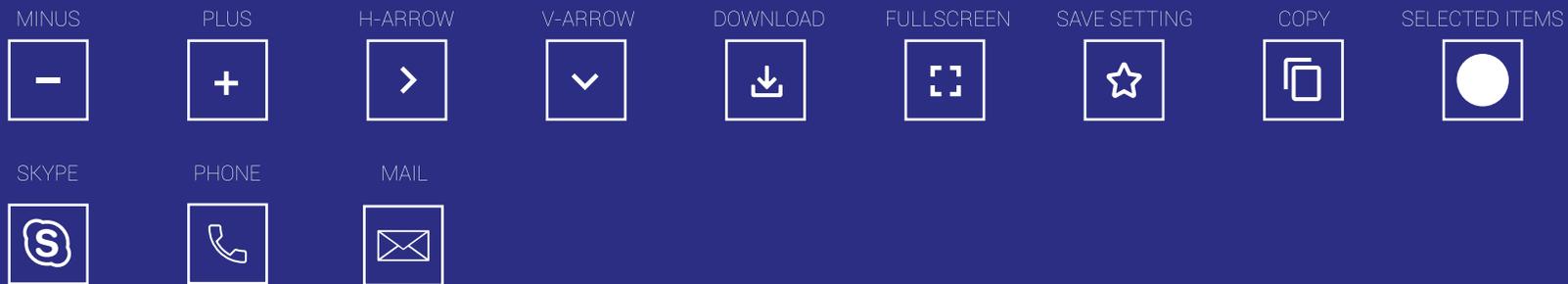
Small Icon with 30 px frame



7 Graphic elements for EUSALP website

7.3 Icons

Small Icon negative version



7 Graphic elements for EUSALP website

7.4 Buttons

Label - primary
DEFAULT

Label - primary
HOVER/CLICK

Label - secondary
DEFAULT

Label - secondary
HOVER/CLICK

PRIMARY BUTTON

PRIMARY BUTTON

PRIMARY BUTTON

PRIMARY BUTTON

FontStyle - H4
Text Color - Regular Blue

FontStyle - H4
Text Color - Regular Blue

Label with icon



 **DOWNLOAD**

 **COPY**

 **SAVE SETTINGS**

 **VIEW FULLSCREEN**

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

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

7 Graphic elements for EUSALP website

7.4 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

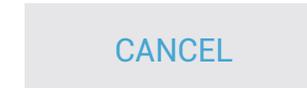
HOVER



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



7 Graphic elements for EUSALP website

7.4 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

7 Graphic elements for EUSALP website

7.5 Input / Dropdown

Input field - blueprint

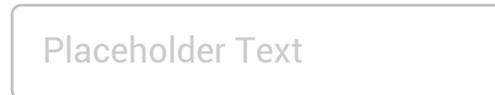
INPUT CATEGORY NAME



Input - 12px padding
FontStyle - Body
Icon - Arrow

Input field - idle

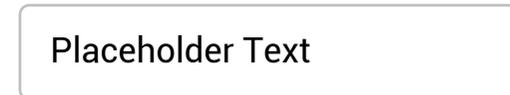
INPUT CATEGORY NAME



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

Input field - active

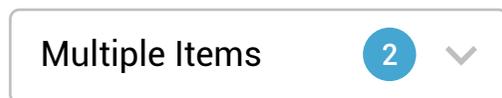
INPUT CATEGORY NAME



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

Dropdown - multiple active

INPUT CATEGORY NAME



7 Graphic elements for EUSALP website

7.5 Input / Dropdown

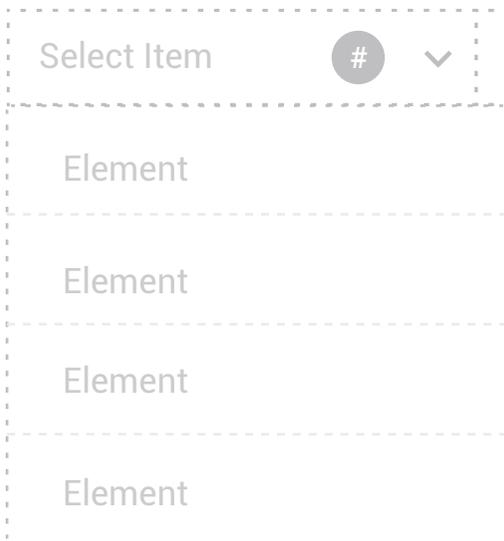
Dropdown - blueprint

OPEN / CLOSED

INPUT CATEGORY NAME



INPUT CATEGORY NAME

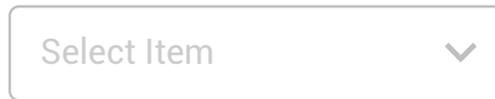


Input - 12px padding
FontStyle - Body
Icon - Arrow
—

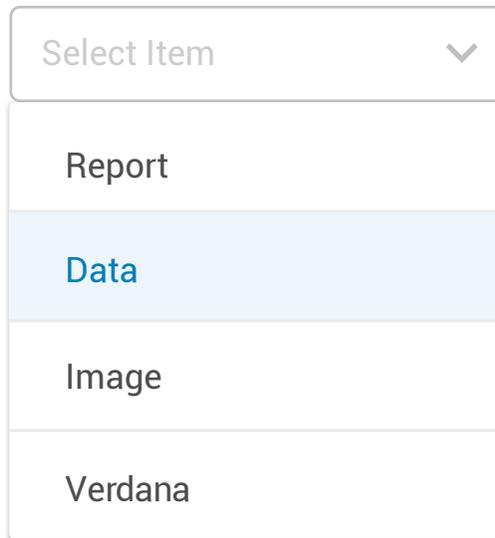
Dropdown - idle

OPEN / CLOSED

INPUT CATEGORY NAME



INPUT CATEGORY NAME

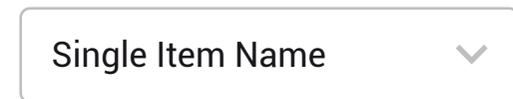


FontStyle - H4
Text Color - Regular Grey
—
FontStyle - Body
Text Color - Black
—
FontStyle - H4
Text Color - Regular Blue
Selected Highlight

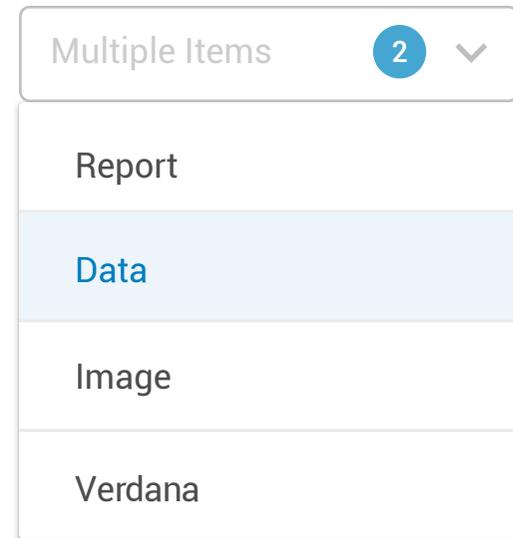
Dropdown - active

OPEN / CLOSED

INPUT CATEGORY NAME



INPUT CATEGORY NAME



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

7 Graphic elements for EUSALP website

7.6 Label primary

Default



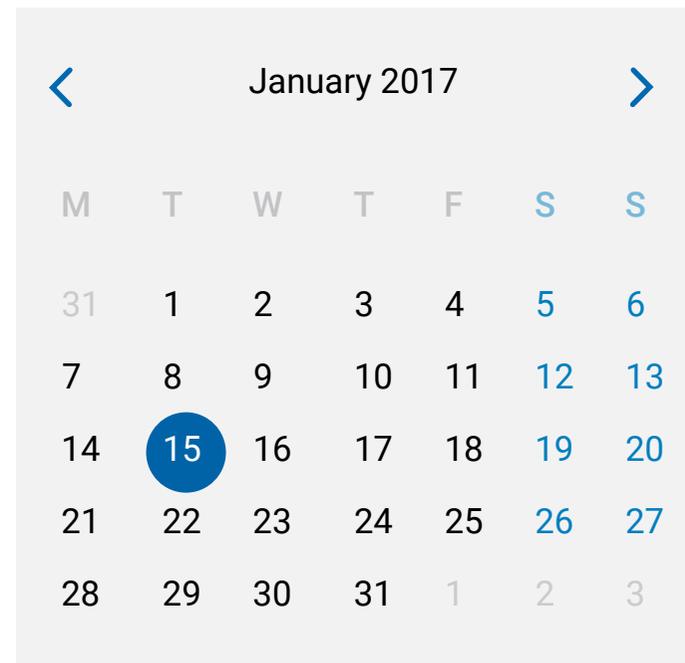
BG Color - Lightest Grey

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

7 Graphic elements for EUSALP website

7.7 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

7 Graphic elements for EUSALP website

7.9 Completion rate

Completion rate 100



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

Completion rate value



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

7.10 Checkbox / Optionbox / Switches



FontStyle - H4
Text Color - Black



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



Stroke - 3px
Vertical - Height - 14px

7.11 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

7 Graphic elements for EUSALP website

7.12 Tables

Table on greyscale

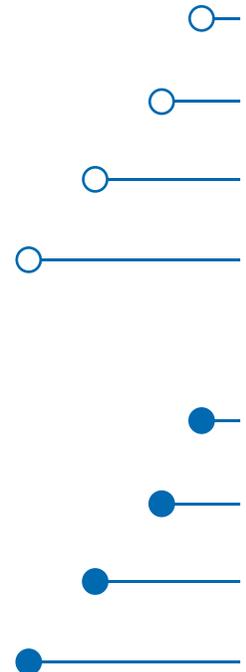
NAME	LOCATION ▾	GROUP ▾
AlpGov logo - WEB use	Bolzano	AG1
AlpGov logo - WEB use	Bolzano	AG1

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



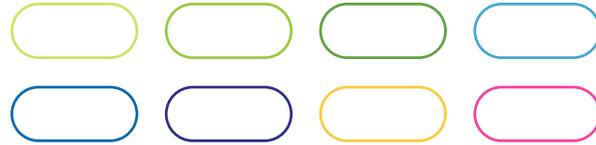
Stroke Lines - Regular Blue
8px - circle

OBJECT OBJECT
Description

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

7 Graphic elements for EUSALP website

7.13 Badges



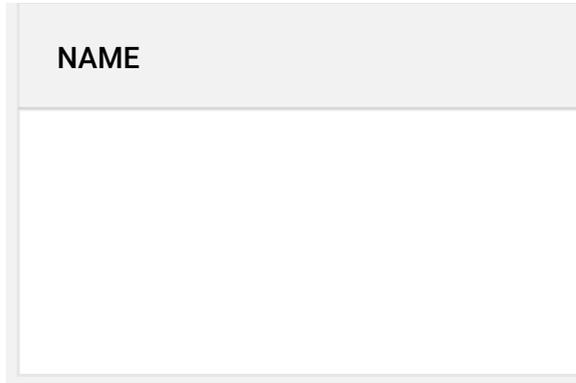
Stroke Lines - 1px
Color - Depending on Category
Round / Radius - 100
—
FontStyle - H4
Font Color - Dark Grey



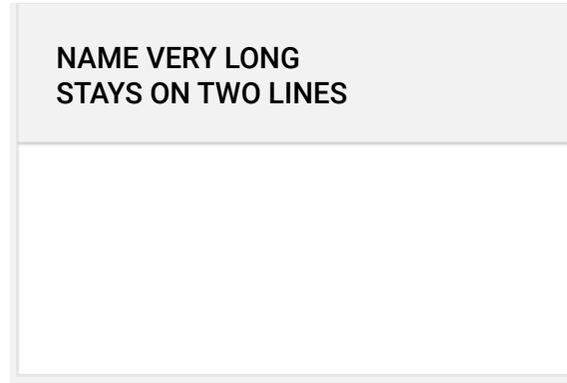
Circle - 15 px diameter
Color - Depending on Category
—
FontStyle - H4
Font Color - Dark Grey

7 Graphic elements for EUSALP website

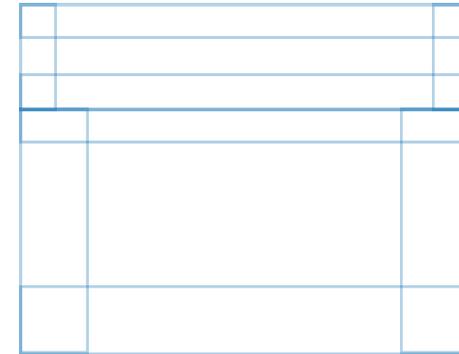
7.14 Cards



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



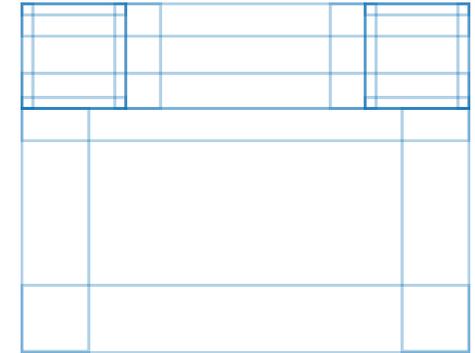
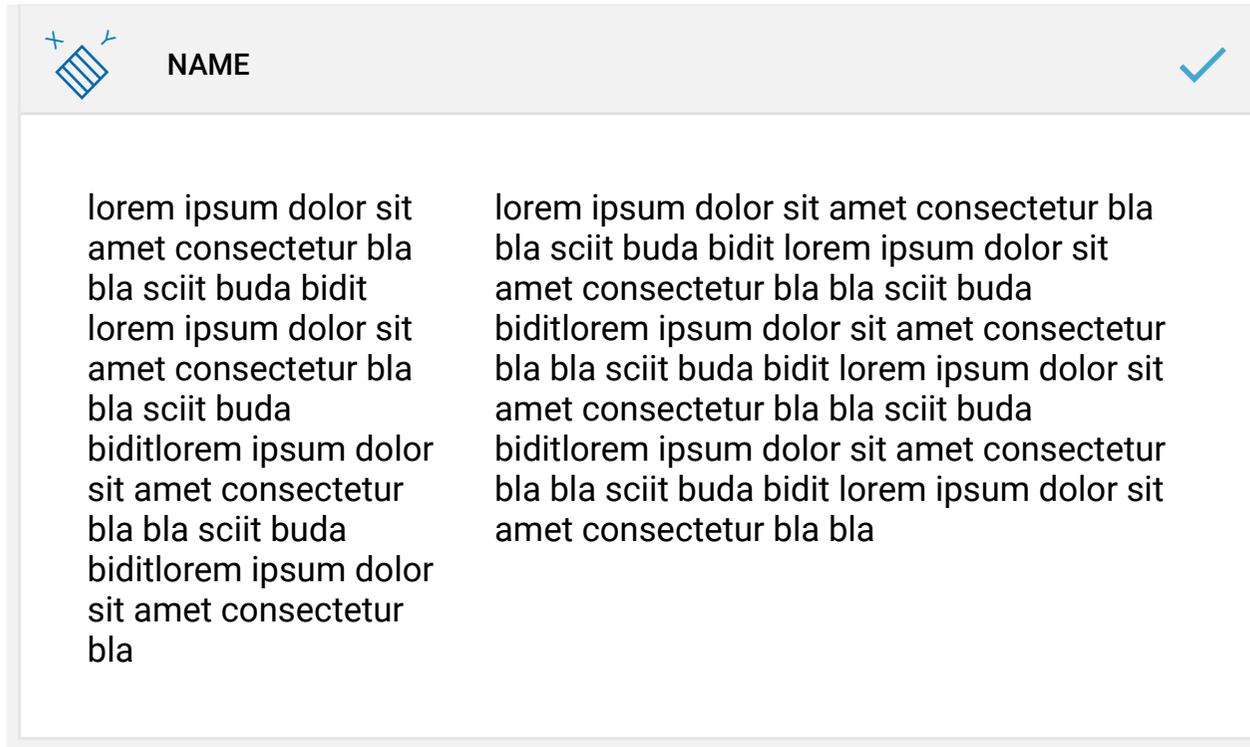
Text Centered with
Right Padding: 14px
Left Padding: 14px
—
Title Block Height: 40px
if Two lines: Height 53px

Paragraph Padding: 26 px

7 Graphic elements for EUSALP website

7.14 Cards

Cards with icon



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

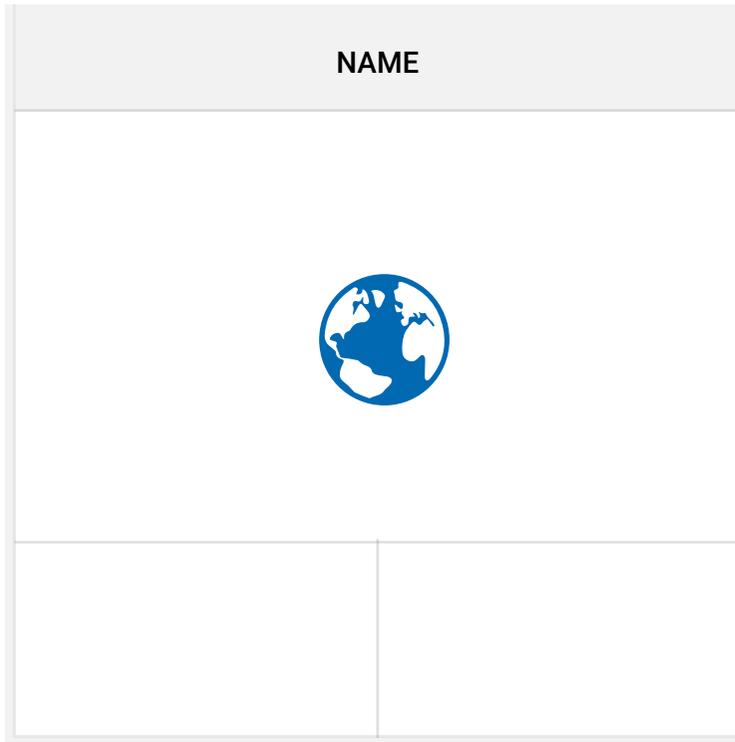
Shadow Color - Lightest Grey
X - -2
Y - 2
Spread 2
—

FontStyle - Body
Font Color - Black

7 Graphic elements for EUSALP website

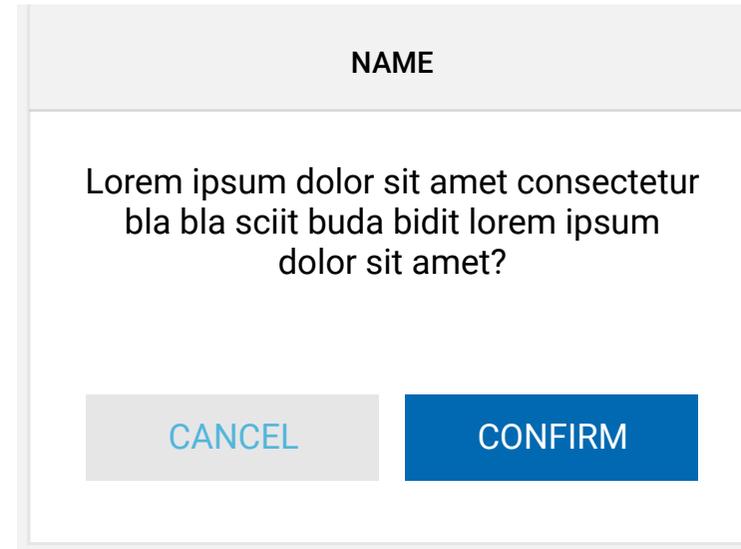
7.14 Cards

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



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



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