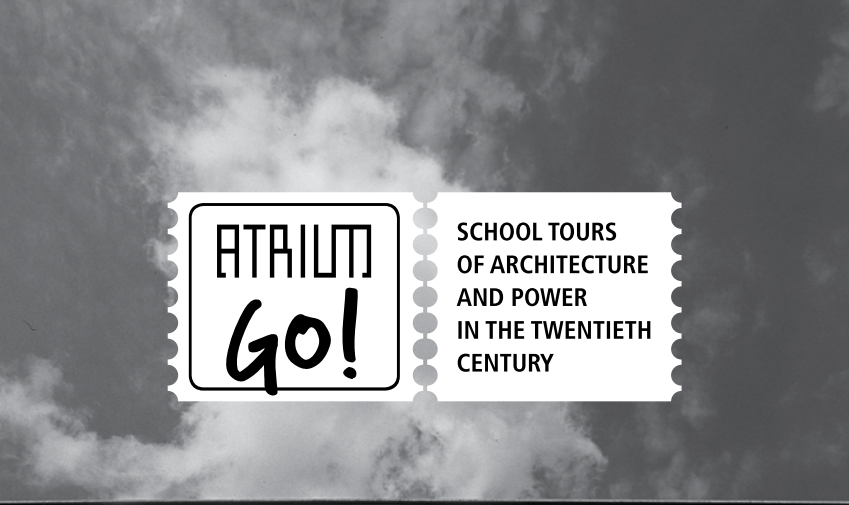


**MONOCHROME
POSITIVE LOGO
ALLOWED
BACKGROUNDS**

If the print color is only one, use the monochrome version of the logo, taking care to create the necessary contrast between the background and the logo, so that its contours are well defined.



SCHOOL TOURS
OF ARCHITECTURE
AND POWER
IN THE TWENTIETH
CENTURY



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**MONOCHROME
POSITIVE LOGO
NOT ALLOWED
BACKGROUNDS**

Do not use this version
of the logo if the
background does not
allow its contours
to be read.

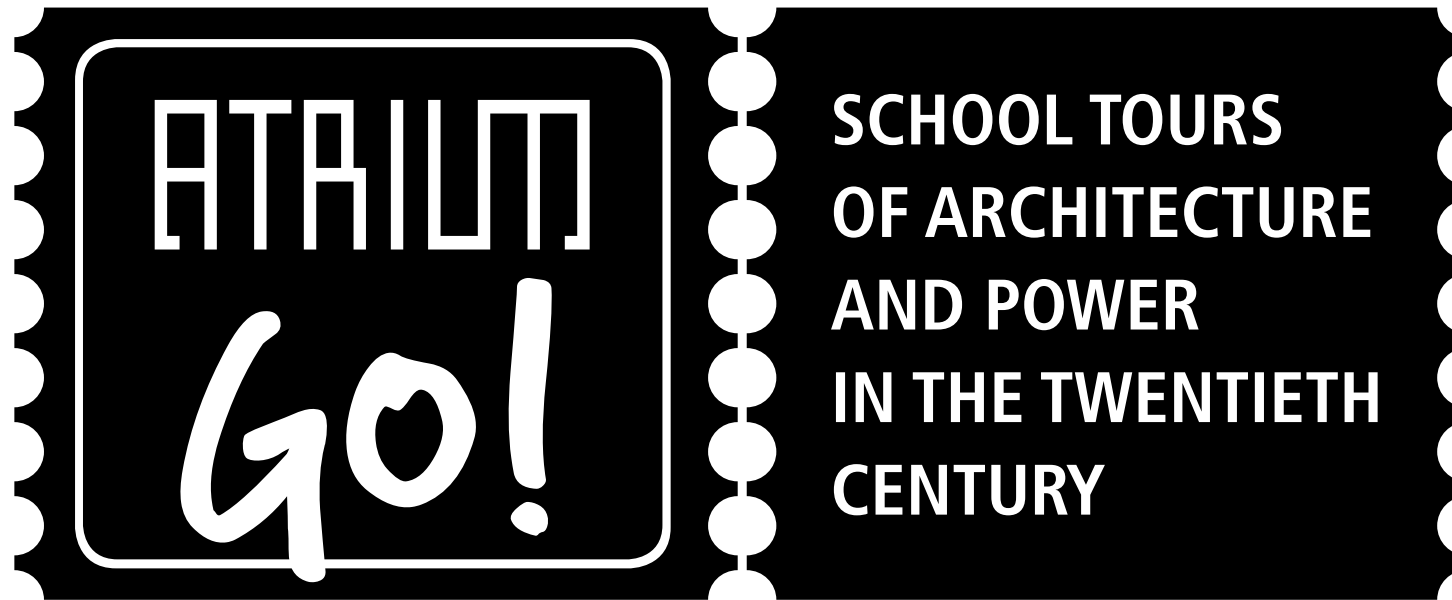


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**MONOCHROME
NEGATIVE VERSION**

The monochrome version of the logo is dedicated to the limited cases in which the use of colors is not possible and the background is bright.



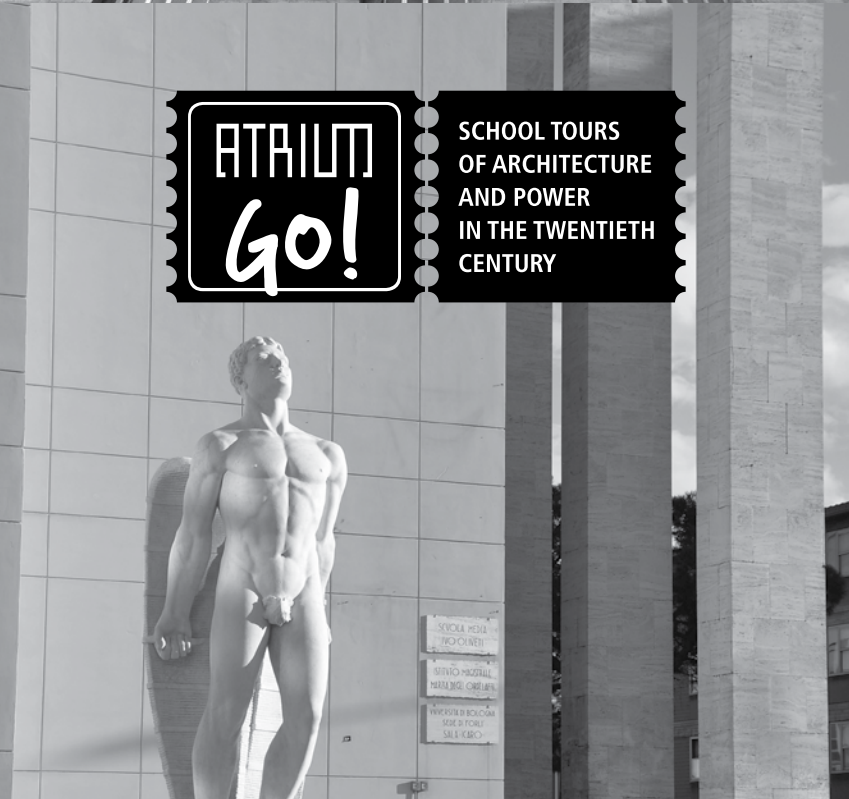
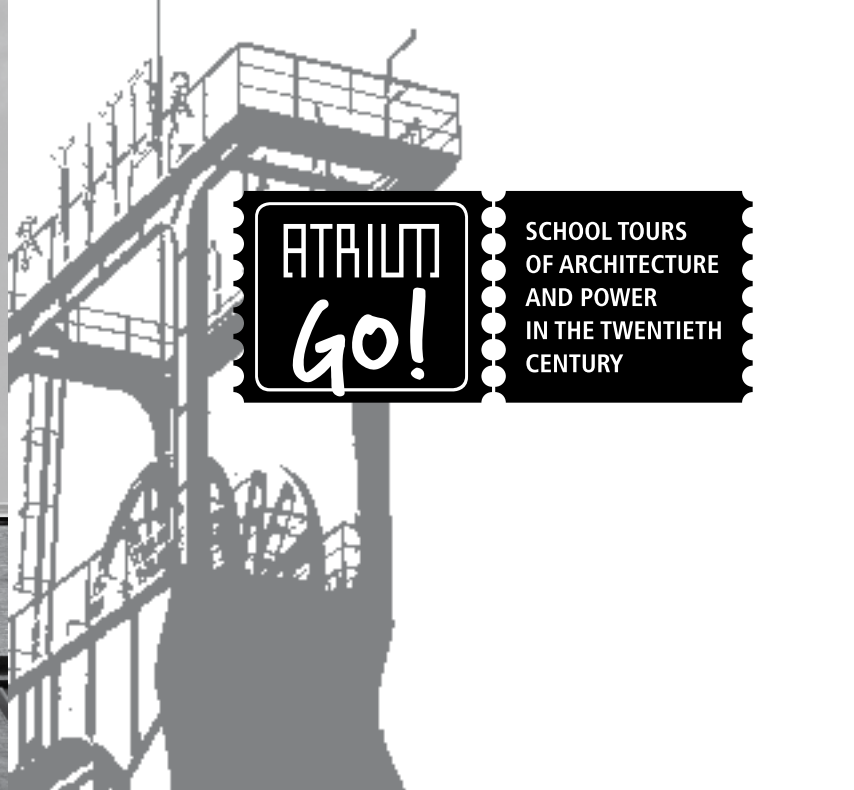
**MINIMUM DIMENSIONS
ALLOWED**



H = mm 15

USE OF THE MONOCHROME LOGO

If the print color is only one, use the monochrome version of the logo, taking care to create the necessary contrast between the background and the logo, so that its contours are well defined.



**MONOCHROME
NEGATIVE LOGO
NOT ALLOWED
BACKGROUNDS**

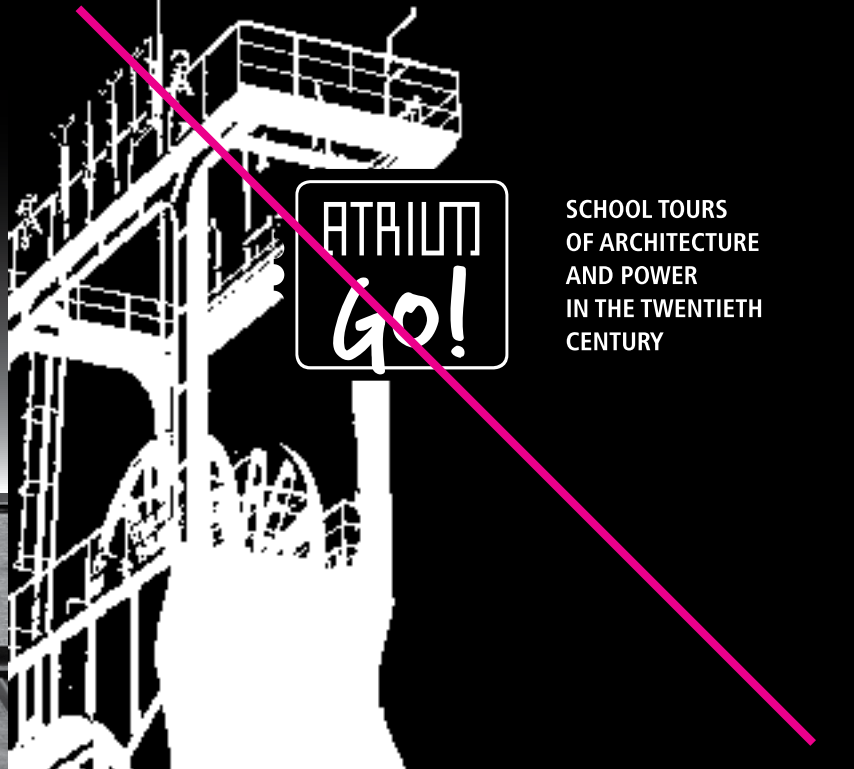
Do not use this version of the logo if the background does not allow its contours to be read.



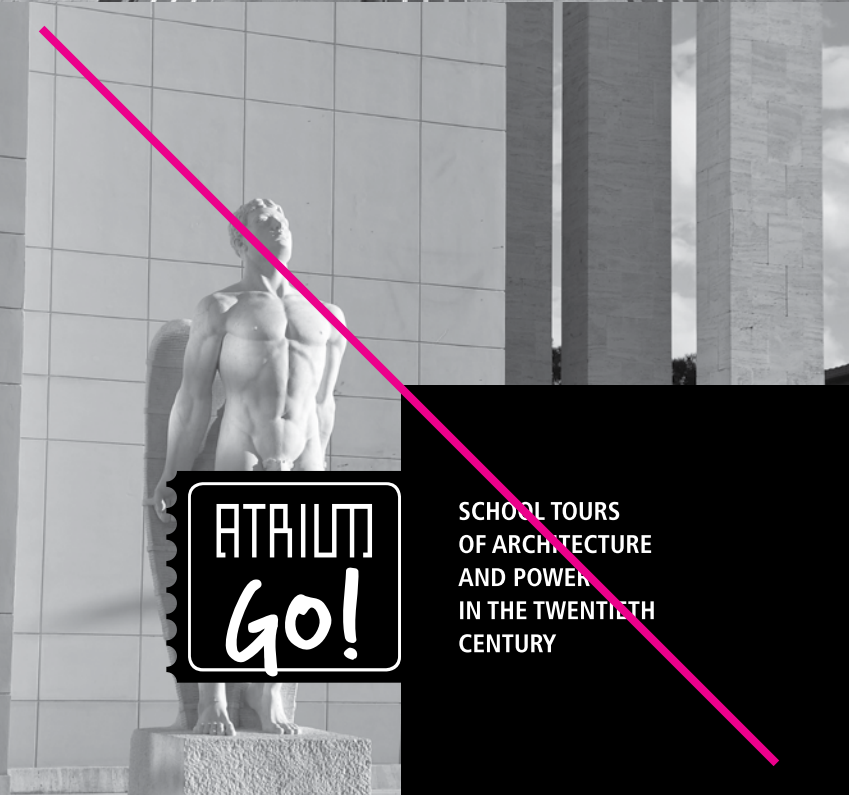
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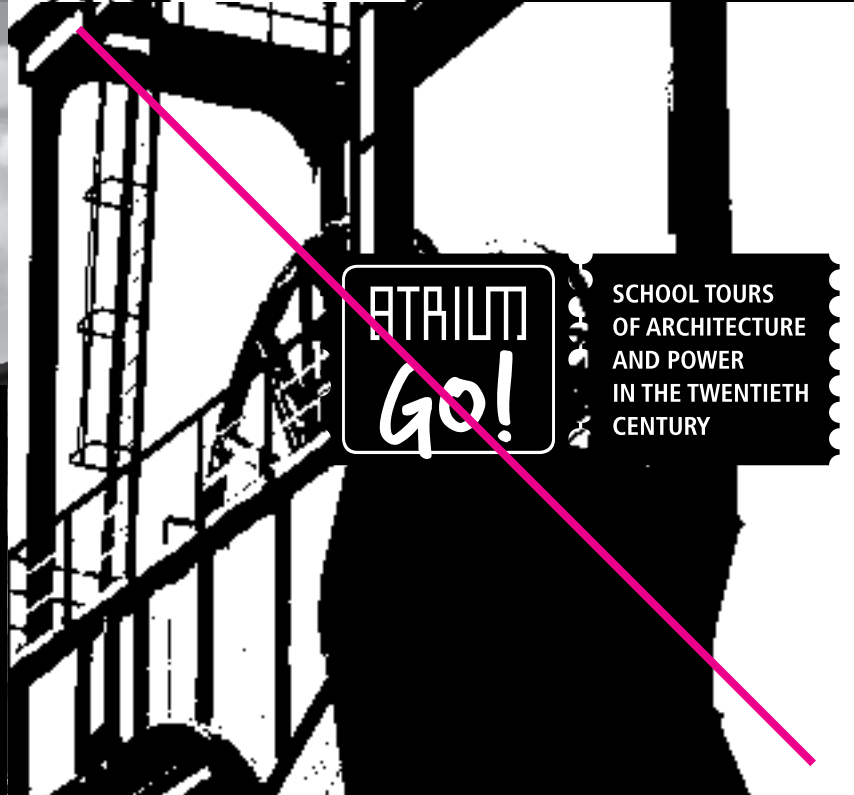
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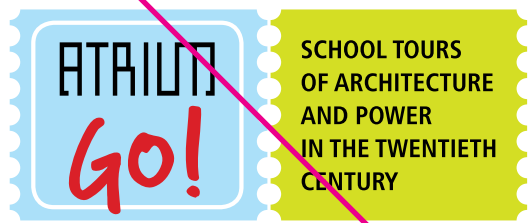
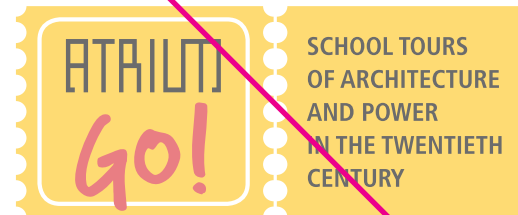
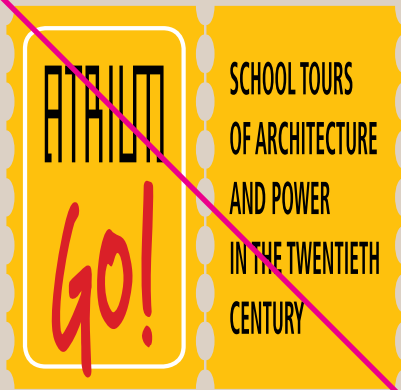


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NOT ALLOWED
METHODS OF USE

It is not allowed to alter the proportions of the logo, change the colors (not even their intensity) or use it only in part.

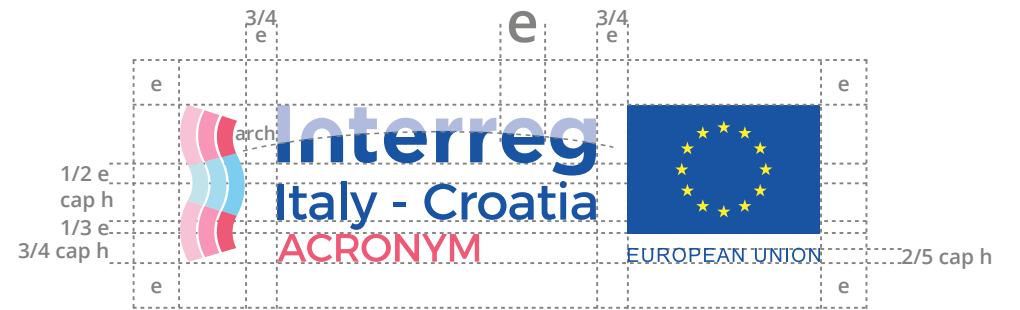


atrium go! and Project Logo

This section contains extracts from the PROJECT BRAND MANUAL (ver.1) - April 2018
for additional information please refer to the “PROJECT BRAND MANUAL”
<https://www.italy-croatia.eu/docs-and-tools-details?id=38854&nAcc=5&file=1>



Correct proportions in case of use together with the Interreg logo



2.4 LOGO SIZE

The size of the logo should be reasonable and recognizable. 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 any size smaller than the smallest logo size specified here.

Minimum and maximum size

The logo should never be reproduced under the size of 46 mm. No maximum size is set, providing the logo placement is respectful of the clear space area around the logo.



46 mm



46 mm



46 mm



46 mm

2.5 LOGO IN SMALL SCALE VERSIONS

For very small spaces, with an available print area of less than 11 mm in height or 46 mm in width, and where due to the small size the logo would be too small to be readable, small-scale variations of the project logo have been developed. These include:

- European Union emblem (EU flag and European Union label)
- Name of funding strand (Interreg)
- Name of Programme (Italy-Croatia)
- Project acronym (written below the Programme name and in the colour of the related thematic priority)
- Characterization element (wave in colour of the with Priority Axis the project is belonging to)



White logo

The black and white logo should only be used if there is no possibility to use grayscale.



Allowed logo use against background (not recommended)

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on the background have to be very light (however it is possible only if there is no alternative). The width of the border must be 1/25th of the height of the rectangle.



Allowed logo use (not recommended): Standard logo on bright photo – enough contrast necessary!



Allowed logo use (not recommended): Standard logo on very light coloured background – enough contrast necessary!

Improper uses



- 1** Do not use any other typographic elements in addition to the logo in the same line. It is allowed to use program and project names in the lines below the logo only according to the rules specified later in this manual.



- 2** Do not distort, stretch, slant or modify the logo in any way.



- 3** Do not cut the logo.



- 4** Do not rotate the logo.



- 5** Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.



- 6** Do not use outlines around the logo.



- 7** Do not invert the logo or use the logo in any other colour than the standard full colour version or in grayscale on monochrome applications.



- 8** Do not use the logo on a coloured background - only exception are very light colours as specified on the previous page.

atrium go! and atrium route Logo

For more information on the use of the ATRIUM Route Logo
please refer to the ATRIUM Association's Logo Usage Manual downloadable from
http://www.atriumroute.eu/images/media_articoli/documenti/transparency/Use_of_the_logo.pdf



ATRIUM
Architecture
of Totalitarian Regimes
of the XX Century
in Europe's Urban Memory

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Correct proportions in case of use together with the Atrium Route logo