



ENPI cross border
cooperation programme



part-financed by
the European Union

united by borders

Guidelines for a Corporate Design

Introduction

Estonia – Latvia – Russia Cross Border Cooperation Programme 2007 – 2013 (Programme) is implemented within European Neighbourhood and Partnership Instrument.

Programme area includes Latgale, Vidzeme, and joining areas: Riga City and Pieriga in Latvia, Kirde-Eesti, Lõuna-Eesti, Kesk-Eesti, adjoining area: Põhja-Eesti Estonia and Leningrad region, Pskov region, St.-Petersburg City in Russia.

The overarching strategic objective of the Programme is to promote joint development activities for the improvement of the region's competitiveness by utilizing its potential and beneficial location in the cross roads between the EU and Russian Federation. Motto "united by borders" represents this idea.

The specific objective is to make the wider border area an attractive place for both its inhabitants and businesses through activities aimed at improving the living standards and investment climate.

Guidelines for a Corporate Design gives details on how to use Estonia – Latvia – Russia Cross Border Cooperation Programme 2007 – 2013 corporative design to ensure that the Programme is well recognizable and professionally presented.

In Guidelines for a Corporate Design information about usage of elements of the Programme corporate design are presented. Each individual element of the Programme shall be in harmony with the corporative design of the Estonia – Latvia – Russia Cross Border Cooperation Programme 2007 – 2013.

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Logotype

Logotype consists of several parts described below.

First and main part is logo graphic part that consists of three flags of participating countries of the programme: Republic of Estonia, Republic of Latvia and Russian Federation, the name of the programme next to logo main part and slogan under it. Flags are united together in one figure that symbolize common border that confirms to programme's motto „United by Borders”.

Second part is European Union flag with information about financing.

Third and last part is programme's motto „United by Borders” that corresponds to programme's strategic objective that is to promote joint development activities for the improvement of the region's competitiveness by using its potential and beneficial location in the cross roads between the European Union and Russian federation. Programme's motto like basis supports all parts described above.

All three parts form „logotype set”.



Logotype usage

The logo shall be always used "AS IS". No changes are allowed, except ones that are defined in this corporate design guide.

It is allowed to use logo in any size, but when resizing the logo make sure it has constrain width and height proportions.

When using the logo in printed media make sure that all letters are readable and the logo is well sized. The logo shall always be dominant (on any kind of media) or/and well noticeable.

Do not use small and microscopic logo. When the logo shall be used on very small space use only symbol of the logo without typographic part.

Always leave enough free space around the logo, so it is easily noticeable and recognizable.

When the logo is used on a black or dark background, typographic part shall be colored white.

Logotype usage

Using logotype on black or dark background, text part becomes white:



Grayscale coloured logo:



Minimal size of logo recommended for print:



Logotype may be used without slogan, in this case we recommend to use basic logo:



Logotype usage

Resize logos only with constrain width and height proportions. Slogan and Countries font proportions are 16 pt to 29 pt:



Leave a free space above and under the logo set at least 25% of the logo set height and on the left and right the logo at least 25% of logo width:



Logotype set

Logotype with European Union flag may contain slogan “part-financed by the European Union” and motto “united by borders”



Logotype with European Union flag may be presented in gray scale, in this case EU flag changes according to Official Journal of the European Union Annex I: Instructions for creating the emblem and definition of the standard colours:



Logotype set usage

The logotype set shall be always used "AS IS". No changes are allowed, except ones that are defined in this corporate design guide.

It is allowed to use logotype set in any size, but when resizing the logotype set make sure it has constrain width and height proportions.

When using the logotype set in printed media make sure that all set letters are readable and the logotype set is well sized. The logotype set shall always be dominant (on any kind of media) or/and well noticeable.

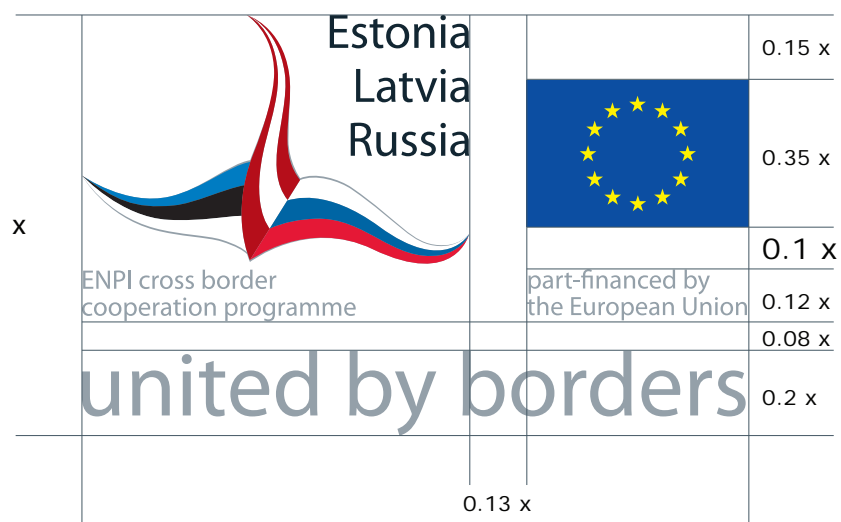
Do not use small and microscopic logotype set. When the logotype set shall be used on very small space use Logo with EU flag without any typographic part.

Always leave enough free space around the logotype set, so it is easily noticeable and recognizable.

When the logotype set is used on a black or dark background, typographic part shall be colored white.

Logotype set usage

Logotype may be used with European Union flag in following sets and proportions:



Leave a free space above and under the full logo set at least 25% of the logo set height and on the left and right the logo at least 12% of logo width:

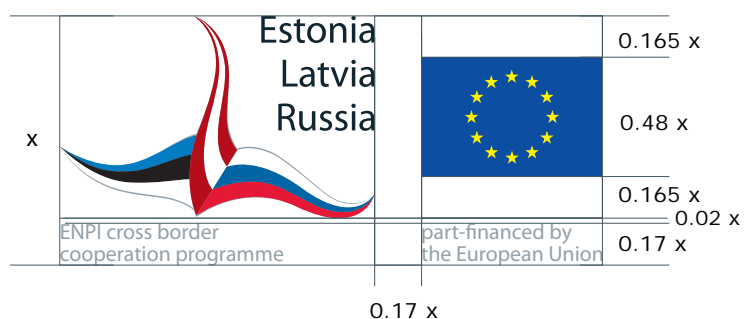


Logotype set usage

Logotype may be used in following sets as well:



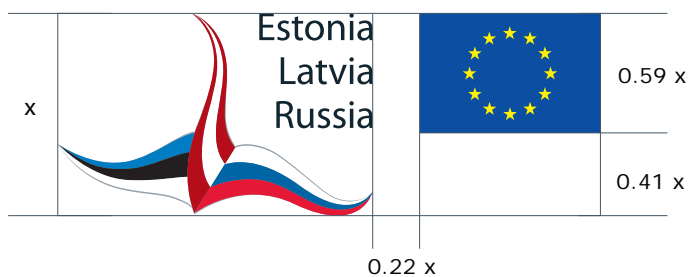
Recommended minimum size:



Logo with EU flag and "part financed by the European Union" part



Recommended minimum size:



Logo without programme name and EU flag

Logotype set usage

Logotype sets on dark background:

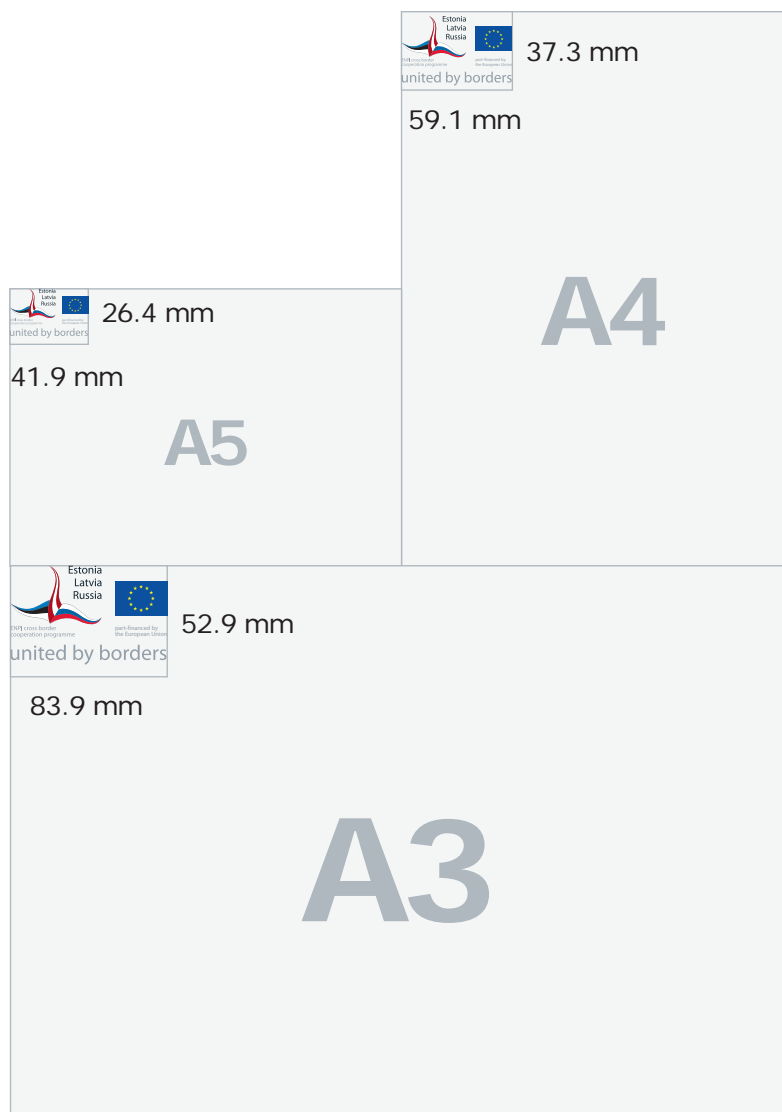


Logotype set sizes

The smallest and compact - only logo version



In A5, A4, A3 sized media logo occupies at least 20-30 percents of the space. These are only suggested logo set sizes any other sizes are allowed if necessary.

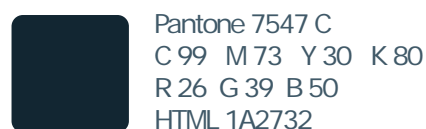


The colours

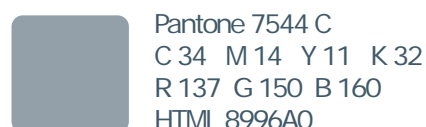
Color is one of the main elements of the corporate design.
The main colors are taken from Estonian, Latvian and Russian flags as all three countries participate as equal partners in the program.
These colors are given below in four different color models:



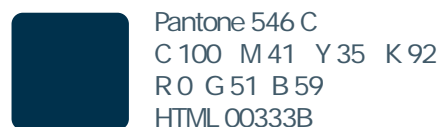
Reccomended colour for the text is the same colour as is used in logo



Reccomended colour for the header backgrounds in headers, and for bullets



Bagground for white body text and for numbers in list



Fonts

The font used is Verdana. It should be used in all elements of corporate design (Logotype, Internet Homepage, PowerPoint presentation, print media, etc).

It is possible to use font in **bold** or *italic*, if necessary, to stress some parts of text. However, you should avoid using both in long phrases.

The Verdana font has pleasant appearance. It is well readable and widely used on all computer platforms and applications that guarantee that everybody can view the PowerPoint Presentation and the web site.

All texts should be sized and colored appropriately, so the text is readable and easily distinguished:

1. not too small and not too big;
2. background and font colors should be enough contrast, so it is easy to read.

For A4 sized media recommended font sizes differs, it depends on every media purpose. All sizes are set in work template files available on CD - ROM.

Font, used in guidelines and everywhere in corporate identity

Verdana Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()_+{|}~

Font, recommended for commenting on visuals

Verdana Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()_+{|}~*

Font, recommended for headers as alternative to header in a rounded box

Verdana Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 !@#\$%^&*()_+{|}~***

Other design elements

Other design elements that shall be used through all corporate design elements (if possible) are:

Container rectangle with rounded corners

As another design element a rectangle with rounded corners shall be used. It can be used separately as an individual style element (like business card shape or background image shape in the web site) or as a container box.

Design element that is used in all media (if possible).

When used as a container box it shall contain only simple data like text (not images, tables, etc.). It shall be used only for small amount of text like headers, contact information (keep the majority of the information outside the container boxes).

The rectangles with rounded corners in grayscale shall be grey not black, thus any amount of grey is allowed but not more than 80%. Text color in this case should be white. In case of using light grey color, text is dark grey (90%).

Region map

Programme region map is used as design element, background image and illustration.

Business card

The business card is an important element of the corporate design as it is usually the first thing presented to the partners.

The business card contains all the necessary information: name, surname, position, addresses, telephone numbers, e-mails, etc.

Businesscard has front side and back side. We recommend to use uncoated paper with density at least 255 g/ m².



Front side



Back side

The business card is available on the CD-ROM:
02_Business_card/Businesscard.ai

Letterhead


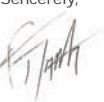
We recommend to follow the structure described below:

Logotype and company
office address

Sender's address

Recipient address

Text body

	<p>Joint Technical Secretariat</p> <p>Phone: +371 7229 129 Fakss: +371 7229 089 Ausekļa str. 14 – 8 (5th floor) LV-1013, Rīga, Latvija info@estlatrus.eu www.estlatrus.lv</p>
<p>united by borders</p> <p>Lithuanian Maritime College I. Kanto 7 LT-92123 Klaipėda Lithuania</p>	<p>Name: Name Surname Phone: +371 67357348 Fax: +371 67357372 E-mail: name.surname@latlit.eu</p>
	<p>September 25 2009</p>
<p>Dear Mr. Stalker,</p>	<p>Following his tenure there, he worked in the private sector as an investment banker until 1996. Volcker also headed the investigation into the United Nations' oil-for-food program for Iraq.</p> <p>The new board will advise Obama on how to revive the ailing economy. The president-elect will provide more details about it on Wednesday, in his third news conference in as many days.</p> <p>Obama pledged Tuesday to go through the federal budget "page by page, line by line" to eliminate excessive spending and get the economy back on track.</p> <p>"If we are going to make the investments we need, we also have to be willing to shed the spending that we don't need," Obama said at a news conference in Chicago, Illinois.</p> <p>Those named to Obama's economic team have started working on crafting an economic recovery plan. The group also must figure out how best to allocate the rest of the \$700 billion bailout that Congress passed in October.</p> <p>Obama has said he hopes the new Congress will begin work on an aggressive economic recovery plan when it convenes in January so his administration can immediately get to work. The president-elect said Tuesday that it is important that his administration not "stumble" into office but "hit the ground running."</p> <p>An economic stimulus package is central to Obama's plan. He declined Monday to speculate on how big the stimulus would need to be, saying, "We are going to do what's required to jolt this economy back into shape."</p> <p>Sincerely,</p>  <p>Jana Keating</p>

The letterhead is available on the CD-ROM:
03_Letterhead/Letterhead.ai
03_Letterhead/Letterhead.doc
03_Letterhead/Letterhead.pdf

Leaflet

Leaflet is printed on A4 paper and has front and inside sides. We recommend to use coated paper for better results.

Project size

It's not just been in the UK — take "Spider-Man 2 (2004) in a moviehouse just off Times Square. The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; the background drone from two fellow tourists who mistakenly thought they had tickets for "Fiddler On The Roof"; possibly a stance going on near the emergency exit. Hey, at least the seats were comfy. Several years ago, I thought about printing up some flyers to hand out at the end of wrecked screenings: "Thank you for ruining my enjoyment of the film" they would read at the top. "You managed to do so by..." There would then follow a checklist of common complaints with the appropriate offenses ticked.

Apart from the immediate question of who is to blame, Kiev and Moscow have fundamental disagreements over how much Ukraine owes Russia for last year's gas and how much it should pay this year, our correspondent adds. The EU depends on Russia for about a quarter of its total gas supplies, some 80% of which are pumped via Ukraine.

How to apply

On Wednesday, heating systems shut down in some parts of central Europe, as outdoor temperatures plunged to -10C or lower. The list of countries that reported a total halt of Russian supplies via Ukraine included Romania, the Czech Republic, Slovakia, Bosnia-Herzegovina, Bulgaria, Croatia, Greece, Hungary, Macedonia, Serbia, and Austria. Countries in eastern and central Europe have been particularly badly affected, as they rely heavily on Russian gas supplies but don't have access to the same kind of reserves found in Germany, Italy and France.


Power stations have been told to switch to fuel oil where possible, while big industrial users have been told to prepare to limit or halt use. There have also been calls for Soviet-era nuclear plants to be restarted in Bulgaria and Slovakia.

Joint Technical Secretariat


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www.estlatrus.lv




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Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007-2013

About the programme

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Programme priorities

It's not just been in the UK — take "Spider-Man 2 (2004) in a moviehouse just off Times Square. The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; the background drone from two fellow tourists who mistakenly thought they had tickets for "Fiddler On The Roof"; possibly a stance going on near the emergency exit. Hey, at least the seats were comfy.

Being stuck on the subway in high summer, being handed having a movie screening wrecked. Ten of thousands of homes in Europe have been left with no heating, a situation which the European Commission has described as completely

Partnership

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Dependence on Russia for gas:

- 100% dependent on Russia: Latvia, Slovakia, Finland, Estonia
- More than 80% dependent: Bulgaria, Lithuania, Czech Republic
- More than 60% dependent: Greece, Austria, Hungary

The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; the background drone.

Countries in eastern and central Europe have been particularly badly affected, as they rely heavily on Russian gas supplies but don't have access to the same kind of reserves found in Germany, Italy and France. There have also been calls for Soviet-era nuclear plants to be restarted in Bulgaria and Slovakia.

Programme objective

It's not just been in the UK — take "Spider-Man 2 (2004) in a moviehouse just off Times Square. The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; fellow tourists who mistakenly

There have also been calls for Soviet-era nuclear plants to be restarted in Bulgaria and Slovakia. Power stations have been told to switch to fuel oil where possible, while big industrial users have been told to prepare to limit or halt use.



Source: European Council on Foreign Relations, 2008 figures

Programme aerial

Ukraine, whose dispute with Russia over pricing led to the crisis, said it would guarantee transit to Europe. It's not just been in the UK — take "Spider-Man 2 (2004) in a moviehouse just off Times Square. The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; the background drone from two fellow tourists who mistakenly thought they had tickets for "Fiddler On The Roof"; possibly a stance going on near the emergency exit. Hey, at least the seats were comfy.

Handed having a movie screening wrecked.

As soon as people show up there and really sit down and start working, gas will immediately resume flowing, he told reporters at his residence outside Moscow tickets for "Fiddler On The Roof"; possibly a stance going on near the emergency exit. Hey, at least the seats were comfy.

Being stuck on the subway in high summer, being handed having a movie screening wrecked.

Programme funding

The business cards are available on the CD-ROM d, as they rely heavily on Russian gas supplies but don't have access to the same kind of reserves found in Germany, Italy and France. There have also been calls for Soviet-era nuclear plants to be restarted in Bulgaria and Slovakia. Ten of thousands of homes in Europe have been left with no heating, a situation which the European Commission has described as completely unacceptable.

Oleg Dubyna, the head of Ukrainian gas company Naftogaz, said Kiev would transport Russian gas to Europe as long as Russia provided additional gas to keep the system running. The EU depends on Russia for about a quarter of its total gas supplies, some 80% of which are pumped via Ukraine.

The leaflet is available on the CD-ROM:
04_Leaflet/leaflet_cover.ai
04_Leaflet/leaflet_inside.ai

Brochure

Language indicators should be country flags as they bring colors and nice accent to the page.

Brochure is printed on A4 paper.

Estonia – Latvia – Russia Cross Border Cooperation Programme
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Description

Business leaders have called for the national minimum wage to be left at the current levels in 2009 amid the economic downturn. The British Chambers of Commerce (BCC) said it believed the minimum wage should not be increased until economic situations had significantly improved. However, critics call for the minimum wage to be increased, saying that minimum wage earners find it difficult to get by and have to take a second job or work overtime just to afford to live.

Objectives

BCC has forecast that unemployment will reach three million by 2010. But BCC director general David Frost said: "We're not opposed to the minimum wage going up when employment is high and the economy is doing well, but when jobs are being lost daily and a recession is in full swing, it makes no sense to increase it." However, critics call for the minimum wage to be increased, saying that minimum wage earners find it difficult to get by and have to take a second job or work overtime just to afford to live. Mr Frost also said: "First of all, employers talked of pay freezes, but in the last two weeks directors have started talking to me about reducing pay next year." The minimum wage for employees over 21 increased by 3.8% in October to £5.73 per hour.

Results

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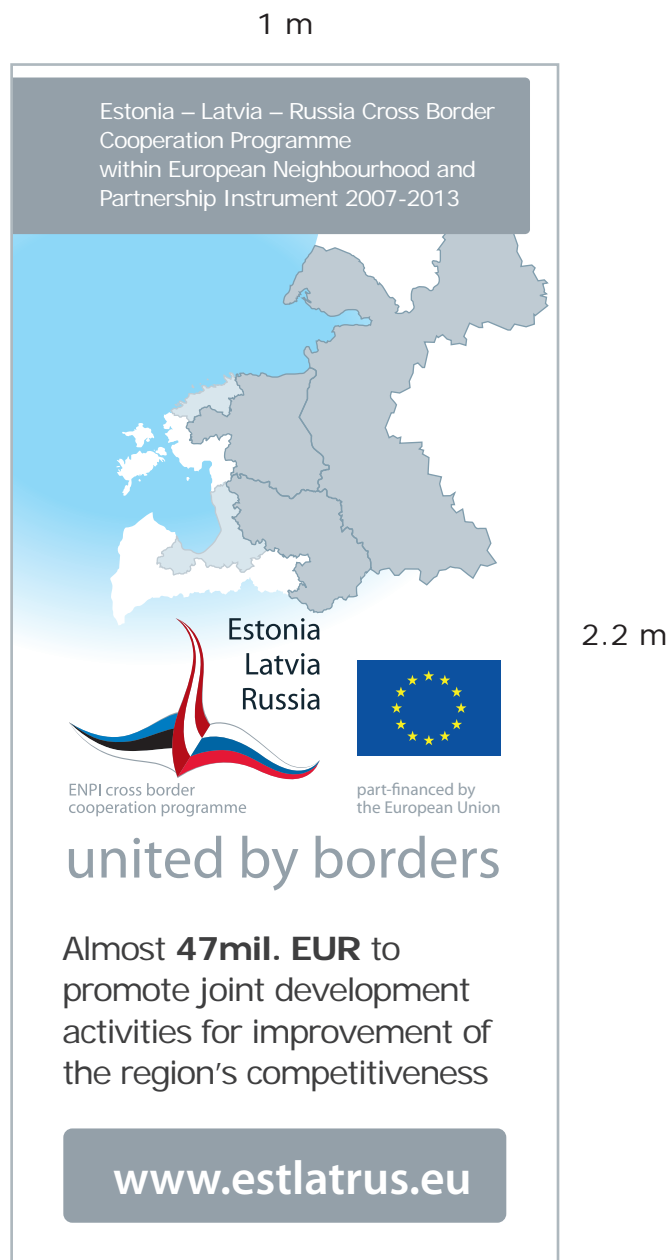
The brochure is available on the CD-ROM:
05_Brochure/brochure.ai

Floor stand

The exhibition display will be sized 100 cm x 220 cm.

Main points of the exhibition display are the logo set, program name and the map.

The exhibition display matches all corporate design guidelines mentioned above.



The display is available on the CD-ROM:
06_Stand/stand.ai

"With compliments" card

Card has standard greeting card size.

148 mm



105 mm

The card is available on the CD-ROM:
06_Card/card.ai

Stickers

Address sticker 9x5 cm.



Sticker with addresses



Sticker simple

The stickers are available on the CD-ROM:
08_Stickers/Address_sticker.ai
08_Stickers/Logo_sticker.ai

PowerPoint presentation

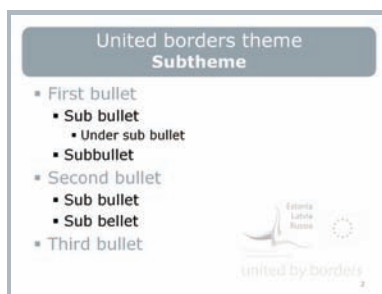
The PowerPoint presentation is made in Microsoft Office PowerPoint 2007.

In the example seven different slides are shown.

Welcome slide with presentation title and theme

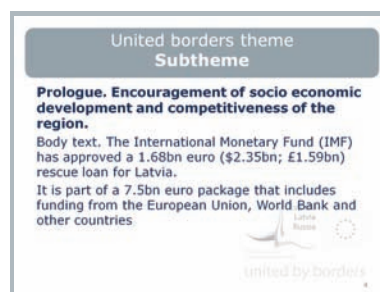
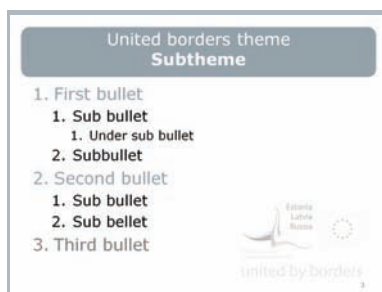


Bullets style and table style

A slide titled 'United borders theme Subtheme' containing a table with 4 columns and 4 rows. The first two columns are labeled 'Header 1' and 'Header 2'. The first row contains the values '20 000', '32 000', and '12 904'. The slide includes the 'united by borders' logo and a small map of the Baltic region.

Header 1	Header 2		
20 000			
32 000			
12 904			

Numbering style and slide that contain picture with text



Text style and slide with picture and short comment



The presentation is available on the CD-ROM:
09_Powerpoint/United by borders theme.pptx

Newsletter

The newsletter will be produced in the A4 format.

The newsletter consists of two types of pages: the first page and the rest text pages.

The first page is unique page with three major differences from the inner pages.

- 1.** It has a header with the big logotype set, map and programme name.
- 2.** It has three columns rather than two. The third column is used to list table of contents, main topics and short news.
- 3.** The additional block at the bottom with program name and contacts.

The rest pages are simple pages with two column layout, program name with small logotype set and date of publication.

The newsletter templates are available on the CD-ROM:
10_Newsletter/newsletter1.ai
10_Newsletter/newsletter2.ai

Newsletter first page concept look and feel.



Estonia
Latvia
Russia

ENPI cross border
cooperation programme



part-financed by
the European Union

united by borders

Newsletter July 2009, #7

Estonia – Latvia – Russia Cross Border
Cooperation Programme
within European Neighbourhood and
Partnership Instrument 2007-2013



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Short news and facts

It's not just been in the UK — take "Spider-Man 2 (2004) in a moviehouse just off Times Square. The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; the background drone from two fellow tourists who mistakenly thought they had tickets.

Guinea's army dissolves the government and summons ministers to the barracks after the death of President Conte.

Police in Finland believe they have caught a car thief from a DNA sample taken from a mosquito they noticed inside an abandoned vehicle.

The European Commission has approved British government changes to its support package for the banking sector. The original support measures had been approved by the Commission in October, when it first became clear that government intervention was necessary.

The changes relate to fees paid by banks to the government, and increase the number of currencies in which government guarantees can be issued. The changes bring the British package in line with those of other EU members. Currently, it can only guarantee debt in sterling. Police in Finland believe they have caught a car thief from a DNA sample taken from a mosquito they noticed inside an abandoned vehicle.

Mortgage lending 'shrinks again'

UK mortgage lending by the major banks has fallen sharply, with approvals for house purchases 60% lower than a year ago, figures show.

The number of mortgage approvals for house purchases fell by 14% in November to a new low of 17,773, according to the British Bankers' Association (BBA). Hey, at least the seats were comfy. My other half thankfully caught sight of an early draft.

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Joint Technical Secretariat

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Estonia – Latvia – Russia Cross Border Cooperation Programme within European Neighbourhood and Partnership Instrument 2007-2013

united by borders

Newsletter July 2009, #7

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Photo by Andris krumins

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- 100% dependent on Russia: Latvia, Slovakia, Finland, Estonia
- More than 80% dependent: Bulgaria, Lithuania, Czech Republic
- More than 60% dependent: Greece, Austria, Hungary. The best that New York could offer included scary-looking gang members nonchalantly sloping up and down the aisles; the background drone.

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Table of population

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Year	City	Gender	Population
1992	Riga	F	1992
1992	Riga	M	1992
1993	Ogre	F	1993
1993	Ogre	M	1993
1994	Spilva	F	1994
1994	Spilva	M	1994
1995	Maska	F	1995
1995	Maska	M	1995

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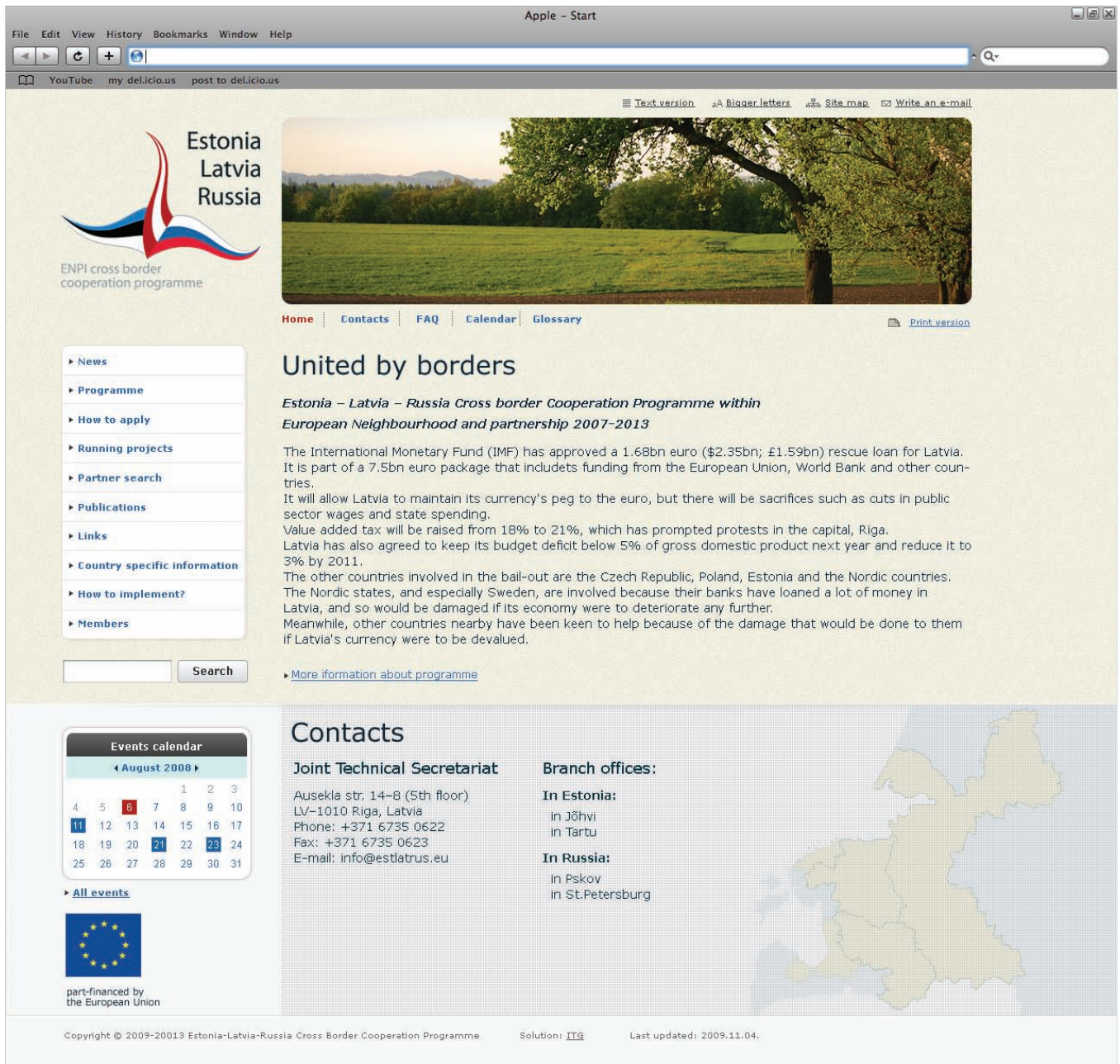
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Web page concept

Web page main page shortly represent idea and main principles of organization, simple navigation allows to access a full spectre of site pages and options.



Folders and files

All Adobe Illustrator files are prepared in Adobe Illustrator CS3 in CMYK color mode and have image previews in .PNG format. Texts are left as texts (not curved) for further editing.

Folder 00_Brandbook contains this brandbook with corporate guides.

Folder 01_Logotypes contains all logo sets (6 in total).

Folder 02_Business_card contains businesscard file.

Folder 03_Letterhead contains letterhead in .PDF and .DOC format as well.

Folder 04_Leaflet contains leaflet inside and cover as double-page spread.

Folder 05_Brochure contains brochure.

Folder 06_Stand contains poster for corporate stand.

Folder 07_Card contains "with compliments!" files.

Folder 08_Sticker contains files with address sticker and logo sticker.

Folder 09_Powerpoint contains Powerpoint presentation

Folder 10_Newsletter contains newsletter page files.