



LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME

LATVIAN-SWISS COOPERATION PROGRAMME | Information and Promotion Guidelines

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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Šveices Konfederācija

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Introduction

This document sets out the rules and responsibilities applicable to all information and promotion activities related to the implementation of the Latvian-Swiss Cooperation Programme (“LSCP” or “Programme”), regardless of whether these activities are undertaken by Executing Agencies of projects financed or co-financed by the LSCP, by Latvian Intermediate Bodies, the National Coordination Unit (NCU), or the Swiss Agency for Development and Cooperation (SDC) and the State Secretariat for Economic Affairs (SECO), as the case may be through the Swiss Contribution Office for Latvia (SCO).

Information And Promotion of the LSCP

2.1 General objectives

Main objectives of the informational and promotional activities within the LSCP are as follows:

- to inform general public about the LSCP, its implementation and results, in particular to raise awareness on the Swiss contribution to the social and economic cohesion of Latvia,
- to promote the objectives of the LSCP, as well as the benefits arising from the implementation of the Programme,
- to contribute to the transparency of the LSCP.

2.2 Key messages

Messages concerning the LSCP shall take into account the main goals of the Programme, i.e. **the reduction of social and economic disparities between Latvia and more advanced EU countries, and in Latvia - between less and better developed regions.**

The main objectives of the Programme can be elaborated so that the objectives of all focus areas convey the following messages:

- The Swiss funds contribute to the reduction of economic and social disparities between Latvia and the more advanced countries of the enlarged European Union,
- The Swiss funds contribute within Latvia to the reduction of economic and social disparities between the dynamic urban centers and the

structurally weak peripheral regions,

- The Swiss Contribution is an important element of the bilateral relations between Switzerland and Latvia.

2.3 Target groups

Information and promotion activities on the LSCP shall be addressed to the following groups:

- general public
- beneficiaries and potential beneficiaries,
- media (e.g. press, TV, radio -local and country-wide, Internet),
- social partners, business environment, NGOs.

General public

The messages to the general public shall aim to raise interest in and create favorable atmosphere around the Programme, as well as to build awareness of its objectives and benefits resulting from its implementation.

The communiqués should use simple vocabulary and avoid abbreviations.

Media

Information shall concern country-wide and/or regional media, depending on the type and aim of the activity. The communiqués addressed to the media shall be simple and concise, avoid technical vocabulary but yet include content-related comments if needed.

2.4 Communication tools

Information and promotion activities can be conducted through:

- Opening/closing/information conferences, promotional events for general public (forums, fairs, open days),
- Contacts with media:
 - a. press conferences, briefings, interviews,
 - b. press releases, newsletters, articles etc.,
 - c. spots, promotional films, radio and television broadcasts,
- Info points (general and of specific focus areas),
- Publications - electronic and paper (brochures, folders, leaflets etc.),
- Websites,
- Workshops,
- Other promotional materials.

The above list presents standard, most commonly used tools and is not exhaustive. All actors may undertake additional activities if they serve effectively the purpose of informing about and promoting the LSCP and remain in correspondence with the project costs and its nature.

Information and Promotion of Projects Financed within the LSCP

The aim of information and promotion activities pursued is to raise the level of public awareness of the Swiss Contribution. This aim can be achieved by:

- informing about the financial support provided for a project,
- informing about the benefits arising out of the support,
- informing about the implementation progress and results achieved.

3.1 Obligations of all actors

All actors shall undertake appropriate measures in order to disseminate the information on the support provided through the LSCP and the benefits arising from it. This information shall be targeted and correspond in scale and scope to the responsibilities of the individual actor in the implementation of the Programme.

For example, an Executing Agency for a small project may limit itself to organising a local event and informing the local media, whereas in case of big, complex and/or infrastructural projects, projects implemented at the national level and/or of importance to the whole country, Executing Agencies are invited to orient their information activities, to the extent possible, towards target groups at the national level particularly through the nationwide media. Executing Agencies should ensure that the information about

the support within the LSCP is conveyed to the final beneficiaries of the projects (participants in the co-financed trainings, entities receiving resources in the projects etc.).

Equally, IB responsible for a thematic focus should provide guidance to their Executing Agencies and coordinate as well as supplement the Executing Agencies' information and promotion activities in order to maximise their effective impact.

Last but not least, the NCU and the SCO have an overall responsibility for ensuring a coherent and effective communication at the level of the Programme by providing guidance to IBs and coordinate as well as supplement information and promotion activities at all levels in order to maximise their effective impact.

Highlights:

The scope of information and promotion activities should be planned in a reasonable and efficient manner, with due consideration of the assumed objectives and requirements connected with the project promotion.

Communication tools should be chosen depending on the specificity of the project. The resources assigned for the project promotion should correspond to its size, type and objectives.

Executing Agencies should also ensure that the message (including the communication tools and

language) is adjusted to the group of recipients as well as to the nature and impact of the project.

3.2 When should information and promotion activities start?

All information and promotion activities should be planned well in advance and implemented in step with the progress of the programme and individual projects. In particular, Executing Agencies are obliged to promote the project since the date of signing the Implementation Agreement/ Activity Agreement/ other specific Agreements and during its duration. After signing the agreement they should start applying the rules of labeling for documentation and place relevant information on their website, etc.

3.3 Rules of project labeling

3.3.1 Visual identification system

The Latvian-Swiss Cooperation Programme is one of the cooperation programmes between Switzerland and new member states of the European Union.

All the programmes constitute the Swiss Contribution to reducing the social and economic disparities in the enlarged European Union.

The beneficiaries of this contribution, amounting to CHF 1 billion 257 million, are, apart from Latvia: Estonia, Lithuania, Malta, Slovakia, Slovenia, Czech Republic, Hungary, Cyprus, Bulgaria, Romania and Poland.

The cooperation programme realized in Latvia, being part of the Swiss Contribution, shall be labelled with the following logo for LSCP (Swiss contribution logo):



LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME

The logo refers to the Swiss - Latvian cooperation. For identity and visibility reasons, no other logo than the one stated above shall be created and used to promote the LSCP.

As a general principle, all information and promotional materials have to be labelled with the Swiss Contribution logo. At the project level, this logo can be accompanied by the logo of the project partner or national/regional symbols, etc.. However, materials cannot feature any logotypes of private contractors who conduct activities under the project. This rule also applies to Swiss Intermediate Bodies (consortia of private and NGO contractors). In well argued cases, after consultation with and approval by SCO, exceptions will be possible.

This applies in particular to:

- printed materials – press releases, programme

documents, brochures, leaflets, newsletter, notes, advertisements, press announcements, diplomas, certificates etc.,

- promotional materials – pens, mugs , USB sticks, caps, T-shirts etc.,
- websites, internet announcements, advertisements, data bases etc.,
- films,
- Power Point Presentations,
- on-site billboards,
- posters, banners, roll-ups, exhibition stands etc.

Additionally the logo of the Swiss Confederation (as below) and the logo of one Latvian partner (NCU, IB, Executing Agency) may also be used.



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Šveices Konfederācija

For material of high importance (in particular billboards, commemorative plaques as well as information plates and information stickers) the Swiss Confederation logo has to be used in addition to the Swiss contribution logo as well as the logo of one Latvian partner (NCU, IB, Executing Agency), as appropriate. In exceptional cases, if the space available does not permit the use of all logos, the logo of the Swiss Contribution may be relinquished.

For communication and promotional material produced by the Swiss side (i.e. SDC, SECO SCO) the use of the Swiss Confederation logo is compulsory.

The font of the Swiss contribution is Frutiger (c.f. annex). This font has to be used whenever possible and practicable. If the Frutiger font is not available, Arial may be used instead. In order to properly use the Swiss Contribution logo, please consult the websites: <http://www.swiss-contribution.lv/page/17> or <http://www.swiss-contribution.admin.ch/latvia/>.

3.3.2 Information on the co-financing

The wording to be used for acknowledgement of co-financing within the LSCP is as follows:

- English version

Project co-financed by a grant from Switzerland through the Swiss Contribution to the enlarged European Union

- Latvian version

Projektu finansē Šveices Konfederācija no Latvijas un Šveices sadarbības programmas līdzekļiem paplašinātajai Eiropas Savienībai

- The information on co-financing shall be generally used in Latvian language, although it might be also used in both languages, especially when the message is directed to non-Latvian speakers. Both language versions are required in the case of on-site billboards and information plates.

In case of a non-investment project, when there is a need to specify an activity, a publication etc., the

wording can be adjusted accordingly:

— English version

Publication, conference etc. co-financed by Switzerland through The Latvian-Swiss Cooperation Programme to Reduce Economic and Social Disparities within the Enlarged European Union.

— Latvian version

Publikāciju (konferenci u.tml.) finansē Šveices Konfederācija no Latvijas un Šveices sadarbības programmas līdzekļiem paplašinātajai Eiropas Savienībai

If the information on co-financing is in both languages, the text of one version should always be adjusted to the other.

Please note that, although there is some flexibility in adjustments of the wording, it cannot be shortened and has to explicitly indicate that the project is supported by Switzerland through the Swiss Contribution to the enlarged European Union.

NOTE: If a project is 100% financed by the Swiss Contribution, the text should always be adjusted accordingly, i.e. instead of “co-financed” there should be used the word “financed”.

The information on the co-financing should be used wherever possible, but obligatorily on:

- information billboards and plates, stickers
- publications (except for situations when the size of the material does not allow it, e.g. in case of a small leaflet),
- sponsored articles,

— audio-visual materials,

— training materials and certificates for the participants of the trainings.

The information about the support may be displayed in any place on the material; however, it has to be visible.

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

3.3.3 The use of the visual identification system and information on co-financing

All information and promotion materials, depending on their size and/or type shall be labelled by either means:

- basic variant – the Swiss Contribution logo and the information on the co-financing (for larger materials
- minimum variant – the Swiss Contribution logo (for smaller materials, where it is not possible to include the information on co-financing), for example pens, pen drives etc.

3.4 Information and promotion activities of the project

Project inaugurations and closings

The project launching and closing are key events and shall receive adequate attention in terms of publicity. For other key events, such as an evaluation after the closing of the project, publicity measures are encouraged. The SCO shall be informed well in advance of all project inaugurations or other events organised in connection with significant phases of project implementation in order to enable the SCO to organise

the appropriate participation, if deemed necessary. Executing Agencies are obliged to inform in a clear manner the target groups about the received financial support under the project, results and benefits arising out of the support, about project developments, milestones in the project implementation, for instance signing Implementation Agreement/ Activity Agreement/ other specific Agreements, launching of the construction work, launching of a promotional campaign, completion of a building construction/ renovation, completion of a project etc. Executing Agencies are obliged to undertake the obligatory activities, and invited to undertake the recommended activities.

3.4.1 Obligatory activities

a. Information billboards – in case of infrastructural or construction projects

It is obligatory to place information billboards at the premises where infrastructural or construction projects are realised, as of commencement of the work. If the work starts before signature of the Implementation Agreement, the beneficiary places the billboard after signing the agreement.

Information billboards shall be placed in the most visible locations connected with the project in order to allow the largest possible number of persons to become acquainted with its content easily and safely. At least one billboard should be placed. If the infrastructural works are conducted in several locations, an appropriate number of billboards should be placed in order to ensure efficient promotion of the project.

The information billboard has to include the following elements:

- the Swiss Contribution and Swiss Confederation logos should cover approx. 25% of the billboard's area,
- the information on the support in two languages (see point 3.3.2.),
- value of the Swiss co-financing in CHF,
- the title of the project – the title should be simplified in order to be understandable for the general public,
- name of the Executing Agency,
- other logos, however, the billboard may not feature any logotypes of private contractors who conduct activities under the project.

It is also allowed to include information on the Executing Agency's co-financing or/and the value of co-financing from other sources.

The recommended dimensions of the information billboard are the following: 150 cm (width) x 100 cm (height). It is allowed to place a smaller or a bigger billboard if required by the type and nature of the project, however, on condition that all proportions of the specimen billboard are preserved.

Please, consult the Obligatory and recommended layouts (Annex, Part 2) for the precise rules of designing the information billboard. The layout of billboards in PDF format is available at the following website: www.swiss-contribution.ro or <http://www.swiss-contribution.ch/Latvia>.

b. Commemorative plaques – in case of infrastructural or construction projects

Within 6 months from the end of investment works the information billboards have to be replaced with permanent commemorative plaques.

The plaques shall be placed in the most visible locations connected with the project in order to allow the largest possible number of persons to become acquainted easily and safely with its content.

At least one commemorative plaque should be placed. If the infrastructural works are conducted in several locations, an appropriate number of commemorative plaques should be placed in order to ensure efficient promotion of the project.

The commemorative plaque has to include the following elements:

- the Swiss Contribution and Swiss Confederation logo should cover approx. 25% of the plaque's area,
- the information on the support in two languages:

Reconstruction/adaptation of the school building, reconstruction/modernisation of the installation etc. co-financed by a grant from Switzerland through the Swiss Contribution to the enlarged European Union

and
Skolas rekonstrukciju/pārbuvi, iekārtas rekonstrukciju/pārbuvi, u.tml. finansē Šveices Konfederācija no Latvijas un Šveices sadarbības programmas līdzekļiem paplašinātajai Eiropas Savienībai

- value of the Swiss co-financing in CHF,
- other logos, however, the plaques may never feature any logotypes of private contractors who conduct activities under the project

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

The recommended dimensions of the commemorative plaque are the following: 70 cm (width) x 50 cm (height). It is allowed to place a smaller or a bigger commemorative plaque if required by the type and nature of the project, however, on condition that all proportions of the specimen commemorative plaque are preserved.

The commemorative plaques should always ensure high visibility of the logotypes and inscription, as well as be made of durable material, resistant to different weather conditions, of high aesthetic value.

The layout of plaques in PDF format is available at the following website: <http://www.swiss-contribution.lv/page/17> or <http://www.swiss-contribution.admin.ch/latvia/>.

c. Information plates and information stickers

Information plates shall be used for the purpose of labelling:

- workplaces or rooms where undertakings of non-investment projects are carried out, e.g. laboratory etc. (then an information plates should be placed at the entrance into the room in which the works are conducted or in which the project is implemented),

— rooms in which renovation works inside the building are conducted - information plate shall be placed at the entrance into the room in which the works are conducted

Plates have to include the following elements:

— the Swiss Contribution and Swiss Confederation logo should cover approx. 25% of the area,
 — the information on the support in two languages:

Project (insert the abbreviated project title name, e.g. purchase, reconstruction, construction, modernisation etc.) co-financed by a grant from Switzerland through the Swiss Contribution to the enlarged European Union

and

Projektu (saīsinātais projekta kods-, e.g pirkumu, rekonstrukciju, celtniecību, modernizāciju) finansē Šveices Konfederācija no Latvijas un Šveices sadarbības programmas līdzekļiem paplašinātajai Eiropas Savienībai

— value of the Swiss co-financing in CHF,
 — other logos, however, plates cannot feature any logotypes of private contractors who conduct activities under the project.

It is also allowed to include information on the Executing Agency's co-financing or/and the value of co-financing from other sources.

Note that the minimum size of the plates is 28 cm (width) x 17 cm (height). The dimensions may vary depending on the size of the labelled space, on condition that proportions of the specimen billboard are preserved.

Information stickers shall be used for the purpose of labelling fixed assets – machines and devices, means of transport.

Information stickers have to include the following elements:

— the Swiss Contribution logo should cover approx. 25% of the area,
 — the information on the support in Latvian language version:

Ex.

— Inventāru (iegādātā inventāra nosaukums) finansē Šveices Konfederācija no Latvijas un Šveices sadarbības programmas līdzekļiem paplašinātajai Eiropas Savienībai

— Beneficiaries are free to choose the preferable size of the sticker. However, when defining the size, the protection zones of the Swiss Contribution logo should be preserved.

Please, consult <http://www.swiss-contribution.lv/page/17> or <http://www.swiss-contribution.admin.ch/latvia/> for rules of designing the information plates and stickers.

NOTE: If a project is financed by the Swiss Contribution in 100%, ONLY the logo of the Executing Agency, apart from the Swiss Contribution logo, can be placed on all the above materials (information billboards, commemorative plaques, information plates and stickers). Remember that the text on support should also be always adjusted accordingly, i.e. instead of “co-financed” there should be used the word “financed”.

d. Labelling of documents

The labelling obligation covers documents concerning the project implementation after signing of the Implementation Agreement and for the project duration, except for internal documents which are not to be presented to other entities.

The document should be labelled with the Swiss Contribution logo and, optionally, with the information about the support. Please note that for documents, the use of the Swiss Confederation logo is reserved to the Swiss Confederation solely and shall not be used if the Swiss Confederation is not actively involved in the correspondent communication process.

In particular, the following documents are subject to labelling:

- paper correspondence concerning the LSCP,
- advertisements concerning tenders,
- tender documentation,
- agreements with contractors,
- certificates, testimonials, diplomas etc.

Financial documents – invoices, bills and other financial and accounting documents are not subject to labelling. The requirements concerning labelling of documents refer to situations in which such labelling is feasible in technical terms.

A proposal of the letterhead can be found in the Obligatory and recommended layouts (Annex, Part 2). The layout in formats PDF and DOC is available at the following website: <http://www.swiss-contribution.lv/page/17> or <http://www.swiss-contribution.admin.ch/latvia/>.

e. Press releases

The Executing Agencies are obliged to prepare and disseminate at least two press releases – one at the launching and second at the closing of a project. They should be provided to the leading local and/or country-wide media, depending on the nature of the project. In case of longer-term, big, complex and/or infrastructural projects, projects of national coverage and/or of importance to the whole country beneficiaries should:

- target the leading local and/or the country-wide media,
- inform about the milestones in the project implementation, for instance signing of Implementation Agreement/ Activity Agreement, launching of the construction work, launching of a campaign, completion of a building construction/ renovation, completion of a project etc. and the project results.

Press releases should consist of:

- a heading – short title,
- short introduction,
- main text which shall include inter alia a description of the project, information on the amount of the Swiss support and the beneficiary's co-financing or/and the co-financing from other sources, benefits arising from the support,
- closing paragraph (coordinates etc.)

Press releases shall be simple and concise, avoid technical vocabulary but yet include content-related comments if needed.

The Swiss Contribution Office, the National Coordination Unit, (S) IBs should be informed when the press release is published. A copy shall be kept on file by the respective issuing EA.

The document with the press release should include the Swiss Contribution logo, and preferably use the layout of the letterhead presented in the Obligatory and recommended layouts (Annex, Part 2).

3.4.2 Recommended activities**a. Website**

If Executing Agencies have their own websites, they should include there the information on the project, along with the Swiss Contribution logo, information on co-financing and link to the main websites of the LSCP: www.swiss-contribution.ro or <http://www.swiss-contribution.admin.ch/Latvia>. A visible and easily accessible link to the sub-page/tab with information on the project should be placed on the home page of the Executing Agency.

As to the information of the project, it should include:

- scope and objectives of the project,
- timetable of the project implementation,
- the value of the Swiss co-financing in CHF,
- benefits arising out of the project.

It is also allowed to include information on the beneficiary's co-financing or/and the value of co-financing from other sources.

The information should be updated regularly according to the project developments and milestones.

It is also advised to disseminate the address of the webpage with the information on specific projects,

among others, in publications, brochures, press releases, on the headed stationery, etc. The website address or the link to a sub-page/tab concerning the project should be notified to the National Coordination Unit, the Intermediate Body and to the Swiss Contribution Office.

It is also recommended to place information in two language versions – Latvian and English. In case of the English language version it is allowed to place information in its abbreviated form.

b. Printed, electronic and audio-visual materials

Printed publications (e.g. brochures, folders, leaflets, bulletins, etc.) published under the project should include the Swiss Contribution logo and the information on the support (except for small scale materials (for example small leaflets) whose size and layout does not enable to place the information on the co-financing). The same labelling rules should be applied in case electronic and audio-visual materials. In addition, in case of the electronic material and devices such as CD, DVD, the Swiss Contribution logo should be placed on the cover.

For the obligatory layout of the Power Point presentation, please consult the Obligatory and recommended layouts (Annex, Part 2).

It is recommended to place on printed, electronic and audio-visual materials publications the contact information of the Executing Agency, including the website or sub-page/tab of the project (if it exists) and the main websites of the LSCP.

c. Posters and roll-ups

For the purpose of labelling rooms, promotional events, fairs, conferences, trainings, etc. beneficiaries might use posters or roll-ups.

For the obligatory layout of the roll-up, please consult Obligatory and recommended layouts (Annex, Part 2). It is available in PDF format at the following website: www.swiss-contribution.ro or <http://www.swiss-contribution.admin.ch/Latvia>.

The posters might include another type and/or more of text information than the roll-up, however, it is recommended to design the layout of the poster based on the obligatory layout of the roll-up. In all cases the information has to be understandable and properly displayed.

d. Conferences, workshops, information and promotion events

Information and promotion events, such as conferences, seminars, launching and closing ceremonies of the project, fairs, exhibitions, etc., organised in relation to the project implementation, should be possibly open to the public. Representatives of the media relevant for the place of the project implementation should be invited. After each event an appropriate report/information from such event should be placed on the website.

During such events the information on the project co-financing under the Latvian-Swiss Cooperation Programme shall be disseminated. Any invitations, PowerPoint presentations, conference materials and other documents should feature the logo of the Swiss

Contribution and, where possible, the information on co-financing.

Organisers should notify the National Coordination Unit, the Intermediate Bodies and the Swiss Contribution Office about information events in advance in order to organise their appropriate participation, if deemed necessary. A report/information from such event, together with photo documentation, should be handed over to the above-mentioned institutions in order to be used for the purpose of various horizontal and sectoral promotion activities.

e. Photographic material

It is highly recommended to photo-document the projects – if possible – in an appropriate manner from the beginning of the project on until the end, especially concerning infrastructural projects. The Swiss Contribution Office shall be supplied continuously with an appropriate amount of photographs.

f. Other promotional materials

Executing Agencies are invited to produce other promotional materials (for example pens, mugs and pen-drives) which can be distributed during information and promotion events. Such materials should be labelled depending on their size and nature by one of the variants:

- basic variant – the Swiss Contribution logo and the information on the co-financing,
- minimum variant – the Swiss Contribution logo.

When preparing such promotional materials, the

beneficiaries should always take into account the correspondence between the costs and possible results of the undertaking, as well as correspondence between the type and nature of the materials with the specificity of the project.

g. Additional activities

The Executing Agencies, apart from the obligatory and recommended activities, may start additional activities if they serve for the purpose of the disseminating the information on the support within the Swiss Contribution and benefits arising from it.

3.5 Documentation of information and promotion activities

The information and promotion activities, obligatory, recommended and additional, which have been undertaken by the Executing Agencies, should be documented. The documentation could consist of: photographs, audio and/or visual recordings, clippings, selected website printouts etc., for example, depending on the specificity of the project and activities undertaken within the project. The Executing Agencies shall keep the documentation of information and promotion activities for 5 years after the completion of the project.

3.6 Controlling and monitoring of information and promotion activities

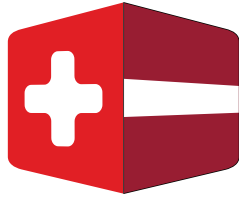
For all projects financed by the Swiss Contribution there must be foreseen a budget for information and promotion activities including inter alia:

- description of target groups of the project,
- type of activities to be undertaken in order to reach the target groups.

The execution of the budget for information and promotion activities should be reported on in the Interim, Annual and Completion Reports.

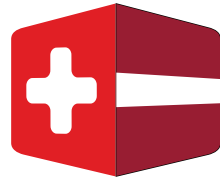
BRAND BOOK OF SWISS CONTRIBUTION LOGO

- 01 the philosophy of logo design
- 02 logo versions
- 03 inadmissible logo modifications
- 04 backgrounds
- 05 clear space and minimum size
- 06 typography
- 07 colour palette



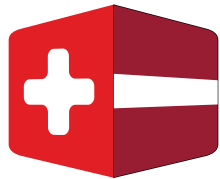
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The logo illustrates the cooperation between Switzerland and Latvia by putting together the flags of the two countries in a strong connection that symbolizes unity, consolidation and development.



LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
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1



LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
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2

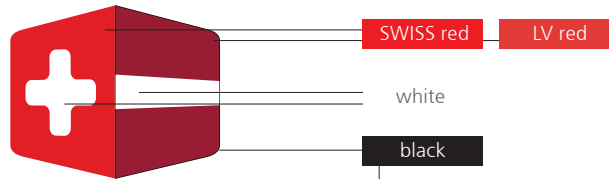


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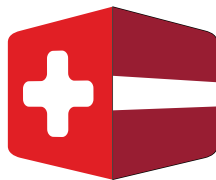
Centered and horizontal version

For a more friendly usage, the signature has two accepted versions:

- 1 centered version with two options. Use whichever stands out the best on the application in which our logo appears.
- 2 horizontal version used to maximise impact within the available horizontal space.



LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME



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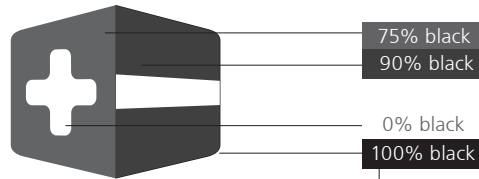


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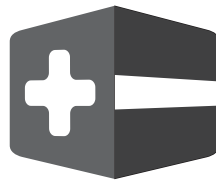
Full colour version

Our logo can be used in different colors, depending on the technical specifications (monochrome or in black and white) or on the background of application.

Always use the full colour version of our logo where possible, to provide maximum impact and recognition.



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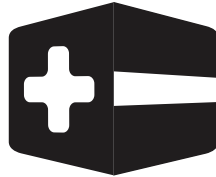


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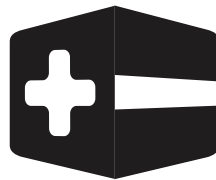
Black and white version

Our logo can be used in different colors, depending on the technical specifications (monochrome or in black and white) or on the background of application.

Where it is not possible to reproduce the logo in colour, it may appear in black and white.



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Monochrome

Our logo can be used in different colors, depending on the technical specifications (monochrome or in black and white) or on the background of application.

1



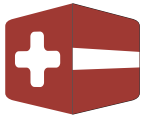
LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
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2



LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
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3



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4



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5



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LATVIAN-SWISS COOPERATION PROGRAMME

6



Programul de Cooperare Elvețiano-Român
Swiss-Romanian Cooperation Programme

7



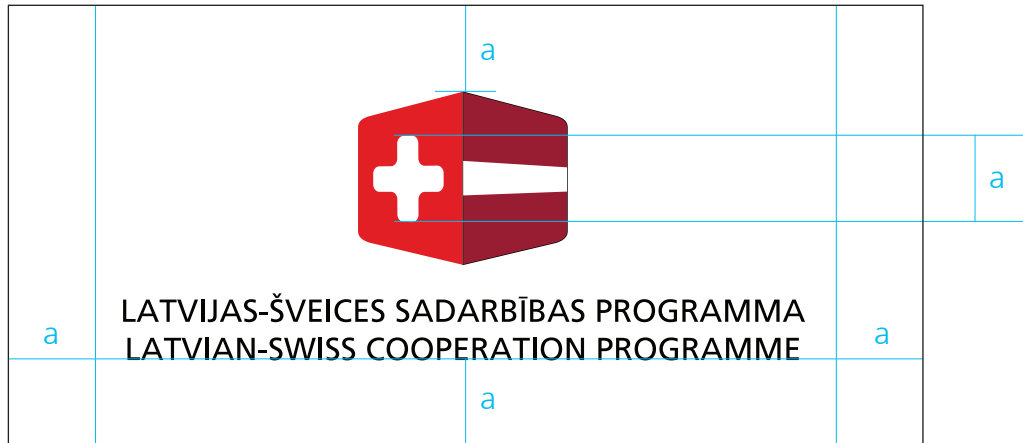
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LATVIAN-SWISS COOPERATION PROGRAMME

Do not

- 1 distort it
- 2 change the elements position
- 3 re-colour it
- 4 add new colours
- 5 separate the elements
- 6 change the logotype
- 7 take out elements



If a background has to be used, one should adapt the logotype using these examples.



Clear space

The optimum effect of the symbol depends upon the space surrounding it. This area should be free of any words, logos, symbols, etc. This is how the clear space area is calculated. This is the absolute minimum clear space area – please allow more space wherever possible.



Minimum size

To ensure the clarity of the logo a minimum size of 35mm (in case a larger one is not possible), is to be applied.



Clear space

The optimum effect of the symbol depends upon the space surrounding it. This area should be free of any words, logos, symbols, etc. This is how the clear space area is calculated. This is the absolute minimum clear space area – please allow more space wherever possible.



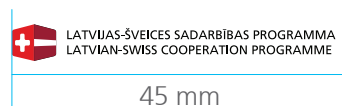
Minimum size

To ensure the clarity of the logo a minimum size of 35mm (in case a larger one is not possible), is to be applied.



Clear space

The optimum effect of the symbol depends upon the space surrounding it. This area should be free of any words, logos, symbols, etc. This is how the clear space area is calculated. This is the absolute minimum clear space area – please allow more space wherever possible.



Minimum size

To ensure the clarity of the logo a minimum size of 45mm (in case a larger one is not possible), is to be applied.

Frutiger Roman

abcdefghijklmnopqrstuvxyzw \$%&*(.,;!?)
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger Italic

abcdefghijklmnopqrstuvxyzw \$%&(.,;!?)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger Light

abcdefghijklmnopqrstuvxyzw \$%&*(.,;!?)
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Frutiger Bold

abcdefghijklmnopqrstuvxyzw \$%&*(.,;!?)
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

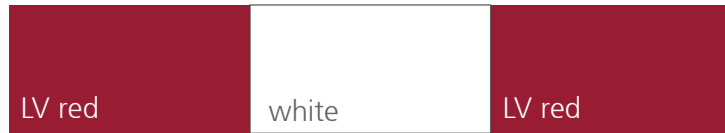
Lettering in the logo

The font used is

Frutiger Roman

Besides following signature specifics, our identity is likewise sustained by using the size, weight and color of the special font selected

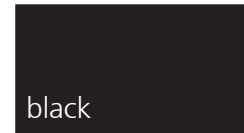
Frutiger



Spot PANTONE 201 C	Spot PANTONE White	Spot PANTONE 201 C
-----------------------	-----------------------	-----------------------

Process 0-80-67-40	Process 0-0-0-0	Process 0-80-67-40
-----------------------	--------------------	-----------------------

RGB 152-30-50	RGB 255-255-255	RGB 152-30-50
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Spot
PANTONE Black

Process
0-0-0-100

RGB
R0 G0 B0

Our colours are red, white and black. Consistency of used color reproduction is very important. Here are the specifications you will need for most applications.



Spot PANTONE 485	Spot N/A
---------------------	-------------

Process 0-100-100-0	Process N/A
------------------------	----------------

RGB 226-0-26	RGB 255-255-255
-----------------	--------------------

OBLIGATORY AND RECOMMENDED LAYOUTS

01 correspondence

Letterhead

Envelope

02 communication

Information billboard

Roll-up

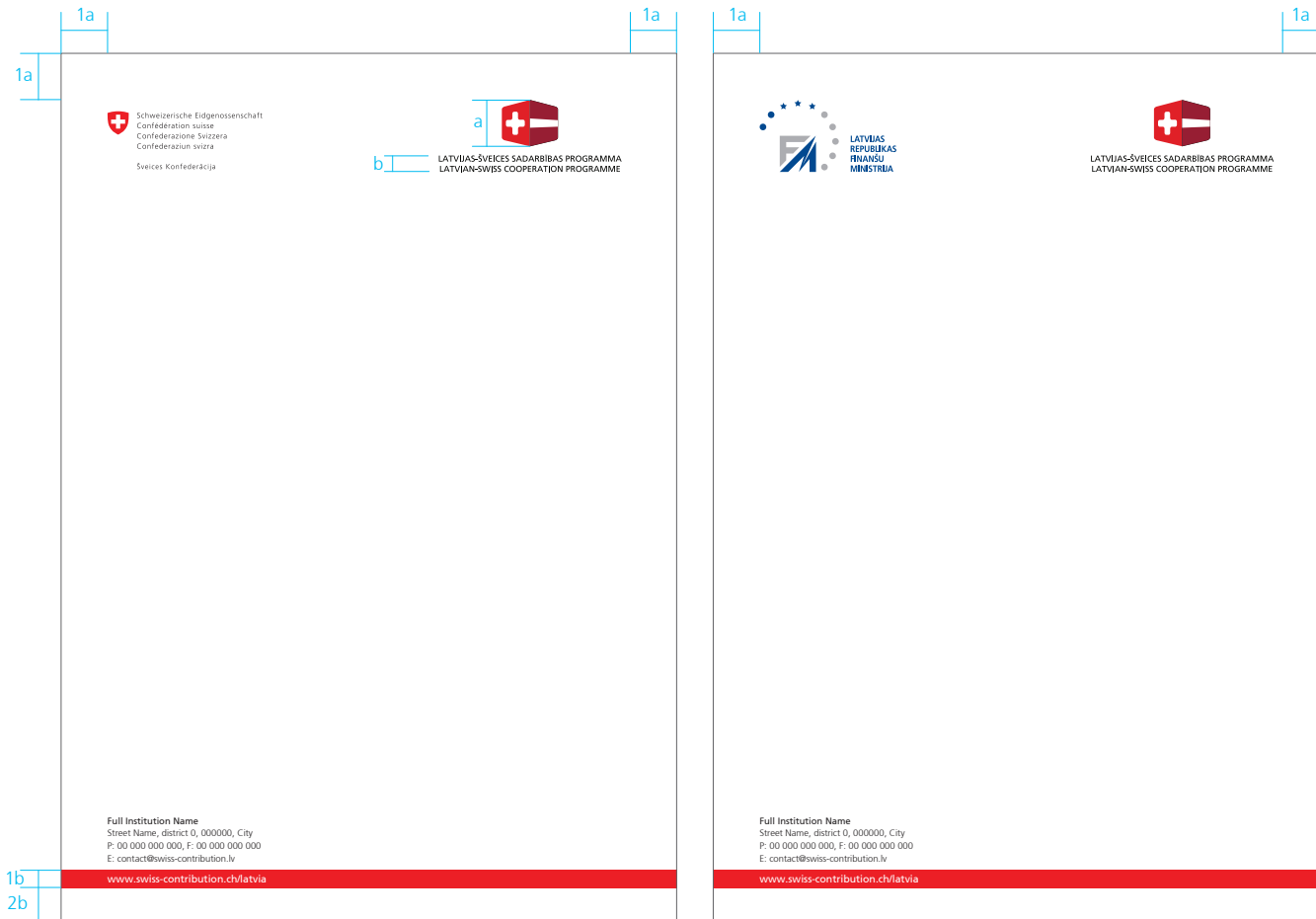
Power Point presentation

03 signage

Commemorative plaque

Information plate

Information sticker



Letterhead – version 1

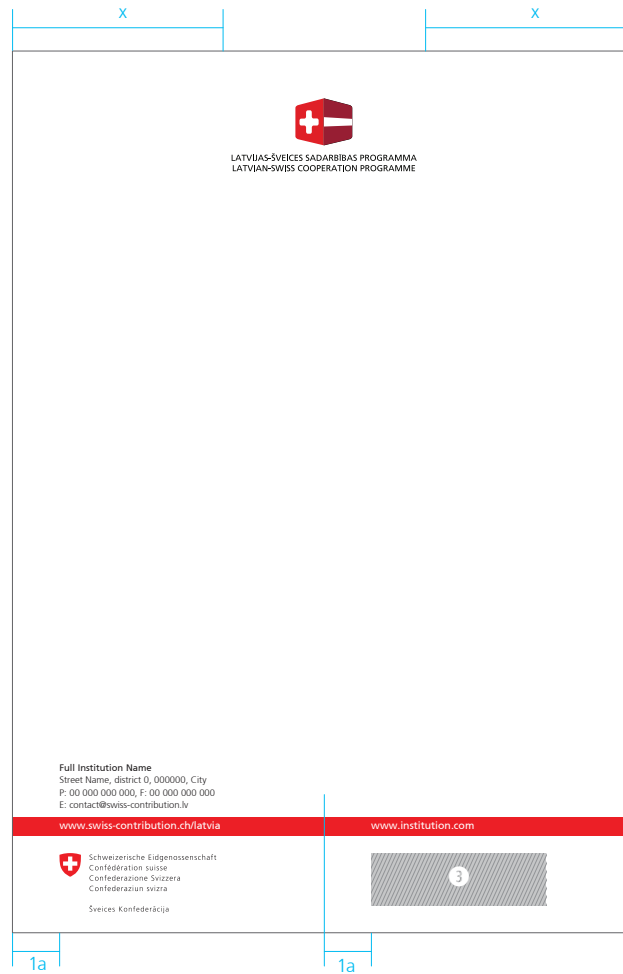
Size: W 21cm x H 29.7cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

b – height of the Latvian-Swiss Cooperation Programme logotype



1



2

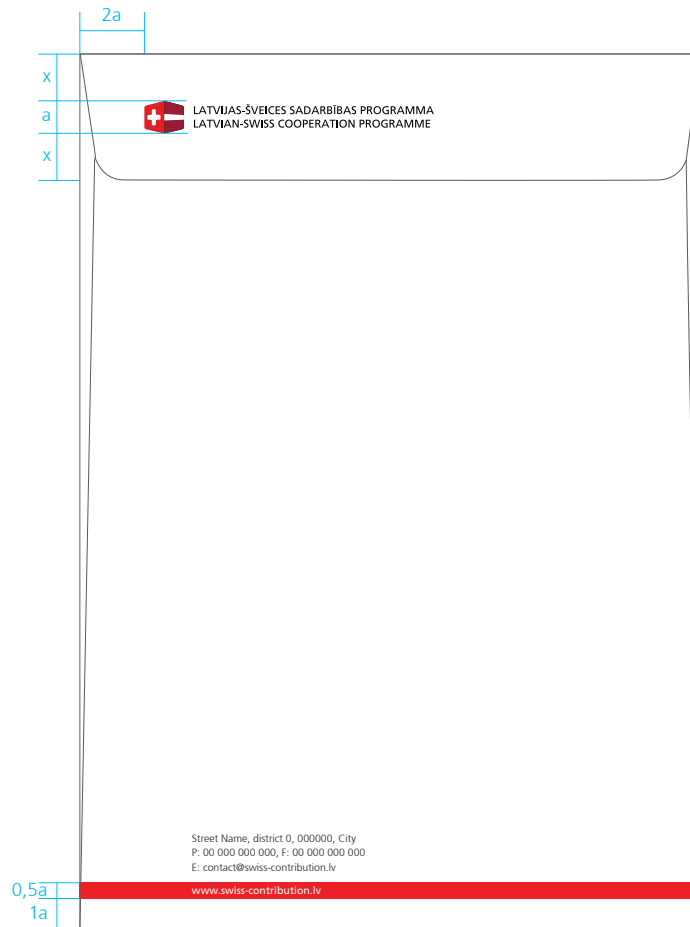
Letterhead– version 2

Size: W 21cm x H 29.7cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

b – height of the Latvian-Swiss Cooperation Programme logotype

- 1 basic version
- 2 version with contact details
- 3 the box is a placeholder for the “co-signing institution”



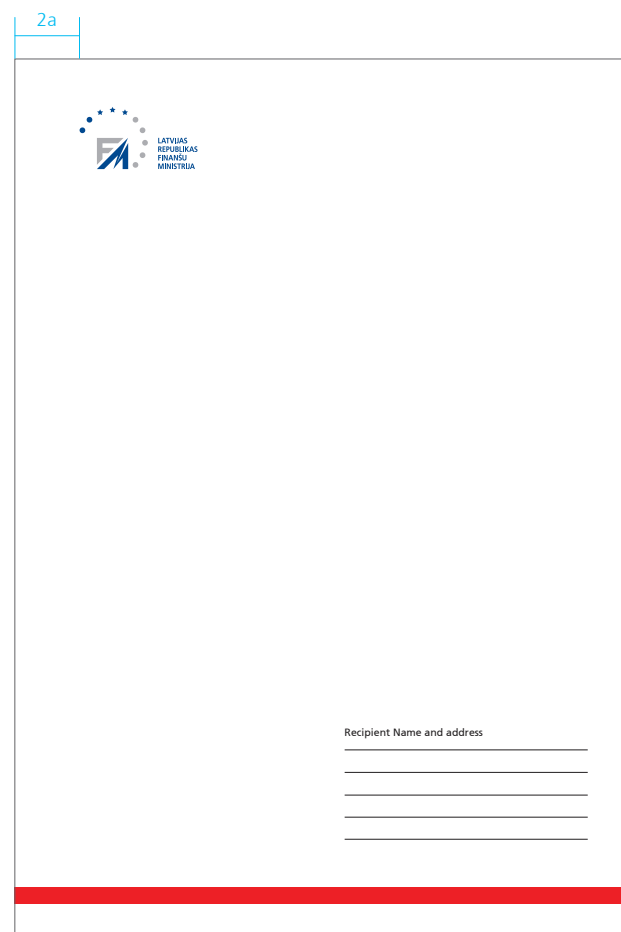
Envelope

Back

Size: C4 format – W 22.9cm x H 32.4cm

C5 format – W 16.2cm x H 22.9cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol



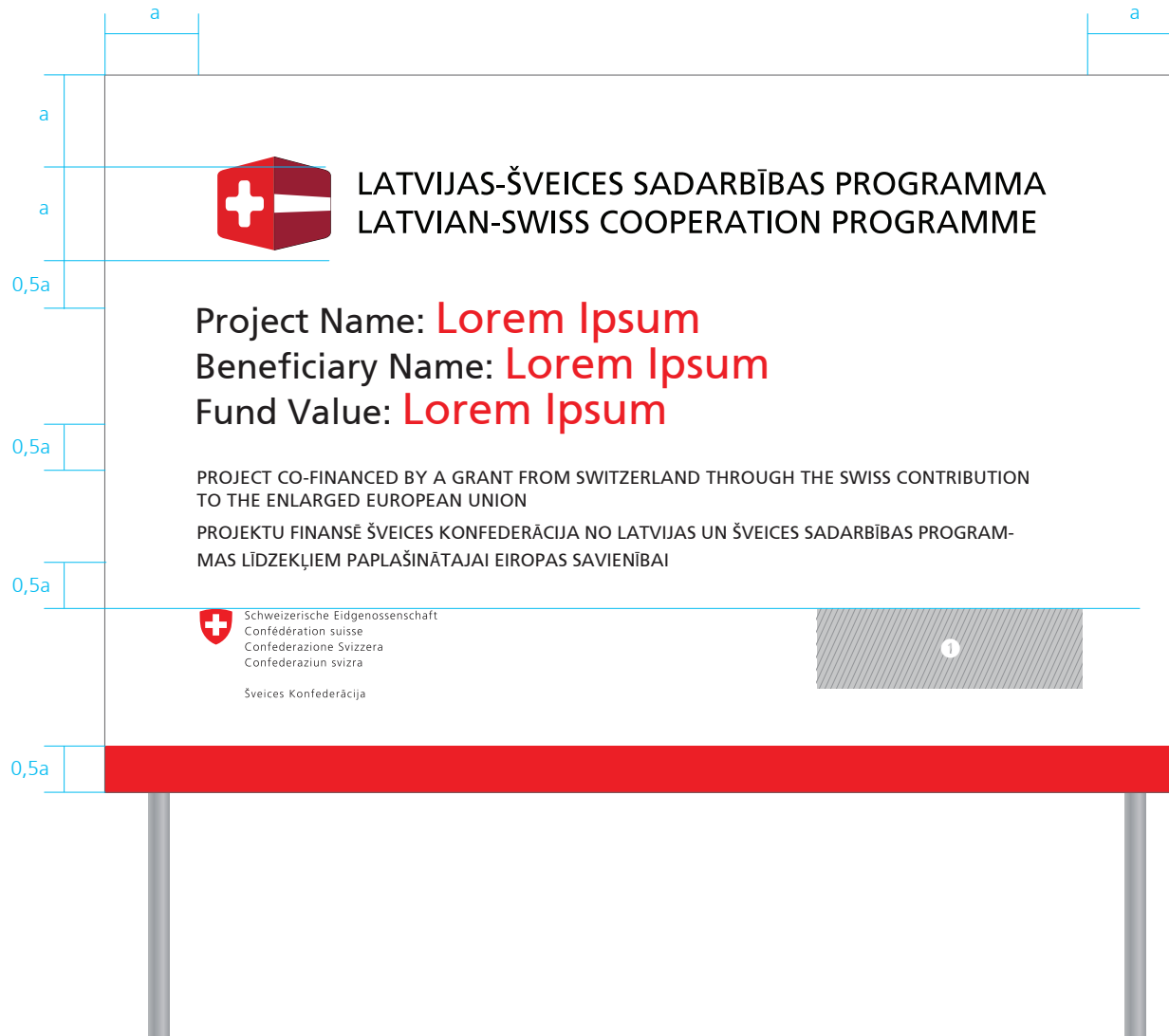
Envelope

Front

Size: C4 format – W 22.9cm x H 32.4cm

C5 format – W 16.2cm x H 22.9cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol



Information billboard – version 1

Size: W 150cm x H 100cm

a – height of the Latvian-Swiss Cooperation

Programme graphic symbol

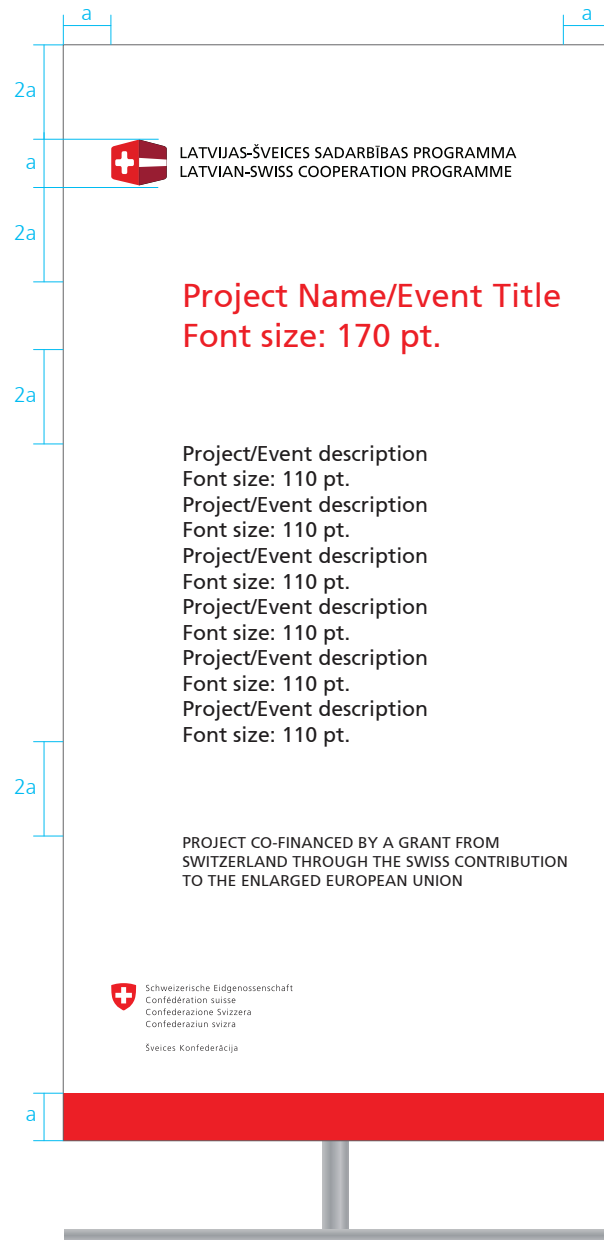
1 the box is a placeholder for the “Executing Agency/Co-financing institution”



Information billboard – version 2

Size: W 150cm x H 100cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol



Roll-up

Size: W 100cm x H 200cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

Other standard sizes are acceptable:

W 60 x H 160 cm

W 80 x H 200 cm

W 85 x H 200 cm

W 120 x H 200 cm

W 150 x H 200 cm

Please remember however, that the layout must be compatible with the template.

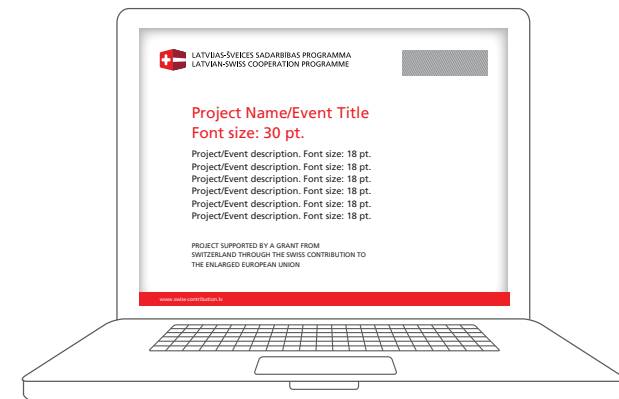


Power Point presentation

Size: W 25.4cm x H 19.05cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

① the box is a placeholder for the “presenting institution”



1

LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME

Project Name/Event Title
Font size: 30 pt.

Project/Event description. Font size: 18 pt.
Project/Event description. Font size: 18 pt.
Project/Event description. Font size: 18 pt.
Project/Event description. Font size: 18 pt.
Project/Event description. Font size: 18 pt.

PROJECT SUPPORTED BY A GRANT FROM
SWITZERLAND THROUGH THE SWISS CONTRIBUTION TO
THE ENLARGED EUROPEAN UNION

www.institution.lv

2

LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME

Project Name/Event Title
Font size: 30 pt.

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3

LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam non-
unibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat
tinciduntym.
Ut wisi enim ad minim veniam.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse mo-
lestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et
accumsan et iusto odio dignissim nibh euismod tincidunt ut laoreet
dolore magna
aliquam erat volutpat. Ut wisi enim ad minim veniam.

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4

LATVIJAS-ŠVEICES SADARBĪBAS PROGRAMMA
LATVIAN-SWISS COOPERATION PROGRAMME

Thank you!
Please check back.

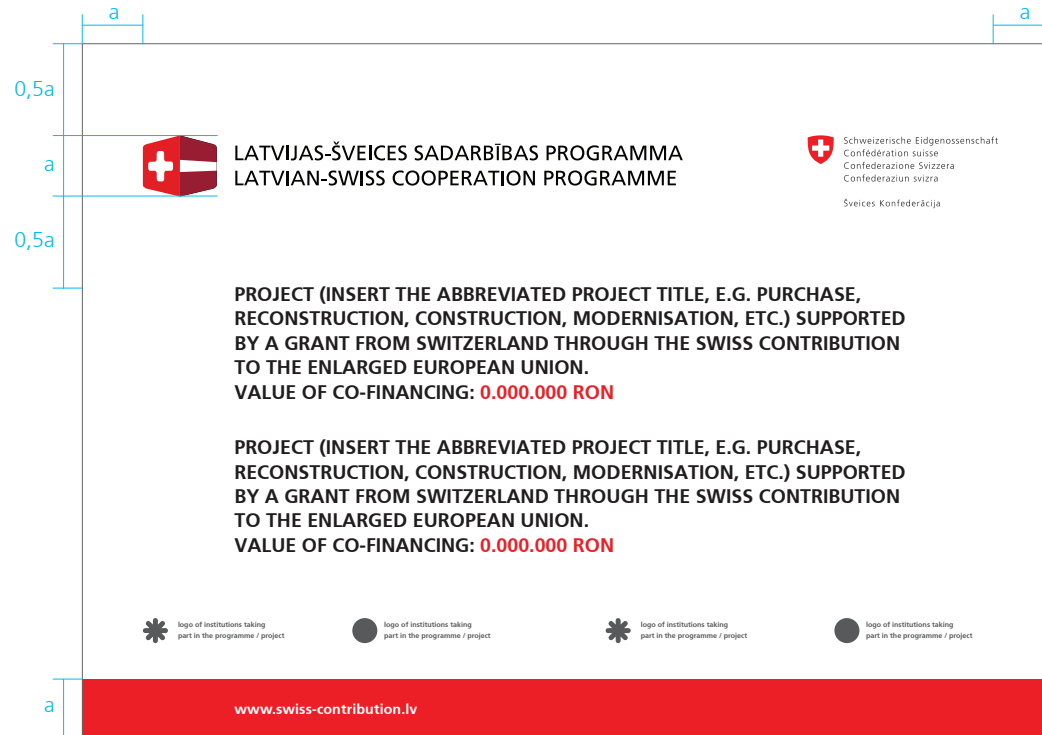
PROJECT SUPPORTED BY A GRANT FROM SWITZERLAND THROUGH
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Power Point presentation – slides

Size: W 25.4cm x H 19.05cm

- 1 title page
- 2 optionally title page with graphic elements
- 3 internal page
- 4 end page



Commemorative plaque

Size: W 70cm x H 50cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

The plaque is recommended in silver anodized aluminium, with hot varnish coated at 80°C on the surface and on the edges. Other technical alternatives may be used only with prior SCO approval.

The recommended thickness is 2 cm. The holes for fixing must be made before varnishing.

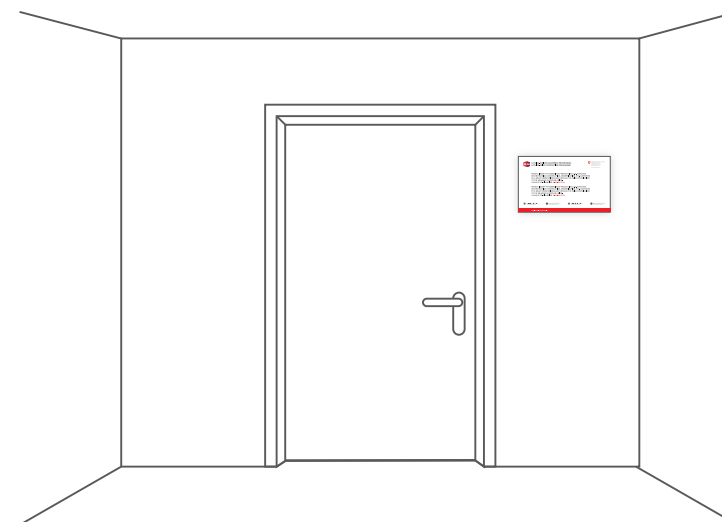


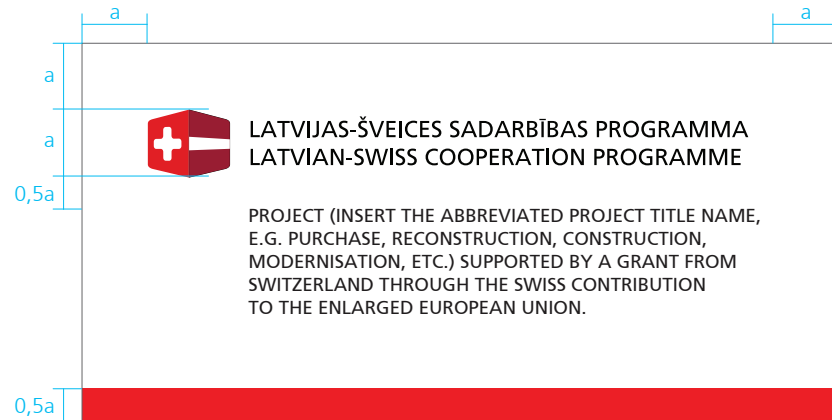
Information plate

Size: W 28cm x H 17cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

The plate may, for example, be placed by the office front door.





Information sticker

Recommended size: W 10cm x H 5cm

a – height of the Latvian-Swiss Cooperation Programme graphic symbol

