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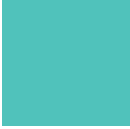

TOWN TWINNING BETWEEN TÜRKİYE AND THE EU-II: TWINNING FOR A GREEN FUTURE GRANT SCHEME

LOGO GUIDELINES



CONTENT

CONTENT

	INTRODUCTION	06
	EU-TR COOPERATION LOGO	08
	PROGRAMME LOGO	12
	OTHER CORPORATE LOGOS	14
	COORDINATOR BENEFICIARY, CO-BENEFICIARY, LOGOS	18

INTRODUCTION

LOGOS

There is detailed information about the logos used in “**Town Twinning between Türkiye and EU-II Twinning for a Green Future Grant Scheme**” “**Türkiye ve AB Arasında Şehir Eşleştirme-II: Yeşil Bir Gelecek için Eşleştirme Hibe Programı**” and how to use them.

Turkish logos should be used for Turkish materials and English logos should be used for English materials.

Town Twinning between Türkiye and EU-II Twinning for a Green Future Grant Scheme all logos used in the programme can be accessed via the links below.

<https://www.sehireslestirme.eu/e-ogrenim-ve-e-kutuphane/>

<https://www.towntwinning.eu/e-learning-library/>

The Visibility Guidelines of the Delegation of the European Union to Türkiye can be accessed via the link below.

https://www.eeas.europa.eu/delegations/t%C3%BCrkiye/g%C3%B6r%C3%BCn%C3%BCrl%C3%BCk-rehberleri_tr

**EU-TR
COOPERATION LOGO**

EU-TR COOPERATION LOGO

The European Union-Türkiye Cooperation logo is the common element used as a symbol in all projects financed by the European Union. Whatever the size, scope or objective of a project, The European Union-Türkiye Cooperation logo must be prominently displayed.

The European Union-Türkiye Cooperation logo consists of the flags of the European Union and Türkiye side by side as shown below:



Avrupa Birliđi tarafından finanse edilmektedir



Funded by the European Union

EU - TR Cooperation logo should be followed by the following text:
“Avrupa Birliđi tarafından finanse edilmektedir” (Turkish).
“Funded by the European Union” (English)

There should be no text under any other logo.
Only The European Union-Türkiye Cooperation Union logo should have the above-mentioned

For design specifications, please refer to the following web address:

https://www.eeas.europa.eu/delegations/t%C3%BCrkiye/g%C3%B6r%C3%BCn%C3%BCrl%C3%BCk-rehberleri_tr

For correct use; The European Union-Türkiye Cooperation logo should not be copied from any other document, but only downloaded from the following website of the Delegation of the European Union to Türkiye and the programme website where this logo is available.

https://www.eeas.europa.eu/sites/default/files/documents/2023/FINANSE_LOGO.zip

<https://www.towntwinning.eu/e-learning-library/>

<https://www.sehireslestirme.eu/e-ogrenim-ve-e-kutuphane/>

EU-TR COOPERATION LOGO

Black and white application of The EU-TR Cooperation logo.



Avrupa Birliđi tarafından finanse edilmektedir



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How to use

All materials you produce within the scope of the project must have The EU-TR Cooperation logo and phrase at the top. It should be enlarged and reduced in its original size.



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Colours

Below are the colour codes of the Turkish flag and the flags of the European Union.

- "Pantone Reflex Blue" for the background of the rectangle,
- "Pantone Process Yellow" for stars



EU-TR COOPERATION LOGO

Turkish Flag

The Turkish Flag must also be used appropriately on visibility devices and in accordance with the Turkish Flag Law No. 2893 published in the Official Gazette (Date: 24/9/1983 No.: 18171).



Backgrounds

The EU-TR Cooperation logo should preferably be printed on a white background. Multi-coloured backgrounds should be avoided, especially backgrounds containing a colour that does not match blue. If a coloured background cannot be avoided, it should be surrounded by a white border with a thickness of 1/25 of the height of the rectangle.



PROGRAMME LOGOSU

PROGRAMME LOGO

Programme Logo

Town Twinning between Türkiye and EU-II Twinning for a Green Future Grant Scheme
(Türkiye ve AB Arasında Şehir Eşleştirme-II: Yeşil Bir Gelecek İçin Eşleştirme Hibe Programı)
logo in Turkish and English.



OTHER CORPORATE LOGOS

OTHER CORPORATE LOGOS

Other Corporate Logos;

- Republic of Türkiye Ministry of Treasury and Finance Central Finance and Contracts Unit
- Republic of Türkiye Ministry of Environment, Urbanization and Climate Change
- Republic of Türkiye Ministry of Foreign Affairs Directorate for EU Affairs
- The Union of Municipalities of Türkiye
- Union of Provinces (UoP)

- Coordinator Beneficiary
- Co-Beneficiary-1

CFCU (Republic of Türkiye Ministry of Treasury and Finance Central Finance and Contracts Unit), The Union of Municipalities of Turkey, Republic of Türkiye Ministry of Foreign Affairs Directorate for EU Affairs, Union of Provinces, logos of Republic of Turkey Ministry of Environment, Urbanisation and Climate Change and other organisations (Coordinating Beneficiary, Co-Beneficiary, etc.) should be placed at the bottom of the page.

Republic of Türkiye Ministry of Treasury and Finance Central Finance and Contracts Unit Logo (CFCU)

In all printed and digital works, the CFCU logo must be in the lower left corner.



Logo of The Republic of Türkiye Ministry of Environment, Urbanization and Climate Change

All printed and digital works must have the CFCU logo on the right side.



OTHER CORPORATE LOGOS

Union of Provinces Logo

It should be placed on the right side of the programme logo in all printed and digital works.



Republic of Türkiye Ministry of Foreign Affairs Directorate for EU Affairs Logo

In all printed and digital works, the logo of the Union of Provinces should be on the right side.



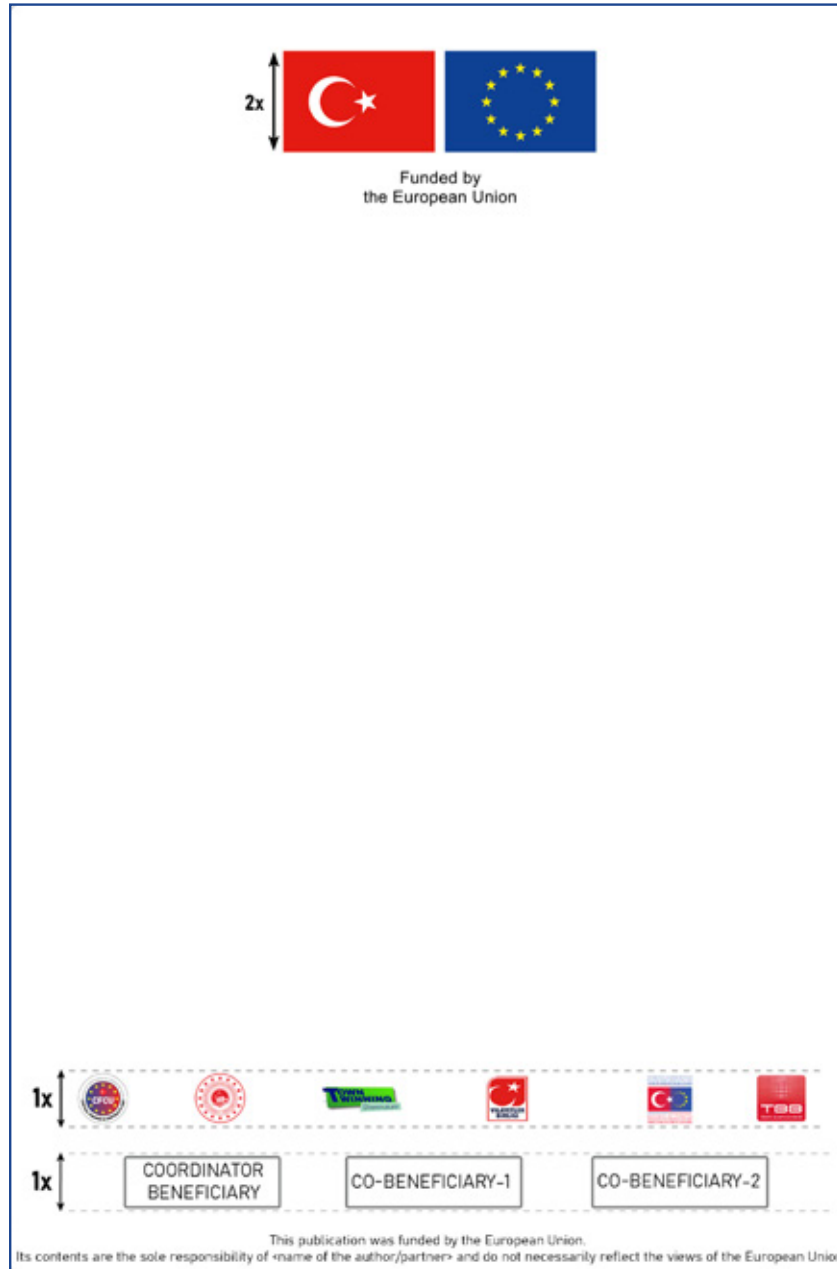
The Union of Municipalities of Türkiye Logo

In all printed and digital works, it should be at the bottom of the page on the far right side.



OTHER CORPORATE LOGOS

Arrangement of logos in word document



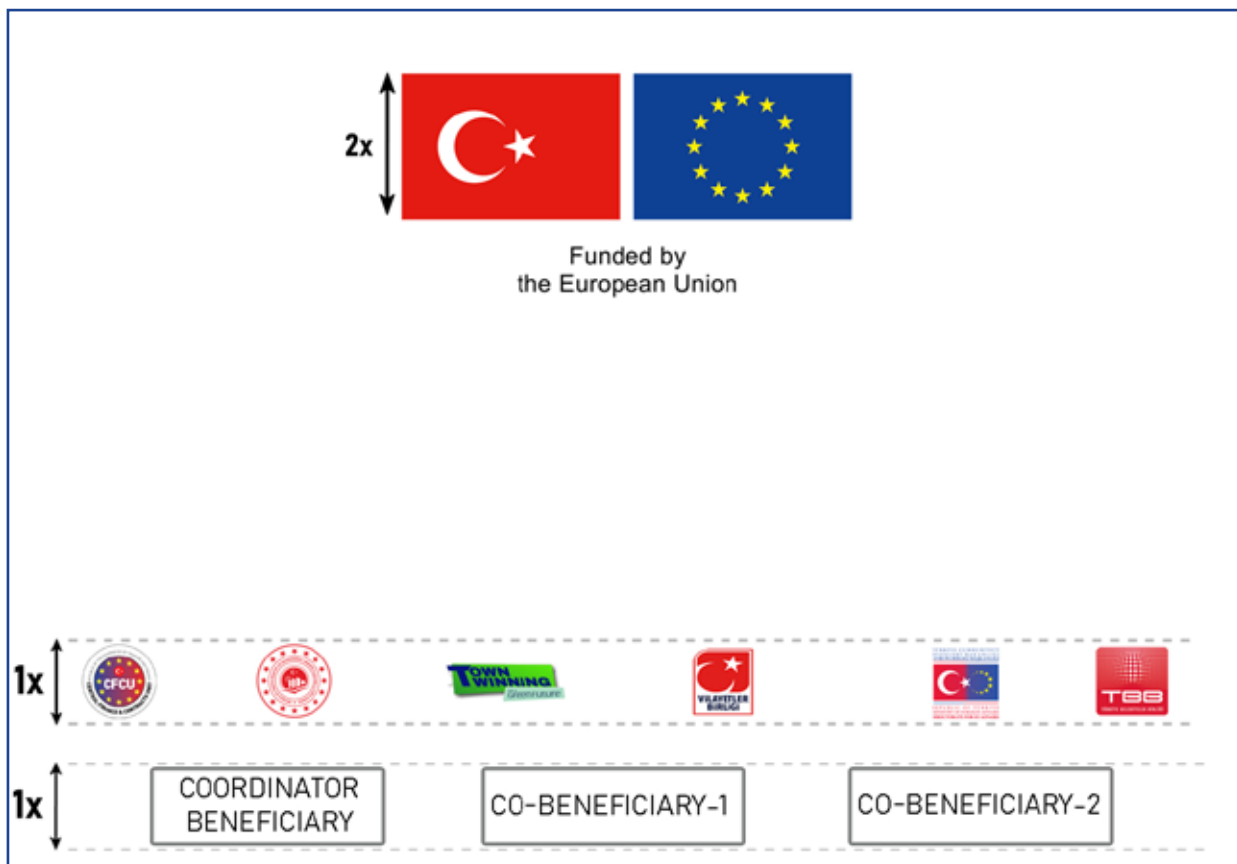
Logo arrangement, heights should be the same.



COORDINATOR BENEFICIARY, CO-BENEFICIARY, LOGOS

CFCU and Union of Municipalities of Türkiye, Ministry of Foreign Affairs Directorate for EU Affairs, The Union of Provinces, Environment The Ministry of Urbanisation and Climate Change and the Programme logo can be found at the bottom of printed and digital materials in the first row, Coordinating Beneficiary, Co-Beneficiary logos below them (in the second row) must be included. The logo of the Coordinating Beneficiary and the logo of the Co-Beneficiaries must be displayed on the CFCU and other

The logos of the implementing partners are vertically half of the EU-Türkiye Cooperation logo should be large.



The use of logos in all printed and digital materials should be as above (posters, brochures, flyers, rollups, banners, social media covers and social media news templates, etc.).

LOGO USAGE EXAMPLES

Grant Implementers are required to use their “**Project Names**”, if any, and “**Project Logos**” in printed and digital media in accordance with the visibility rules.

Power point presentation template



Brochure main cover and back cover



LOGO USAGE EXAMPLES

Press release



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PRESS RELEASE

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?"



1x



1x

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LOGO USAGE EXAMPLES

Book cover



LOGO USAGE EXAMPLES

Social Media and Website

Social media accounts should have the “**European Union - Turkey Cooperation logo**” and “**Funded by the European Union**” on the cover.

Grant implementers should use the “**Project Name**” in printed and digital materials. If they have a “**Project Logo**”, they should also include it.

Logos of Other Institutions should be placed at the **bottom row** of the visuals, and the logos of the Coordinating Beneficiary and Co-Beneficiary should be placed in the **second row below** them. The logo of the Coordinating Beneficiary and the logo of the Co-Beneficiaries should be at the **same height** as the logos of the CFCU and other institutions.

The **disclaimer** must also be included.

Social Media (X banner design)

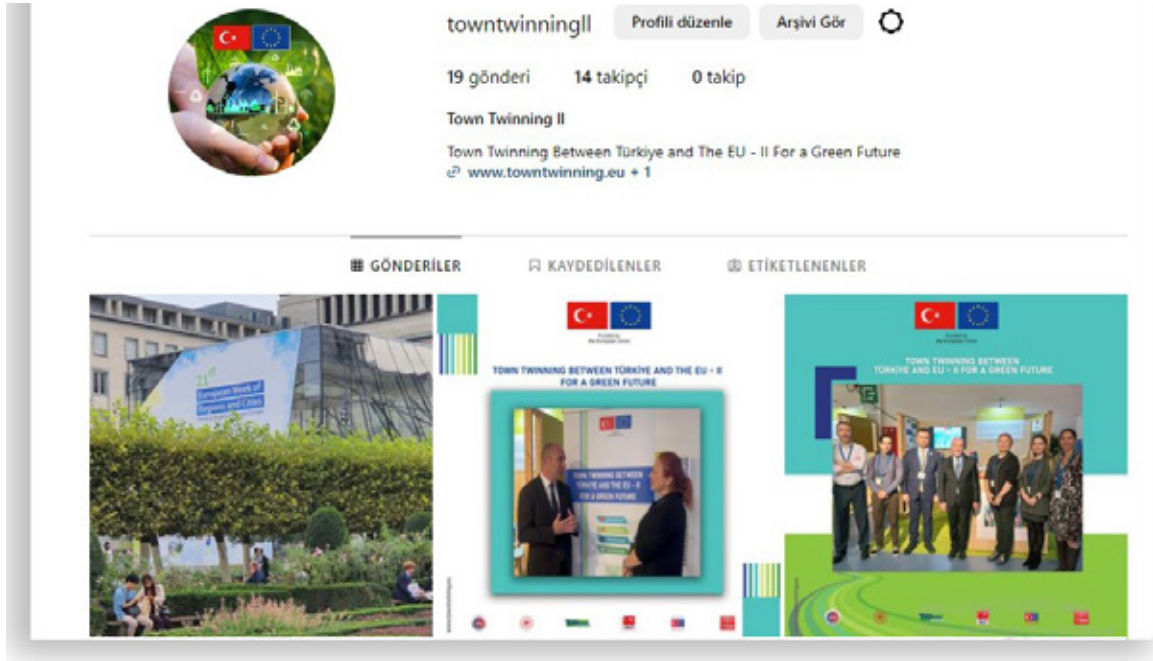


Social Media (Youtube banner design)

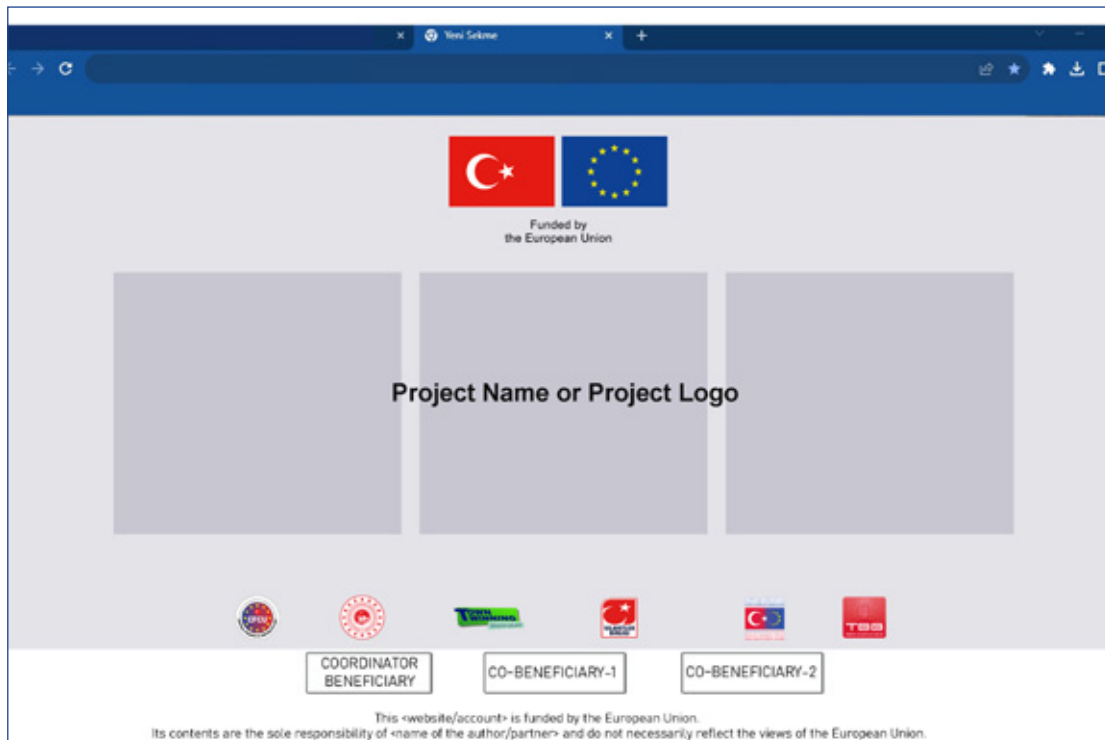


LOGO USAGE EXAMPLES

Social Media (Instagram banner design)



Website



LOGO USAGE EXAMPLES

Project Monitoring before any promotional material is produced or printed Unit/Technical Support Team is recommended to be consulted.



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