

DANUBE FAB IDENTITY MANUAL

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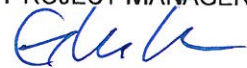
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<p>The manual has been designed to explain in detail the written and visual identity of the DANUBE FAB. It sets out requirements and guidelines for the usage of the logotype in its full and/or abbreviated form, constructive rules, rules of use, the DANUBE FAB corporate colors to be used, templates, business cards and envelopes, so as all other tools used to highlight DANUBE FAB.</p> <p>The present manual represents the methodological framework for the uniform usage of the DANUBE FAB logotype, under its corporate colors</p>		
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Electronic copies of the document can be obtained from: www.danubefab.eu

DOCUMENT APPROVAL

The following table identifies all management authorities who have successively approved the present issue of this document.

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The released issue of this document was prepared in 2 (two) identical originals, one for each ANSP.

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EXECUTIVE SUMMARY

The manual has been designed to explain in detail the written and visual identity of the DANUBE FAB. It sets out requirements and guidelines for the usage of the logotype in its full and/or abbreviated form, constructive rules, rules of use, the DANUBE FAB corporate colors to be used, templates, business cards and envelopes, so as all other tools used to highlight DANUBE FAB.

This manual contains compulsory requirements for all contractors and implementing partners under contracts and financing agreements which specifically refer to them, whether signed by the DANUBE FAB or by any other Contracting Authority. In all other cases the manual is only designed to provide guidance, unless otherwise stated. In all cases the provisions of specific contracts, financing agreements and contribution agreements prevail.

Also, this document is a compilation of rules representing the methodological framework for the uniform elaboration of the DANUBE FAB documents, valid throughout the DANUBE FAB environment.

The current DANUBE FAB Logotype has been created in 2008 and it was designed as a symbol of the project. It reflects the Projects' image of reliability, stability, and strength. The DANUBE FAB Logotype architecture is well-balanced and consists of a graphic element suggesting a fin of a plane and the explanation of the initiative's name and overall objective, "functional airspace block".

Recently, we have seen instances of prohibited use of the DANUBE FAB Logotype. Examples include changing the shape of the logotype and placing other design elements too close. In order to remedy this problem and ensure that the rules for using the DANUBE FAB Logotype are clear and easy to understand by anyone, we have developed the DANUBE FAB Identity Manual by implementing the rules of usage and also, practical application designs.

Prohibited use of the DANUBE FAB Logotype is equivalent to tarnishing the DANUBE FAB Project; therefore, its correct use is very important.

The correct use of the DANUBE FAB Logotype alone will not lead directly to an increase in projects' value. It is essential that all employees show the determination to improve the DANUBE FAB. We would like everyone in the DANUBE FAB to join in the effort to elevate the DANUBE FAB Project, by correctly using the projects' logotype and thus increasing our corporate value.

1. SCOPE

The present manual represents the methodological framework for the uniform usage of the DANUBE FAB logotype, under its corporate colors.

2. APPLICABILITY

The purpose of the guidelines in this manual is to ensure a uniform and consistent appearance for the presentation of DANUBE FAB to its stakeholders, partners and the general public. These guidelines apply to all activities conducted by DANUBE FAB, including those for which it provides financial or logistical support.

It should be noted that DANUBE FAB not only carries out activities under its own auspices, but also supports activities carried out in other contexts (e.g. Inter-FAB Coordination activities).

Also, the guidelines in this manual are applicable within DANUBE FAB organizational structure in relation with the development of the DANUBE FAB documents.

3. REFERENCES

N/A

4. DOCUMENT MANAGEMENT

The present manual represents a controlled document, whose tracking and modification are kept in evidence.

The manual is made in two identical originals, one for each undersigned party and is administrated by the DANUBE FAB Administrative Cell.

Modifications and updates to the present document will be sent to all parties concerned and will be published within the DANUBE FAB website (www.danubefab.eu).

Modifications and updates are subject of the units in BULATSA and ROMATSA responsible with the administration of the present document and will follow the same approval process.

5. GENERAL REQUIREMENTS

5.1 COMPANY NAME LOGOTYPE AND SYMBOL

The logotype of DANUBE FAB is in this manual.

When it is necessary to use the company name in a text, one should not use the logotype, but the brand name, written in terms of the text concerned, with the following specifications:

- When the company name is to appear in a text, it shall be written: DANUBE FAB, with all the letters in uppercase;
- No “italic” variants shall be allowed for writing the company name in any text, irrespective of the font used.
- In case the company name needs highlighting (for practical reasons), bold letters may be accepted, irrespective of the font used.

5.1.1 DANUBE FAB Logotype



The company logotype shall be used with all marketing materials: websites, brochures, folders, press layouts, badges, signage, promotional materials, corporate architecture, and with all formal materials: invoices, letterhead, business cards, envelopes, etc.

The company logotype, in its abbreviated form shall be used with small size promotional materials, such as customized pens.

5.1.2 DANUBE FAB Logotype – abbreviated form



5.1.3 DANUBE FAB logotype- constructive rules



These rules have been used in the construction of the DANUBE FAB logotype. We have to specify that it shall be exclusively used in its final form, achieved by the authors of this manual. This form is enclosed to this manual in several file types.

This logotype **SHALL NOT BE MODIFIED IN ANY WAY WHATSOEVER.**

The company logotype is made up of a part of the company name, written in lowercase, using *Helvetica Neue Lt 43 Light Ex* (DANUBE), and *Helvetica Neue Lt 63 Md Ex* (FAB) typefaces, and a graphic element that recalls the shape of an aircraft fin.

The explicit object of activity, respectively "Functional Airspace Block" shall be written using *Helvetica Neue Lt 43 Light Ex*. typeface.

The company name and the explanation of the company scope of business are written with the gaps between the letters, which are specific to the default typefaces.

The Danube Fab logotype – SHALL NOT BE CONSTRUCTED, the one in the manual shall be used.

5.2 DANUBE FAB LOGOTYPE - SIZES



Sizes:

- Minimum - L = 50 mm
- Maximum - unlimited



Sizes

- Minimum - l = 20 mm
- Maximum - unlimited

5.3 DANUBE FAB LOGOTYPE- RULES OF USE

Danube Fab logotype impermissible use



DANUBE FAB logotype permitted use



DANUBE FAB logotype shall never be used in a single color, even if that belongs to one of the corporate colors.

Never shall a contour be used for any of the logotype elements or the logotype in its entirety.

Corporate color combinations shall be used in the form shown in this manual or be replaced by white or grey to black shades (according to the hereinafter specifications), in order to obtain a better contrast against the background color.

5.4 CORPORATE TYPEFACES



The corporate typefaces used are:

1. Helvetica Neue Lt 43 Light Ex, for "danube" and "functional airspace block" in the logotype
2. Helvetica Neue Lt 63 Md Ex, for "fab" in the logotype
3. Arial, for the block text

Helvetica Neue Lt 43 Light Ex

abcdefghijklmnopqrsstuvwxyz
 ABCDEFGHIJKLMNOPQRSSTTUVXYZ
 1234567890
 .,:;!?"'()"

Helvetica Neue Lt 63 Md Ex

abcdefghijklmnopqrsstuvwxyz
 ABCDEFGHIJKLMNOPQRSSTTUV
 XYZ
 1234567890
 .,:;!?"'()"





Arial

abcdefghijklmnopqrsstuvwxyz
 ABCDEFGHIJKLMNOPQRSSTTUVXYZ
 1234567890
 .,:;!?"'()"





abcdefghijklmnopqrsstuvwxyz
ABCDEFGHIJKLMNOPQRSSTTUV****
XYZ
 1234567890
 .,:;!?"'()"

abcdefghijklmnopqrsstuvwxyz
ABCDEFGHIJKLMNOPQRSSTTUV****
XYZ
 1234567890
 .,:;!?"'()"

5.5 CORPORATE COLOURS

-	grey danubefab		PMS 7542 CMYK 16,0,6,23 RGB 154,171,175		Websafe CCCCCC
-	green danubefab		PMS 375 CMYK 47,0,94,0 RGB 112,188,62		Websafe 66CC00

5.6 EQUIVALENCE BETWEEN THE CORPORATE COLOURS AND BLACK-WHITE COLOURS

-	grey danubefab			40% black
-	green danubefab			40% black



- On a black (negative) background the green fab letters shall be replaced by white letters.



5.7 RULES OF USE

It is preferable to display the logotype on a white background. However, in some (to be avoided) cases, it is allowed to display it on a coloured background, under the previously specified conditions or provided a good contrast is ensured between the two corporate colours and the background colour. Displaying images in full colours shall be made only provided a good contrast is ensured between the two corporate colours and the image background.



Allowed



Allowed



Forbidden



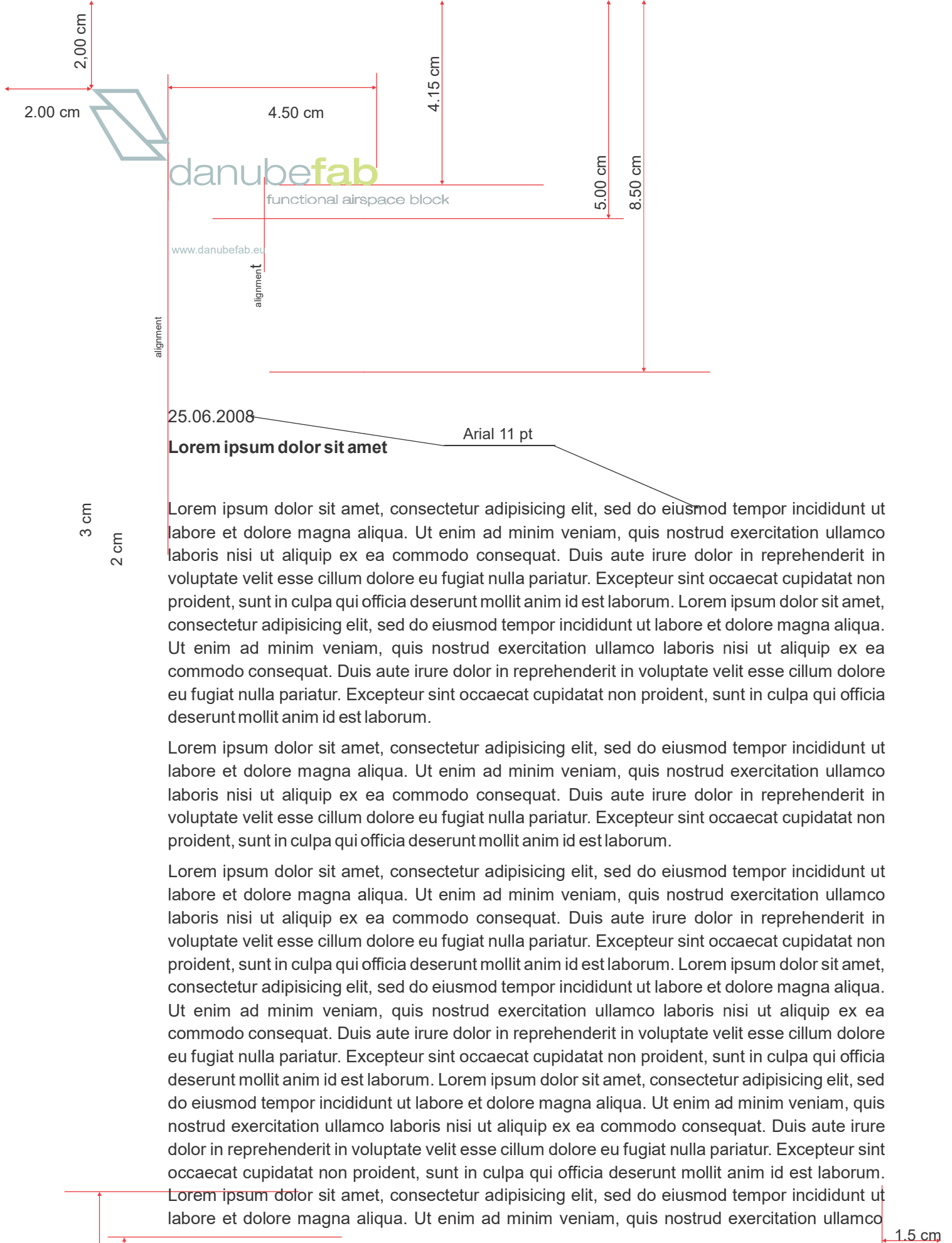
Forbidden

The minimum distances from the logotype elements to its frame are meant to ensure the logotype integrity, and shall be equal to the x height of the typefaces used for writing the company name, as measured from the extreme points of all top, bottom and right components, and 2 x height - measured from the left component.



5.8 TEMPLATES

1. Coloured letterhead and continuation page
2. Black and white letterhead and continuation page
3. Business card
4. Envelopes



3.50 cm

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danubefab

functional airspace block

www.danubefab.eu

25.06.2008

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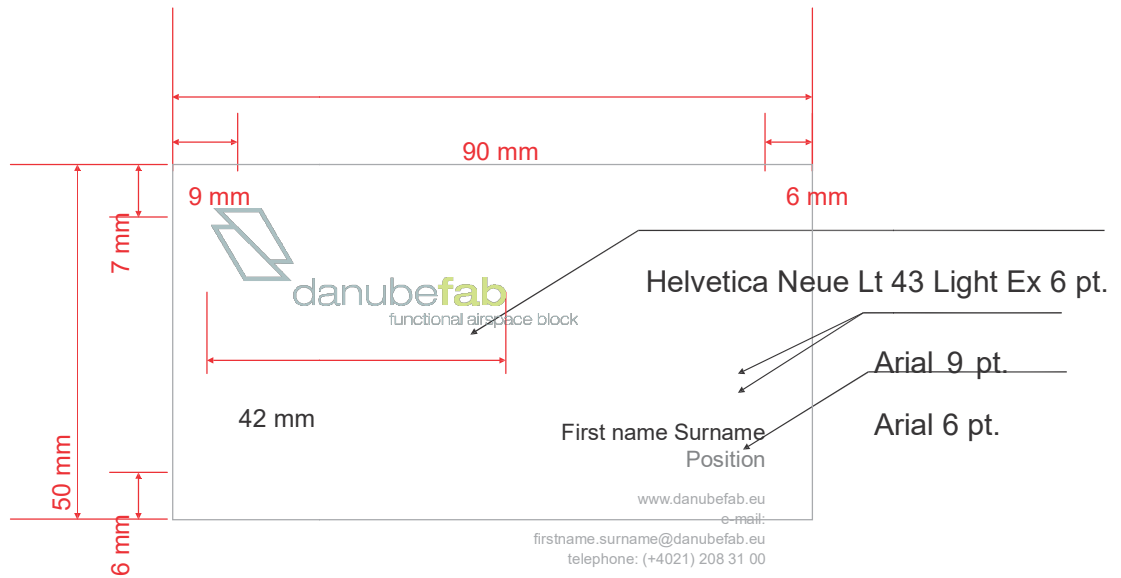
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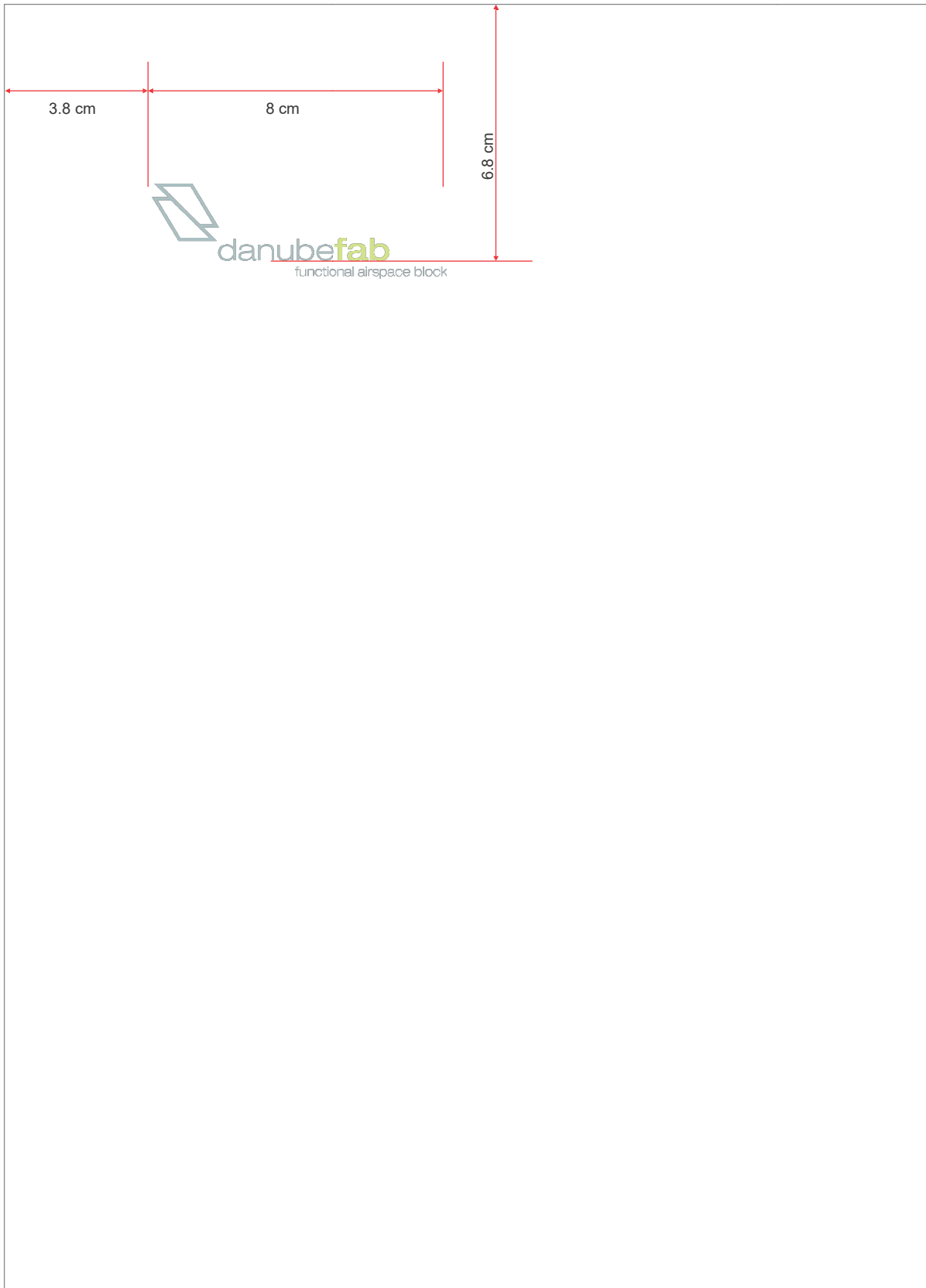
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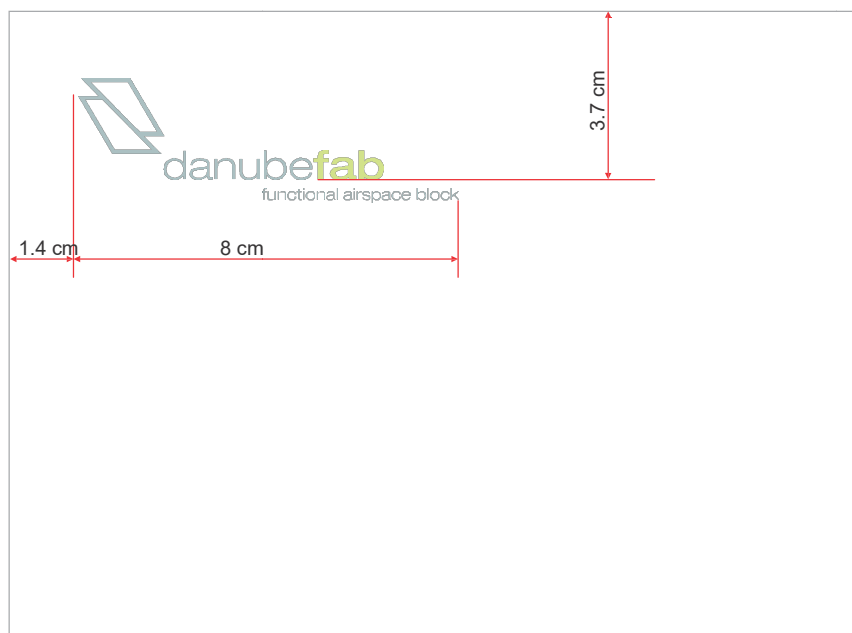
5.9 BUSINESS CARD



5.10 ENVELOPE FOR UNFOLDED A4 FORMATS



5.11 ENVELOPE FOR A4 FORMATS FOLDED INTO 3 OR 4



5.12 ENVELOPE FOR A4 FORMATS FOLDED INTO 2

