



**Med Diet Declaration**  
People Culture Food



Project co-financed by the European  
Regional Development Fund

# **“Med Diet Declaration” Emblem Manual**

## **Guidelines for endorser entities**

Interreg MED Programme – Project: MD.net (3026)

“When brand meets people. Promoting Mediterranean innovation capacities  
to develop smart and sustainable growth”

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## Introduction

This manual of standards and graphical applications is intended for the endorser entities to establish how the “Med Diet Declaration” emblem must be used. Therefore, it contains all the binding specifications for the correct application and reproduction of the emblem.

The emblem (provided in JPG and PDF format) and all related materials could be found in the [endorser entities private area](#).

## 1 Emblem visual identity

The “Med Diet Declaration” emblem visual identity is the visible component of logo, slogan, colours and font.



The main version above is the predominant one to be used in the different applications, as long as space allows it.

The entire emblem must be used all together without distorting it. All versions of the emblem must only be reproduced as indicated. They should never be altered, redrawn or manipulated.

However, the size of the emblem could vary as long as it doesn't compromise the legibility and identification of the emblem.

To this end, the recommended size for the sticker and display is:

Sticker - 85 x 40 mm

Display - 25,5 cm x 12,5 cm

### 1.1 Typography

The primary typeface is Montserrat.

#### **MONTSERRAT**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The quick brown fox jumps over the lazy dog

### 1.2 Colours

In general, visual identity will always be applied with its own colours. The emblem colours to be used are the references detailed below as flat ink or Pantone®.

	<b>CMYK: 34 20 100 0</b> Equiv. Pantone: 383C	<b>RGB: 179 176 22</b>	<b>RGB Hex: B3B016</b>
	<b>CMYK: 2 42 100 0</b> Equiv. Pantone: 2010C	<b>RGB: 244 162 0</b>	<b>RGB Hex: F4A200</b>
	<b>CMYK: 35 27 0 0</b> Equiv. Pantone: 2716C	<b>RGB: 158 176 253</b>	<b>RGB Hex: 9EB0FD</b>
	<b>CMYK: 14 75 42 0</b> Equiv. Pantone: 7635C	<b>RGB: 210 99 116</b>	<b>RGB Hex: D26374</b>
	<b>CMYK: 18 27 58 0</b> Equiv. Pantone: 467C	<b>RGB: 211 180 126</b>	<b>RGB Hex: D3B47E</b>

## 1.3 Variations

There are two variations: horizontal and vertical version.



The structure, proportions between emblem and symbol, and the typographic composition are fixed and do not support variations. Vector originals must always be used for reproduction.

The visual identity should have certain security space which cannot be invaded by any other element (images, fonts, sides or others). This security area is required to protect and guarantee the identity of the emblem in its applications.

The maximum reduction for the visual identity is subjected not to compromise the identification of the “Med Diet Declaration” emblem.

To ensure a consistent and appropriate emblem identity, its use should follow the general guidelines detailed below:

- No element of the emblem can be recreated, deleted, cropped or reconfigured.
- A reserve area must be maintained on the perimeter surrounding the emblem.
- Must be scaled evenly. Disproportionate scaling distorts the work and the relationship between icons and letters.
- Can only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- A white box must not be placed around the emblem when placed on a dark background.
- Must not be reproduced in colours other than those specified in this user manual.

## 2 Emblem promotional uses

### 2.1 General use of the emblem

Any endorser entity (natural or legal person) could use the "Med Diet Declaration" emblem subject to the following restrictions of use:

- the use leads the public to erroneously believe or give the incorrect assumption that there is a connection between the endorser entity and any of the MD.net project partners;
- the use is in connection with any objective or activity which is incompatible with the aims and principles of the "Med Diet Declaration", or which would be otherwise unlawful.

### 2.2 Use of the emblem in endorser entity's products and services

The "Med Diet Declaration" emblem could be placed on endorser entity's market products and services (shops, restaurants, sports centres, schools, and so on). It could be printed on paper self-adhesive and its use will depend on whether it is placed integrating it on the product label, using a product sticker or on the product itself. In the case of the product sticker, the emblem may be used, exceptionally, with a white background and the sticker with a horizontal or vertical shape as it suits better (see 1.3 variations).

### 2.3 Use of the emblem in the endorser entity's website

The endorser entities are allowed to publish the "Med Diet Declaration" emblem in their website. In the event that endorser entity places the emblem on its website, the identification must be indicated with a minimum readable size as mentioned in section 1 of this manual.

## 3 Trademark and related issues

In accordance with the previous section of use conditions, the use of the emblem of the "Declaration of the Diet Med" does not mean consent to the use it as a trademark, neither the imitation or acquisition thereof, as well as any other intellectual property (IP) rights.

The MD.net project partners will monitor the applications for endorsement of the "Med Diet Declaration" emblem or part thereof as (part of) IP rights, in accordance with the applicable legal provisions.

#### Legal responsibility

Any endorser entity that intends to use "Med Diet Declaration" emblem or elements of it may do so on its own legal responsibility. The endorser entity will be liable for any abusive use and possible prejudice following from such use under the laws of the Member States or any third country applicable to them.

### Right to pursue any abuse

The MD.net partners reserve the right to pursue on its own initiative or on request:

- any use which does not comply with the conditions set out herein, or
- any use which the MD.net project partners deem abusive in the courts of the Member States or any third country.

## 4 Contact

More details and questions regarding the use of the "Med Diet Declaration" emblem, should be addressed directly to each Regional Coordinator contact (see section 8 of the Guide for endorser applicants).