Copernicus Assisted Environmental Monitoring Across the Black Sea Basin PONTOS

Use of the logo

The logo shows the joint environmental monitoring component of the project. The leaves symbolize the cross-border and large-scale nature of the project as well as harmonized environmental monitoring across the partner countries. The transition from land to the sea is shown with blue, green, and brown colors, which also symbolize all the environmental elements of the project.

Use of the PONTOS logo

The logo of the Copernicus assisted environmental monitoring across the Black Sea Basin - PONTOS has the an important role in the realization of brand associations regarding visual communication.

The logo of the Copernicus assisted environmental monitoring across the Black Sea Basin - PONTOS must not be altered under any circumstances. Only the versions presented in the manual will be used. The minimum admitted dimension of the logo is 15 mm high.

For small promotional items, if the space dedicated to insertion does not allow a minimum accepted dimension of 15 mm, small dimensions are accepted, provided that the logo is fully visible.

The logo of Copernicus assisted environmental monitoring across the Black Sea Basin - PONTOS will be used on all the materials produced by the project (press release, poster, pen etc.) along with the European Union logo, Black Sea Cross Border Cooperation logo.

Logo usability: European Union logo, PONTOS logo, Black Sea Cross Border Cooperation logo

For all documents and designs all 3 logos will be presented together and minimum 15 mm dimention for European Union logo, Black Sea Cross Border Cooperation logo and minimum 17 mm dimention for Copernicus assisted environmental monitoring across the Black Sea Basin - PONTOS logo. see see // 0.1

0.1

15 mm

17 mm

15 mm

14 mm

10 mm

Forbidden situations

- The logo should never appear on one of the colours which compose the logo.

- The logo will never be written with another font.

- Shadow effects will not be applied to the logo.

- The logo will not be distorted.

- The letters from the logo will not appear in different colours.

- No 3D effects will be applied to the logo.

- The logo will never be rotated.
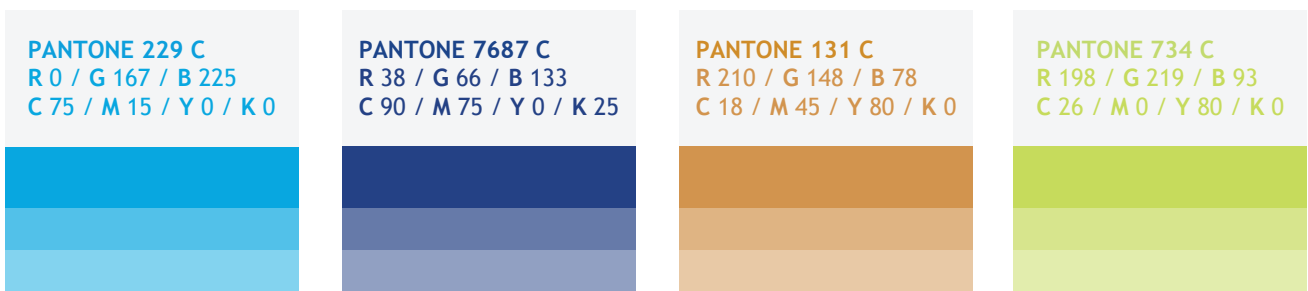
- The minimum distance will be observed between the logos.

Color Palette

Colours

The CMYK colour codes will be used for all printed materials. For special printings, the PANTONE colour scale will be used.

On the website and other electronic applications, the RGB colour scale will be used.
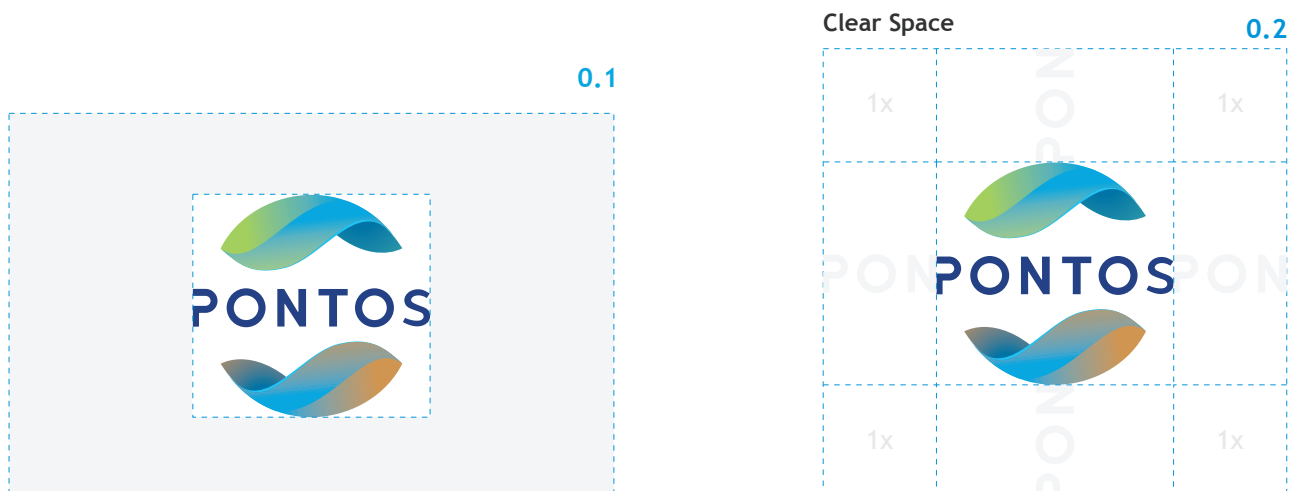
Main Colors

PANTONE 229 C
R 0 / G 167 / B 225
C 75 / M 15 / Y 0 / K 0

PANTONE 7687 C
R 38 / G 66 / B 133
C 90 / M 75 / Y 0 / K 25

PANTONE 131 C
R 210 / G 148 / B 78
C 18 / M 45 / Y 80 / K 0

PANTONE 734 C
R 198 / G 219 / B 93
C 26 / M 0 / Y 80 / K 0

Gradients

Backgrounds

The placement of the logo on a white background is recommended.

The negative variant of the logo will be used in case of a coloured background or on a photo. In case of a coloured background, the negative and blue variant of the logo will be used and having a white borders variant of the logo will be used too.

NOTE: gradient backgrounds or other gradients used in logo are not allowed.

Spacing

In order to create the maximum impact and visibility, it is not necessary for the logo to be oversized. The presence of a space around the graphic signature is more efficient, in order to individualize and separate it from the surrounding elements (the margin of the page, other logos, graphic elements etc.) see // 0.1

The free space has to respect the minimum indications shown here, see //0.2

0.1

Clear Space

0.2

1x

1x

1x

1x