

Manual



Cross-border Cooperation Programme Poland-Belarus-Ukraine 2014-2020

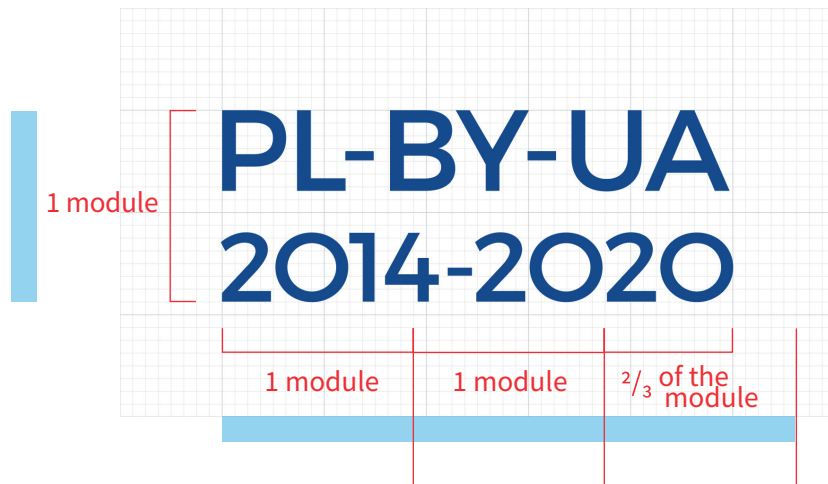
PL-BY-UA
2014-2020

Standard logo

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Logo design



Basic area

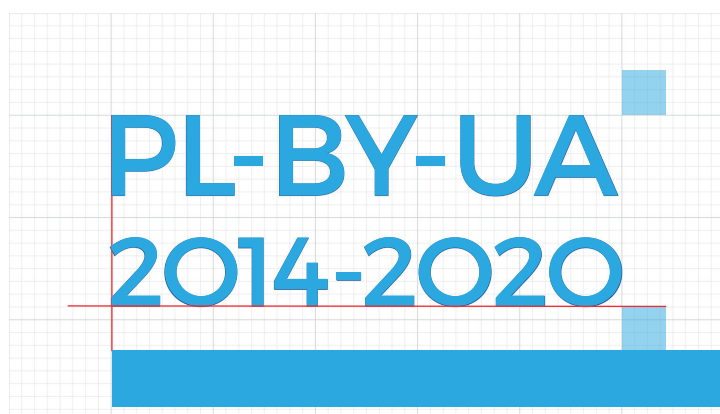


The basic area designates a double module of the protection area.

Logo protection area



Additional graphic elements may appear only outside the logo protection area.



Acceptable backgrounds

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2014-2020**

**PL-BY-UA
2014-2020**

**PL-BY-UA
2014-2020**

**PL-BY-UA
2014-2020**

**PL-BY-UA
2014-2020**

Acceptable backgrounds



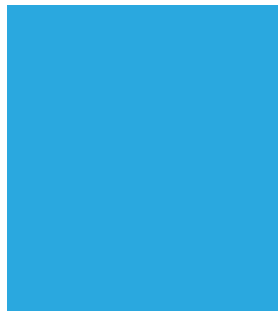
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The background should always be contrasted with the logo.

Logo colours

The basic colour variants appearing in the logo and in the background.

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C-70 M-16 Y-0 K-0
R-57 G-168 B-224
39A8E0

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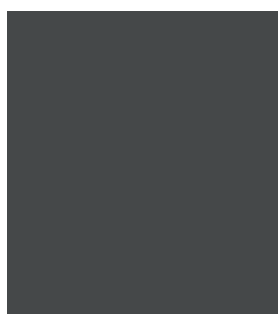
C-100 M-84 Y-11 K-1
R-31 G-61 B-135
1F3D87

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C-100 M-92 Y-45 K-56
R-25 G-29 B-55
191D37

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C-62 M-52 Y-50 K-48
R-78 G-77 B-77
4E4D4D

Colour variants

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Achromatic version

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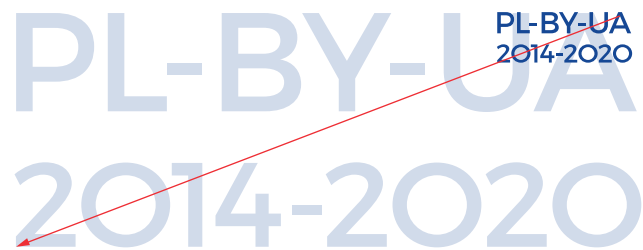
Monochrome version

Minimum sizes and scaling

The logo can not be smaller than 2.5 mm in height. Otherwise, it will lose its readability.



Scaling should always take place in proportion to the basic logo.



Typography

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Montserrat Regular

- for the logotype,
- for headings,
- for titles,
- for highlighting a sentence at the beginning of the text

Cross-border
Cooperation
Programme

Source Sans Pro
Regular

- for the main information text,
- for Power Point presentations,
- for descriptions

Information Officer
piotr.skarga@cpe.gov.pl

Source Sans Pro
Light

- for address data on the business card,
- for document folders,
- for binders,
- for captions under the pictures,
- for tables

Unacceptable modifications



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Adding elements inside the logo protection area



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Modifying the proportions when scaling



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Adding a shadow



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Changing colours



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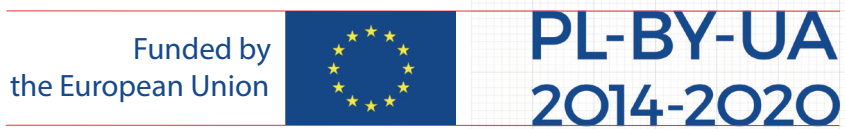
Using a different font



Inappropriate background.
It should be contrasting and monochromatic
as not to lose readability

Logos sets

Flags of the European Union and other countries as well as other logos should always be as high as the PBU logo.



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Project by Maju
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