Project Graphical Identity

Graphical design of template of internal and external promotion documents

Logo for print, screen and video

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in and size smaller than the smallest logo size specified here. This rule applies to all logo versions.

On publications, the given project logo has to be placed on the front (or in exceptional cases authorized by the Programme on the back cover).

On websites, online and smartphone applications, social media and other digital platforms, the logo has to be positioned in a place which is visible without scrolling or clicking.

Safety and resilience

Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	46 mm	80,4 mm
Print A4 landscape	279*210 mm	46 mm	80,4 mm
Print A4 portrait	148*210 mm	46 mm	55 mm
Print Business card	85*55 mm	46 mm	55 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	46 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

![Interreg Italy - Croatia Readiness logo; European Union flag - EUROPEAN UNION]

Corporate typefaces for Office documents and publications

The guidelines will help to give documents a more uniform appearance throughout the Programme.
Information about on minimum/maximum sizes will allow flexibility for varying document sizes.
The typeface for publications (such as Poster, billboard, plaque, and so on) from body text to headlines is Open Sans. It is a very clean and versatile font. This typeface can be easily read also on small screens. It is a typeface optimized for readability through print, web and mobile interfaces.

Meanwhile, Calibrì and Arial were chosen as the primary Programme font for the Office Documents because of its wide availability. The typeface has been released for free with Microsoft Office since 2000. It is also available in office software of other operating systems.

Projects are free to choose their typography (except for the projects logos). However they are encouraged to use similar fonts and sizes.
In the Office documents the Calibrì font (12 pt) is suggested to use for the text while the Arial font is suggested for the titles, in the following versions.

For download:
www.fontsquirrel.com/fonts/open-sans

HEADLINE COVER TITLE	Capital letters min. 29/ max. 36 - Arial ■ 637 U **C** 70 **M** 0 **Y** 0 **K** 0 **R** 26 **G** 186 **B** 233 **#** 1abae9
Subtitle	Arial min.19/ max.26 – Arial ■ Black
HEADLINE 1	Capital letters Arial 16 ■ 637 U **C** 70 **M** 0 **Y** 0 **K** 0 **R** 26 **G** 186 **B** 233 **#** 1abae9
HEADLINE 2	Capital letters Arial 14 ■ 637 U **C** 70 **M** 0 **Y** 0 **K** 0 **R** 26 **G** 186 **B** 233 **#** 1abae9
HEADLINE 3	Standard letters Calibri 12 ■ Black
Standard text	Calibri min. 11/ max 12 ■ Black
Quotes	Calibri black, italic min. 11/ max 12 ■ Black
Footnotes	Calibri min 7 /max 9 ■ Black

cover

LOGO PPs

Interreg
Italy - Croatia
READINESS

EUROPEAN UNION

logo
LP
PPs

LP/ PPs

READINESS

Resilience Enhancement of ADriatic basiN from firE and SeiSmic hazards

Lorem ipsum dolor sit amet

1111111111111

WHEN

WHERE

NAME OF ORGANIZER

Contact
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MARCHE

EURelations

European Regional Development Fund

www.italy-croazia.eu

Interreg Italy - Croatia READINESS

EUROPEAN UNION

closed format cm. 10 x 21
open format c. 30 x 21
font Type : Calibri - Font size: 8 max 9 color black

Partnership

LP: Molise Region
PP1: Dubrovnik and Neretva Region
PP2: Marche Region
PP3: Split Dalmatia County
PP4: EEIG Eurelations
PP5: Friuli Venezia Giulia Autonomous Regions
PP6: Zadar County

Main outcomes

3 Thematic enhancement and adaptation reports
1 Pilot Operational Plan Framework
6 Pilot Deployment of Civil Protection and Volunteers Advanced Training
6 Pilot Deployment of Citizen Promptness Raise Awareness
1 Report on implementation and evaluation of pilot deployment
1 Transfer plan of policy recommendations
6 Regional one day training workshops

Target Group

• Children
• School-age youths
• Volunteers
• Civil protection servants
• Local, regional and national public authorities

Total budget
€1.176.000

Duration
01.01.2018 – 30.06.2019

Contact
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consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut

READINESS

Resilience Enhancement
of ADrIatic
basiN from firE
and SeiSmic hazards

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Introduction

Croatian and Italian Adriatic Regions in the last years were hit by various natural and man-made disasters, mainly many wildfires and earthquakes that have caused significant human losses, damages to environment and infrastructures then social warning.

Readiness Project (Resilience Enhancement of ADrIatic basiN firE and SeiSmic hazards) funded in the framework of Interreg ITA – CRO Programme, aims at capitalizing the methodologies, best practices and results of IPA Adriatic HOLISTIC project by implementing thematic pilot projects in each involved territory.

Territorial challenged and project approach

Croatian and Italian Adriatic Regions are prone to quite all types of natural hazards, including earthquakes, wildfires, landslides, mudflows, flooding and extreme weather conditions and in the last years were hit by various natural and man-made disasters, which require a greater cooperation between the two countries for disaster risk management prediction, prevention and intervention.

READINESS approaches the above challenges by adopting and using guidelines, methodologies, best practices and practical results achieved by HOLISTIC project to mitigate the exposure of the population to the ability of population to accommodate and recover timely and efficiently from the effects of above hazards This approach is built on two pillars:
The development of innovative building seismic monitor procedures and methodologies directly derived from the capitalized project deliverables; the improvement of the readiness of Civil Protection and population to react promptly and efficiently to natural and man-made hazard outbreaks.

Project overall objective

READINESS aims at increasing the safety of the Croatian and Italian Adriatic basin from natural and man-made disaster by improving the both countries' resilience, namely overall ability of ecosystems and communities to resist, absorb, accommodate to and recover from the effects of forest fire and earthquake hazards in a timely and efficient manner.
It pursues the above target through the cross-border cooperation pointed out to stimulate monitoring of forest fire and seismic risks and enhance crisis management by: improving proactive readiness of Civil Protection and Inhabitants; enhancing the monitoring of SPBs' seismic vulnerability and safety in quality and quantity then strengthening the use of monitoring system in forest fire surveillance and detection. The above objective will be sought by promoting cross-border policies that encourage the development of integrated effective sustainable solutions that harmonize at the best with specific territorial contexts.
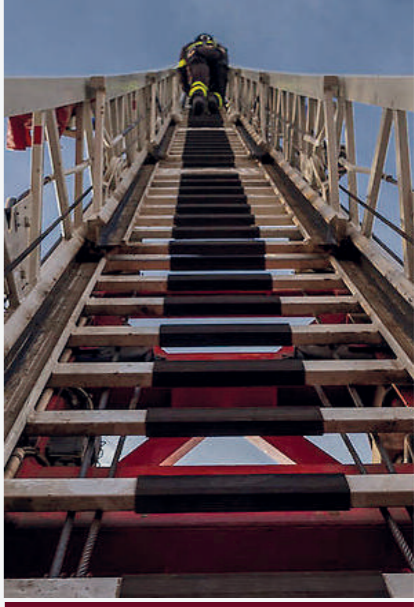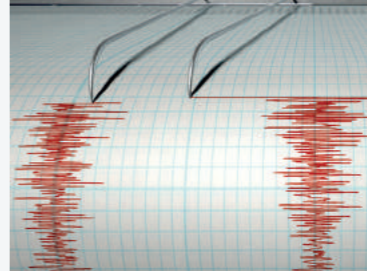
Project specific objectives

Project specific objective 1:
To improve the proactive readiness of Civil Protection in facing forest fire and earthquake hazards.

Project specific objective 2:
To establish cross-border model and pilot actions to monitor strategic and relevant public buildings.
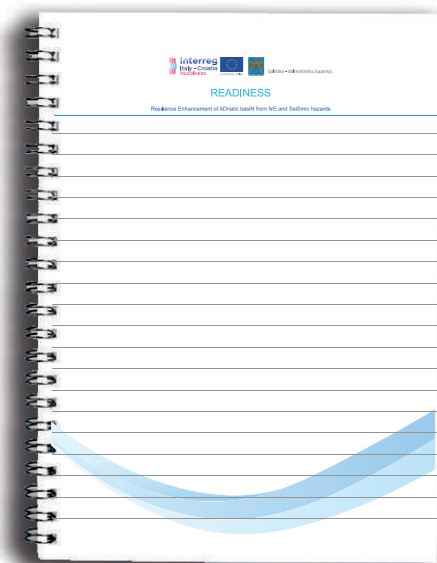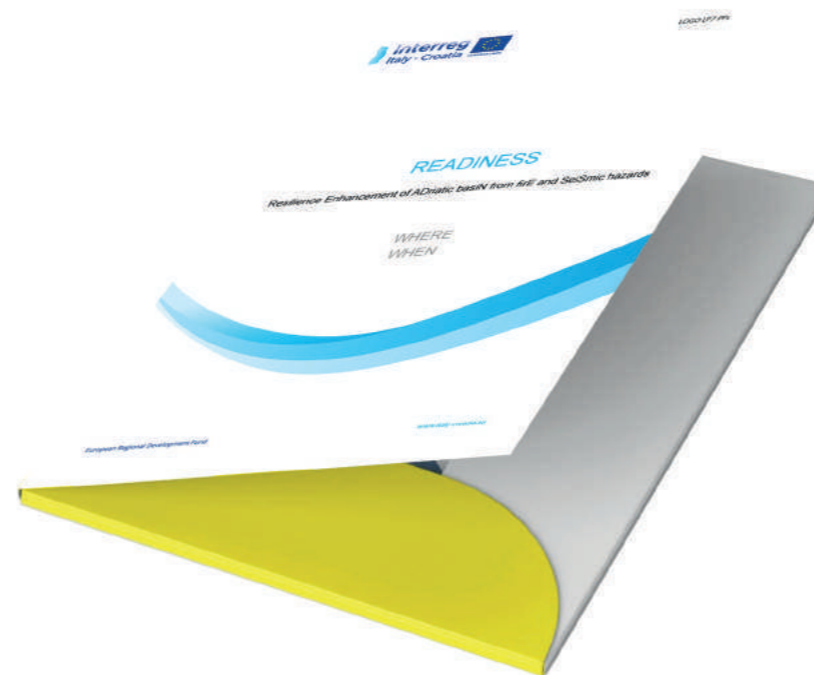
Project specific objective 3:
To improve citizens behaviour to face forest fire and earthquake disasters.
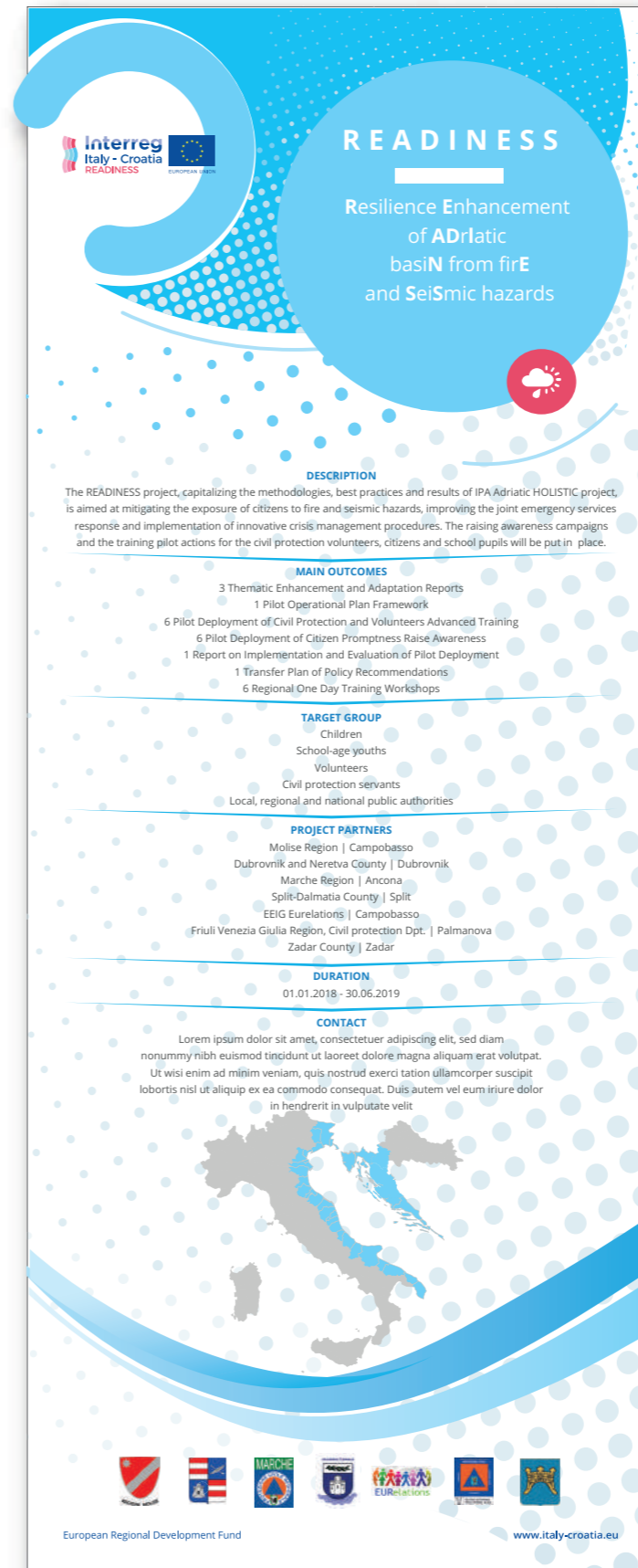
press conferences kit

NAME OF ORGANIZER

is pleased to invite you to the:
NAME OF THE EVENT

WHEN
XXXXXXX
WHERE
XXXXXXX

PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT

The registration will be closed on "**date and hour**"
Online registration form: **www.italy-croatia.eu/acronym**

Name
Street address
City, State Zip

City, Date
Subject: Lorem ipsum dolor sit amet

Dear,
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Kind regards.

Name and Surname
Qualification

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logo LP/PPs

REA DINESS

Resilience Enhancement of ADriatic basiN from firE and SeiSmic hazards

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READINESS
Resilience Enhancement of ADriatic basiN from firE and SeiSmic hazards

LOGO LP/PPs

Interreg
Italy - Croatia
READINESS

EUROPEAN UNION

roll_up size cm. 80 x 200

READINESS

Resilience **E**nhancement
of **AD**r**I**atic
basi**N** from fir**E**
and **S**ei**S**mic hazards

DESCRIPTION
The READINESS project, capitalizing the methodologies, best practices and results of IPA Adriatic HOLISTIC project, is aimed at mitigating the exposure of citizens to fire and seismic hazards, improving the joint emergency services response and implementation of innovative crisis management procedures. The raising awareness campaigns and the training pilot actions for the civil protection volunteers, citizens and school pupils will be put in place.

MAIN OUTCOMES
3 Thematic Enhancement and Adaptation Reports
1 Pilot Operational Plan Framework
6 Pilot Deployment of Civil Protection and Volunteers Advanced Training
6 Pilot Deployment of Citizen Promptness Raise Awareness
1 Report on Implementation and Evaluation of Pilot Deployment
1 Transfer Plan of Policy Recommendations
6 Regional One Day Training Workshops

TARGET GROUP
Children
School-age youths
Volunteers
Civil protection servants
Local, regional and national public authorities

PROJECT PARTNERS
Molise Region | Campobasso
Dubrovnik and Neretva County | Dubrovnik
Marche Region | Ancona
Split-Dalmatia County | Split
EEIG Eurelations | Campobasso
Friuli Venezia Giulia Region, Civil protection Dpt. | Palmanova
Zadar County | Zadar

DURATION
01.01.2018 - 30.06.2019

CONTACT
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit

European Regional Development Fund   www.italy-croatia.eu

poster

format cm. 70 x 100
font Tipe : Calibri - font size 30 / max 36 color black

READINESS

Resilience **E**nhancement
of **AD**r**I**atic
basi**N** from fir**E**
and **S**ei**S**mic hazards

PROJECT DURATION
1.1.2018. – 30.6.2019.

ERDF
999.600 €

TOTAL BUDGET

The READINESS project, capitalizing the methodologies, best practices results of IPA Adriatic HOLISTIC project, is aimed at mitigating the exposure citizens to fire and seismic hazards, improving the joint emergency services response and implementation of innovative crisis management procedures.

The raising awareness campaigns and the training pilot actions for the protection volunteers, citizens and school pupils will be put in place.
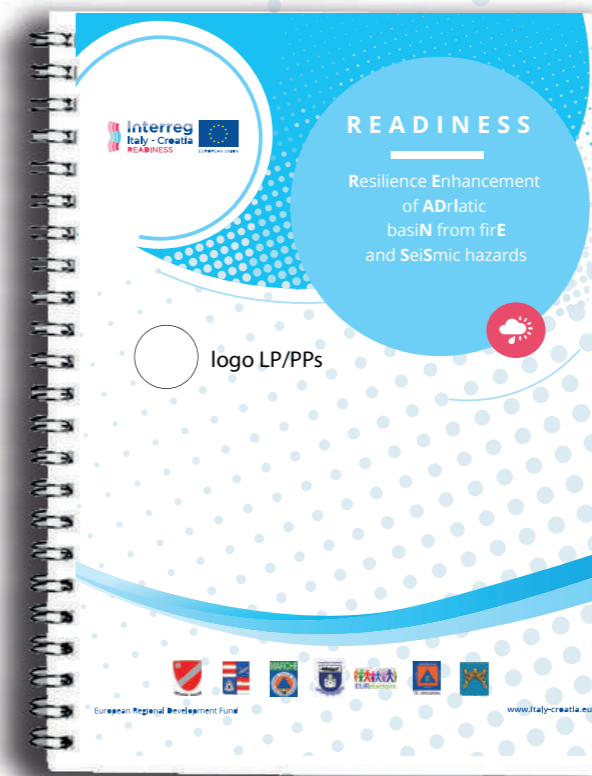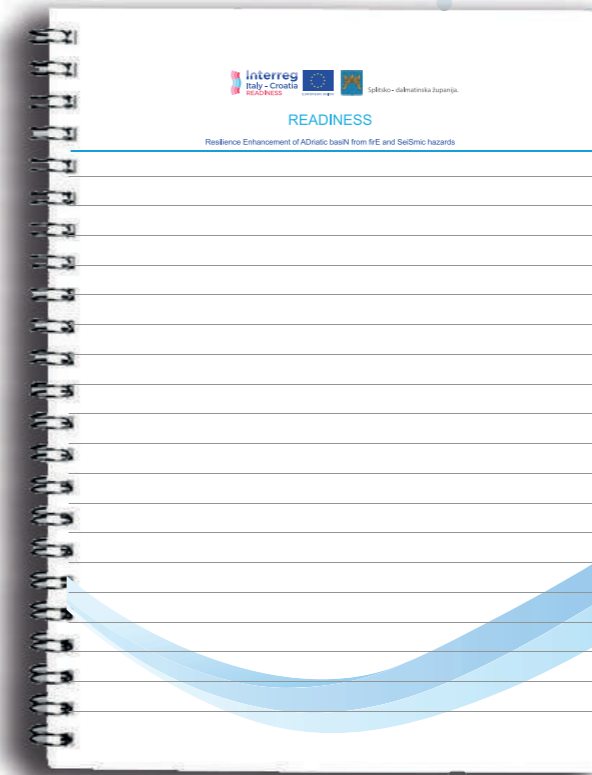
Contact

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European Regional Development Fund

www.italy-croatia.eu/readiness

European Regional Development Fund

Interreg
Italy - Croatia
READINESS

EUROPEAN UNION

logo LP/PPs

REA DINESS

Resilience Enhancement of ADriatic basiN from firE and SeiSmic hazards

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READINESS

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READINESS

Resilience Enhancement
of ADriatic
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and SeiSmic hazards

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gadgets

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READINESS

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