
IMCORE GRAPHIC COMMUNICATIONS GUIDELINES

If you have any doubts or suggestions concerning these guidelines please get in touch with WP5 Coordination (manuela.delosrios@coastnet.org.uk)

EMAIL COMMUNICATIONS (not required for internal communication between project partners):

Include **project signature** as in GRAPHIC IDENTITY MANUAL. This can be done by attaching image of project signature to email (see Outlook options). There is an option to save the signature in Outlook to add only when required.

LETTERS (for invitations to workshops, events, arranging formal meetings, etc.):

Please use **letter template** as in GRAPHIC IDENTITY MANUAL.

PDF / WORD PUBLICATIONS (for all project written outputs):

Use **document front page** and **inside page templates** as in GRAPHIC IDENTITY MANUAL.

PRINTED PUBLICATIONS (suggested basic image for books or reports to be printed in large numbers):

Use **document front page** and **inside page templates** and use general indications about colours and overall image of IMCORE, consult also the Interreg IWB webpage section on Communications – Logos – for concrete indications on colours for printing or publishing specialists

(http://www.nweurope.eu/index.php?act=page&page_on=communication&id=250)

POWERPOINT PRESENTATIONS:

Use **powerpoint presentation front page and inside page templates** as in GRAPHIC IDENTITY MANUAL.

LEAFLETS:

Use general indications about colours and overall image. Always allow **1/4 of front page of leaflet** for the Imcore and the Interreg/EU logos.

Ask printers to check **colours and fonts** as indicated for both the IMCORE and the INTERREG/EU logos.

SMALL PROMOTIONAL MATERIALS:

Only the EU flag is required (see **COMMISSION REGULATION (EC) No 1828/2006** page 16 and Annex 1 for specifications on this issue)

NOTE ON IMCORE ACRONYMS: If you are using the logo that does not include what the **IMCORE** acronyms stand for (**Innovative Management for Europe's Changing Coastal Resource**), the complete name of the project should be included in the first paragraph.

-
- ✓ For more information see page 11 of the **COMMISSION REGULATION (EC) No 1828/2006**: [http://www.nweurope.eu/nwfiles/file/ce_1828\(2006\)_implementing_regulation_en.pdf](http://www.nweurope.eu/nwfiles/file/ce_1828(2006)_implementing_regulation_en.pdf)
 - ✓ See also the **IMCORE GRAPHIC IDENTITY MANUAL** and **TEMPLATES** that will be downloadable from www.imcore.eu (see email for the direct link)
 - ✓ **DON'T FORGET!** Information and publicity outputs should always include a statement chosen by the managing authority, highlighting the added value of the intervention of the Community, and preferably **“Investing in your future”**.
-