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# GUIDELINES

for the visual identification of **LEADER**  
**intervention** in the CAP Strategic Plans 2023-27

# Logo

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EUROPEAN UNION emblem



EUROPEAN UNION

EUROPEAN UNION



**EU EMBLEM BLUE**

C100 M80 YO K0

RO G68 B148

## **TYPOGRAPHY**

The typeface arial Bold is the preferred font to be used for all campaign elements, when the EU emblem is applied. The typeface roboto is a possible alternative. The serif typefaces must be avoided.

Roboto can be downloaded on google font website (<https://fonts.google.com/specimen/Roboto>). All the weights available, here just a few examples are shown.

**ARIAL Bold**

**Roboto (google font)**

# Name of the programme

The name is spelled in full, in capital letters LEADER.

## THE TAGLINE

The name can be followed by the tagline “Development led by local communities.” in smaller size. The alignment can be on the right, left or center. This tagline is available in all languages.

## COLOUR

Suggested colours can be white and green but not exclusively.

When the title is displayed against a dark background, the text is white to improve visibility.

When the title is displayed against a light background, the text is dark green to improve visibility.

## TYPOGRAPHY

WIDE AUDIENCE/ CITIZENS

**Arial**

ALTERNATIVE FOR BODY TYPOGRAPHY FOR OFFICE AND WEB

**Roboto Medium**

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234546789

# LEADER

Development led by local communities

**Arial**

**Example here:** text sizes: 26 pt  
and 11 pt (ratio 1/23)

# LEADER

Development led by local communities

**Roboto Medium**

**Example here:** text sizes: 26 pt  
and 11 pt (ratio 1/23)

# LEADER

Development led by local communities

# LEADER

Development led by local communities



# Application examples

## EU EMBLEM ON POSTER



Minimum space placement from the border

LEADER  
Development led by

LEADER  
Development led by

Minimum space placement from the border



The name of the programme LEADER cannot be next to the emblem and in case of co-branding the EU emblem should be at least the size of the other logos

# Application examples



The EU emblem with "EUROPEAN UNION" is displayed at the top.



The name of the programme LEADER cannot be next to the emblem and in case of co-branding the EU emblem should be at least the size of the other logos



# Application examples

## LEADER ON SOCIAL MEDIA



The EU emblem with "EUROPEAN UNION" is displayed at the top.



The name of the programme LEADER cannot be next to the emblem and in case of co-branding the EU emblem should be at least the size of the other logos

# Application examples

EU EMBLEM, WEB BANNERS



**LEADER**  
Development led by local communities



**LEADER**  
Development led by local communities



Example of a web banner on a webpage's footer using co-branding with third parties and featuring the funding statement.

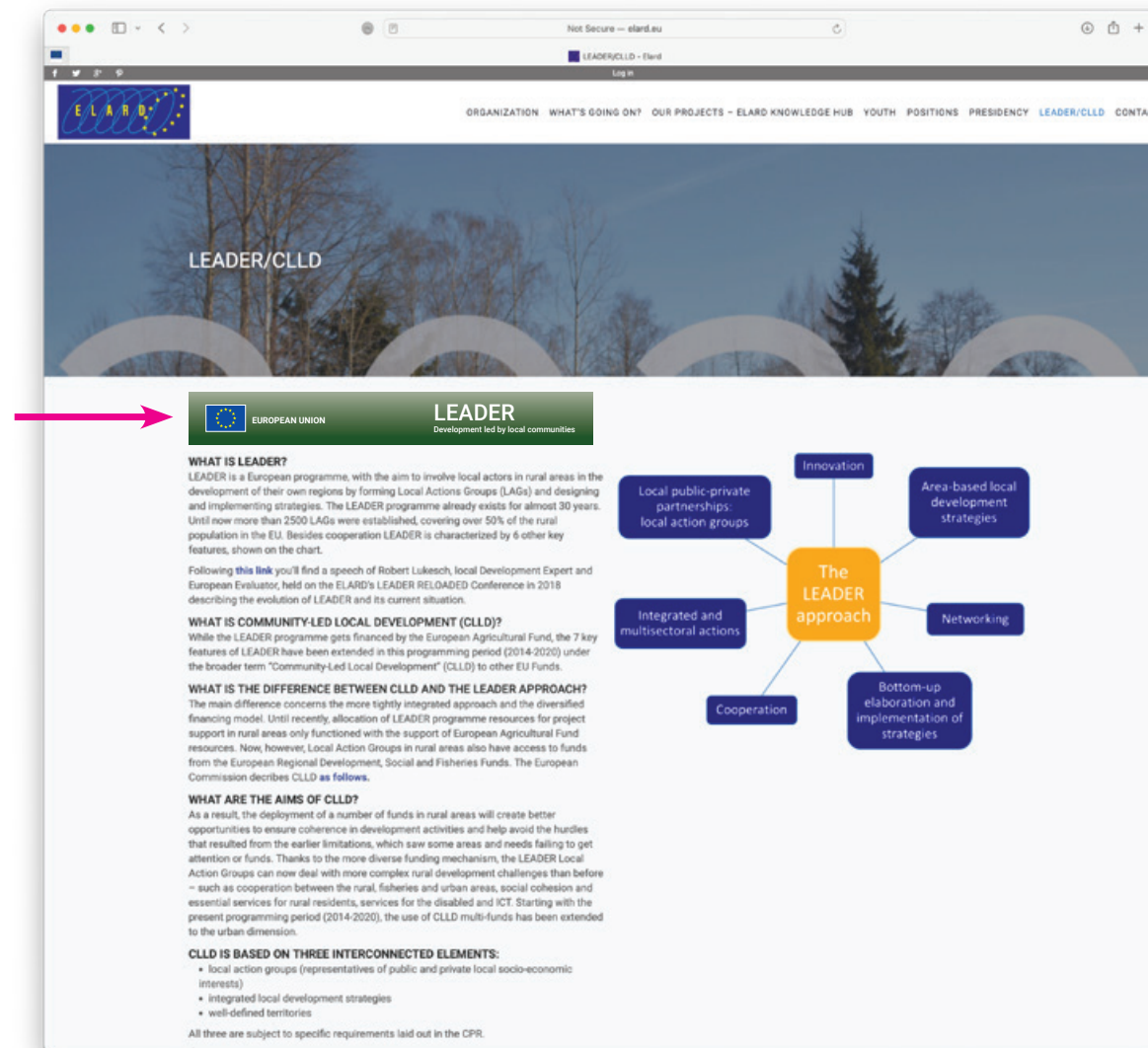
# Application examples

EU EMBLEM, WEB BANNERS  
Banner inside the web page

Before



After



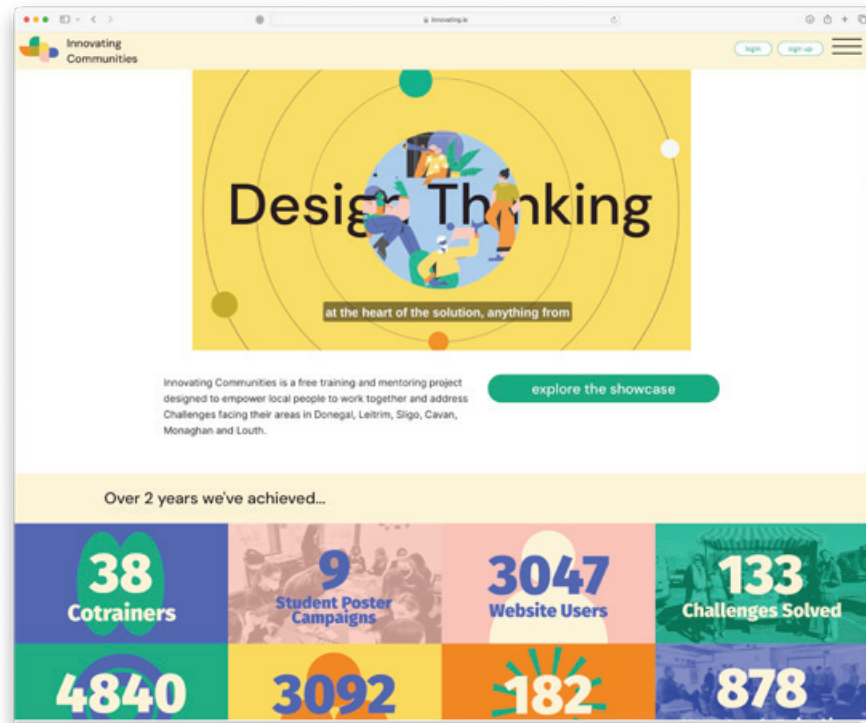


# Application examples

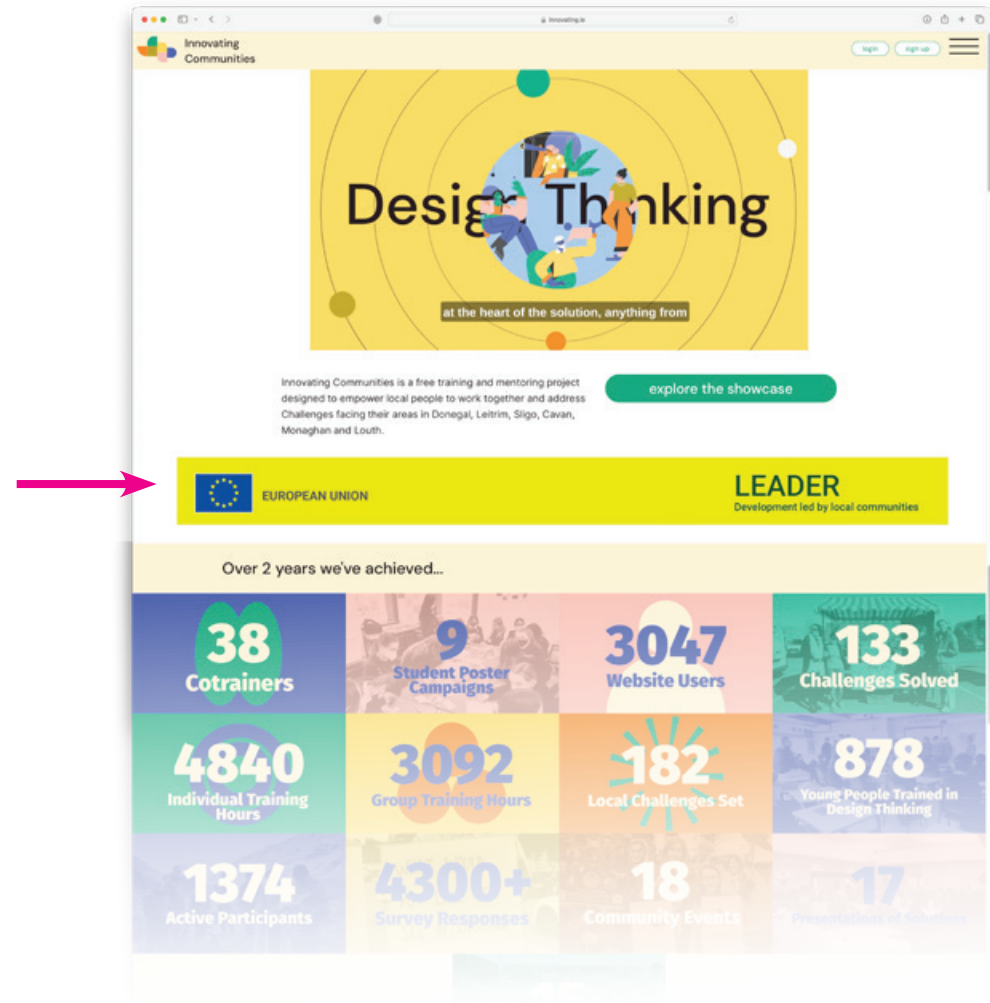
## EU EMBLEM, WEB BANNERS

Banner inside a webpage.

Before



After



# Application examples

## Co-branding on a website's footer

Before



After



Example of co-branding with third parties and featuring the funding statement.



# Application examples

## Visual identity of third parties on X

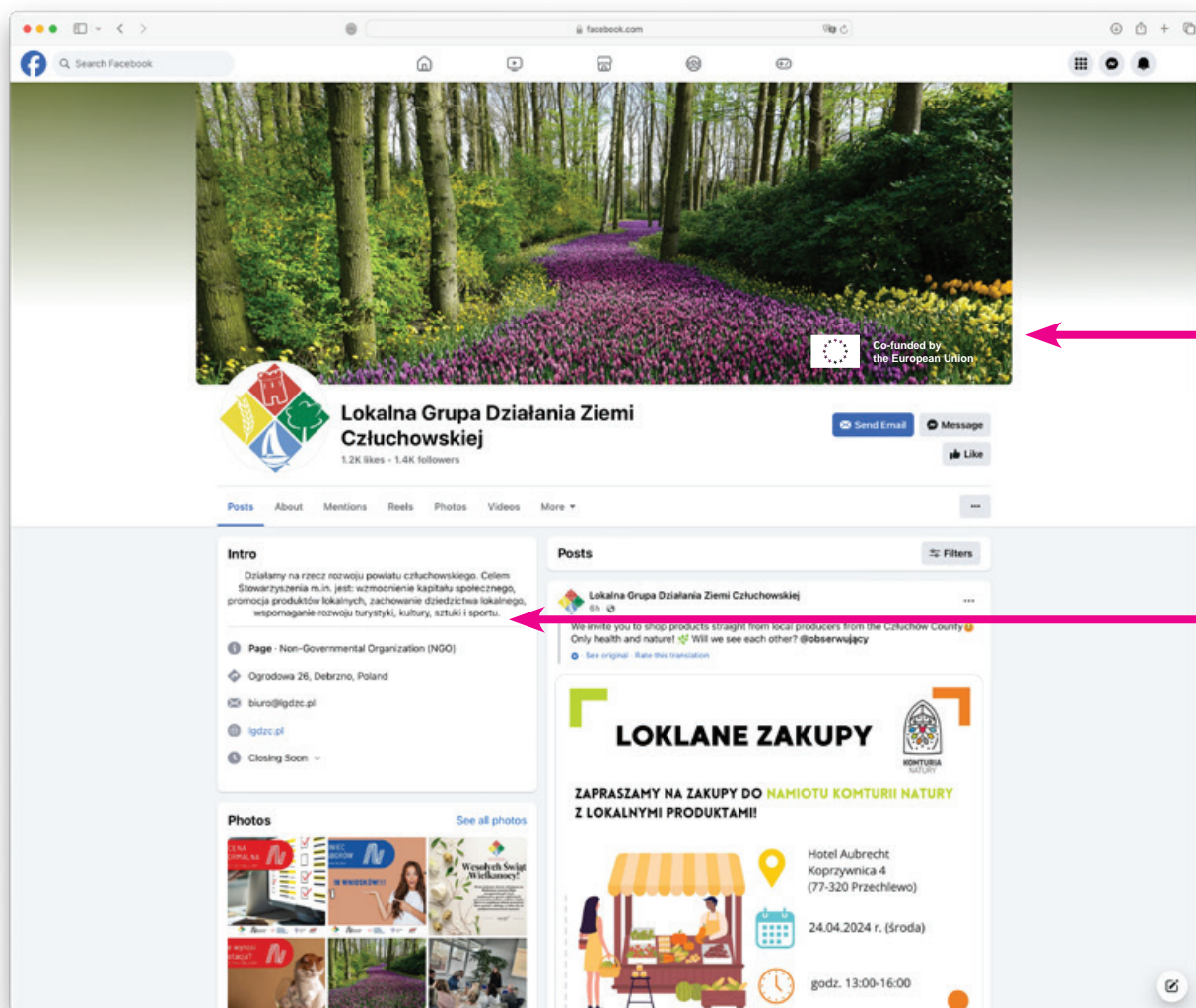
The screenshot shows the X profile page for 'Innovating Communities' (@innovating\_ie). The profile banner features a colorful illustration of a village with houses, trees, and a wind turbine, with a small EU emblem and the text 'Co-funded by the European Union' at the bottom right. The profile bio reads: 'A project that empowers communities to tackle local challenges with Design Thinking training and mentoring. Register to submit Challenges & sign up for Courses!'. Below the bio, a pink box highlights the text: 'This is a project co-funded by the European Union. #LEADER - Development led by local communities'. The profile also shows location (Ireland), website (innovating.ie), and join date (November 2020). A pinned post from April 29, 2021, contains the text: 'As life begins again and the world rebuilds, working together has never been more important. Find out everything you need to know about Innovating Communities and our free #DesignThinking courses in this video. Be the change you want to see! Visit innovating.ie'. The post includes a video thumbnail and logos for the Department of Rural and Community Development, Leitrim company, SLIGO LEADER PARTNERSHIP, and Carlin County Local Development.

The EU emblem with “co-funded by the European Union” should be displayed at the bottom right in blue or in negative on the top banner of the social media network

Suggestion to complete the description of the profile with the following statement:  
This is a project co-funded by the European Union.  
#LEADER - Development led by local communities

# Application examples

## Visual identity of third parties on Facebook



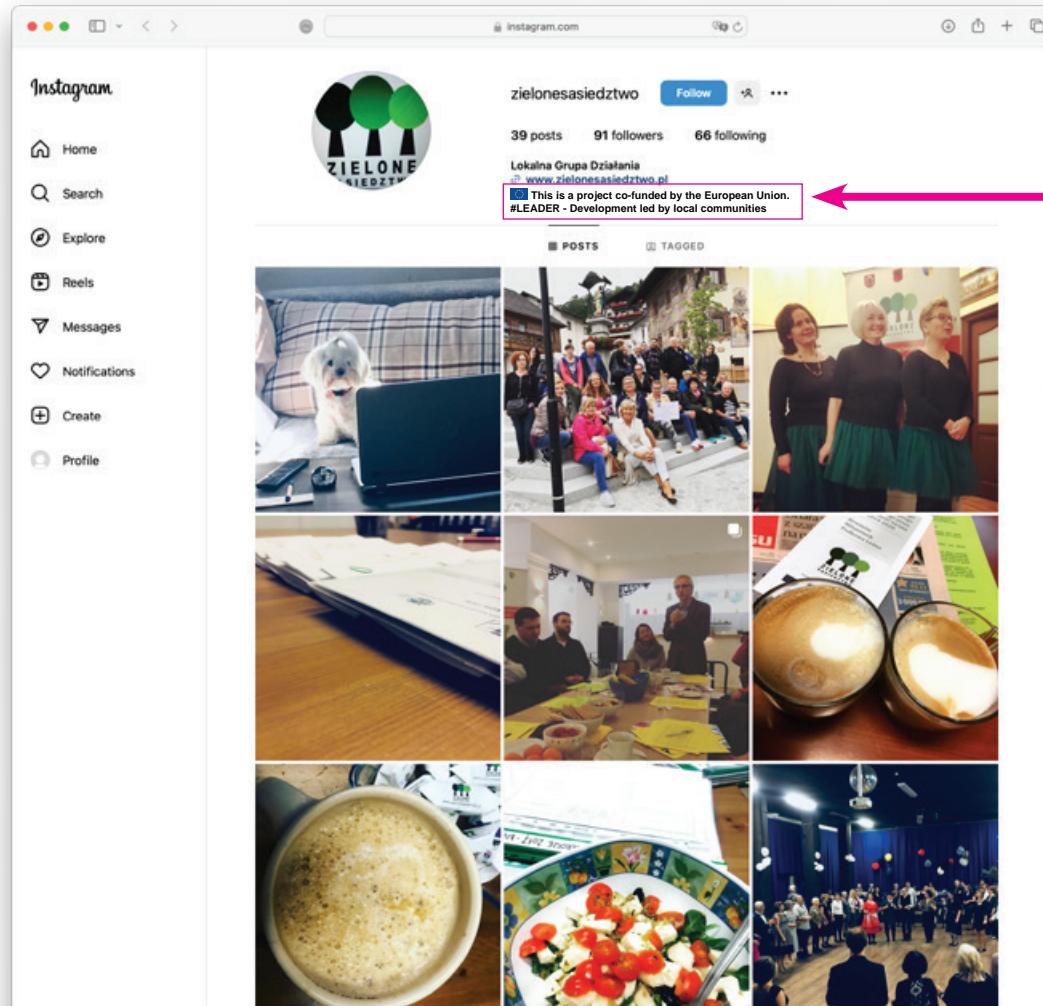
The EU emblem with “co-funded by the European Union” should be displayed at the bottom right in blue or in negative on the top banner of the social media network

Suggestion to complete the description of the profile with the following statement:  
This is a project co-funded by the European Union.  
#LEADER - Development led by local communities



# Application examples

## Visual identity of third parties on Instagram



Suggestion to complete the description of the profile with the following statement:  
This is a project co-funded by the European Union.  
#LEADER - Development led by local communities

# Application examples

BUILDING STICKER

