

ESPON

Final Proposal Corporate Identity Manual

including

Final Proposal
for a General Corporate Identity
Design Concept

Final Version

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General Concept

The General Corporate Identity Concept for the ESPON 2013 Programme is presented herewith. It outlines the basic elements of the Corporate Identity which have been designed with the programme and these can be used for future development.

The existing corporate identity constitutes a branding of ESPON products which is well-known and well-established in Europe. It has been developed over the past years. Its basic philosophy takes its departure in ESPON being an applied research programme to produce facts which are serious, solid and trustworthy. These values are important in maintaining the image of an updated and enlarged ESPON Corporate Identity.

The General Corporate Identity Concept presented here aims at keeping the identity of ESPON and confirming its recognition while modernising, polishing and extending it, though respecting general principles, e.g. keeping the symmetry. The EC Publicity Requirements are fully respected.

Dimensions, rules of usage as well as the definition of additional elements will use each of these design elements as a basis for their evolution.

Generally, the Corporate Identity Manual shall allow exceptions from the standards given.

Corporate Colours

Corporate Colours

The corporate colours of the ESPON 2013 Programme are Pantone Reflex Blue and Pantone Yellow. These are the two colours which make up the emblem of the European Union and their colour specification is taken from the European Union's Graphical specification for the European emblem.

This choice of core colours underlines the pan European specificity of ESPON as well as highlighting its co-financing via the European Regional Development Fund. This provides a strong visual link across institutions as well as building a visual awareness of the programme.

For the "E S P N" in the ESPON Name Pantone 2767 is used and for the European Observation Network and Territorial Development and Cohesion Pantone Black is used and this should be used consistently throughout all documentation.

Corporate Colour Blue

Pantone

PANTONE Reflex Blue

Four colour process

C 100 - M 80 - Y 0 - B 0



Corporate Colour Yellow

Pantone

PANTONE Yellow

Four colour process

C 0 - M 0 - Y 100 - B 0



Corporate Colour Dark Blue

Pantone

PANTONE 2767

Four colour process

C 100 - M 80 - Y 0 - B 70



Corporate Colour Black

Pantone

PANTONE Black

Four colour process

C 0 - M 0 - Y 0 - B 100



Secondary Colour Palette

In addition to the three core colours, a secondary colour palette has been selected to enhance and complement the corporate image of the ESPON 2013 Programme. These colours are intended for use on cover pages of documents, maps etc. This secondary palette will ensure that all documentation, marketing and communications materials will maintain a consistent look.

Blue Main / Sub

Four colour process

Main: C 100 - M 100 - Y 0 - B 0

Sub: C 90 - M 60 - Y 0 - B 0

Main colour



Sub colour

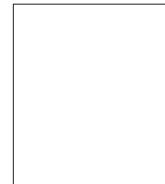


White Main / Sub

Four colour process

Main: C 0 - M 0 - Y 0 - B 0

Sub: C 0 - M 0 - Y 0 - B 20

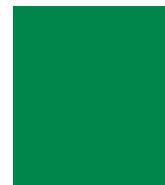


Green Main / Sub

Four colour process

Main: C 100 - M 30 - Y 100 - B 0

Sub: C 90 - M 10 - Y 100 - B 0



Red Main / Sub

Four colour process

Main: C 10 - M 100 - Y 70 - B 0

Sub: C 30 - M 100 - Y 70 - B 0



Typography

Trade Gothic is the principal typeface of the ESPON 2013 Programme. As a sans serif font this works for screen reading given the ease with which it can be read.

The substitution font is Arial, given that with almost all word processing packages this typeface is available as default and is the closest to Trade Gothic.

Trade Gothic

Trade Gothic Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Light Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Medium Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold No. 2

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold No. 2 Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Portable Document Format (PDF)

ESPON will deliver press-ready PDF files to commercial offset printers. The press-ready PDF files include all relevant information for printing the document. If additional information is necessary to print the document this has to be provided in an accompanying letter.

You can find all information to produce a publication in this document. For visual coherence some document types share measurements. Where measurements are missing for a specific document (e.g. memo) they are given in the general template for that style (e.g. letter head).

Portable Document Format (PDF)

Portable Document Format (PDF) is a file format created by Adobe Systems in 1993 for document exchange. PDF is used for representing two-dimensional documents in a manner independent of the application software, hardware, and operating system.

Each PDF file encapsulates a complete description of a fixed-layout 2D document that includes the text, fonts, images, and 2D vector graphics which compose the documents.

The PDF combines three technologies:

- A subset of the PostScript (PostScript is a page description language run in an interpreter to generate an image) page description programming language, for generating the layout and graphics.
- A font-embedding/replacement system to allow fonts to travel with the documents.
- A structured storage system to bundle these elements and any associated content into a single file, with data compression where appropriate.

Proper subsets of PDF have been, or are being, standardized under ISO for several constituencies:

- PDF/X for the printing and graphic arts as ISO 15930 (working in ISO TC130)
- PDF/A for archiving in corporate/government/library/etc environments as ISO 19005 (work done in ISO TC171)
- PDF/E for exchange of engineering drawings (work done in ISO TC171)
- PDF/UA for universally accessible PDF files

Many commercial offset printers have accepted the submission of press-ready PDF files as a print source, specifically the PDF/X-1a subset and variations of the same. The submission of press-ready PDF files are a replacement for the problematic need for receiving collected native working files.

Source: http://en.wikipedia.org/wiki/Portable_Document_Format

Name and Symbol

The name European Observation Network and the sentence Territorial Development and Cohesion have been laid down in the Operational Programme of the ESPON 2013 Programme, approved by the European Commission on 7 November 2007.

The font used for the "E S P N" in the name is Frutiger 55, and Trade Gothic Medium is used for the the European Observation Network and Territorial Development and Cohesion.

The use of both the name and symbol in a consistent manner across all written, visual and physical outputs from the programme will ensure visual unity as well as compliance with the regulatory framework which ESPON operates within.

The ESPON Name and Symbol should always be used from the files made available to you. The logo should not be re-built nor mutated in any way.

Two versions of the logo are shown in the following. The decision to apply the one or the other will be taken on a case by case basis by the ESPON 2013 Programme.

Version A



EUROPEAN OBSERVATION NETWORK
TERRITORIAL DEVELOPMENT AND COHESION

Version B



EU Emblem and Publicity Statement

The EU emblem plus publicity statement is to be used on all outputs as outlined in ESPON 2013 Programme Guide on the implementation of EC publicity requirements for Lead Partners and Project Partners of ESPON 2013 Projects (version 18 July 2008). This also ensures compliance with the information and publicity requirements of Article 69 of Council Regulation (EC) 1083/2006.



For smaller items, exceptions can be made and only the ESPON Name and Symbol, the EU emblem and the text "European Union" need to be included.



European Union

Reproduction on a coloured background

Where possible the emblem should be reproduced on a white background. A background of varied colours should be avoided. Where a coloured background is necessary (e.g. ESPON Cover pages) a white border around the EU emblem rectangle should be included, with the width being equal to 1/25 of the height of the rectangle.



Position

Information on the positioning of the EU emblem and publicity statement is given on page 18. This description of the position is valid for both variants.

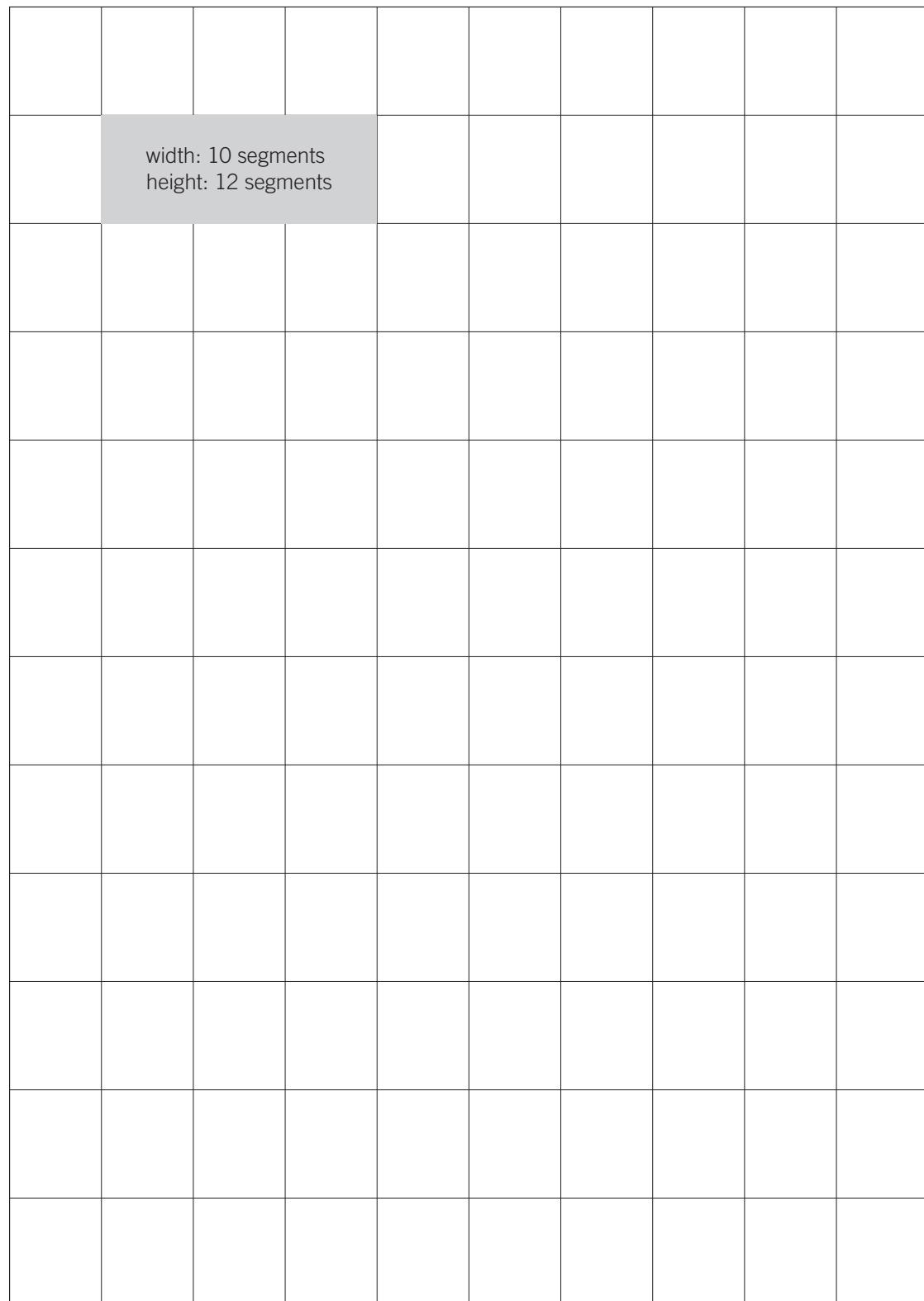
Grid

The grid is the basis for each of the designs and the entire corporate identity - from cover pages to letter heads and even to promotional material. This ensures the exact symmetry required by the ESPON Corporate Identity. As far as possible all designs should be carried out on a grid.

The grid is always 10x12 whether in horizontal or vertical segments and this should never be distorted. There are two exceptions to this rule and these are:

- The ESPON Website, where the design has been broadly taken over from the previous programming period's website.
- Maps.

Grid for Portrait Pages



Grid for Landscape Pages

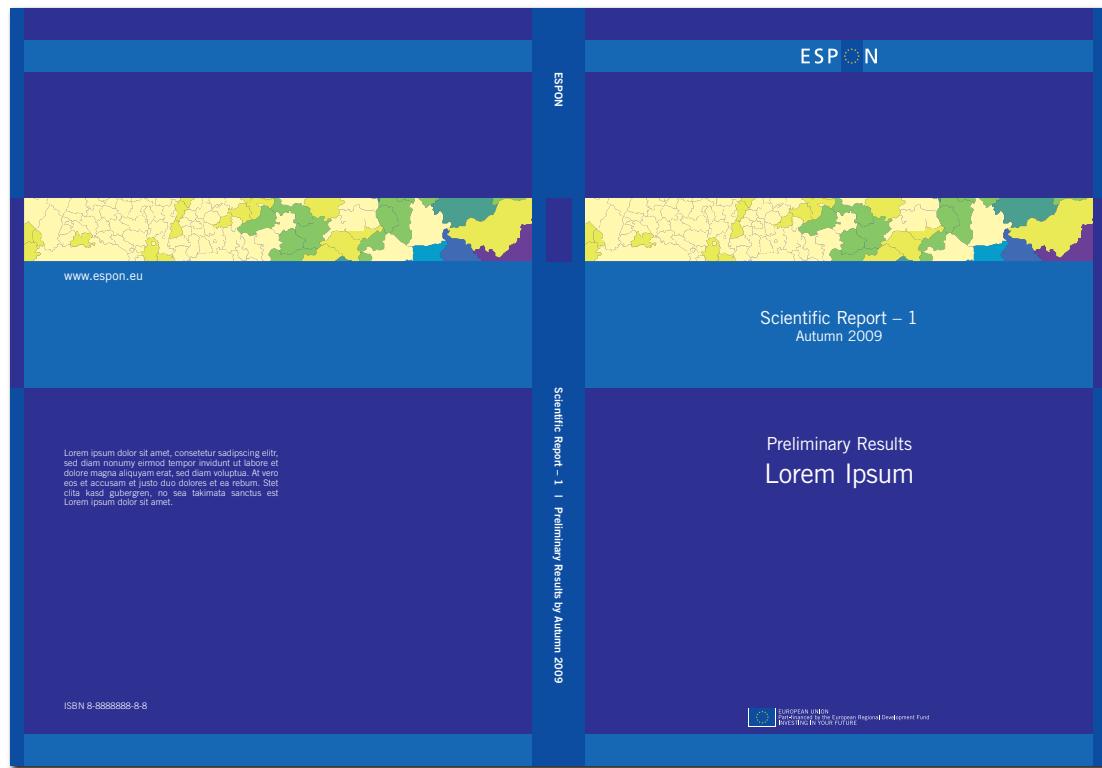
	width: 10 segments height: 12 segments								

Cover

The three different cover pages illustrated on the following pages give examples of the layout and design elements common to all ESPON Publications within each series (blue, white and red). Each of these elements is applicable to both portrait and landscape page layouts.

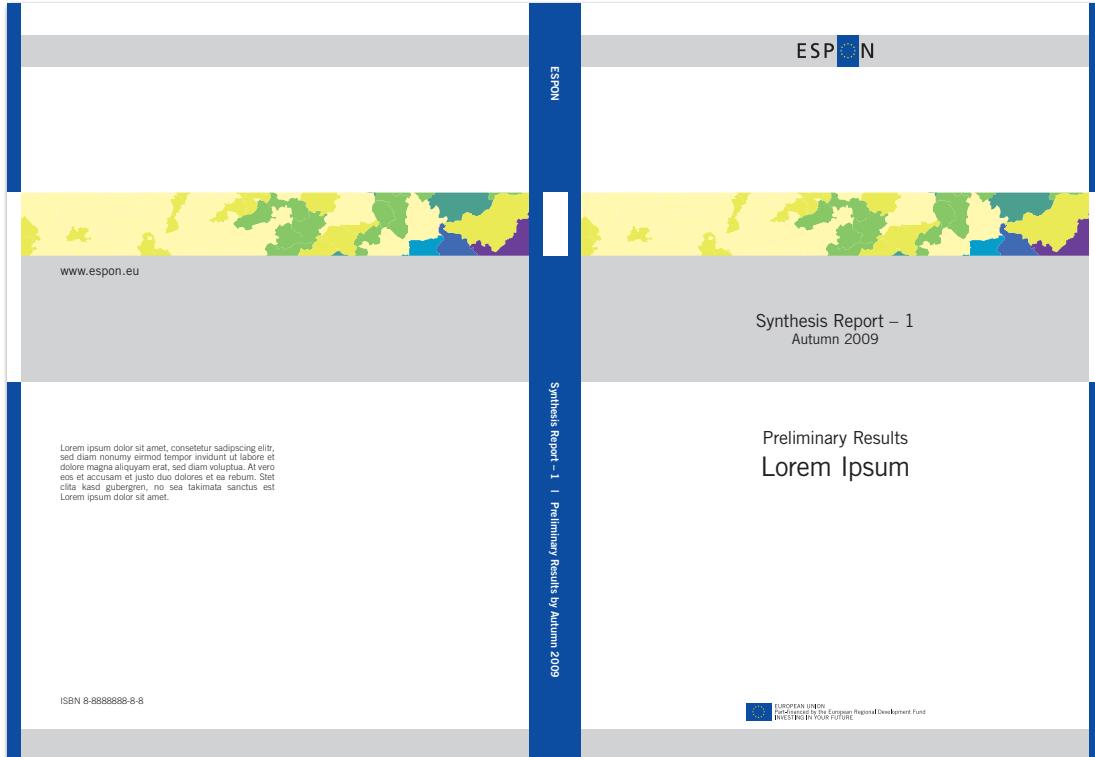
The common design features, which ensure a cohesive visual identity of the ESPON 2013 Programme can be identified as follows:

- vertical blue bars framing the cover page
- horizontal bars containing the following elements:
 - centrally aligned symbol at the top of the cover page
 - map cut-out (alternating)
 - publication name
 - centrally aligned publication title
- centrally aligned EU emblem and financing sentence at the bottom of the cover page
- colour coded identification on the spine and sides of the cover page (dependant upon the series: blue, white, red)
- ESPON 2013 Programme website consistently written on the back page

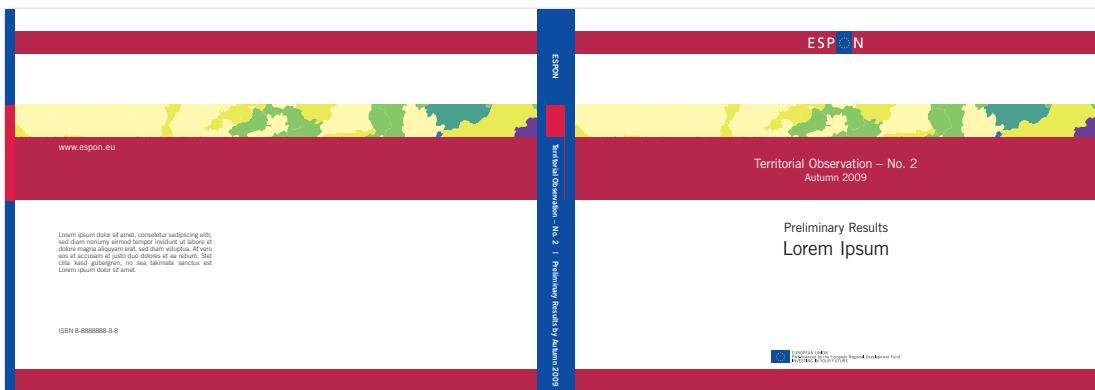


Portrait

Cover



Portrait



Landscape

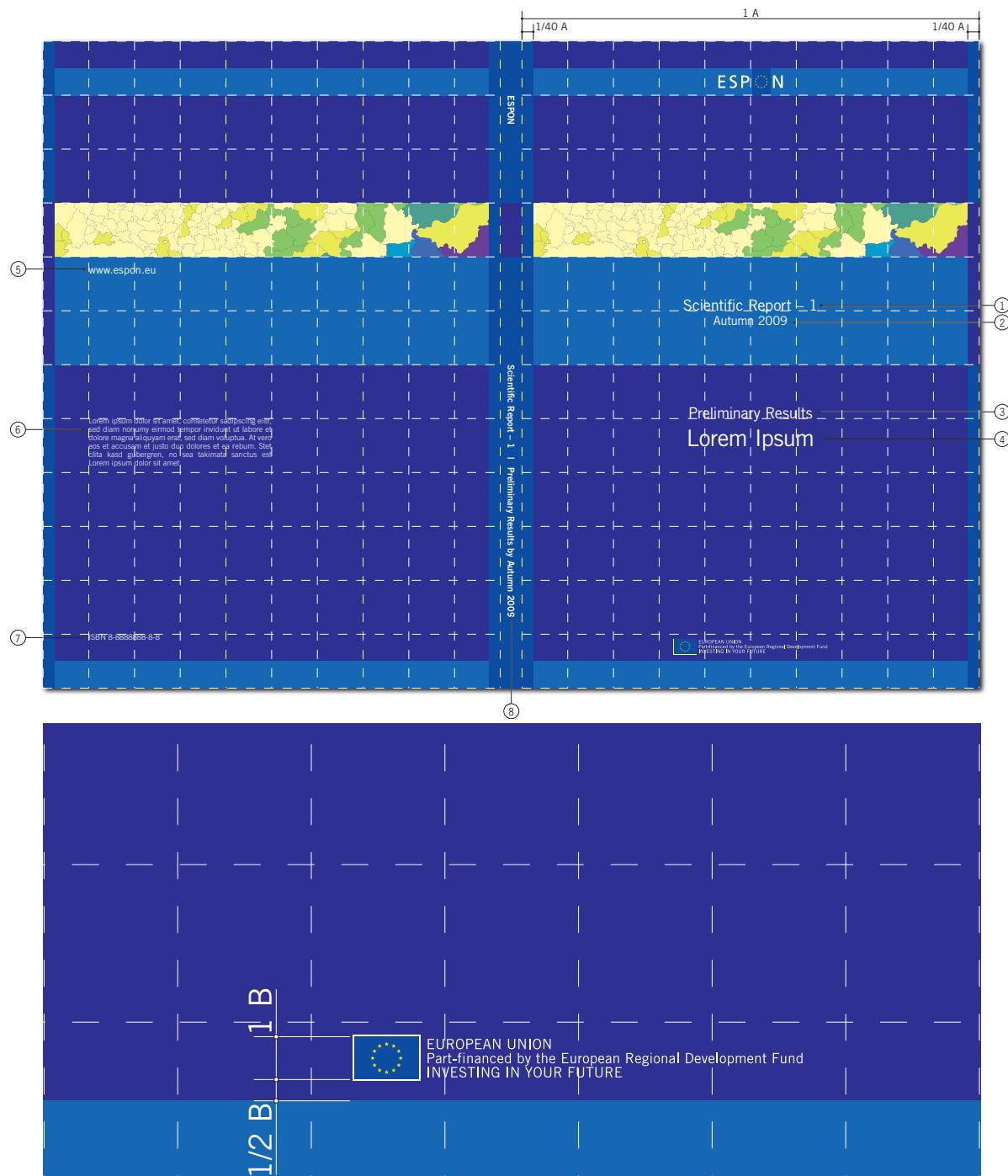
Cover

The following shows the basic principle for the corporate identity and lay-out of publications related to media activities.



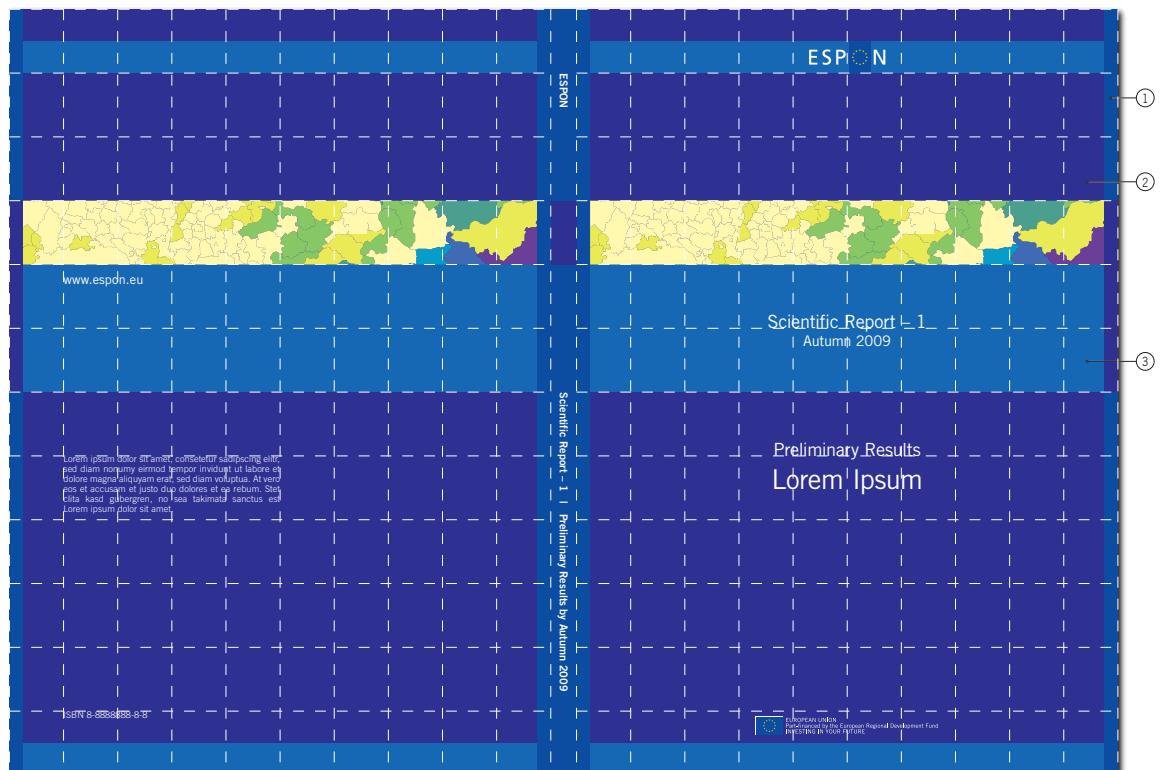
Portrait

Cover – Measurements



	Font Trade Gothic	Font size in point	Colour
1	Medium	20	white
2	Medium	16	white
3	Medium	20	white
4	Medium	30	white
5	Medium	14	white
6	Light	10	white
7	Light	10	white
8	Bold No. 2	12	white

Cover – Measurements



	Colour
1	Corporate Colour Blue
2	Blue Main
3	Blue Sub

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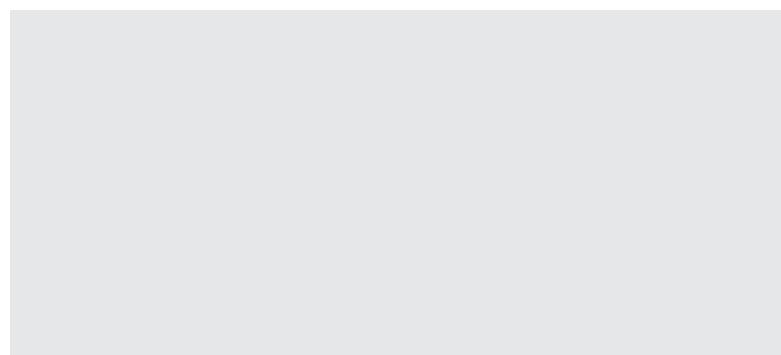


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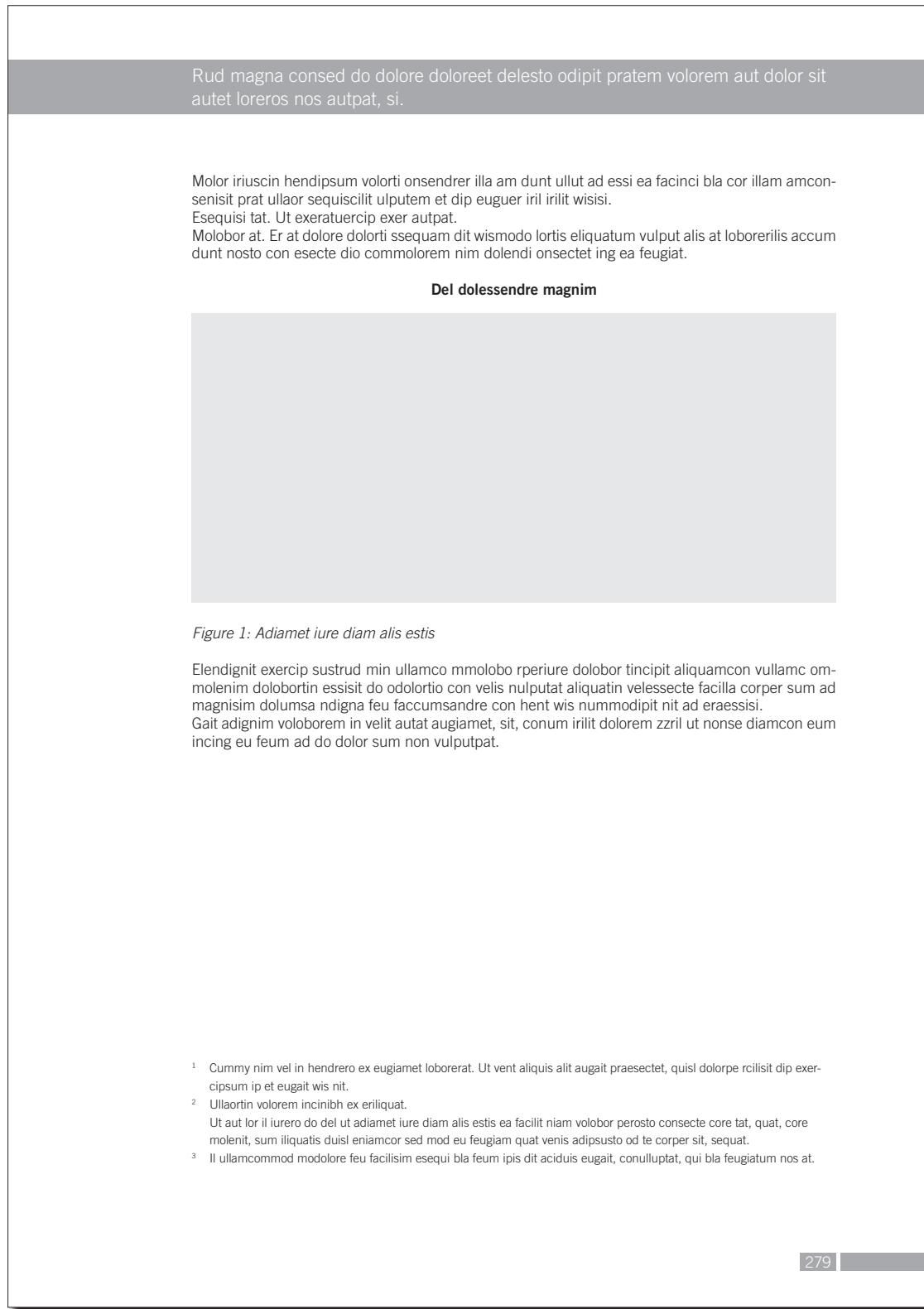
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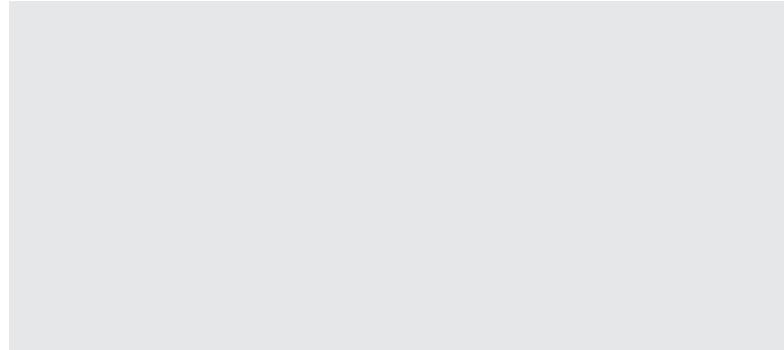


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by Erroth Tiaqueo

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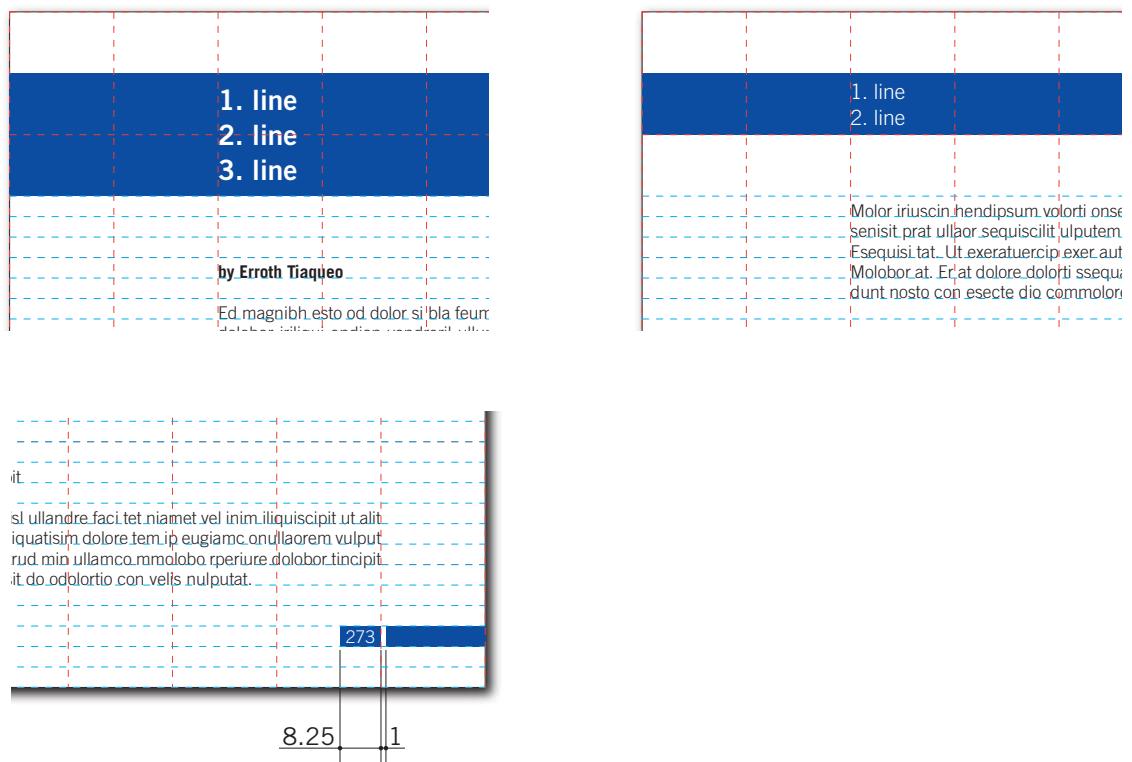
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The two blue horizontal bars on the top are planned to contain two or three lines for the headline. No exact dimensions are given - just centre the two or three lines vertically.

Corporate Identity blue should be used for the top horizontal blue bar, page number box and headlines. All other text should be either black or white.

In the example given here, the series colour box (next to the page number box) is Corporate Identity blue. This colour should change according to the colour of the series (e.g. the red series should use the main colour red). An example of this can be found on page 30.



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2 by Erroth Tiaqueo

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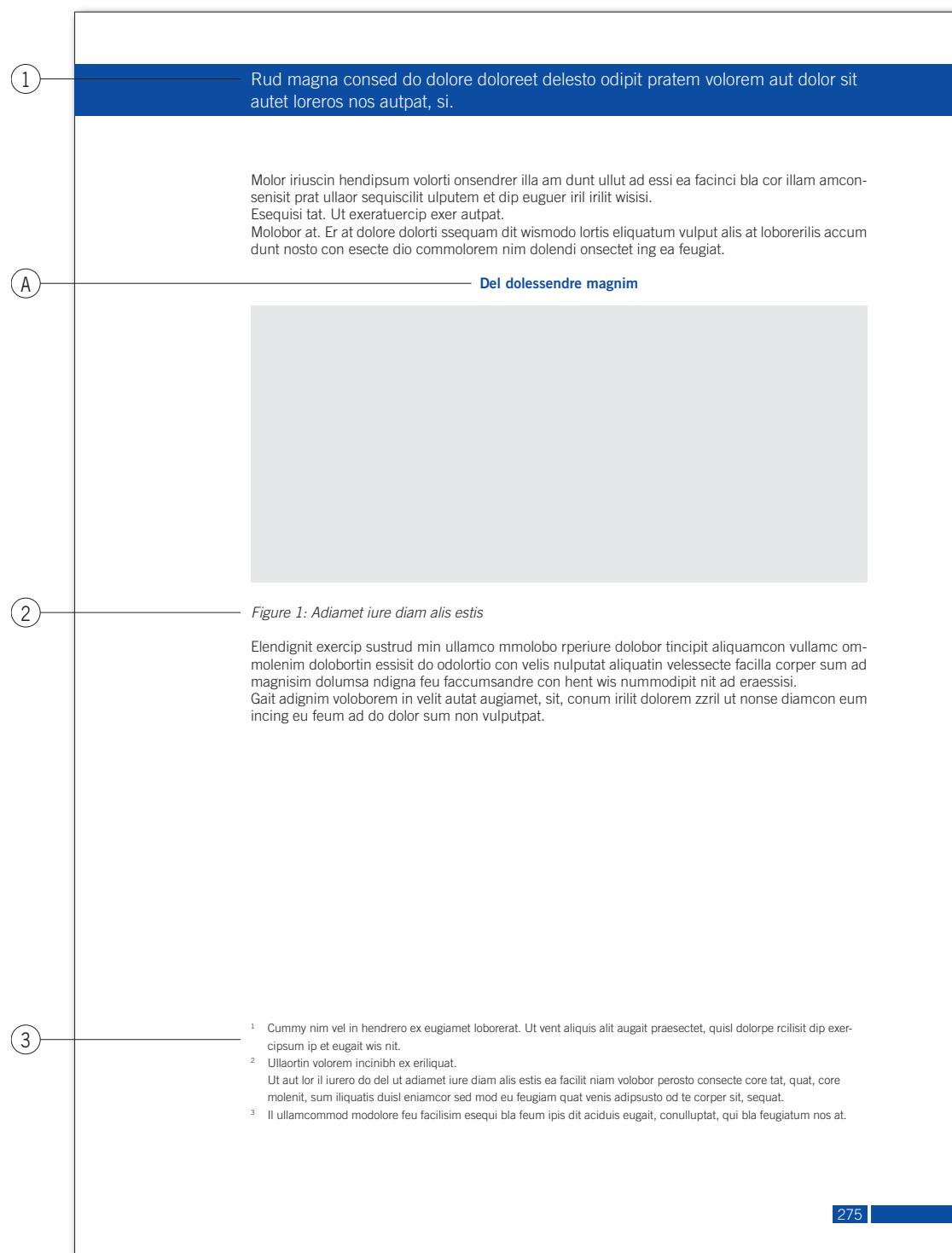
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2	Bold	10 / 11	black
3	Light	10 / 11	black
4	Light Oblique	10 / 11	black
5	Bold	12 / 11	Corp. Colour Blue

Publications Portrait – Measurements



A	The map title should be centrally aligned. Corporate Colour Blue		
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Light	12 / 15	white
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3	Light	8 / 11	black

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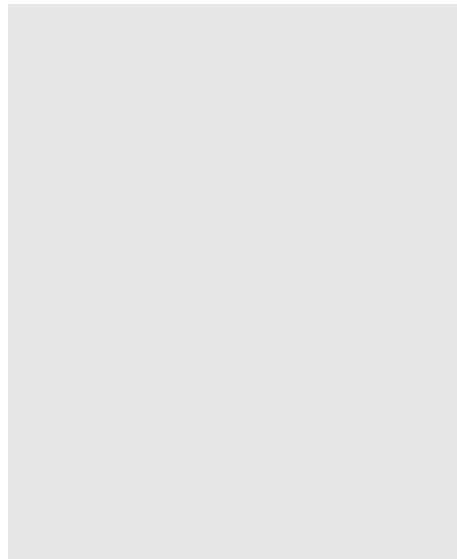
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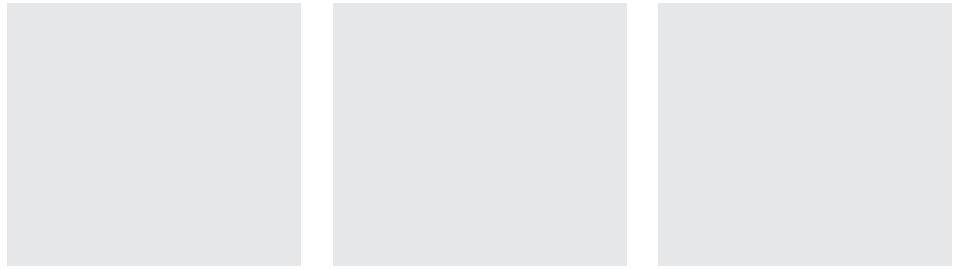
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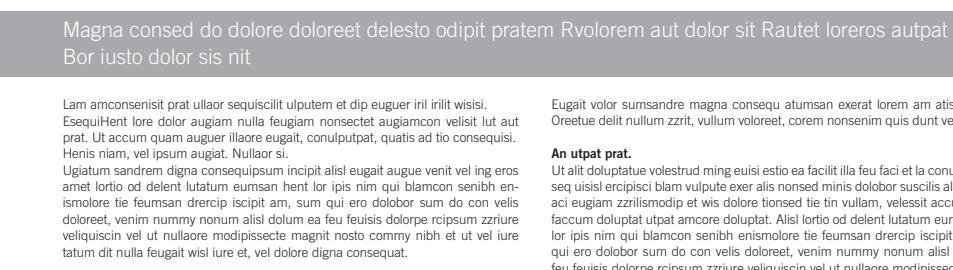
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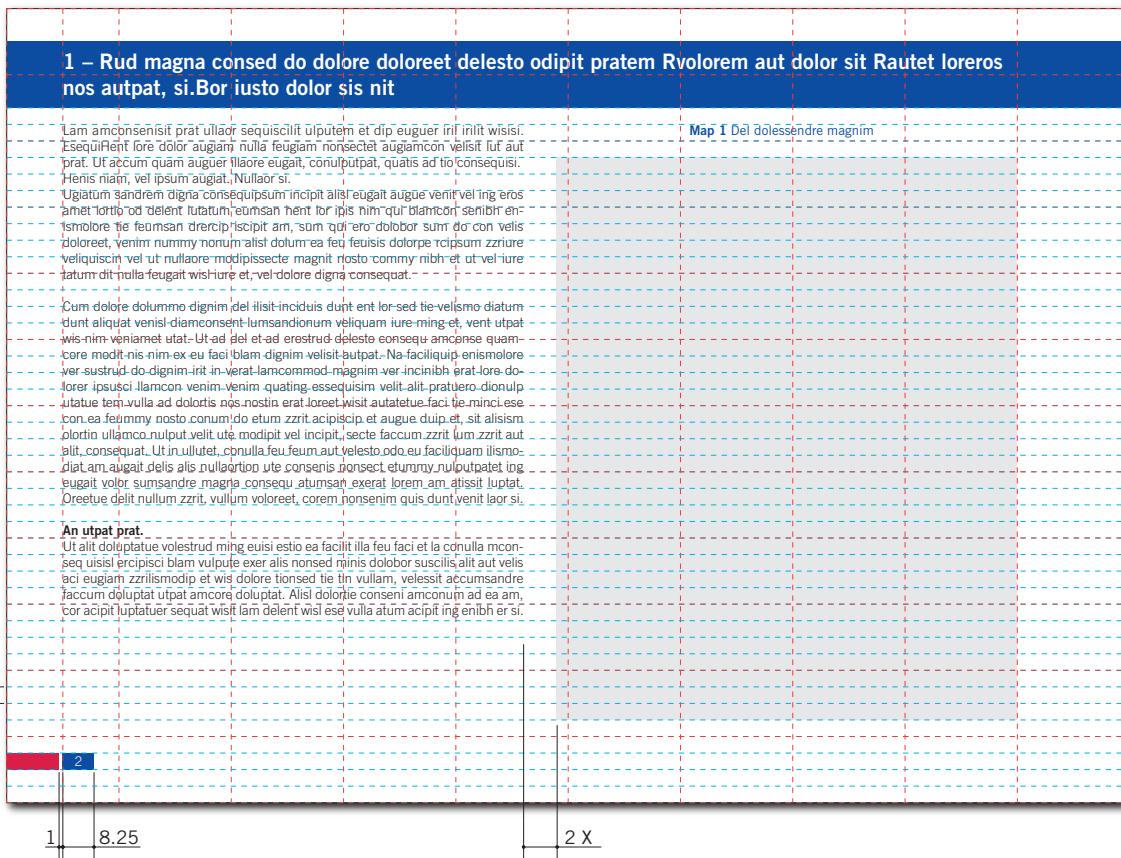


5

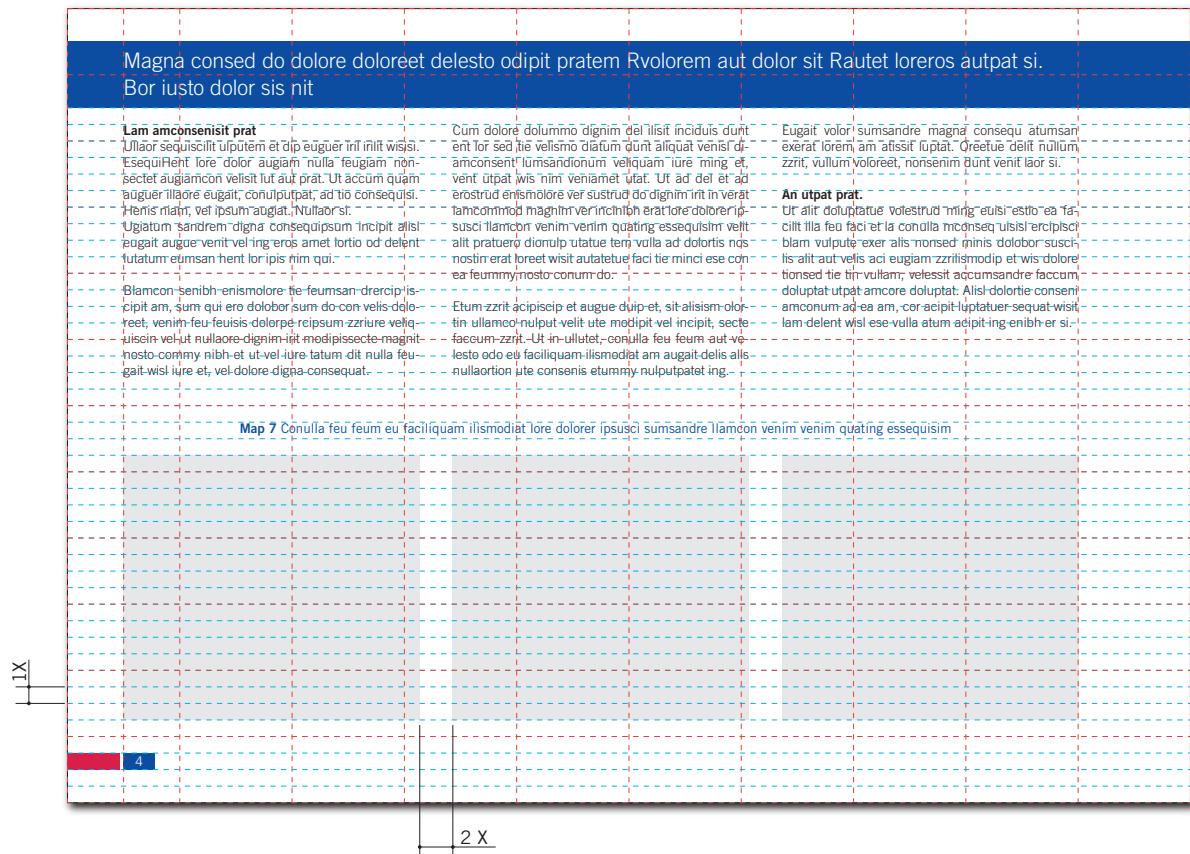
Publications Landscape – Measurements

The main and baseline grids are visible on this page. This is for both design features and for text spacing.

Dimensions for the text are identical to the portrait version of publications. See pages 28 and 29 for more details.



Publications Landscape – Measurements



Business Card

Business cards share the same design features as other ESPON Templates and should be based on 85x55mm. The content should always be centrally aligned.

Note that the postcode follows the ISO 3166 ALPHA-2 definition of LU.



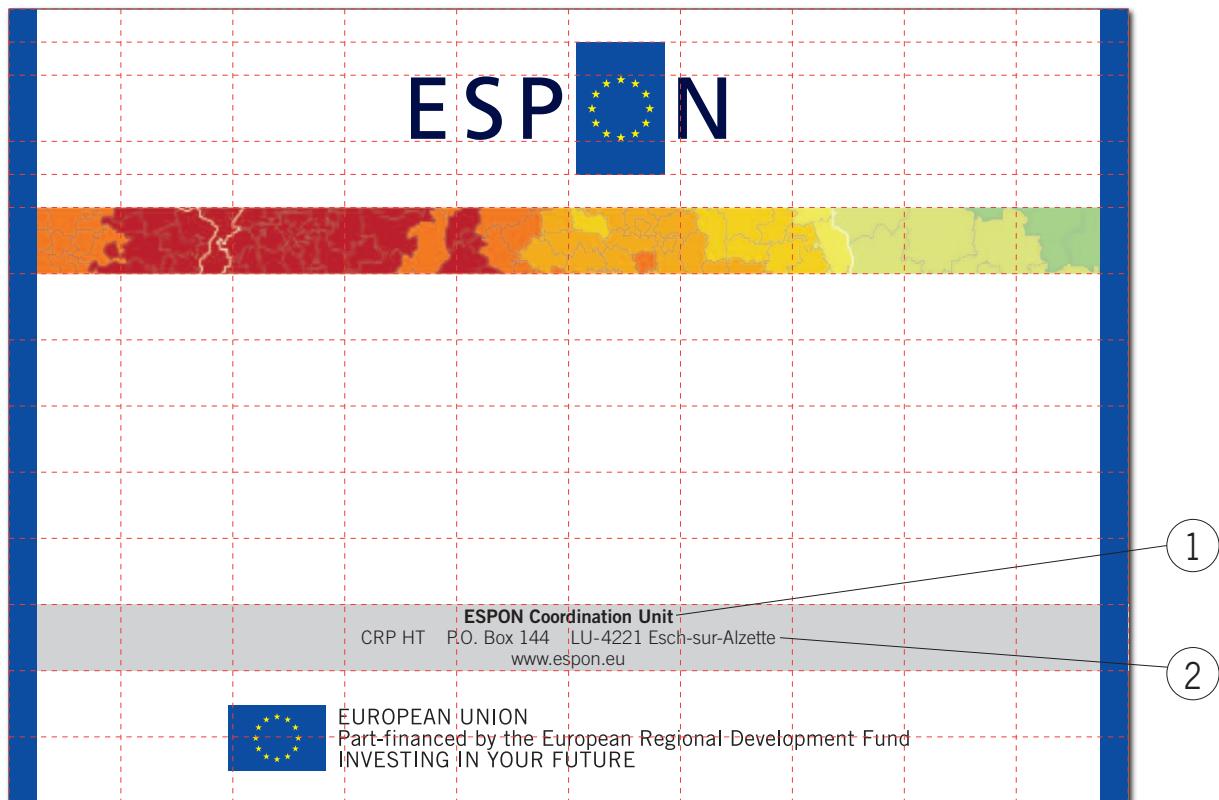
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Bold No. 2	9 / 9	black
2	Light	7 / 8	black
3	Bold No. 2	6 / 6	black
4	Light	6 / 6	black

Compliment Slip

The compliments slip is based on 148x105mm. All printed information, the ESPON Name and Symbol and the European Union emblem should be centrally aligned.

Note that the postcode follows the ISO 3166 ALPHA-2 definition of LU.



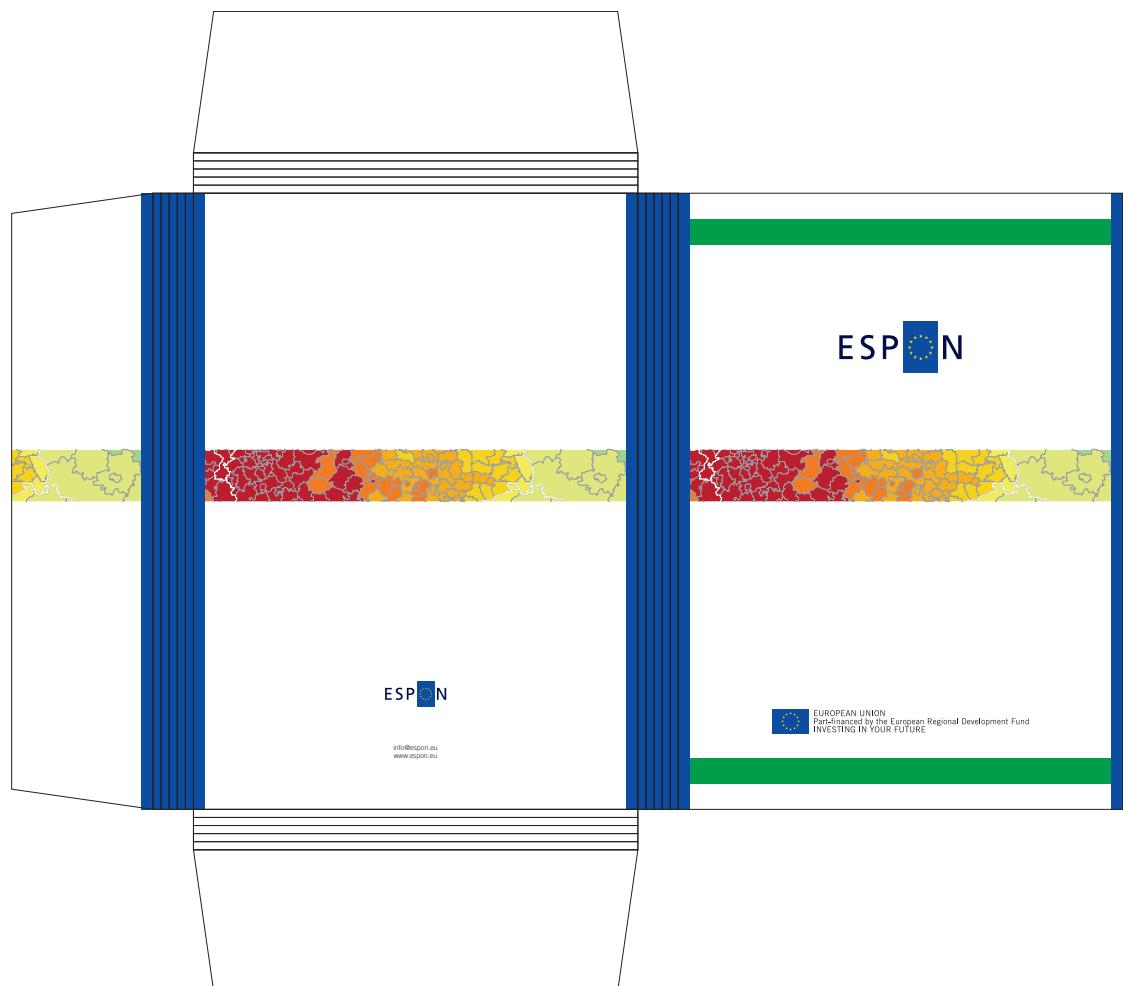


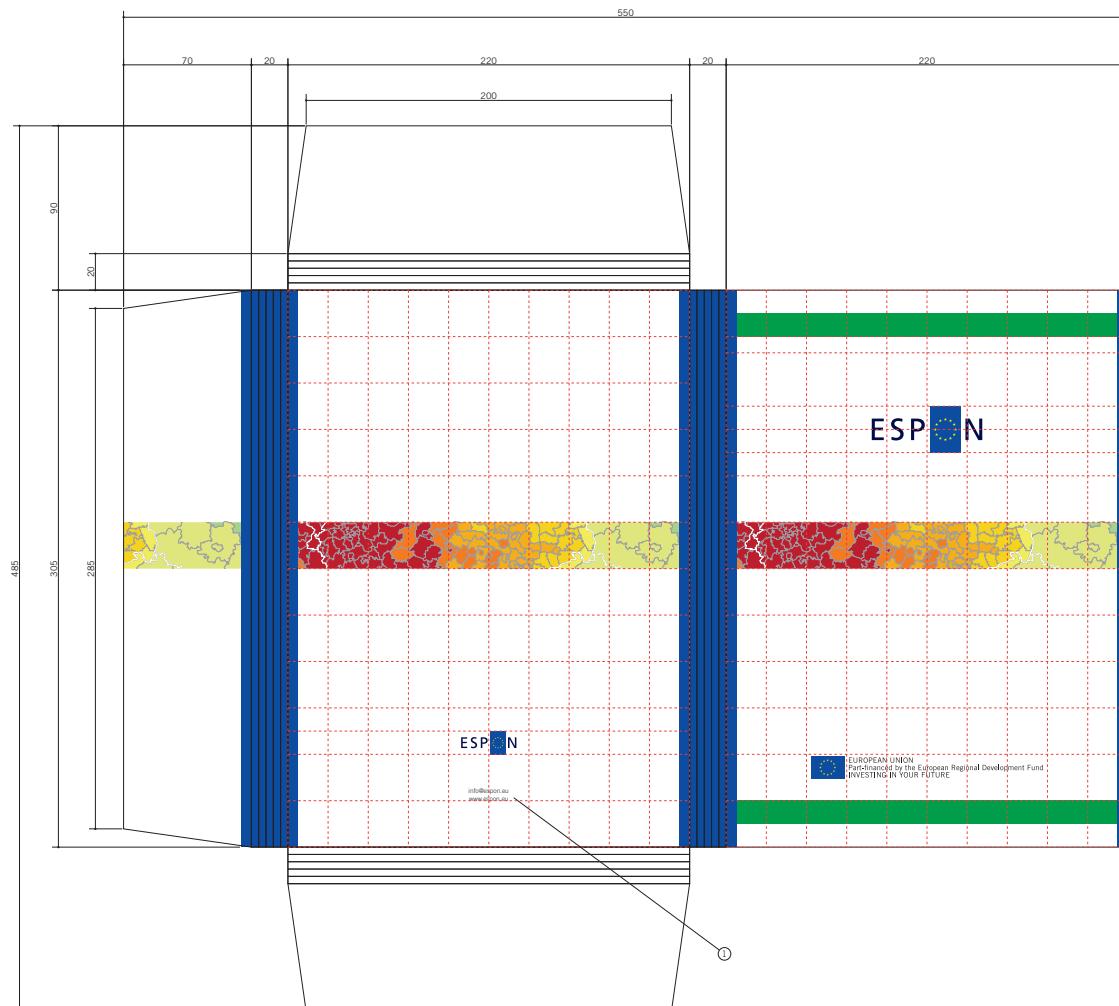
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Bold No. 2	7 / 8	black
2	Light	7 / 8	black

Folder

The folder includes all key design elements of the ESPON Programme:

- vertical blue bars
- horizontal map cut-out
- centrally aligned symbol at the top of the cover page
- centrally aligned EU emblem and publicity statement
- centrally aligned symbol on the back page
- centrally aligned e-mail address and website on the back page





	Font Trade Gothic	Font size / line spacing in point	Colour
1	Light	10 / 12	black

Letter Head

The ESPON Letter Head is designed to be printed in-house.

The design echoes that of the business card with the horizontal grey bar containing contact information across the bottom of the page.

The centred ESPON Name and Symbol are a key design element as is the centred EU emblem and publicity statement at the bottom of the page.

To spare printing costs, the second and subsequent pages of a letter may be printed on blank paper.



ESPON CRP HT P.O. Box 144 LU-4221 Esch-sur-Alzette
e.g. x cm indicia (blank space for postage marks)
e.g. Do not redirect / Do not forward
e.g. Registered post
Firm (Name of company)
salutation, where applicable professional/official title
where applicable academic title, name
Street/house number, P.O. Box number
Postcode and town, (ship-to location)
Country

Esch-sur-Alzette, 1 July 2010

Subject: Vulputate velit esse molestie consequat

Dear Lorem ipsum,

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ESPON Coordination Unit
CRP HT P.O. Box 144 LU-4221 Esch-sur-Alzette
Phone: +352 54 55 80 -700 Fax: +352 54 55 80 -701 www.espon.eu



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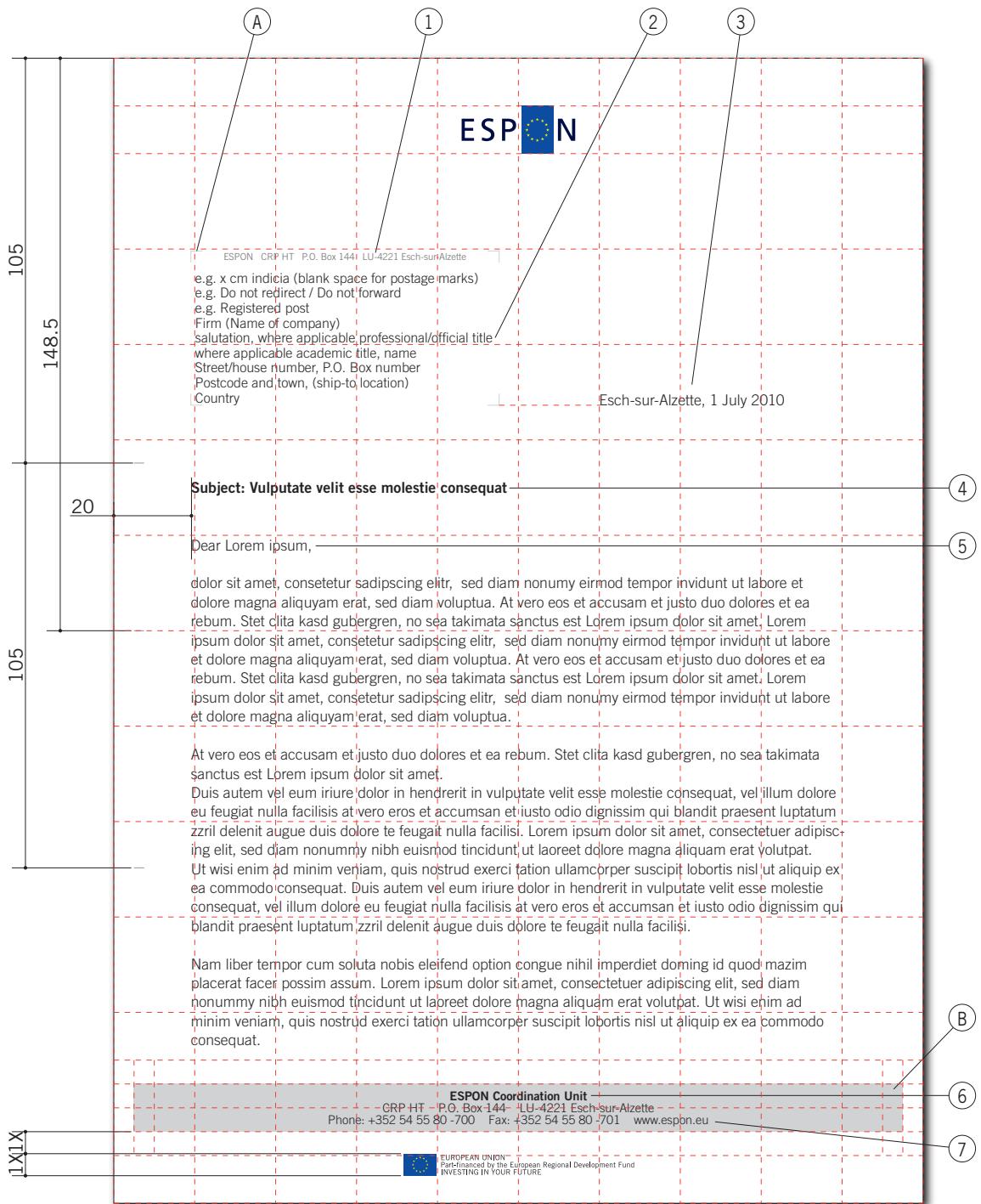
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

Best regards,
first name last name

Attachments:

- Consetetur
- Sadipscing

Letter Head – Measurements



A	measure 80 x 40	20 from left / 50 from top	20% black
B			20% black
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Light	7 / 7	70% black
2	Light	10 / 11	black
3	Light	11 / 14	black
4	Bold No. 2	11 / 14	black
5	Light	11 / 14	black
6	Bold No. 2	9 / 9	black
7	Light	9 / 9	black

Letter Head Subsequent Page(s) – Measurements



As with the cover page, the orientation of page 2 is according to the grid and so no exact measurements in mm are given here.

Fax

The ESPON Fax page is designed based on the letter head. The centrally aligned symbol is placed at the top of the page and the white horizontal bar at the foot of the page ensures consistency across the ESPON Corporate Identity. The EU emblem and publicity statement is placed at the bottom of the page.

 FAX	
Recipient Recipient company Recipient name Recipient fax number Total pages: 7	Sender Sender: first name last name Phone: +352 54 55 80 -799 E-Mail: name@espon.eu Esch-sur-Alzette, 1 July 2010
Subject: Vulpitate velit esse molestie consequat Dear Lorem ipsum, dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. Best regards, first name last name	
ESPON Coordination Unit CRP HT P.O. Box 144 LU-4221 Esch-sur-Alzette Phone: +352 54 55 80 -700 Fax: +352 54 55 80 -701 www.espon.eu	
 EUROPEAN UNION Part-financed by the European Regional Development Fund INVESTING IN YOUR FUTURE	

Internal Documents: Memo, Minutes, Internal Reports

Following both the letter head and the publication template, the memo template uses centrally aligned design features (title, sub-title) in order to ensure visual consistency. Details for the measurements and design of the memo template (based on a grid) are also available below. Please note that no symbols are used for internal documents. Additional text is more closely spaced.

Version + Date

ESPON 2013 Programme MEMO Vero Eos Et Accusam

1.1 Dear Lorem ipsum dolor

Sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

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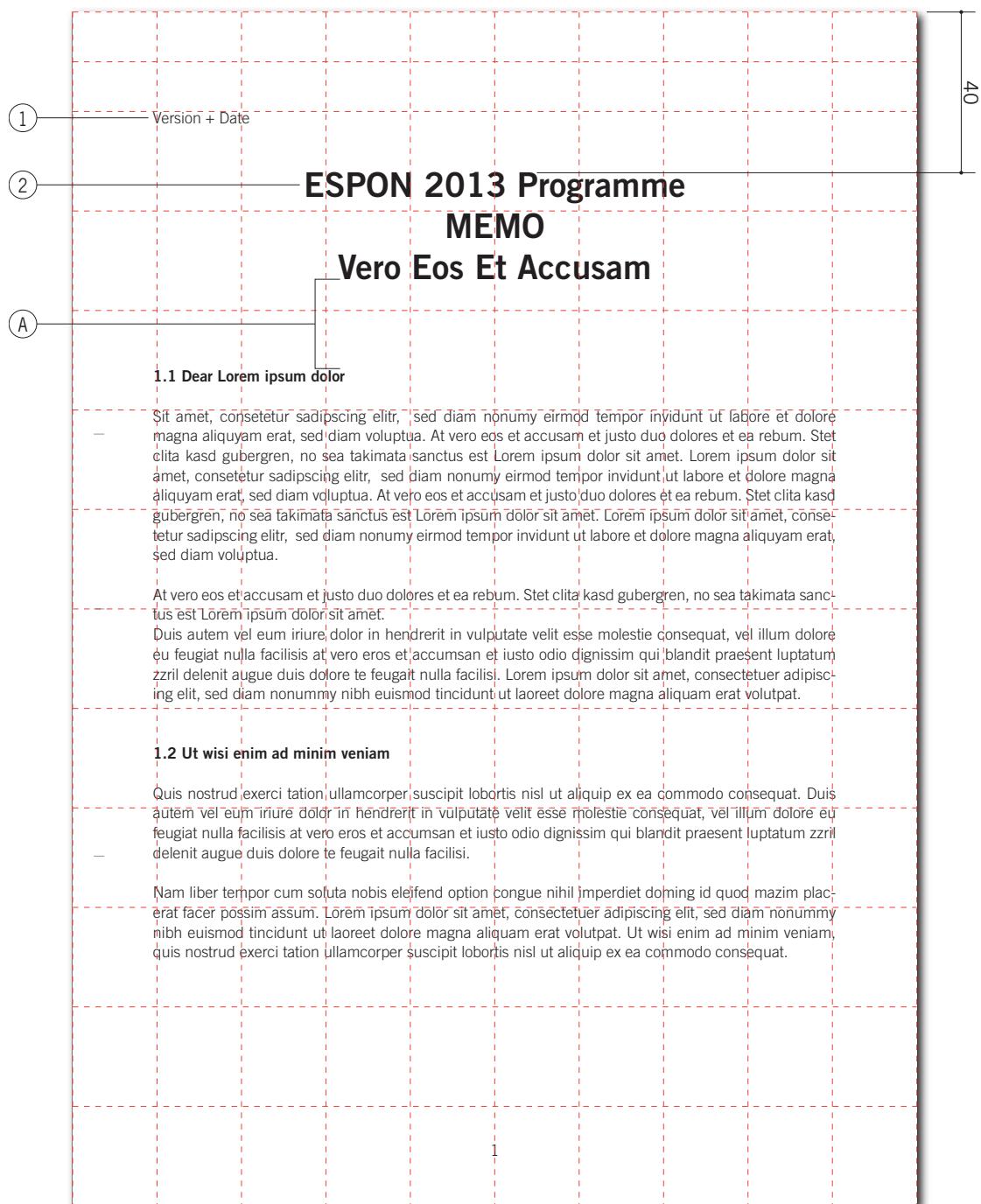
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Information on the orientation of the memo template is given in the master grid below.



	Font Trade Gothic	Font size / line spacing in point	Colour
1	Light	11 / 14	black
2	Bold Nr. 2	24 / 29	black
A		2 x line break 24 / 29	

Minutes for the ESPON Programme follow the same layout as the memo template. The style of table used ensures a consistent look with publication templates. Two kinds of minutes are available for ESPON. Where the template does not follow the memo template, the master grid is given below.

Version + Date

ESPON 2013 Programme MINUTES Vero Eos Et Accusam

1.1 Dear Lorem ipsum dolor

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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ESPON Managing Authority
Ministry of Sustainable Development and Infrastructures
ESPON Coordination Unit

Version + Date

ESPON 2013 Programme MINUTES

Monitoring Committee Meeting on Date

1.1 Dear Lorem ipsum dolor

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Institution	Name	Signature
Institution A	Name A	
Institution B	Name B	
Institution C	Name C	
Institution D	Name D	

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The grid below is for use with the second kind of minutes only. The template overview is available on pages 51 and 52.

(1)	ESPON Managing Authority Ministry of Sustainable Development and Infrastructures ESPON Coordination Unit						
(1)	Version + Date						
(2)	ESPON 2013 Programme						
(2)	MINUTES						
(3)	Monitoring Committee Meeting on Date						
(A)	<p>1.1 Dear Lorem ipsum dolor</p> <p>Sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.</p> <p>At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consetetur adipisciing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>						
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	1						

	Font Trade Gothic	Font size / line spacing in point	Colour
1	Light	11 / 14	black
2	Bold Nr. 2	24 / 29	black
3	Light	14 / 16	black
A		2 x line break 24 / 29	

The internal report template follows the same guidelines and layout as that of the memo template.

Version + Date

ESPON 2013 Programme Internal Report Vero Eos Et Accusam

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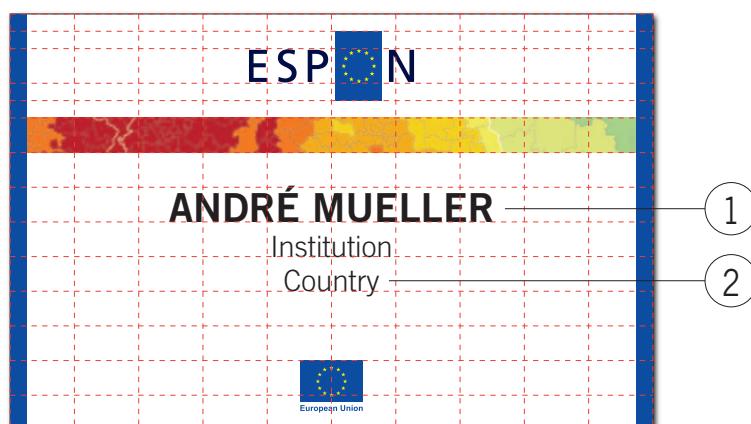
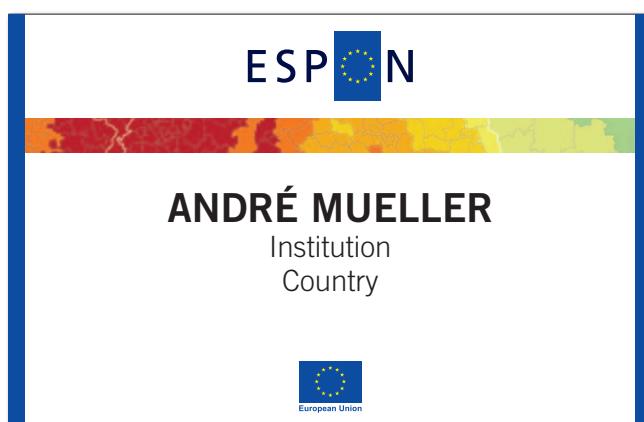
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Badges

Badges are designed with the same key design features as the ESPON Programme Business Cards:

- vertical blue bars
- horizontal map cut-out
- centrally aligned symbol at the top of the cover page
- centrally aligned participant name and job title (and institution where appropriate)
- centrally aligned EU emblem

Badges should be 55 x 90mm in size.



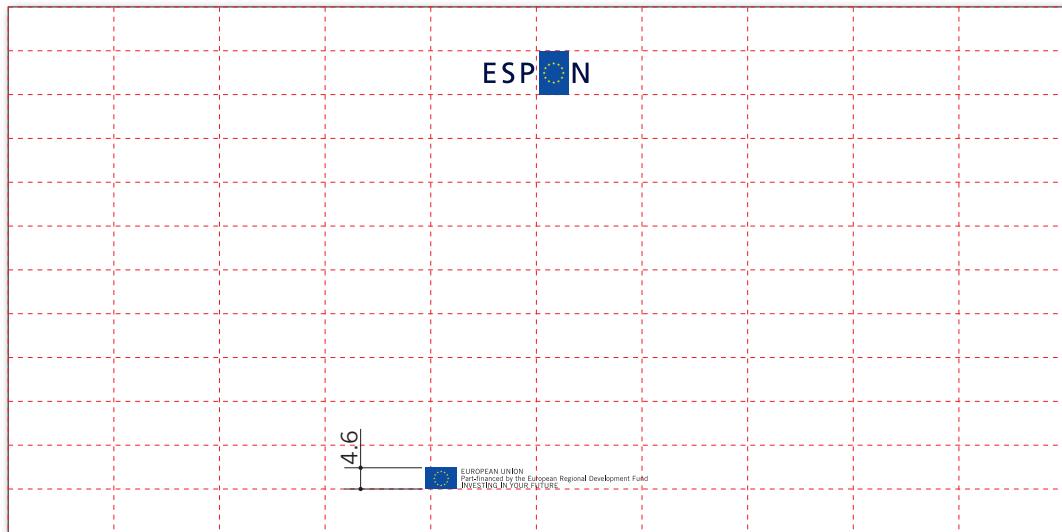
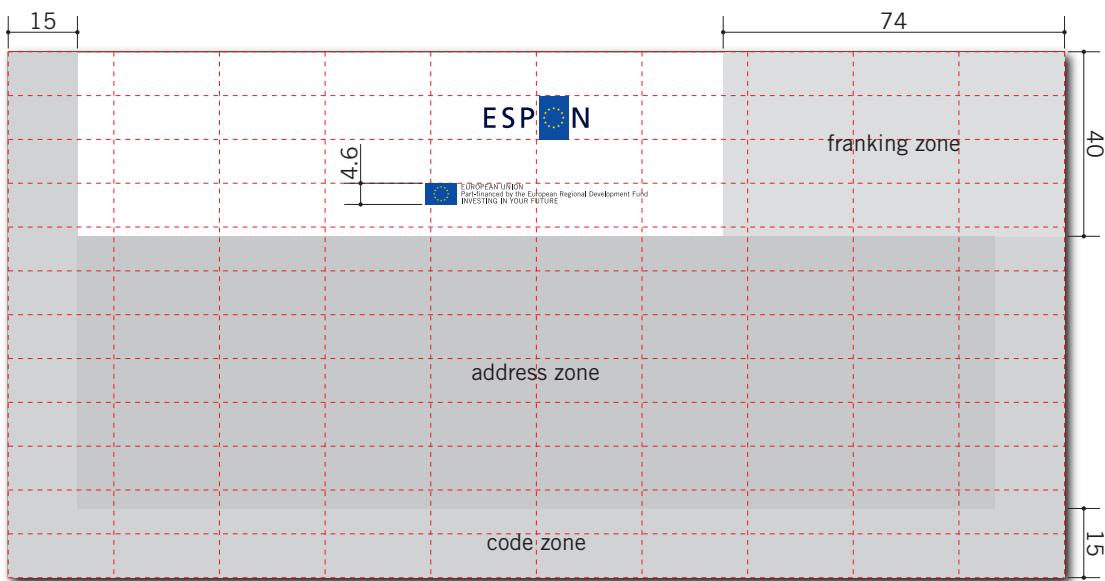
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Bold Nr. 2	15 / 18	black
2	Light	11 / 13	black

Envelopes

For envelope sizes C5/6, the sizes given below will ensure that the logo and publicity statement are centrally aligned. Please note that the size of both design elements should remain constant even with different envelope sizes. This design will work both with and without an envelope window.

The two templates given below

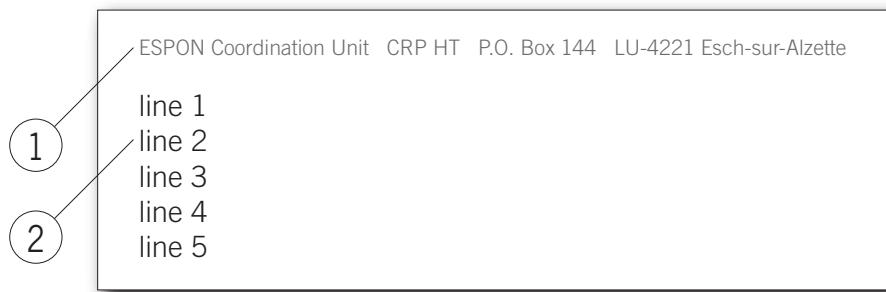
1. aligns against a common normative layout for envelopes
2. aligns against the base grid



Mailing Sticker

The mailing stickers are designed to be used in conjunction with sticker size 105 x 37mm, from the company HERMA.

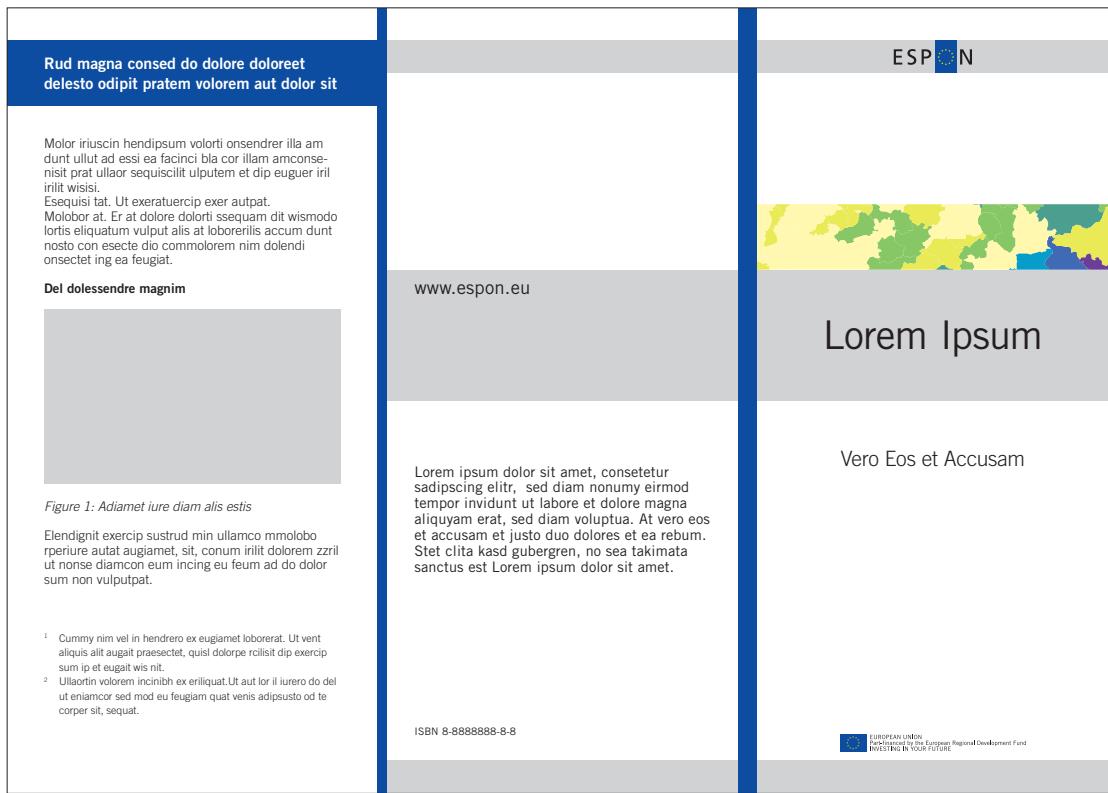
The ESPON contact details are given in a horizontal bar across the top of the sticker and the address lines are left aligned below.



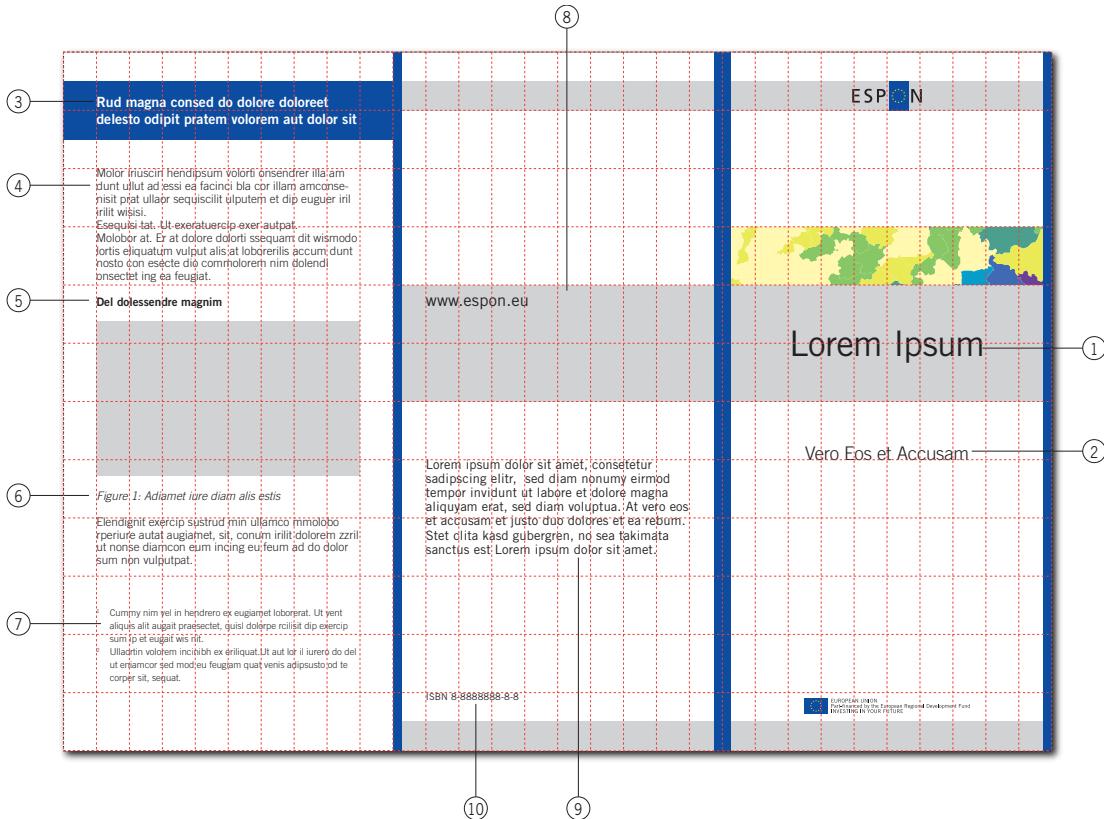
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Light	8 / 9	70% black
2	Light	11 / 13	black

Brochure

The brochure is intended to be printed on A4 paper and folded into a six-side publication. The brochure contains all key ESPON design elements as well as space for the ISBN number.



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	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	30 / 36	black
2	Light	16 / 19	black
3	Bold Nr. 2	12 / 15	white
4	Light	10 / 11	schwarz
5	Bold Nr. 2	10 / 11	schwarz
6	Light oblique	10 / 11	black
7	Light	8 / 11	black
8	Medium	14 / 17	black
9	Medium	11 / 12	black
10	Medium	8 / 9	black

Brochure – Measurements

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1	Font Trade Gothic 1	Font size / line spacing in point 10 / 11	Colour black

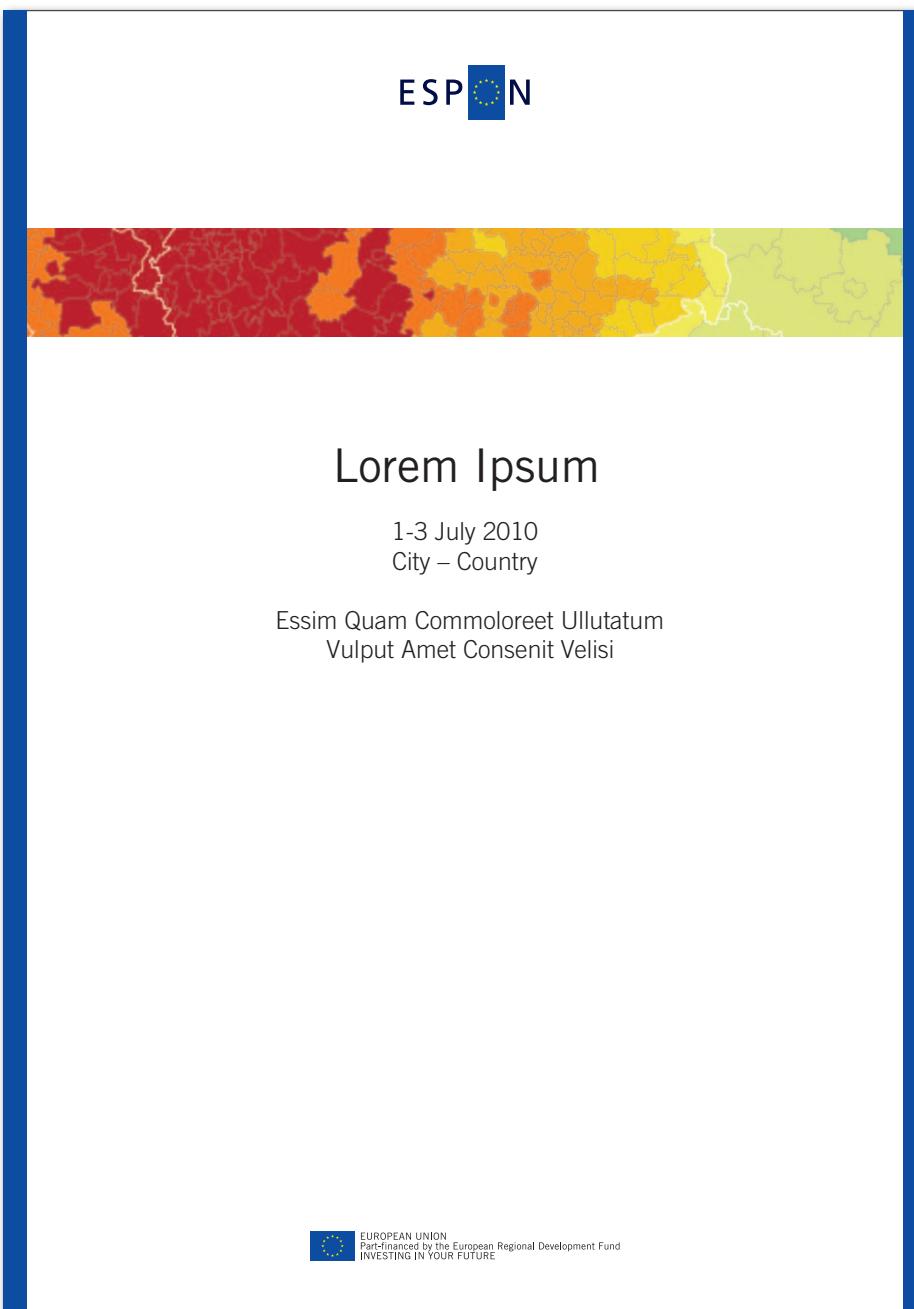
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Bold	10 / 11	black

Leaflet

The ESPON Leaflet is intended to be printed on 2 sides of A4.

The cover page is comprised of the following design elements:

- vertical blue bars
- horizontal map cut-out
- centrally aligned symbol at the top of the cover page
- centrally aligned title
- centrally aligned EU emblem and publicity statement



The second page is comprised of the following key design elements:

- horizontal map cut-out bar containing leaflet information
- vertical blue bars
- horizontal grey bar with ESPON contact information

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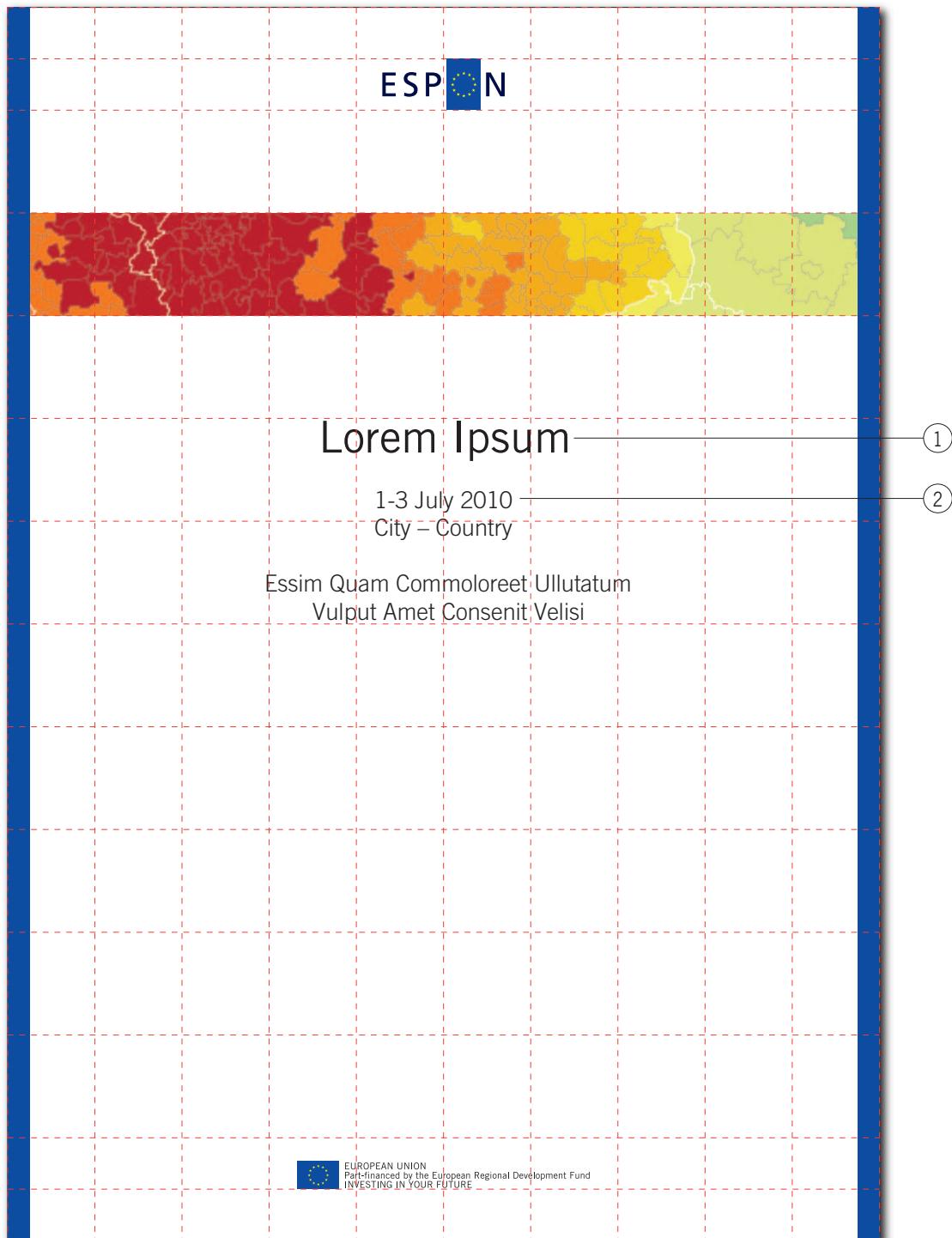
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ESPON Coordination Unit
CRP HT P.O. Box 144 LU-4221 Esch-sur-Alzette
Phone: +352 54 55 80 -700 Fax: +352 54 55 80 -701 www.espon.eu



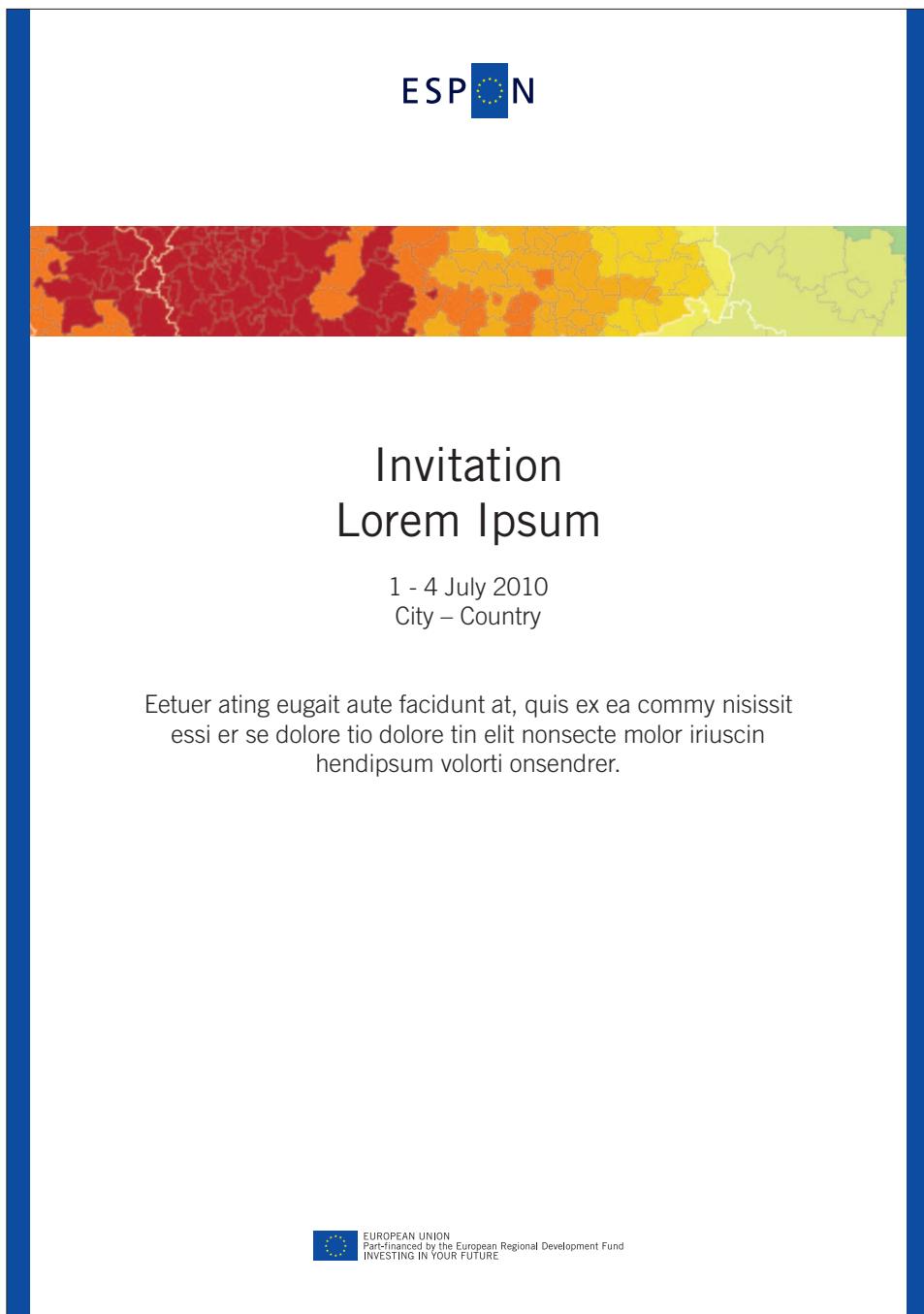
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	30 / 36	black
2	Light	16 / 19	black

Invitations

Invitations are designed to echo the leaflet template.

The cover page is comprised of the following key design elements:

- vertical blue bars
- horizontal map cut-out
- centrally aligned symbol at the top of the cover page
- centrally aligned title, date and event description
- centrally aligned EU emblem and publicity statement



The content pages are comprised of the following key design elements:

- horizontal map cut-out bar containing leaflet information
- vertical blue bars
- centrally aligned title, date and event description
- horizontal grey bar with ESPON contact information

Invitation Lorem Ipsum
1 - 4 July 2010 – City – Country

Venue

Eetuer ating eugait aute
Facidunt at quis ex ea commy nisssit
Essi er se dolore tio dolore

Programme

9:30 - 10:00	Eetuer ating eugait
10:30 - 11:00	Aute facidunt at, quis ex ating eugait aute facidunt at, quis ex ea commy nisssit essi er se dolore tio dolore tin elit nonsecte molor iriuscin hendipsum volorti onsendrer ea commy nisssit
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13:30 - 14:00	Essi er se dolore tio dolore tin elit nonsecte
14:30 - 15:00	Fetuer ating eugait
15:30 - 16:00	Aute facidunt at, quis ex ea commy nisssit essi er se dolore tio dolore tin elit nonsecte molor tin elit iriuscin hendipsum
17:00 - 18:00	Eetuer ating eugait
18:00 - 21:00	Aute facidunt at, quis ex ating eugait aute facidunt at, quis ex ea commy nisssit essi er se dolore tio dolore tin elit nonsecte molor iriuscin hendipsum volorti onsendrer ea commy nisssit

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CRP HT P.O. Box 144 LU-4221 Esch-sur-Alzette
Phone: +352 54 55 80 -700 Fax: +352 54 55 80 -701 www.espon.eu

Name Plates

Two versions of name plates are outlined here: with and without job title.

The key design elements include:

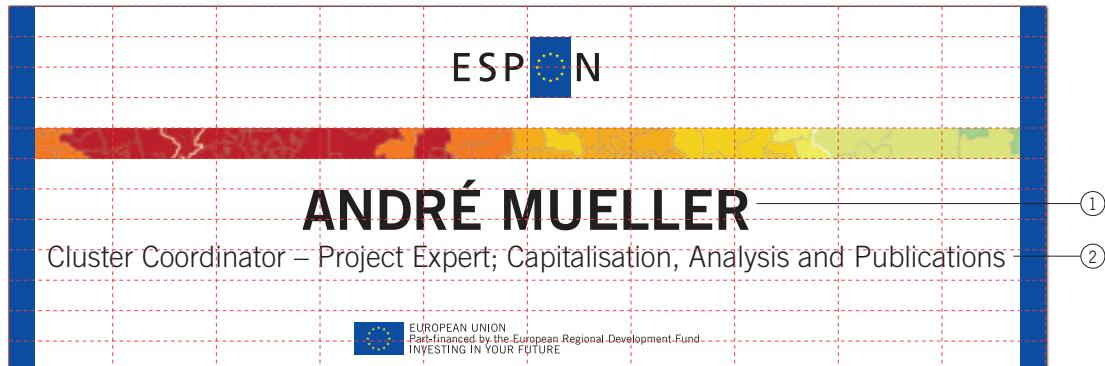
- vertical blue bars
- horizontal map cut-out
- centrally aligned symbol at the top of the cover page
- centrally aligned participant name and job title (and institution where appropriate)
- centrally aligned EU emblem

This not only ensures consistency across the Corporate Identity but also echoes the name badge template.



Name Plates – Measurements

Dimensions: 105 x 298mm

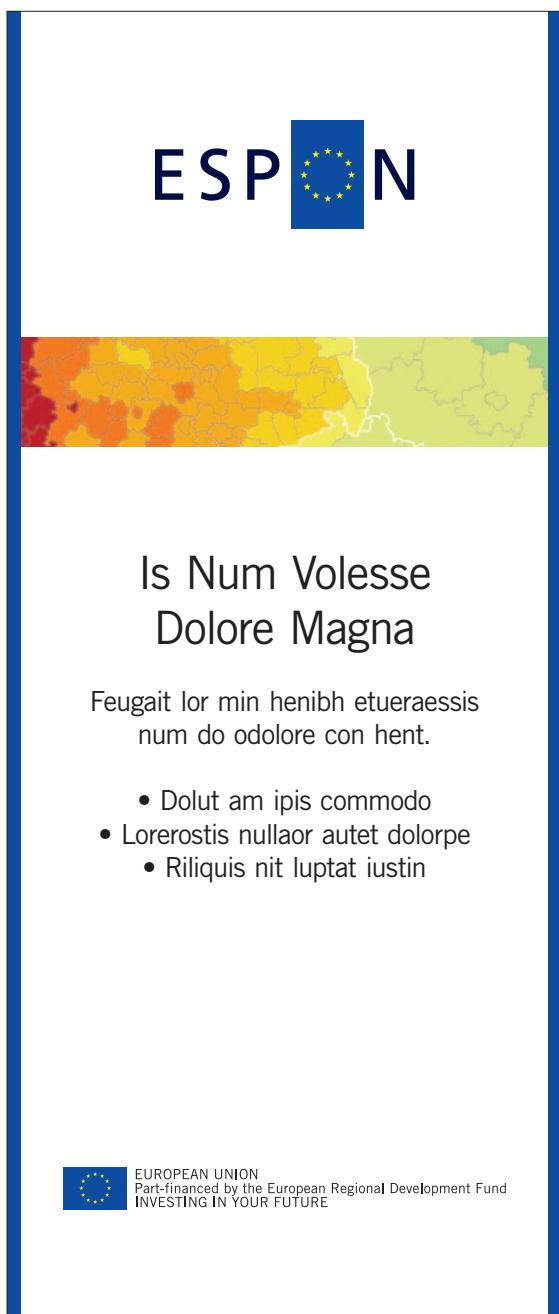


	Font Trade Gothic	Font size / line spacing in point	Colour
1	Bold Nr. 2	45 / 53	black
2	Light	24 / 30	black
3	Bold Nr. 2	60 / 72	black

Banners

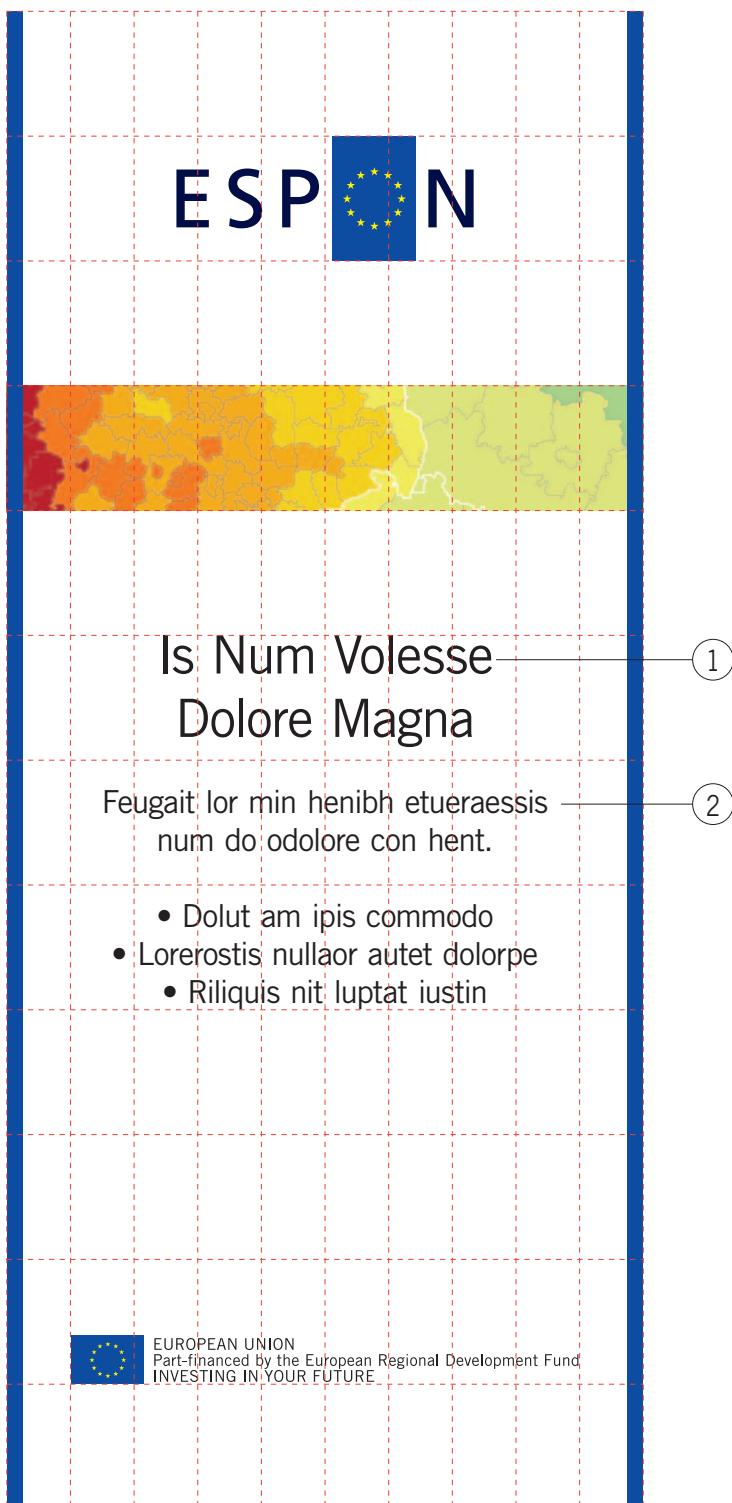
Given the size of the ESPON Logo on this marketing material, the EU emblem and publicity statement are not within the ratio defined for allowed use as it would be too broad for the banner.

The EU emblem and publicity statement have been raised in order to ensure better visibility as banners will usually be placed on the floor. Depending on the used roll-up the exact position can be adapted.



Banners – Measurements

Dimensions: 850 x 2000mm



	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	200 / 240	black
2	Medium	120 / 144	black

Videoclip

The first and last frames of any ESPON Video should be a common element to all clips uniting them under the ESPON Corporate Identity. The first frame includes a horizontal map cut-out as well as the ESPON Symbol and EU emblem and publicity statement centrally aligned. The title of the video should also be centrally aligned.

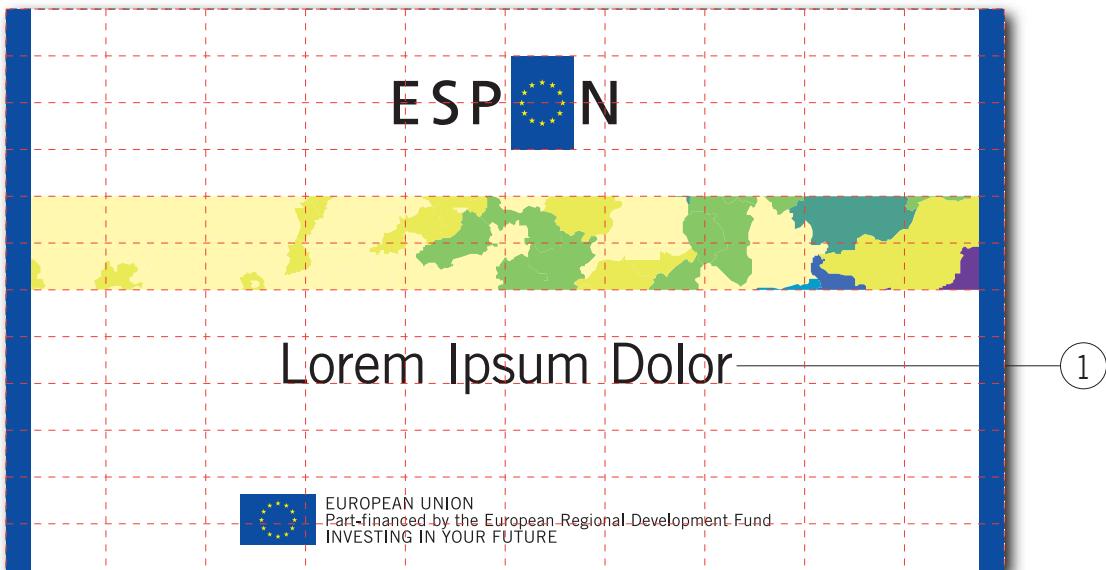
The final frame also includes the symbol, emblem and publicity statement as well as credits, which should all be centrally aligned.

First screen



Last screen





	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	24 / 29	black



	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	16 / 20	black

Conference / Seminar / Workshop Programmes

Each of these programmes comprises a centrally aligned overview of the event (title, venue, date etc.) as well as an agenda and space for a descriptive programme. The key design elements of the ESPON Programme are present and it echoes the badges, PowerPoint presentations and name plates to ensure visual coherence at ESPON Events.



Workshop Programme Lorem Ipsum

1 July 2010
City – Country

Venue

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Facidunt at quis ex ea commy nisissit
Essi er se dolore tio dolore

Programme

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10:30 - 11:00	Aute facidunt at, quis ex ating eugait aute facidunt at, quis ex ea commy nisissit essi er se dolore tio dolore tin elit nonsecte molor iriuscinc hendipsum volorti onsendr ea commy nisissit
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 EUROPEAN UNION
Part-financed by the European Regional Development Fund
INVESTING IN YOUR FUTURE



17:00 - 18:00 Eetuer ating eugait

18:00 - 21:00 **Aute facidunt** at, quis ex ating eugait aute facidunt at, quis ex ea commy seda nisssit essi er se dolore tio dolore tin elit nonsecte molor iriuscinc stisit hendipum volorti eugait onsendrer ea commy nisssit

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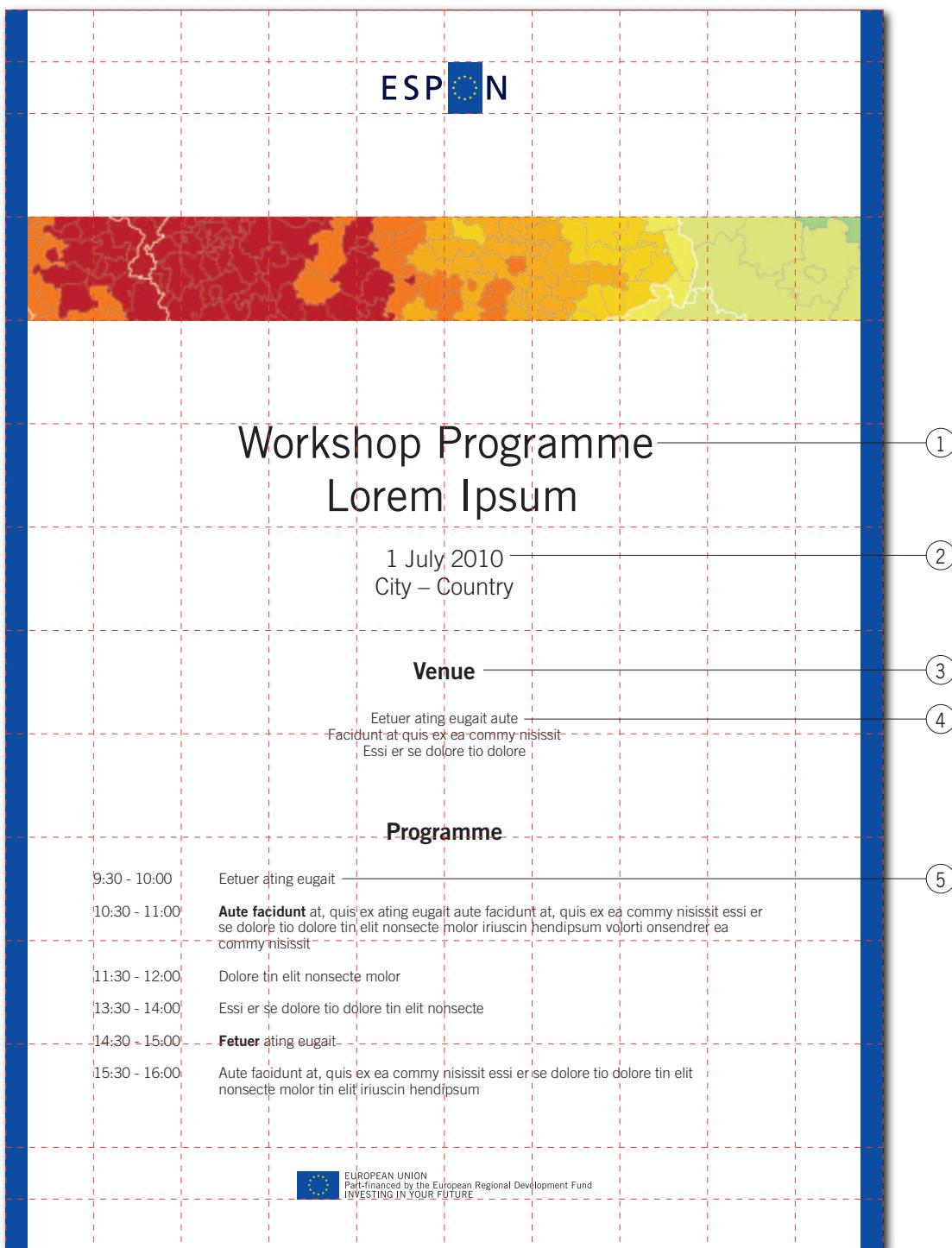
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ESPON Coordination Unit

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Phone: +352 54 55 80 -700 Fax: +352 54 55 80 -701 www.espon.eu



	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	30 / 36	black
2	Light	16 / 19	black
3	Bold No. 2	16 / 19	black
4	Light	10 / 12	black
5	Light	10 / 12	black

Workshop Program Lorem Ipsum
1 July 2010 – City – Country

17:00 - 18:00	Eetuer ating eugait
18:00 - 21:00	Aute facidunt at, quis ex ating eugait aute facidunt at, quis ex ea commy sed a nisssit essi er se dolore tio dolore tin elit nonsecte molor iuruscin stisit hendipum volorti eugait onsendrer ea commy nisssit
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<p style="text-align: right;">ESPON Coordination Unit CRP HT P.O. Box 144 LU-4221 Esch-sur-Alzette Phone: +352 54 55 80 -700 Fax: +352 54 55 80 -701 www.espon.eu</p>	

	Font Trade Gothic	Font size / line spacing in point	Colour
1	Bold	12 / 14	black

Maps

Where graphic and text boxes are overlaid on a map, the boxes should be indentical in width.

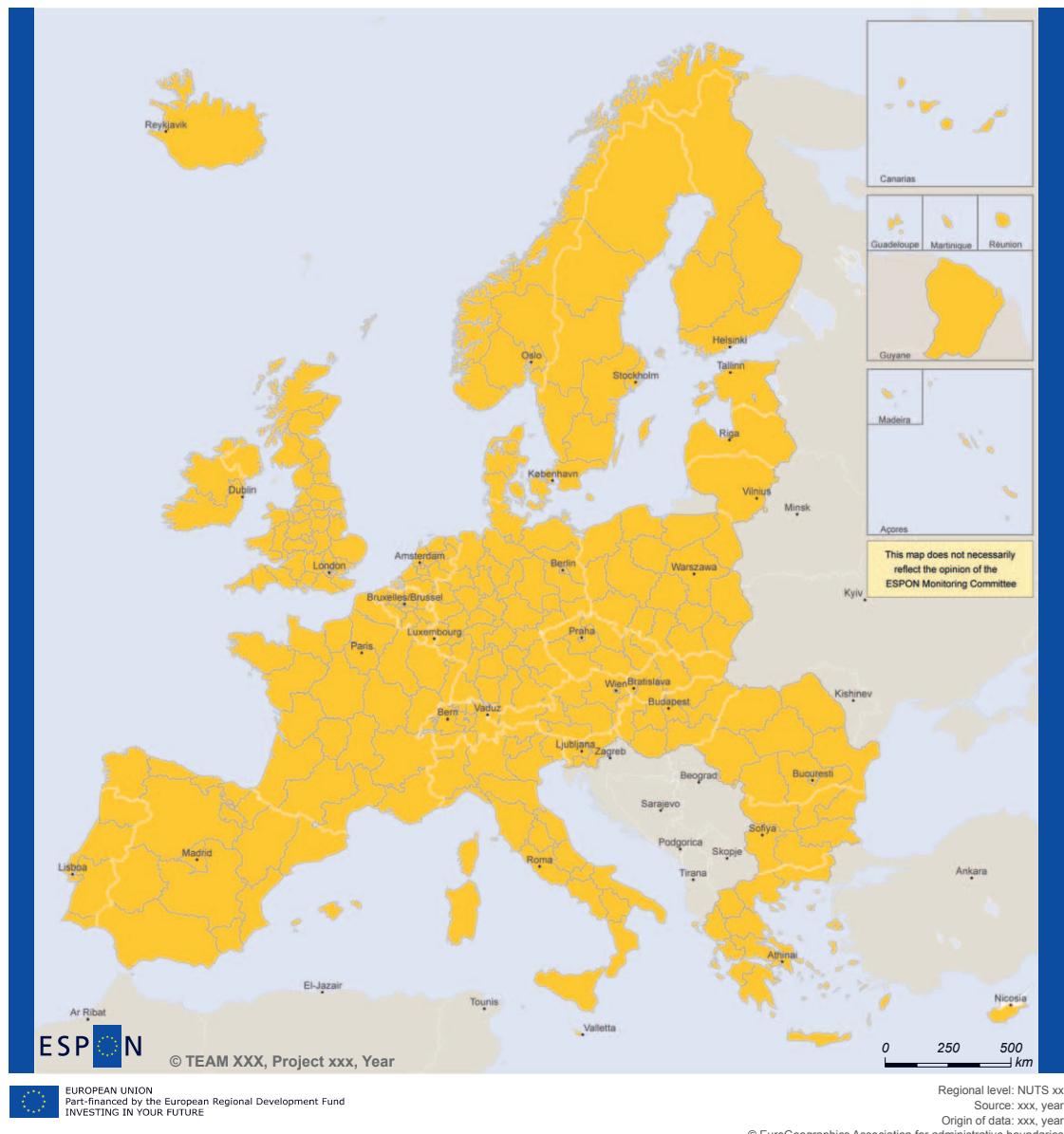


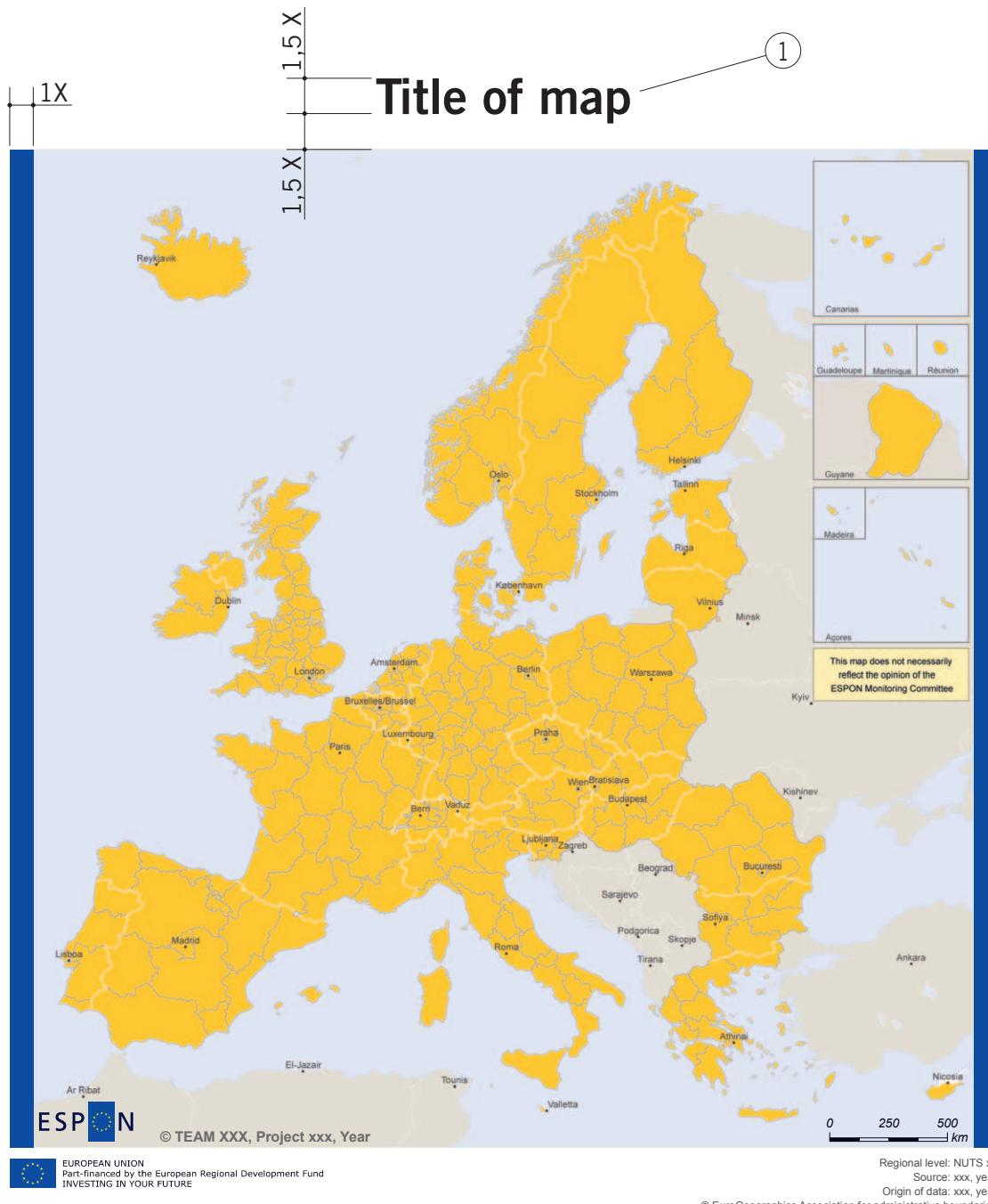
Maps

Please note that the title of the map should always be centrally aligned and the font colour should always be black.

When a map is used in a publication the title should also be centrally aligned.
See page 29 for more details.

Title of map



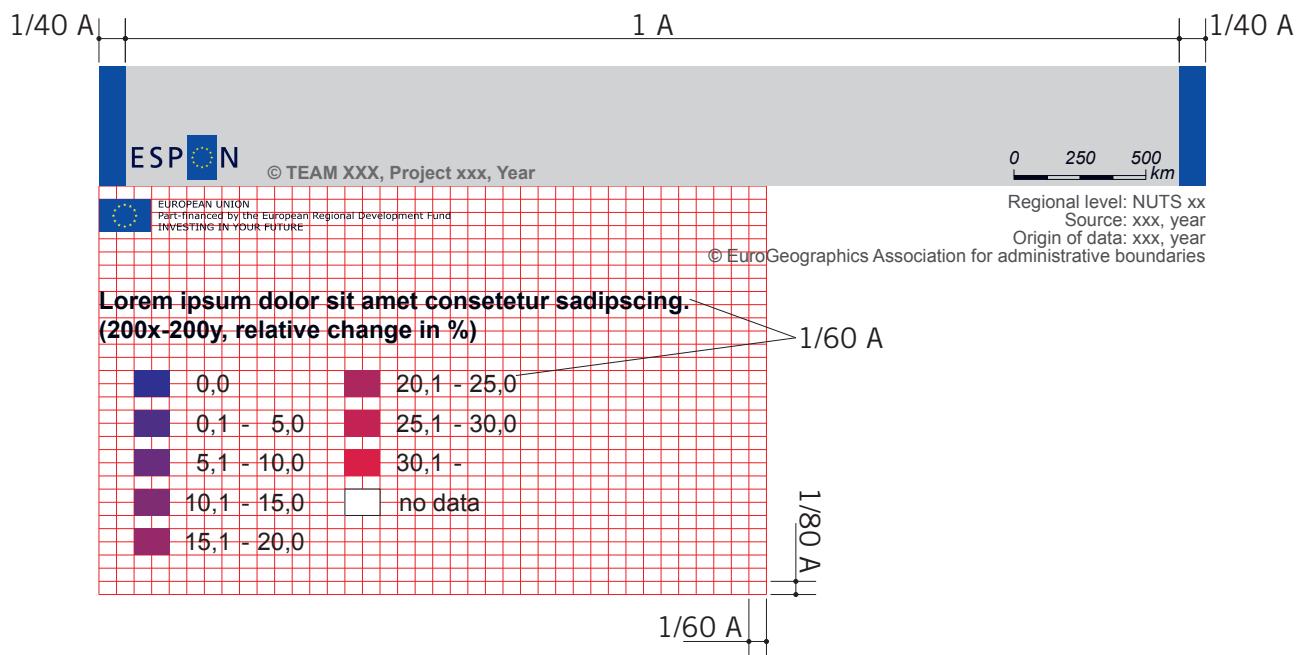


	Font Trade Gothic	Colour
1	Bold No. 2	black

Maps – Measurements

The legend should be displayed underneath the map. This should be based on a grid, although positions on this grid may be variable.

The colours used for this legend are to be taken as an example. The definite colour setting will be delivered by the ESPON 2013 Database Project.



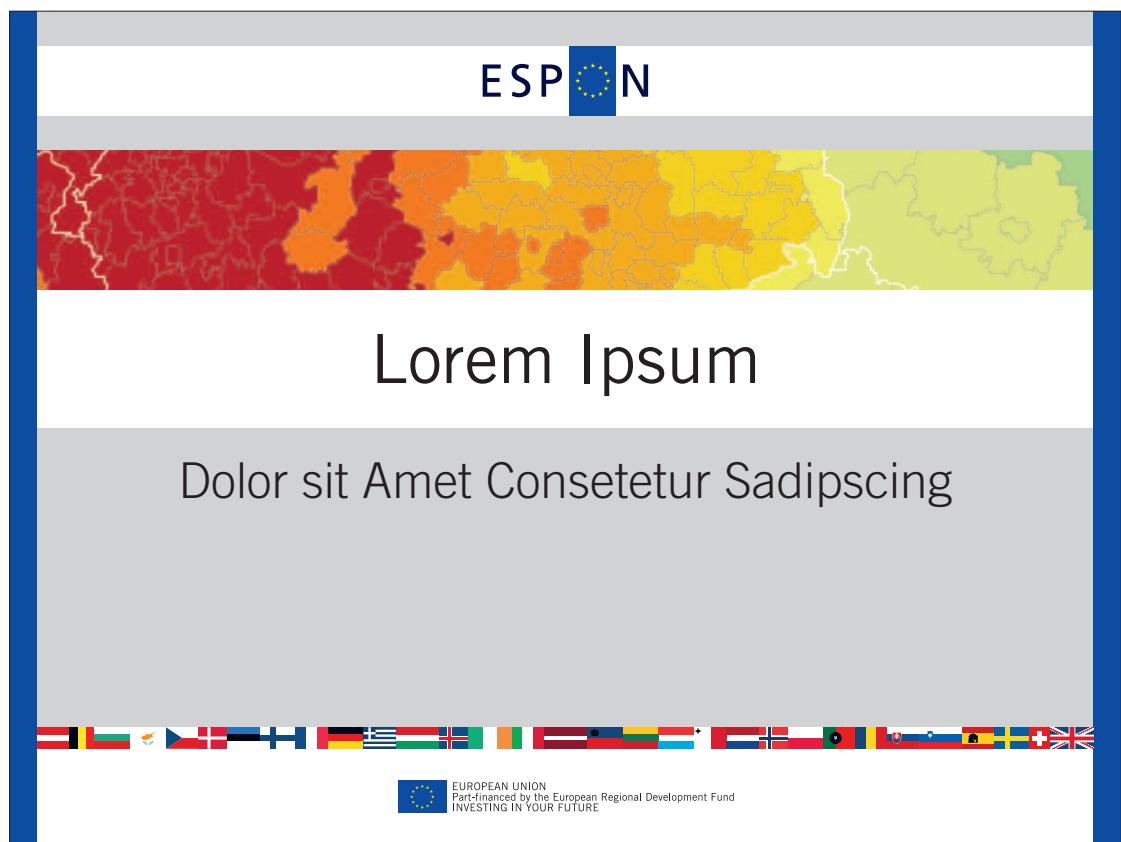
PowerPoint

The standard ESPON PowerPoint template, illustrated on the following pages, demonstrate the common design features which run throughout the ESPON Corporate Identity.

These include the

- vertical blue bars framing the slides
- horizontal bars containing key design elements
- centrally aligned ESPON Name and Symbol
- centrally aligned presentation name and sub-heading
- centrally aligned EU emblem and financing sentence at the bottom of each slide
- horizontal bar containing the flags of the participating countries to the ESPON 2013 Programme (EU 27 + 3)

In comparison to the previous programme's template, the font size has been increased to ensure legibility.



ESPO^N

Lorem Ipsum

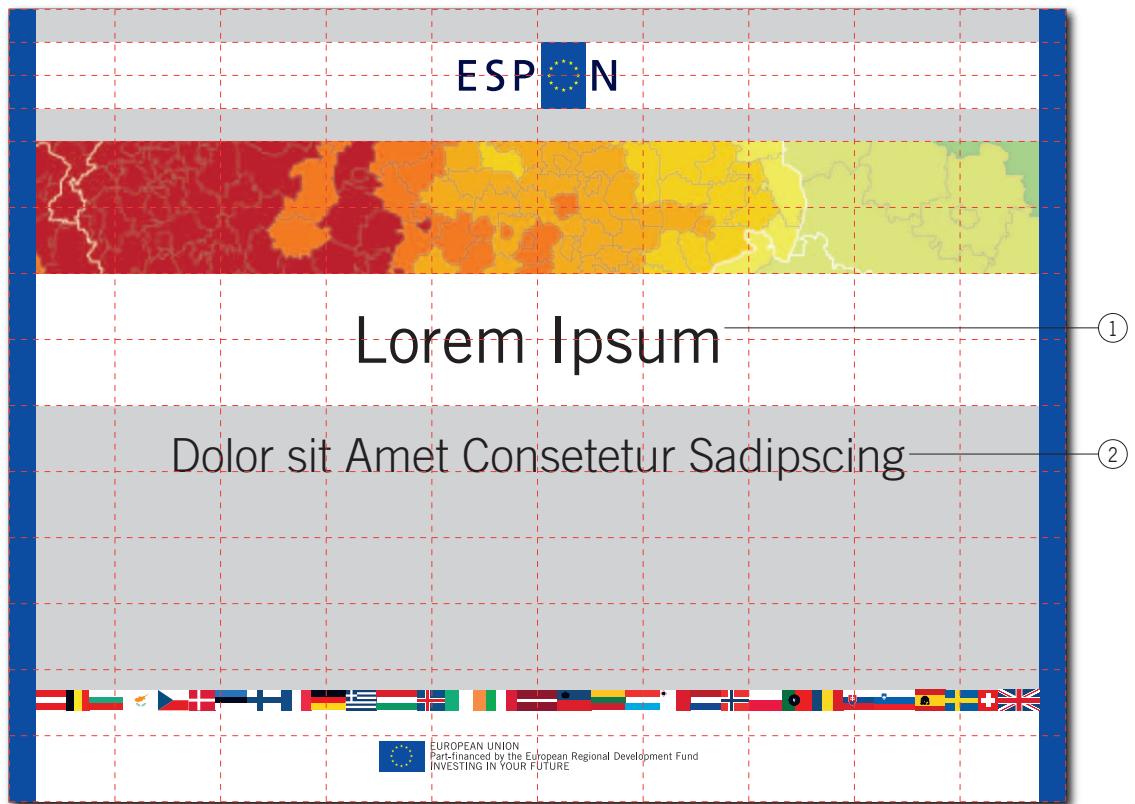
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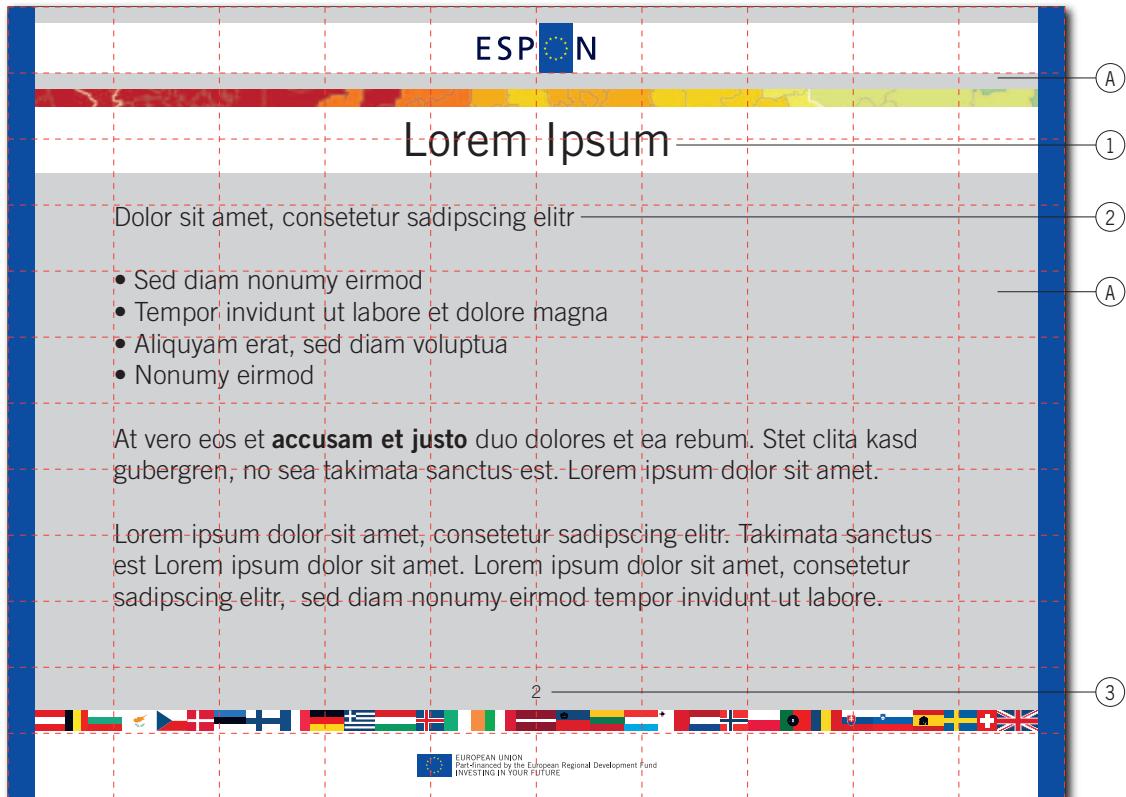
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2

EUROPEAN UNION
Part-financed by the European Regional Development Fund
INVESTING IN YOUR FUTURE



	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	44 / 52	black
2	Light	32 / 38	black



A			20% black
	Font Trade Gothic	Font size / line spacing in point	Colour
1	Medium	32 / 38	black
2	Light	18 / 22	black
3	Light	12 / 14	black

Website

Design features for the website front page can be identified as the following:

- vertical blue bars framing the cover page
- centrally aligned symbol at the top of the cover page
- centrally aligned EU emblem and financing sentence at the bottom of the cover page
- horizontal bars containing the following elements:
 - map cut-out
 - navigation
 - flags of the participating countries to the ESPON 2013 Programme (EU 27 + 3)
- centrally aligned three columns
- grey content boxes in left hand and right hand columns

The overall width of the ESPON Website page is defined in pixels. All other measurements are also given in pixels but should be defined in relation to the overall size.

To ensure barrier free scaling size in the CSS, size should be defined in em where possible.

The master template is available in a Photoshop file only.

ESPON

Programme Projects How to Apply Events Scientific Tools Publications Press Search →

News 1
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News 2
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore ►

Open Calls
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore ►

Newsletter
Lorem ipsum dolor sit amet, consetetur sadipscing.
 register →

Map of the Month

The map shows the European Union member states and candidate countries color-coded by ESPON development categories. A legend indicates the color scale from yellow (low) to green (high). The map includes labels for major cities and regions.

◀ 2009 2008 2007 2006 ▶

ESPON
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore ►

ESPON Partner Café
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore ►

Calendar
12 Nov 09 ESPON Workshop
25-26 Nov 09 Ministers Meeting
25 Nov 09 TCUM
26 Nov 09 COCOF
8-9 Dec 09 MC Meeting
[See more meetings](#)

Map of the Month
[Previous Maps of the Month](#)

FAQ Contact Links Site Map Legal Notice

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[Home](#)

[Programme](#) [Projects](#) [How to Apply](#) [Events](#) [Scientific Tools](#) [Publications](#) [Press](#)

Legal Framework

Calls and Procurements

- [Open Calls](#)
- [Application Process](#)
- [Information and Support to Applicants \(link to Communication Plan\)](#)
- [Procurements](#)
- [Previous Calls](#)

Information for Current Projects

Information and Support to Applicants (link to Communication Plan)

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- Lorem ullamcorper suscipit
- Ipsum vero eros et accumsan et iusto
- Dolor sea takimata sanctus

Et ea rebum: name@domain.eu

Name	Type	Size
Workshop B - Urban regions	DOC	2,3 MB
Workshop C – Peripheral regions	PDF	2,3 MB
Perspectives on further Analysis and Indicators by ESPON	XLS	2,3 MB
Video - Workshop	AVI	2,3 MB

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91

Website – Map

ESPOON

Home



Programme Projects How to Apply Events Scientific Tools Publications Press Search →

Map of the Month

Previous Maps of the Month



ESPOON © TEAM XXX, Project xxx, Year

◀ 2009 2008 2007 2006 ▶

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FAQ Contact Links Site Map Legal Notice

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The screenshot shows the homepage of the ESPON website. At the top, there is a grey header bar with the word "Home" and the ESPON logo, which consists of the word "ESPON" in white on a blue background with a small European Union flag icon. Below the header is a navigation bar with links: Programme, Projects, How to Apply, Events, Scientific Tools, Publications, Press, and a Search bar. To the right of the search bar is a blue arrow pointing right.

The main content area has a light grey sidebar on the left containing the text: "Hendrerit", "Aliquam", and "Luptatum". The main content area features a video player. The video frame shows a man in a suit and tie speaking at a podium. Overlaid on the video are the subtitles: "movie size depends on resolution" and "control depends on player". Below the video frame, the text "priorytecie na przełomie lipca i sierpnia 2008" is visible. The video player includes a progress bar showing "1:33 / 5:33" and various control icons.

Below the video, there is a large amount of placeholder text (Lorem ipsum) in Latin, followed by another block of text in Latin. At the bottom of the page, there is a footer bar with several small European flags, followed by links to FAQ, Contact, Links, Site Map, and Legal Notice. A logo for the European Union and the text "EUROPEAN UNION" and "INVESTING IN YOUR FUTURE" are also present in the footer.

The screenshot shows the homepage of the ESPON website. At the top, there is a banner featuring a map of Europe with various regions highlighted in different colors (red, orange, yellow, green). Below the banner is the ESPON logo, which consists of the word "ESPON" in a dark blue sans-serif font next to a small blue square containing the European Union flag.

The main navigation menu includes links for Home, Programme, Projects, How to Apply, Events, Scientific Tools, Publications, Press, Search, and a right-pointing arrow.

A sidebar on the left displays a calendar for September 2009, showing days from 31 to 4 of October. The 15th is highlighted in dark grey. Below the calendar is a link labeled "Today".

The main content area contains several entries:

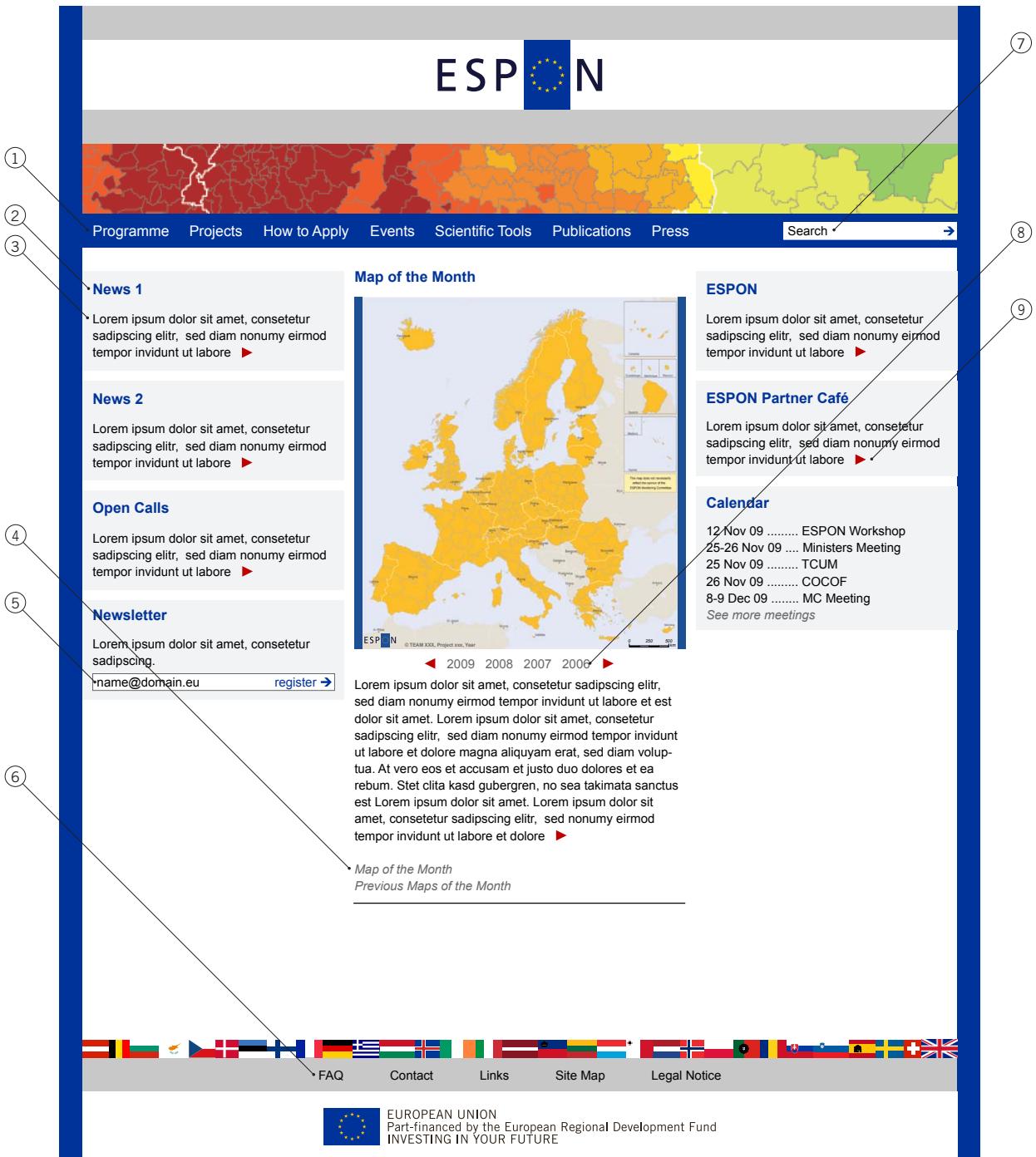
- Tuesday 15 September 2009**
Dolor sit amet

LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR, SED DIAM NONUMY EIRMOD TEMPOR INVIDUNT UT LABORE ET DOLORE MAGNA ALIQUYAM ERA, SED DIAM VOLUPTUA. AT VERO EOS ET ACCUSAM ET JUSTO DUO DOLORES ET EA REBUM. STET CLITA KASD GUBERGEN, NO SEA TAKIMATA SANCTUS EST LOREM IPSUM DOLOR SIT AMET. LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCI ►
- Thursday 17 September 2009**
Diam voluptua at versoeos et

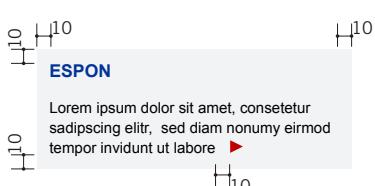
LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR, SED DIAM NONUMY EIRMOD TEMPOR INVIDUNT UT LABORE ET DOLORE MAGNA ALIQUYAM ERA, SED DIAM VOLUPTUA. AT VERO EOS ET ACCUSAM ET JUSTO DUO DOLORES ET EA REBUM. STET CLITA KASD GUBERGEN, NO SEA TAKIMATA SANCTUS EST LOREM IPSUM DOLOR SIT AMET. LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCI ►
- Wednesday 7 October 2009**
Stet clita kasd gubergren

LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR, SED DIAM NONUMY EIRMOD TEMPOR INVIDUNT UT LABORE ET DOLORE MAGNA ALIQUYAM ERA, SED DIAM VOLUPTUA. AT VERO EOS ET ACCUSAM ET JUSTO DUO DOLORES ET EA REBUM. STET CLITA KASD GUBERGEN, NO SEA TAKIMATA SANCTUS EST LOREM IPSUM DOLOR SIT AMET. LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCI ►

At the bottom of the page, there is a horizontal bar featuring small national flags of various countries. Below this bar are links for FAQ, Contact, Links, Site Map, and Legal Notice. A logo for the European Union is also present.



Number	Font	Font size pixel	Colour Normal HEX	Colour Mouse over HEX
1	Regular	14	#ffffff	#003399
2	Bold	14	#003399	#666666
3	Regular	12	#000000	
4	Italic	12	#666666	#003399
5 + 7	Regular	12	#000000	
6	Regular	12	#000000	#003399
8	Regular	12	#666666	#003399
9			#be0000	#003399



ESPON

Home

Programme Projects How to Apply Events Scientific Tools Publications Press Search →

10 240 10 | 566 10

Information and Support to Applicants (link to Communication Plan)

Legal Framework

Calls and Procurements

- Open Calls
- Application Process**
- Information and Support to Applicants (link to Communication Plan)

Procurements

Previous Calls

Information for Current Projects

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Et ea rebum: name@domain.eu

Name	Type	Size
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Sticker

The sticker combines the EU emblem and publicity statement as well as the ESPON Symbol - both should be centrally aligned. This layout should be alligned according to the grid shown below. No exact measurements are given here because of variance of sticker size however measurements should always be calculated according to the grid.



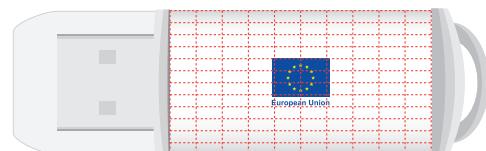
Memory Stick, Document Briefcase, Mouse Pad, Pencil, Pen, Bag, ...

On small marketing products, where space is limited, as per regulations, the ESPON Name and Symbol as well as the EU emblem and financing statement may be reduced in size and used as follows.

For better visual impact, it is recommended to strive to use marketing products which can be printed on both sides, as illustrated below.

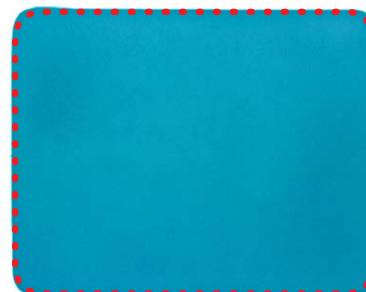
For each of the following there is a general description and general measurements are given according to the grid system. However these are examples only and measurements and positioning should be defined for each marketing product individually.

Memory stick with two sides



As is the case with the stickers, marketing material should include both the ESPON Symbol and the EU emblem and publicity statement. The logos can be made smaller but should always use the grid as a basis as well as ensuring adherence to the publicity requirements laid down in the regulations.

The following graphics are examples of publicity material and the areas available for printing are outlined in red.



Memory Stick, Document Briefcase, Mouse Pad, Pencil, Pen, Bag, ...



Corporate Identity Spelling and Style for ESPON

1. Spelling

General Rules

As a rule, ESPON uses British English spelling.

- -ise / -ize: Use -ise (although there are some exceptions)
- -yse: For paralyse and analyse
- CVC words: Where consonant, vowel, consonant - note that +ing the final consonant is doubled. e.g. travel-travelling-travelled; map-mapping-mapped. (certain exceptions apply, e.g. focus)
- -ct- / -x- use ct in connection etc.
- -our / -or use -our

Specific Examples:

aeroplane	not airplane or aero plane (US English)
centre	not center (US English)
labour	not labor (US English)
Plurals	As per the European Commission Style Guide, plurals of foreign origin should be as follows: addendum - addenda apparatus - apparatus or apparatuses appendix - appendices (books) bacillus - bacilli bacterium - bacteria bureau - bureaux consortium - consortia corrigendum - corrigenda criterion - criteria curriculum - curricula focus focuses, focal points, foci (mathematics, science) formula - formulas (politics), formulae (science) forum - forums genus - genera index - indexes (books), indices (science, economics) maximum - maximums medium - media memorandum - memoranda papyrus papyri or papyrus phenomenon - phenomena plus - pluses premium - premiums referendum - referendums spectrum - spectra (science), spectrums (politics) symposium - symposiums
programme	not program (US) unless a computer program (US spelling used in British English)

ESPON Spelling

Accession Countries	always upper case
cooperation, coordination etc.	no hyphen
e-mail	lower case, unless starting a sentence. hyphenated.
ESPON	always upper case
European Territorial Cooperation	upper case
INTERREG	upper case
Member States	always upper case
Question for ESPON: mid-term, midterm? Work Plan, Workplan? Work Package Work- Package?	

2. Common Mistakes

General Rules

absorb	but absorption
acknowledgment	not acknowledgement
addendum	plural addendums not addenda (see also forum)
annex	verb
annexe	noun
anticipate	not to be used for expect. It means to deal with, or use, in advance of, or before, the due time. To anticipate marriage is different from expecting to marry
as or since?	"as" is causal: I cannot check the online style guide as the connection is down "since" is temporal: Luckily, I have had the stylebook on my desk since it was published
between 15 and 20	not "between 15 to 20" or "between 15-20" e.g. between 15 and 20 projects were selected in the First Call for Proposals
biannual	twice a year; biennial every two years; biannual is almost always misused, so to avoid confusion stick with the alternative twice-yearly; an alternative to biennial is two-yearly
complement, compliment, complimentary	to complement is to make complete: the two trainers complemented each other. to compliment is to praise a complimentary copy is free
impact	a noun, not a verb
kick-off	noun
kick off	verb
spelled/spelt	she spelled it out for him: "the word is spelt like this"

that or which?	<p>That defines, which informs:</p> <p><i>This is the house that Peter built, but this house, which John built, is falling down.</i></p> <p><i>The ESPON Website, which I read every day, is the one that I admire above all others.</i></p> <p>Note that in such examples the sentence remains grammatical without "that", but not without "which"</p>
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3. Capitalisation

General Rules

In English, the basic rules for using capital letters are as follows:

- the first word of the sentence begins with a capital letter
- the days of the week, the months of the year have a capital letter (note that seasons are not capitalised (spring, summer, autumn and winter)).
- names of countries, cities, languages are always written with a capital letter
- nationality adjectives take a capital letter (unless part of a fixed phrase e.g. danish pastry)
- national and ethnic groups should take a capital letter (Catalan, Sami)
- a proper name and titles
- the first word and each significant word of a title
- a brand name
- the pronoun I

Specific Examples:

Institutions	<p>Specific references: Capitalise all nouns and adjectives in names of specific institutions and their subdivisions (directorates-general, directorates, divisions), committees, working parties etc.</p> <p>General references: Do not capitalise general references:</p> <p><i>It was decided to set up a number of working groups.</i></p>
Legislation	<p>Specific references: Capitalise for legislative and other formal instruments e.g. Council Regulation (EC) 1083/2006.</p> <p>General references: Do not capitalise general references e.g. The regulations governing Structural Funds are numerous.</p> <p>International agreements also follow this format.</p>
Official titles	<p>Capitalise the titles of both officials and their offices. Note that in its official capacity, "the Chair" should also be capitalised.</p>

4. Punctuation

accents	Use on all Roman alphabet words (but not anglicised French words such as cafe); people's names, in whatever language, should also be given appropriate accents.
apostrophes	Indicate a missing letter or letters (can't, we'd) or a possessive (Peter's book). Contractions can affect the tone of a piece and make it appear informal and even inelegant.
brackets	If the sentence is logically and grammatically complete without the information contained within the parentheses (round brackets), the punctuation stays outside the brackets. (A complete sentence that stands alone in parentheses starts with a capital letter and ends with a full stop.) "Square brackets," the grammarian said, "are used in direct quotes when an interpolation [a note from the writer, not uttered by the speaker] is added to provide essential information." (See square brackets.)
bullet points	- Initial cap at start and full point after each one. - Avoid semi colons.
colon	Use between two sentences, or parts of sentences, where the first introduces a proposition that is resolved by the second, e.g. Fowler put it like this: to deliver the goods invoiced in the preceding words. A colon should also be used (rather than a comma) to introduce a quotation: "He was an expert on punctuation," or to precede a list - "He was an expert on the following: the colon, the comma and the full stop."
contractions	Do not overuse contractions such as aren't, can't, couldn't, hasn't, don't, I'm, it's, there's and what's; while they might make a piece more colloquial or easier to read, they can be an irritant and a distraction, and make a serious article sound frivolous.
exclamation marks	Do not use!
dash	Most word processors do not distinguish between a hyphen and a dash. Use long dashes 'em' dash instead of commas or round brackets to increase the contract and emphasis within the text.
Oxford comma	A comma before the final "and" in lists: straightforward ones (<i>he worked Monday, Wednesday and Friday</i>) do not need one, but sometimes it can help the reader (<i>he visited London, Dover, Newcastle, Cardiff, Brighton and Hove, and Great Missenden</i>), and sometimes it is essential: compare <i>Thanks are owed to my parents, Tom Smith, and Jane Brown.</i> With <i>Thanks are owed to my parents, Tom Smith and Jane Brown.</i>
question mark	No question mark is needed for courtesy questions e.g. <i>Would you please sign and return the attached form</i>

quotation marks	<p>Use double quotes at the start and end of a quoted section, with single quotes for quoted words within that section. Place full stops and commas inside the quotes for a complete quoted sentence; otherwise the full stop comes outside:</p> <p><i>"Peter said, 'Your style guide needs updating,' and I said, 'I agree.' "</i></p> <p>but:</p> <p><i>"Peter said updating the guide was 'a difficult and time-consuming task'."</i></p> <p>When beginning a quote with a sentence fragment that is followed by a full sentence, punctuate according to the final part of the quote, e.g.</p> <p><i>The Commissioner called the allegations "blatant lies. But in a position such as mine, it is only to be expected."</i></p> <p>Headlines (sparingly), captions and display quotes all take single quote marks</p> <p>For parentheses in direct quotes, use square brackets</p>
semicolon	<p>Used correctly, the semicolon can be a compromise between a full stop (too much) and a comma (not enough). This sentence, illustrates this:</p> <p><i>Some newsletters are brilliant; others are less so</i></p>
square brackets	<p>Use for interpolated words in quotations, e.g.</p> <p><i>José Manuel Barosso said: "Danuta [Hubner] has my full support"</i></p> <p>Use for parentheses in direct quotes.</p>

5. Country Names, Languages and Currencies

Country Names

ESPON follows the European Union standard for Country Names, as listed in Chapter 7.1.1. of the Interinstitutional Style Guide and the European Commission Directorate General for Translation English Style Guide.

General Guidelines on EU Member State Country Names

- The Member States of the European Union, in English alphabetical order are:
Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom.
- In all English texts, lists of Member States should appear in this order
- Member States of the European Union is always spelt with capital letters
- Only in formal documentation should the formal/long names of Member States be used (see table below)
- EU standard country codes (based on the ISO system, with the exception of Greece and the United Kingdom) should be used (see table below)
- Protocol order of the Member States is defined by the alphabetical order of countries in their original language (see table below)

Short Name (original language)	Short name (English)	Official name	Country Code
Belgique/België	Belgium	Kingdom of Belgium	BE
България	Bulgaria	Republic of Bulgaria	BG
Česká republika	Czech Republic	Czech Republic	CZ
Danmark	Denmark	Kingdom of Denmark	DK
Deutschland	Germany	Federal Republic of Germany	DE
Eesti	Estonia	Republic of Estonia	EE
Éire/Ireland	Ireland	Ireland	IE
Ελλάδα	Greece	Hellenic Republic	EL
España	Spain	Kingdom of Spain	ES
France	France	French Republic	FR
Italia	Italy	Italian Republic	IT
Κύπρος/Κύπριος	Cyprus	Republic of Cyprus	CY
Latvija	Latvia	Republic of Latvia	LV
Lietuva	Lithuania	Republic of Lithuania	LT
Luxembourg	Luxembourg	Grand Duchy of Luxembourg	LU
Magyarország	Hungary	Republic of Hungary	HU
Malta	Malta	Republic of Malta	MT
Nederland	Netherlands	Kingdom of the Netherlands	NL
Österreich	Austria	Republic of Austria	AT
Polska	Poland	Republic of Poland	PL
Portugal	Portugal	Portuguese Republic	PT
România	Romania	Romania	RO

Slovenija	Slovenia	Republic of Slovenia	SI
Slovensko	Slovakia	Slovak Republic	SK
Suomi/Finland	Finland	Republic of Finland	FI
Sverige	Sweden	Kingdom of Sweden	SE
United Kingdom	United Kingdom	United Kingdom of Great Britain and Northern Ireland	UK

Further Notes on Member States' Country names:

- Do not use 'Republic of Ireland' or 'Irish Republic'
- Do not use 'Holland' but the Netherlands
- Use 'Netherlands' in tables
- Do not Capitalise 't' in the Netherlands
- United Kingdom should be used for the Member State
- Great Britain comprises England, Scotland and Wales
- British Isles includes Ireland and Crown Dependencies (Isle of Man and Channel Islands)

Non-Member States

ESPON follows the guidelines set out in Annex A5 of the Interinstitutional Style Guide.

General Notes:

- Use the former Yugoslav Republic of Macedonia, not FYROM nor Macedonia nor Republic of Macedonia
- The adjective for the former Yugoslav Republic of Macedonia at this time is 'of the former Yugoslav Republic of Macedonia' and not Macedonian
- The adjective for Bosnia and Herzegovina is 'of Bosnia and Herzegovina'

Languages

General Rules

- lists of languages within text should be alphabetical according to the language of the document
- in English-language publications, languages should be listed in English alphabetical order: Bulgarian, Czech, Danish, Dutch, English, Estonian, Finnish, French, German, Greek, Hungarian, Irish, Italian, Latvian, Lithuanian, Maltese, Polish, Portuguese, Romanian, Slovak, Slovenian, Spanish and Swedish
- when an agreement is also written in a non-Community language of a non-Community contracting country, the Community languages precede the aforementioned language: The agreement has been drawn up in English, French, German and Arabic

Language List

Source language title ⁽¹⁾	English title	ISO code ⁽²⁾
български ^(*)	Bulgarian	bg
español ⁽³⁾	Spanish	es
čeština	Czech	cs
dansk	Danish	da
Deutsch	German	de
eesti keel	Estonian	et
ελληνικά ^(*)	Greek	el
English	English	en
français	French	fr
Gaeilge	Irish ⁽⁴⁾	ga
italiano	Italian	it
latviešu valoda	Latvian	lv
lietuvių kalba	Lithuanian	lt
magyar	Hungarian	hu
Malti	Maltese	mt
Nederlands	Dutch	nl
polski	Polish	pl
português	Portuguese	pt
română	Romanian	ro
slovenčina (slovenský jazyk)	Slovak	sk
slovenščina (slovenski jezik)	Slovenian	sl
suomi	Finnish	fi
svenska	Swedish	sv

(*) Latin transliteration: **български** = bulgarski; **ελληνικά** = elliniká.

(1) Capital or lower-case initial letter: follow the written form in the source language title.

(2) ISO codes for languages are written in lower-case letters; nevertheless, they are also written in capital letters for typographical presentation reasons.

(3) In Spanish, the term lengua española or español substitutes castellano at the request of the Spanish authorities. The latter is the official designation of the language, but is only used to determine the place.

(4) Do not use the word 'Gaelic', the two terms are not synonymous.

This rule is strictly in force in the final versions (signature pages) of the treaties and agreements.

Special Cases

In the case of multilingual documents issued at national level pursuant to texts adopted by the Council (passport, European health card), the order is generally determined individually by a Council act. The most widespread languages in the respective Member States appear at the beginning, usually in this way:

- (a) national language;
- (b) English;
- (c) French;
- (d) other languages in the order indicated in the table above.

Candidate Countries

Source language title
hrvatski (*)
македонски (*)
türkçe (*)

(*) ISO 639 codes and names

Currencies

Community Currencies

When listing Member State currencies, place the euro first followed by the other monetary abbreviations in alphabetical order of the currency code (ISO codes 4217).

ISO code	Currency
EUR	euro
BGN	lev (pl. leva)
CZK	Czech koruna (pl. koruny)
DKK	Danish krone (pl. kroner)
EEK	kroon (pl. kroonid)
GBP	pound sterling
HUF	forint (inv.)
LTL	litas (pl. litai)
LVL	lats (pl. lati)
LVL	lats (pl. lati)
PLN	zloty (pl. zlotys)
RON	Romanian leu (pl. lei)
SEK	krona (pl. kronor)

Community Currencies Replaced by the Euro

ISO Code	Currency
ATS	Austrian schilling
BEF	Belgian franc
CYP	Cyprus pound
DEM	German mark
ESP	Spanish peseta
FIM	Finnish markka
FRF	French franc
GRD	Greek drachma
IEP	Irish pound (punt)
ITL	Italian lira (pl. lire)
LUF	Luxembourg franc
MTL	Maltese lira (pl. liri)
NLG	Dutch guilder
PTE	Portuguese escudo
SIT	tolar (pl. tolars)
SKK	Slovak koruna (pl. koruny)

Candidate Country Currencies

ISO Code	Country	Currency
HRK	Croatia	kuna (inv.)
MKD	former Yugoslav Republic of Macedonia, the	denar
TRY	Turkey	Turkish lira (inv.)

A full list of Non-Community currencies is available in Annex 7 of the Interinstitutional Style Guide from the Publications Office <http://publications.europa.eu/code/en/en-5000700.htm>

For reasons of protocol, non-Community currencies should follow the currencies of Member States and be listed according to the same criteria, i.e. in alphabetical order of the currency code (ISO codes 4217). The same rule applies to a list of currencies in running text if there are no other criteria for classification.

6. Abbreviations

Abbreviations and Acronyms

General Rules:

- abbreviations and acronyms should be used for the benefit of the reader
- over-use can be confusing and be construed as jargon
- acronyms should take the upper case, where it is regarded as a proper noun only the first letter is capitalised
- acronyms do not need an apostrophe in the plural
- lower case abbreviations require a full stop after each letter (e.g. etc.)
- mixed lower case and upper case abbreviations are written without full stops: pH, BAe (British Aerospace) etc.
- truncated words take a full stop unless the final letter letter is present (Jan. Feb. Co. compared to Mr, Mrs, Dr etc.)
- foreign language abbreviations should follow the convention of the original language for capitalisation and punctuation (e.g. GmbH)

A full list of common abbreviations and acronyms is available in Annex A4 of the Interinstitutional Style Guide of the Publications Office: <http://publications.europa.eu/code/en/en-5000400.htm>

Specific Examples:

No	needs no full stop as it is derived from the Latin 'numero'
p.	page (plural pp.)
I.	line (plural II.)
R&D	no spaces
WYSIWYG	all upper case
e.g. and etc.	should always be lower case, even at the start of footnotes

7. Numbers and Numbering

General Rules

- numbers up to nine (inclusive) should be written in words
- numbers above nine should be in figures
- in a paragraph where numbers are mixed (below and above nine) either words or figures should be used but should not be mixed
- figures should always be used for votes (9 delegations were against the proposal) and for serial numbers (Chapter 2, Article 6)
- where a figure is used units of measurement are denoted by symbols or abbreviations should be used (e.g. EUR 50 or fifty euros)
- hundred and thousand should not be mixed (e.g. 100 or one hundred not 1 hundred)
- million and billion should be combined (e.g. 5.8 million, 3.4 billion)

For more information, see Chapter 10.5 of the Interinstitutional Style Guide from the Publications Office, <http://publications.europa.eu/code/en/en-4100500en.htm>

8. Dates and Time

General Rules

- months should be written out in full within the text
- days of the month should precede the month by a simple figure (e.g. 22 July not 22nd July)
- specific years should be written out in full (e.g. 1994 not '94)
- unless absolutely clear from the context the year should always be given with the date
- decades should not be written with an apostrophe (e.g. 1990s not 1990's)
- time spans should be written with an 'en' dash (e.g. 1939–45), the century should not be repeated unless it is either a different century (e.g. 1999–2002) or in the first decade of the new century (e.g. 2000–2009)
- the following rules should be observed:
 - from 1939 to 1945 (not from 1939–45)
 - between 1939 and 1945 (not between 1939–45)
 - 1939 and 1945 inclusive (not 1939–45 inclusive)

For more information, see Chapter 10.5 of the Interinstitutional Style Guide from the Publications Office, <http://publications.europa.eu/code/en/en-4100500en.htm>

9. Footnotes, Citations and References

General Rules

- to achieve uniformity across language versions, the Publications Office places footnote references in brackets before punctuation e.g. "References to the Commission Regulation (1) also appear in the Council communication (2); but not in text of the Court of Justice (3)."
- when positioning a footnote referring to legislation, put the footnote number immediately after the title of the instrument
- footnotes should start with a capital and end with a full stop (the exceptions being e.g. i.e. and p.)
- citations should be marked in the text in italics. If an official translation is available in the language of the document the title should be given in that language. If no official translation exists, the title should remain in the original language
- references to parts of documents the whole word should be used (e.g. Part, Chapter, Section). The first letter should be capitalised. Do not use a symbol (e.g. a section mark (§)) unless the section referred to is itself marked by such a symbol
- communications that are not policy statements, which appear in the Official Journal get no italics, inverted commas, or special capitalisation

10. European Union

Commission

- full title: The Commission of the European Communities
- referred to as the European Commission
- the abbreviation EC to be used only where no confusion with European Community will occur
- use of Commission should be avoided
- members referred to as Commissioners but not within legal texts. The title Mr X, Commission Member may be used in less formal texts
- a full list of Directorates-General and their short names are available from the Inter-institutional Style Guide: <http://publications.europa.eu/code/en/en-390600.htm>

Council

- full title: Council of the European Union
- referred to as the Council
- the General Secretariat should be used and not Secretariat-General. The head of the General Secretariat is the Secretary-General
- not to be confused with the European Council, the Council of Europe or the ACP-EC Council of Ministers

European Parliament

- referred to as Parliament (no definite article) unless confusion with national parliaments may occur
- With reference to the English Style Guide, released by DG Translation in 2005 and revised in 2008, the abbreviation EP shall only be used when space is not sufficiently available.
- Members of the European Parliament are identified in English by the letters MEP after their name. Plural MEPs (no apostrophe)

Court of Justice

- the three law courts of the European Union are the European Court of Justice (ECJ), the Court of First Instance (CFI) and the Civil Service Tribunal (CST)
- European Court of Justice is used to denote all three institutions

Court of Auditors

- the Court of Auditors should always be written in full. There is no abbreviation

Committee of the Regions

- referred to as Committee of the Regions
- can be abbreviated to CoR

The Official Journal

- full name: Official Journal of the European Union
- official abbreviation: OJ
- reference to the OJ in running text should follow the pattern: Official Journal (or OJ) L 188 of 5 May 2009
- footnote references used the abbreviated form: OJ L 281, 1.11.1975, p.1