



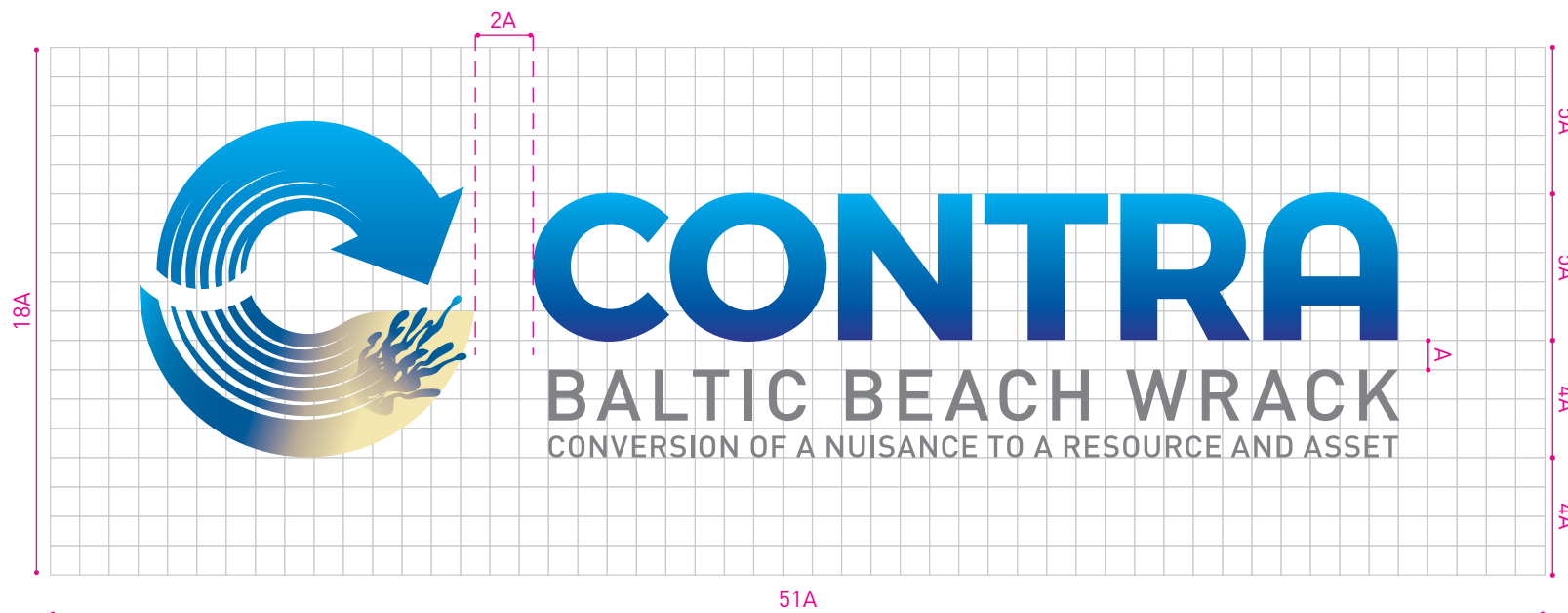
**CONTRA**  
BALTIC BEACH WRACK  
CONVERSION OF A NUISANCE TO A RESOURCE AND ASSET

# BRANDBOOK

ver.1 / August 2019

1. LOGO CONSTRUCTION & SAFE FRAME
2. COLOUR VARIANTS
3. ALTERNATIVE VERSIONS RECOMMENDED SIZES
4. FORBIDDEN LOGO MODIFICATIONS
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13. MARKETING GIFTS
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# 1. LOGO CONSTRUCTION & SAFE FRAME



The logo is created on a modular grid. The grid consists of 18 modules in height and 51 modules in width.

Single grid module = A.

The entire area of the modular grid is also a safe area around the logo. No other objects may appear in this area. This guarantee required visibility of the brand, when being placed among other content.



## 2. COLOUR VARIANTS

Full color version



Grayscale version



Monochromatic version (black)



Monochromatic version (blue)



Whenever possible, the logo should be used in its basic version. For grayscale printouts or product branding a simplified version can be used, where colours are reduced to shades of gray.

For monochromatic use, the logo can be reproduced in any desired colour as long as high contrast between the background and the logo is maintained. If possible, use the indicated primary colors.

Inverted monochromatic version (black)



Inverted monochromatic version (blue)



### 3. ALTERNATIVE VERSIONS AND RECOMMENDED SIZES

Basic version (horizontal)



min. 46mm wide  
(recommended)



Basic version (vertical)



min. 32mm wide  
(recommended)

All alternative versions are designed to meet various requirements of product branding, printing and electronic use.

Alternative versions include a simplified logo (without the project title).

Maintaining fixed logo sizes improves overall brand perception.

To make sure, that the project title is always visible, use sizes not smaller than recommended.

Simplified version (horizontal)



min. 22mm wide  
(recommended)



Simplified version (vertical)



min. 15mm wide  
(recommended)

When placing CONTRA logo alongside other EU logos, its height may not exceed the height of accompanying EU logos.





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These examples show forbidden modifications and use of the logo.

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## Missing elements



All printed marketing and promotional materials (such as posters, leaflets, etc.) should use the DINPro font family (also known as FF Din) for all text elements. This font matches the typeface used for the logo. As a replacement, you can use URW DIN.

If the DINPro or URW DIN font family is not available, you can use the Alte DIN 1451 as a replacement. Because it has only two scripts, convert light, normal and medium scripts to Alte DIN 1451 Mitteschrift when converting from DINPro to Alte DIN and bold or black scripts to Alte DIN 1451 Mitteschrift gepreagt.

If none of the above are available, make sure the font you are using is sans-serif.

## DINPro Light

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## DINPro Regular

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## DINPro Medium

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## DINPro Bold

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## DINPro Black

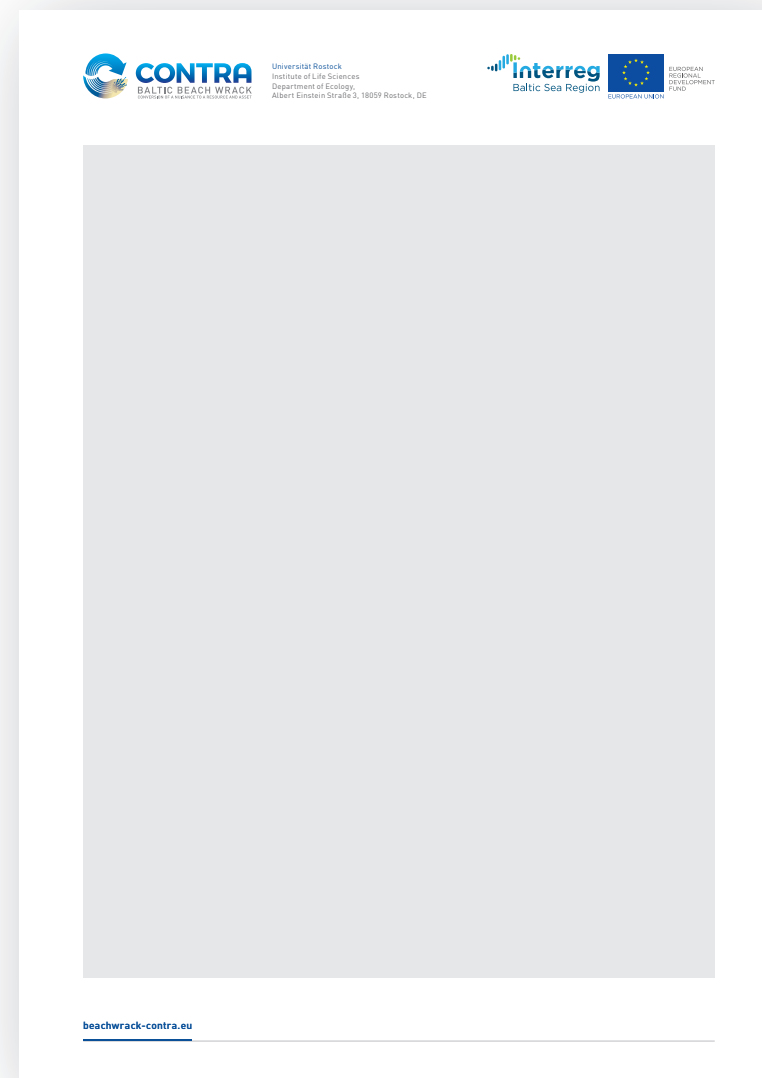
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## 6. STATIONERY – A4 DOCUMENT TEMPLATE

The basic set of stationery consists of a document template, business card and envelope. All internal and outgoing documents should be based on these templates to ensure proper brand recognition and promotion.

Please note that whenever possible use the CONTRA logo together with the appropriate EU logo.

If necessary, the project partner logo may be placed next to the CONTRA logo, provided that its height does not exceed the height of the CONTRA and EU logo.





## 7. STATIONERY – BUSINESS CARD

Front side



Back side (alternative)



Back side



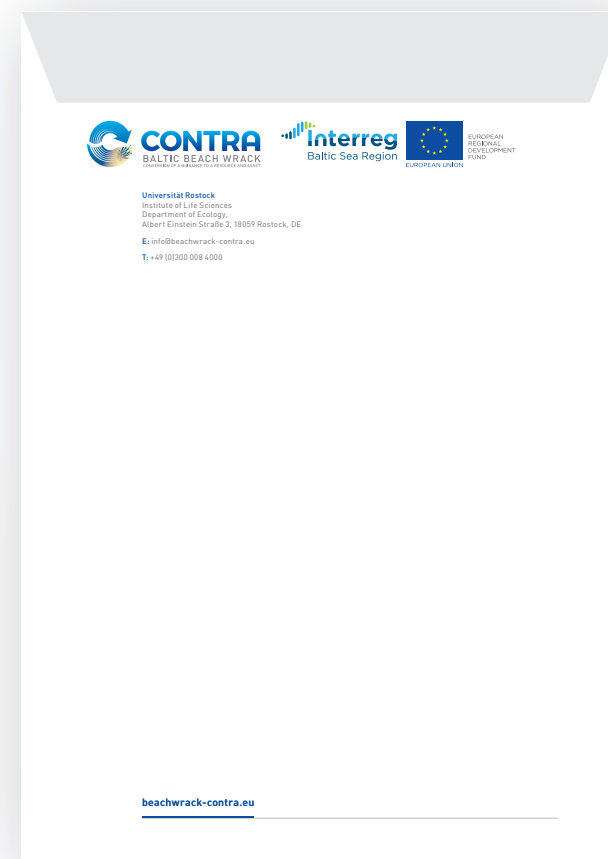
Back side (alternative)



All project member's  
business cards are  
85x55mm, double sided.

## 8. STATIONERY – ENVELOPES

C5 envelope



DL envelope

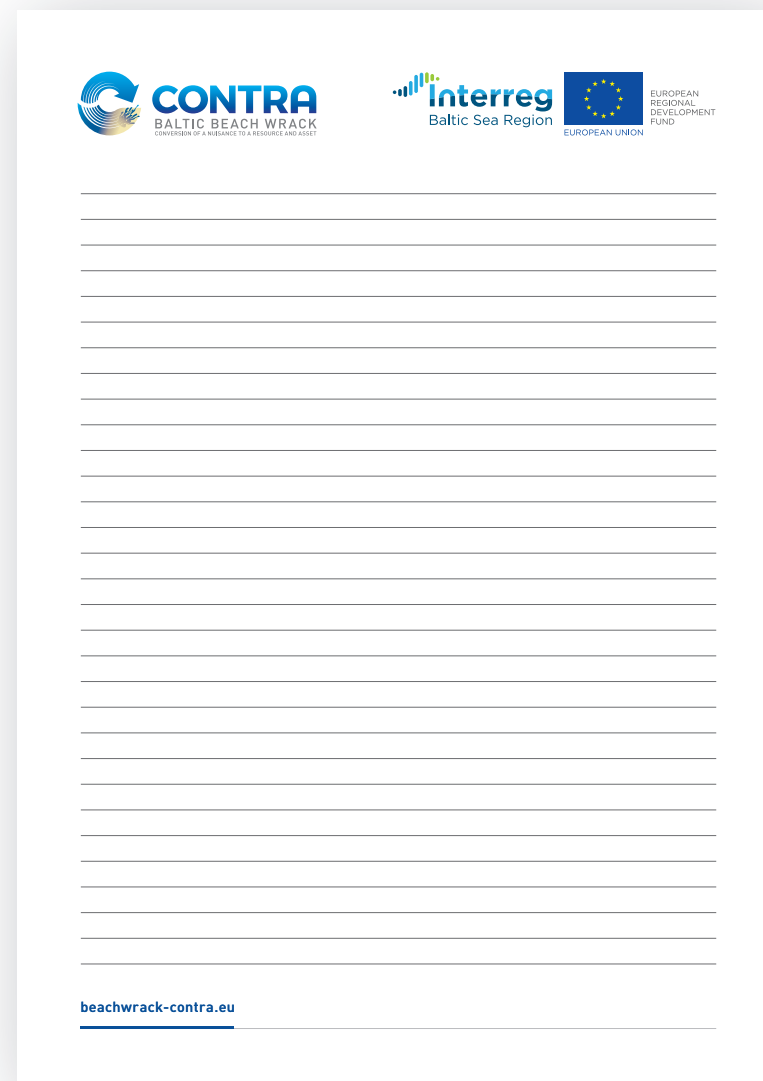


All project member's  
business cards are  
85x55mm, double sided.

## 9. STATIONERY – A4 DOCUMENT FOLDER



## 10. STATIONERY – A5 NOTEBOOK






EUROPEAN REGIONAL DEVELOPMENT FUND





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[beachwrack-contr.eu](http://beachwrack-contr.eu)

EUROPEAN REGIONAL DEVELOPMENT FUND



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## 13. MARKETING GIFTS

