Regional Cooperation Council
Visual Identity
Guidelines
for **External Parties**

Regional
Cooperation
Council

Visual Identity Guidelines

for External Parties

Sarajevo, 25 April 2017

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1.

Guidelines on the application of the Regional Cooperation Council's visual identity in publications produced by external parties

Introduction

The Regional Cooperation Council (RCC) manages publications (reports, researches, studies, surveys, public information materials, etc.) from independent external parties. The RCC's Visual Identity applies as follows:

Publication written by an external independent body at the request of the RCC (following a call for tenders) and financed by the RCC. The copyright holder is the Regional Cooperation Council:

The Regional Cooperation Council's visual identity rules apply in a way that the external party which prepared the publication should be identified on the first inner page with a line "Author(s)". The following disclaimer shall be added on the inner pages of the study:

"This document has been prepared for the Regional Cooperation Council and reflects only the views of the author(s). The Regional Cooperation Council cannot be held responsible for any use which may be made of the information contained herein."

NB: A publication (study, report, newsletter, brochure, etc.) produced by an external party, which is a service provider to the RCC, and the RCC takes ownership of the content of the publication: The standard visual identity of the Regional Cooperation Council applies.

!IMPORTANT NOTE:

GUIDE FOR THE DRAFTING OF RCC DOCUMENTS (this is an internal document and therefore available upon request) and DOCUMENT FORMATTING TEMPLATE (Annex 1) must be strictly followed in the production of the publication.

This document has been prepared for the Regional Cooperation Council and reflects only the views of the author(s). The Regional Cooperation Council cannot be held responsible for any use which may be made of the information contained herein.

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II.

Publication written by an external independent party at the request of the Regional Cooperation Council (following a call for tenders/grants) and financed by the RCC. The copyright holder is the external independent body:

The visual identity of the external body applies. The RCC logo must appear on the publication's cover page as a "sign-off", as follows: "Funded by the" + RCC logo. The following disclaimer shall be added on the inner pages of the study:

"This document has been funded by the Regional Cooperation Council (RCC) and it reflects only the views of the author(s). The RCC cannot be held responsible for any use which may be made of the information contained therein."

! IMPORTANT NOTE:

The reference to the Regional Cooperation Council and its logo may be used only if:

- The content of the publication is in line with the aims and principles of the Regional Cooperation Council;

- The content does not imply or suggest unintended endorsement or promotion of the objectives and activities which are not in line with the mission and vision of the Regional Cooperation Council.

Funded by **Regional**Cooperation**Council**

This document has been funded by the Regional Cooperation Council (RCC) and it reflects only the views of the author(s). The RCC cannot be held responsible for any use which may be made of the information contained therein.

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III.

Publication written by an external independent party with the support of the Regional Cooperation Council. The copyright holder is the external independent body:

The visual identity of the external body applies. The Regional Cooperation Council's logo may appear on the publication's cover page as a "sign-off" preceded by words "With the support of the" or "Supported by the" + RCC logo. A disclaimer shall be added on the inner pages of the publication:

"The Regional Cooperation Council (RCC) support for the production of this publication does not constitute endorsement of the contents which reflects only the views of the author(s), and the RCC cannot be held responsible for any use which may be made of the information contained therein."

! IMPORTANT NOTE:

The reference to the Regional Cooperation Council and its logo may be used only if:

- The content of the publication is in line with the aims and principles of the Regional Cooperation Council;
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With the support of the   RegionalCooperationCouncil

The Regional Cooperation Council (RCC) support for the production of this publication does not constitute endorsement of the contents which reflects only the views of the author(s), and the RCC cannot be held responsible for any use which may be made of the information contained therein.

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IV. *Study written by an external independent body/party which is also the copyright holder: The visual identity of the external body applies. No RCC logo shall be displayed in the document.*

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2.

Usage of RCC logo by external organisations/parties

Introduction

The Regional Cooperation Council (RCC) cooperates with many external organisations/parties and the need to use the RCC logo by third parties frequently arises.

The logo of the RCC is a protected trademark. The RCC will pursue cases of abuse and fraudulent use of the logo.

I. *Terms and conditions of use*

The logo of the Regional Cooperation Council may be used by third parties subject to the following terms and conditions:

The Regional Cooperation Council logo may be used only if:

- Permission is requested and granted before the logo is used;
- The user of the logo is unlikely to be confused with the Regional Cooperation Council;
- It is not used in connection with objectives or activities which are incompatible with the aims and principles of the Regional Cooperation Council;
- It is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the Regional Cooperation Council.

The logo shall be used in its entirety without distorting, modifying or separating its component elements.

Permission to use the Regional Cooperation Council's logo does not confer on those to whom it is granted any right of exclusive use, nor does it allow them to appropriate the logo, either by registration or by any other means. Each case will be examined individually to ascertain whether it satisfies the criteria set out above. This will be unlikely in a commercial context if the logo of the Regional Cooperation Council is used in conjunction with a company's own logo, name or trade mark.
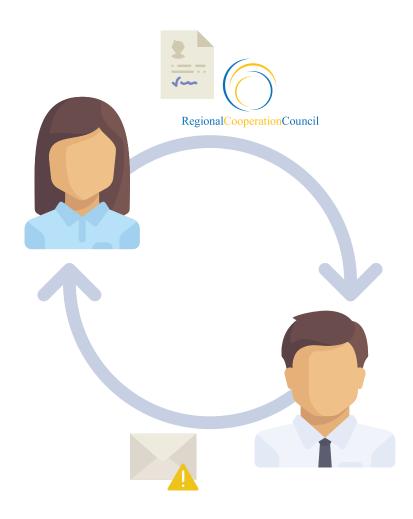
II. *Request for permission to use the RCC logo*

Request for permission should be submitted to the Regional Cooperation Council communication staff members who are authorised to give permission to third parties to use the RCC logo subject to the terms and conditions as described above.

Requests for permission can be submitted by e-mail: press@rcc.int

III.

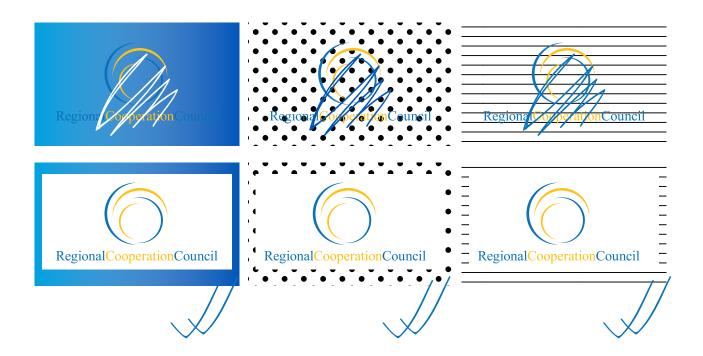## *Graphical placement of the RCC logo*

Placing the logo on a background which contains texture or graphical elements such as lines, shades, etc. can only be permitted if the visibility and integrity of the logo are not compromised and the protection area is respected. If the background would distort or interfere with the logo, the protection area around the logo should be white or marked with a flat colour.

IV.

Co-branding

Co-branding shall be used for products and activities in which the Regional Cooperation Council is involved as equal partner. For co-branding with external organisations/parties logos, make sure that all logos have equal and balanced visual weight and align them with each other horizontally. The RCC logo shall be placed along with the logos of other organisers and it should be proportionately the same size as the logos of other organisations. The protocol order of the logos should be decided in each case as appropriate.

An example of co-branding is shown here:

V. Types of logos

The RCC has two sets of logos:

1. Overall RCC logo, covering all activities of the organisations

2. RCC +SEE2020 strategy logo, used only if the activity in question is an endeavour related to the South East Europe 2020 Strategy.

Annex 2 contains graphical guidelines for usage of both logos.

3.
Sign-off

Sign-off shall be used for products and activities which the Regional Cooperation Council supports but is not directly involved in, or when the RCC is involved as a minor partner. In this case, the RCC logo shall appear together with a text line which explains the nature of the involvement of the Regional Cooperation Council.

A typical example is a study, report or an event paid for by the RCC but written, published and/or organised by an external organisation using its own visual identity.

The text line and the RCC logo shall be placed together at a distinctive but not necessarily prominent place and well apart from any other logos.

Times New Roman or *Trebuchet MS* are the fonts to be used for the text line next to the logo.

There is no exhaustive list of text lines which can appear together with the RCC logo. The text shall express the nature of involvement of the Regional Cooperation Council.

Some examples of sign-off are shown here:

- Supported by the + RCC logo
- An initiative of the + RCC logo
- Co-funded by the + RCC logo
- In collaboration with the + RCC log

Supported by the RegionalCooperationCouncil

An initiative of the

RegionalCooperationCouncil

Co-funded by the

Regional Cooperation Council

In collaboration with the RegionalCooperationCouncil

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Application of text about acknowledgement of RCC funding

Beneficiaries often have an obligation prescribed by a regulation or contract to publicly acknowledge the support received from the Regional Cooperation Council. This section provides a non-exhaustive range of examples of how text shall be used in conjunction with the RCC logo to communicate the RCC funding.

The preferred option to communicate the RCC funding is to write "Funded by the Regional Cooperation Council" or "Co-funded by the Regional Cooperation Council" as appropriate next to the RCC logo on the communication material where the RCC logo is used. The name and specific logo of the RCC's South East Europe (SEE) 2020 Development Strategy shall only be used if it is relevant for the project/action in question.

Basic rules

The minimum height of the RCC logo shall be 1 cm. It must always be legible and clear.

The name of the 'Regional Cooperation Council (RCC)'shall always be spelled out in full.

The typeface to be used in conjunction with the RCC logo can be any of the following: Times New Roman and Trebuchet MS.

Italic, bold and underlined variations and the use of font effects are not allowed.

The positioning of the text in relation to the RCC logo is not prescribed in any particular way but the text should not interfere with the logo in any way.

The font size used should be proportionate to the size of the logo.

The colour of the font should be in RCC colours (orange and/or blue), black or white depending on the background.

The reference to the Regional Cooperation Council and its logo may be used only if:

- The content of the publication is in line with the aims and principles of the Regional Cooperation Council;

- The content does not imply or suggest unintended endorsement or promotion of the objectives and activities which are not in line with the mission and vision of the Regional Cooperation Council.

Examples:

- Co-funded by the Regional Cooperation Council (RCC)

- Funded by Regional Cooperation Council (RCC)

- This project is funded by Regional Cooperation Council (RCC)

Co-funded by the Regional Cooperation Council (RCC)   RegionalCooperationCouncil

10 mm

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Funded by
Regional Cooperation Council (RCC)

RegionalCooperation**Council**

This project is funded by
Regional Cooperation Council (RCC)

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For further clarifications please contact press@rcc.int

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ANNEXES

- Annex 1 – DOCUMENT FORMATTING TEMPLATE
- Annex 2 - GRAPHICAL GUIDELINES FOR USAGE OF RCC LOGOS

ANNEX 1
Document Formatting Template

- The inputs have to be submitted in Word format, following the rules set in this document;

- All charts, tables, graphs, etc. used in the document have to be sent separately in Excel format;

- All photos used in the document have to be sent in the original format (JPEG), high resolution, with resolved copyright issues.

TITLE OF THE PUBLICATION

(Times New Roman, size 24, bold)

Place, day/month/year

(Times New Roman, size 12, bold)

RegionalCooperationCouncil

Contents

(Times New Roman, size 16, bold, underlined)

ANNEXES

(Times New Roman, size 16, CAPITAL LETTERS, bold)

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Foreword

(Times New Roman, size 12, bold)

Text format:

Times New Roman, size 12, single spacing, justified alignment, normal margins, no columns or special effects.

Summary

(Times New Roman, size 12, bold)

Text format:

Times New Roman, size 12, single spacing, justified alignment, normal margins, no columns or special effects.

Titles of Chapters

(Times New Roman, size 14, bold)

Text format:

Times New Roman, size 12, single spacing, justified alignment, normal margins, no columns or special effects.

Subtitles

(Times New Roman, size 12, bold)

Text format:

Times New Roman, size 12, single spacing, justified alignment, normal margins, no columns or special effects.

Bulleting and numbering format:

Times New Roman, size 12, single spacing, left alignment)

- Line one
- Line two
- Line three

1. Line one
2. Line two
3. Line three

Conclusions

(Times New Roman, size 14, bold)

Text format:

Times New Roman, size 12, single spacing, justified alignment, normal margins, no columns or special effects.

List of abbreviations

(Times New Roman, size 14, bold)

Content:

Please list in alphabetical order all abbreviations used in the document, listing their full names.

Example:

RCC – Regional Cooperation Council

Text format:

Times New Roman, size 12, single spacing, **bold for the abbreviation,** justified alignment, normal margins, no columns or special effects.

ANNEXS

(Times New Roman, size 16, CAPITAL LETTERS, bold)

If annexes consist of the text, than the rule of the Titles of Chapters applies.

Text format:

Times New Roman, size 12, single spacing, justified alignment, normal margins, no columns or special effects.

ANNEX 2 - Graphical Guidelines for Usage of RCC Logos

- Overall RCC logo, covering all activities of the organisations

- RCC +SEE2020 strategy logo, used only if the activity in question is an endeavour related to the South East Europe 2020 Strategy

1.0

RCC Logo

The organisation's logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

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Usage of positive and negative logo
depends on design in general.

E.g.: usage of positive logo is
suitable for darker backgrounds or
when the colour of background is
orange or blue (RCC logo).

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Basic versions of logotype in positive and negative

1.0 RCC logo

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Basic versions of logotype in positive and negative

1.0 RCC logo

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Basic versions of logotype in positive and negative

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1.1
Logo Usage

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

- Clear space
- Sizes

15 mm

15 mm

15 mm

15 mm

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EXCLUSION zone.

Make sure that text or other design
elements do not encroach upon the logo.
The marked space should always be given to
let the logo *breathe*, free from distraction.

Note: Exclusion zone is mandatory to be
applied also for positive and negative logo
use.

Clear space

1.1 Logo usage

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15 mm

15 mm

15 mm

15 mm

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Council

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Clear space

RegionalCooperationCouncil

15 mm

15 mm

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15 mm

15 mm

EXCLUSION zone.

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo *breathe*, free from distraction.

Note: Exclusion zone is mandatory to be applied also for positive and negative logo use.

Clear space

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It is allowed to use vertical or horizontal logo when font size width is 35,5 mm as a minimum

Otherwise use only graphic element

Minimum sizes are applicable for positive and negative logo

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INCORRECT and CORRECT logo usage/applicable for positive and negative logo

1.1 Logo usage

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1.2

Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the organisation's image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

PRIMARY colours / Pantone *COATED*

● **Pantone 2935C**

C=88 M=53 Y=0 K=0
R=0 G=113 B=185

● **Pantone 130C**

C=0 M=30 Y=100 K=5
R=242 G=169 B=0

SECONDARY colours / Pantone *COATED*

Secondary colours
are used in RCC
publications, and
certain visual identity items
and materials, where
appropriate,
and approved by RCC
spokesperson,
with the aim to embellish
design and make
distinctions between
graphic elements.

● 2935C   ● 2985C   ● 299C

● 430C   ● 431C   ● P 174-13C
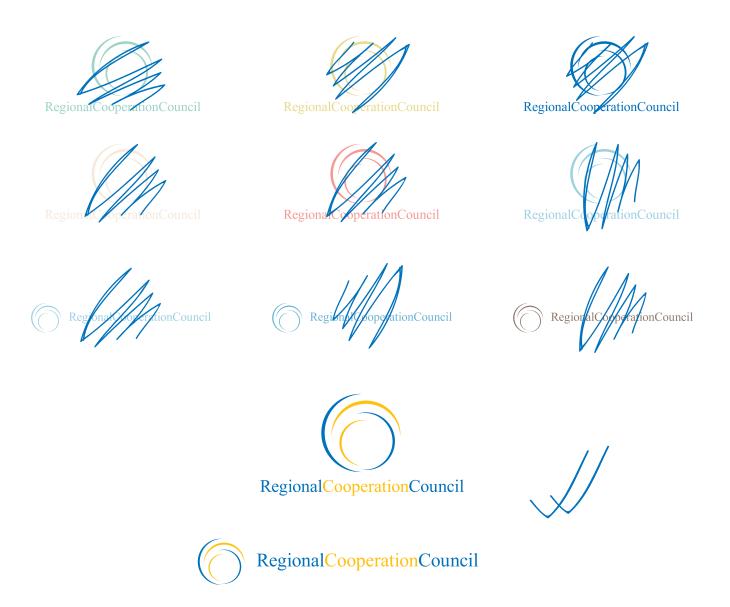
● 130C   ● 120C   ● 137C

Primary and secondary logo colours

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INCORRECT and CORRECT logo colour usage

1.2 Colour sheme

2.0

RCC Logo+SEE2020

The organisation's logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

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SEE2020
SOUTH EAST EUROPE 2020

/ RCC + SEE2020 horizontal logo /

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SEE2020
SOUTH EAST EUROPE 2020

→ Usage of postive and negative logo depends on design in general.

E.g.: usage of positive logo is suitable for darker backgrounds or when the colour of background is orange or blue (RCC logo).

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SEE2020
SOUTH EAST EUROPE 2020

Basic versions of logotype in positive and negative

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SEE2020
SOUTH EAST EUROPE 2020

/ RCC + SEE2020 vertical logo /

RegionalCooperationCouncil

SEE2020
SOUTH EAST EUROPE 2020

Usage of postive and negative logo
depends on design in general.

E.g.: Usage of positive logo is
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when the colour of background is
orange or blue (RCC logo).

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SEE2020
SOUTH EAST EUROPE 2020

Basic versions of logotype in positive and negative

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Basic versions of graphic element / used only on the back covers of publications and under 10 mm size
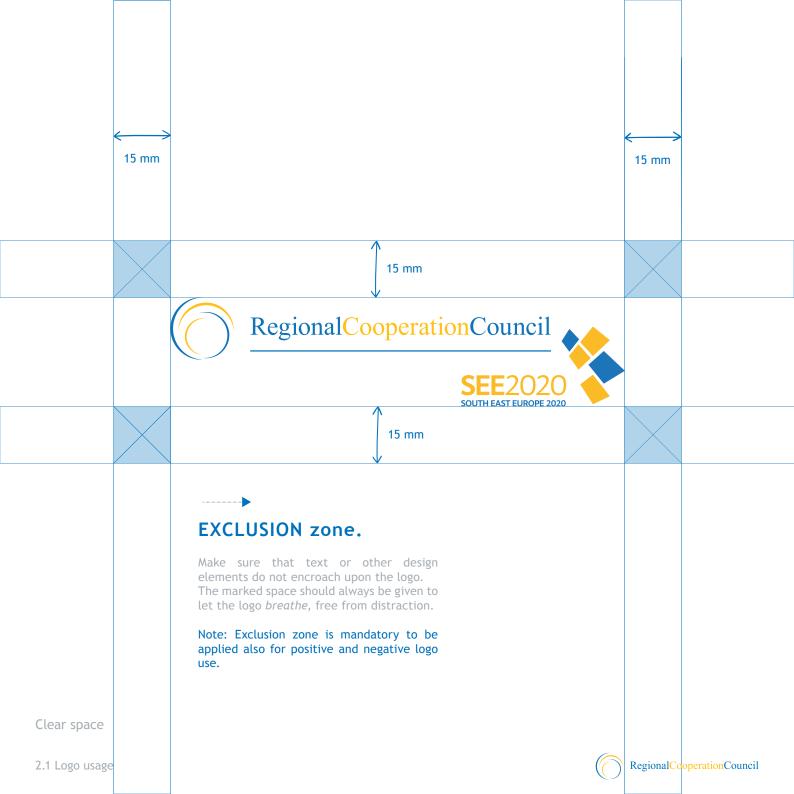
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Usage of positive and negative
graphic element depends on design
in general.

E.g.: Usage of positive logo is
suitable for darker backgrounds or
when the colour of background is
orange or blue (RCC logo).

Basic versions of graphic element in positive and negative

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15 mm

15 mm

15 mm

15 mm

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SEE2020
SOUTH EAST EUROPE 2020

EXCLUSION zone.

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo *breathe*, free from distraction.

Note: Exclusion zone is mandatory to be applied also for positive and negative logo use.
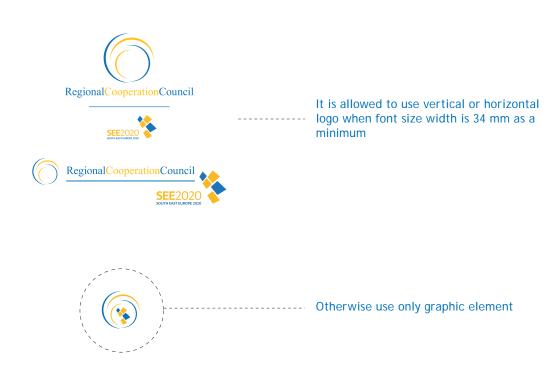
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2.1
Logo Usage

When reproducing any logo elements, only the original high resolution or vector graphic files shall be used - logos should not be taken from this document.

- Clear space
- Sizes

It is allowed to use vertical or horizontal logo when font size width is 34 mm as a minimum

Otherwise use only graphic element

Minimum sizes are applicable for positive and negative logo

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INCORRECT and CORRECT logo usage/applicable for positive and negative logo

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2.2
Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

The Pantone colours should be used wherever possible, with CMYK / RGB being matched as closely as possible depending on the materials and print process.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

PRIMARY colours / Pantone *COATED*

Pantone 2935C

C=100 M=52 Y=0 K=0
R=00 G=87 B=184

Pantone 130C

C=0 M=30 Y=100 K=5
R=242 G=169 B=0

SECONDARY colours / Pantone *COATED*

2935C   2985C   299C

430C   431C   P 174-13C

130C   120C   137C

Secondary colours
are used in RCC
publications, and
certain visual identity items
and materials, where
appropriate,
and approved by RCC
spokesperson,
with the aim to embellish
design and make
distinctions between
graphic elements.

Primary and secondary logo colours

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INCORRECT and CORRECT logo usage

2.2 Colour Scheme

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