



EUSALP EU STRATEGY FOR THE ALPINE REGION



CORPORATE IDENTITY MANUAL FOR EUSALP MATERIALS

80 million people, 7 countries, 48 regions, mountains and plains
addressing together common challenges and opportunities

This project is co-financed
by the European Union
via Interreg Alpine Space

Interreg



Co-funded by
the European Union

Alpine Space

Support EUSALP

www.alpine-region.eu

This manual contains rules and guidelines for the correct use of EUSALP corporate design elements for project communication.

It describes all EUSALP and Support EUSALP logo versions and gives indications regarding the use of the graphic elements. Concerning Support EUSALP logo, it has been developed in accordance with the Alpine Space Programme rules and guidelines which are compliant with the communication requirements stated by the European Commission.



1. LOGO INTERREG ALPINE SPACE + SUPPORT EUSALP	4	4. EUSALP RELATED LOGOS	25
1.1 STRUCTURE, SPECIFICATIONS		4.1 EUSALP SECRETARIAT LOGO	26
COMPONENTS & POSITIONING	5	4.2 EUSALP YOUTH COUNCIL LOGO	27
1.2 COLOURS	7	4.3 EUSALP PRESIDENCY LOGO	28
1.3 PRIMARY TYPEFACE: OPEN SANS	8		
1.4 SECONDARY TYPEFACE: VOLLKORN	9	5. PRIORITY 4	29
1.5 TYPEFACE COMBINATIONS	10	5.1 ALPINE SPACE PRIORITY ILLUSTRATION	30
1.6 ALTERNATIVE TYPEFACES	11	5.2 USES OF THE PRIORITY 4 ILLUSTRATION	31
1.7 UNCORRECT USES OF THE BRAND	12		
2. LOGO EUSALP + VARIATIONS	13	6. ILLUSTRATIONS	32
2.1 LOGO ELEMENTS	14	6.1 EUSALP ILLUSTRATIONS	33
2.2 BASIC UNITS AND RULES TO RESPECT	15	6.2 ACTION GROUPS DESIGN	34
2.3 LOGO WITH WEBSITE BASIC UNITS AND RULES	16	1ST THEMATIC POLICY AREA: ECONOMIC GROWTH AND INNOVATION	34
2.4 EUSALP LOGO IN CONJUNCTION WITH EU LOGOS	17	2ND THEMATIC POLICY AREA: MOBILITY AND CONNECTIVITY	35
2.5 LOGO VERSIONS	18	3RD THEMATIC POLICY AREA: ENVIRONMENT AND ENERGY	36
2.6 LOGO FONT	19		
2.7 LOGO COLOURS	20	7. TEMPLATES	38
3. EUSALP + SHAPING FUTURE TOGETHER	21	7.1 BUSINESS CARDS TEMPLATES	39
3.1 SHAPING FUTURE TOGETHER	22	7.2 HEADED LETTER TEMPLATE	40
3.2 COMBINATION OF EUSALP LOGO WITH SLOGAN		7.3 PPT TEMPLATE	41
“SHAPING FUTURE TOGETHER”	23	7.4 BIFOLD FLYER TEMPLATE	42
		7.5 REPORT TEMPLATE	43
		7.6 ROLL-UP TEMPLATE	44
		7.7 SOCIAL MEDIA	45
		8. FOOTER LOGO PACK	47



1

LOGO INTERREG ALPINE SPACE + SUPPORT EUSALP

1.1 STRUCTURE, SPECIFICATIONS, COMPONENTS & POSITIONING

Project names/logos are not a part of the Interreg logo but rather should be considered as an annexed element. As such, the Interreg logo should always appear any time the project name or logo is used.

1. FONT TYPE & SIZE

The project name cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than **1 “e”** nor smaller than **½ “e”**. In both cases the first capital letter is used as reference.

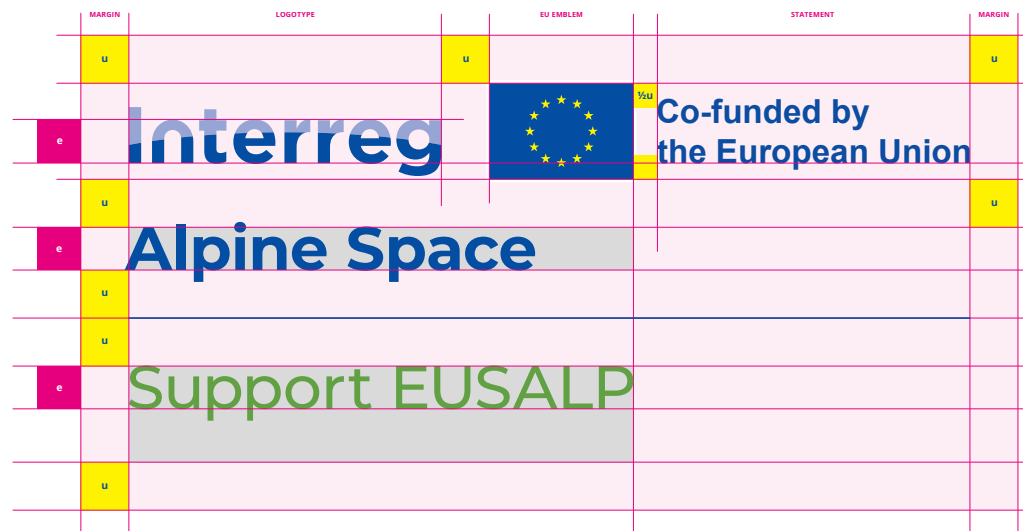
2. PROJECTS' CUSTOM AREA

WIDTH: the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).

HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

3. STANDARD PLACEMENT

The standard placement for project names/logos is below the Interreg logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.



1.1 STRUCTURE, SPECIFICATIONS, COMPONENTS & POSITIONING

4. HORIZONTAL PLACEMENT

Alternatively, project names/logos can be positioned to the right side of the Interreg logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

→ **Project names/logos can never be positioned above the Interreg logo.**

5. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the Interreg brand from the project name. This line separates the programme logo and the project logo by exactly **1 “u”** on each side of it. It covers the entire width of the brand, not including the margin areas.



1.2 COLOURS

The logo colours are derived from the European flag and must not be changed. They are the central brand colours of the Interreg corporate design and they allow to identify the brand also beyond the logo in all visual communication.

The colours are defined for all colour systems.

PANTONE

Spot colours

CMYK

Process-colour printing, 100 colour gradations per channel

C = cyan, M = magenta, Y = yellow, K = black

RGB

Colour sample for monitor display with 256 gradations per channel

R = red, G = green, B = blue

ALPINE SPACE SPECIFIC COLOUR

Pantone 370

CMYK 68/15/99/2

RGB 97/161/68

Colour Reflex Blue	Pantone Reflex Blue	CMYK 100 / 80 / 0 / 0	HEX 003399	RGB 0 / 51 / 153
Colour Light Blue	Pantone 2716	CMYK 41 / 30 / 0 / 0	HEX 9FAEE5	RGB 159 / 174 / 229
Colour Green	Pantone 370	CMYK 68 / 15 / 99 / 2	HEX 61A144	RGB 97 / 161 / 68
Colour Yellow	Pantone Yellow	CMYK 0 / 0 / 100 / 0	HEX FFCC00	RGB 255 / 204 / 0
Colour White	Pantone White	CMYK 0 / 0 / 0 / 0	HEX ffffff	RGB 255 / 255 / 255
Colour Black	Pantone Black	CMYK 0 / 0 / 0 / 100	HEX 000000	RGB 0 / 0 / 0

1.3 PRIMARY TYPEFACE: OPEN SANS

The generic typeface for all applications, from body text to headlines, is **Open Sans**. It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

The following rules apply for all print publications and stationery applications.

- These typefaces are available for free, including web font kits and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/open-sans>

A b c d e f g h i j k l m n o p q r s t u v
w x y z A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z A b c d e f g h
i j k l m n o p q r s t u v w x y z A B
C D E F G H I J K L M N O P Q R S T
U V W X Y Z A b c d e f g h i j k l m
n o p q r s t u v w x y z A B C D E F
G H I J K L M N O P Q R S T U V W
X Y Z

1.4 SECONDARY TYPEFACE: VOLLKORN

As an alternative serif typeface to Open Sans, **Vollkorn** was chosen. It can be used alone or in combination with Open Sans - as described on page 10.

The following rules apply for all print publications and stationery applications.

- These typefaces are available for free, including web font kits and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/vollkorn>

A b c d e f g h i j k l m n o p q r s t u v w
x y z A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z A b c d e f g h i j k l m n
o p q r s t u v w x y z A B C D E F G H I J K
L M N O P Q R S T U V W X Y Z A b c d e
f g h i j k l m n o p q r s t u v w x y z A
B C D E F G H I J K L M N O P Q R S T
U V W X Y Z A b c d e f g h i j k l m n o p q
r s t u v w x y z A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z A b c d e f g
h i j k l m n o p q r s t u v w x y z A B
C D E F G H I J K L M N O P Q R S T U
V W X Y Z a b c d e f g h i j k l m n o
p q r s t u v w x y z A B C D E F G

1.5 TYPEFACE COMBINATIONS

The two typefaces **Open Sans** and **Vollkorn** can be used together for better or diverse aesthetics. For example, you can chose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with the font sizes and font weights.

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con reпти sunt harum fugit et et alique vene culla conse maior magna ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num

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Title id mos eosa voluptu

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TITLE ID MOS DOLLUT EOSA VOLUPTU

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et quiam que pro velit quo bla con reпти sunt harum fugit et et alique vene culla conse maior magna ditat.

1.6 ALTERNATIVE TYPEFACES

If neither Open Sans or Vollkorn are available, you must use the universal fonts family “Arial, sans-serif” or “Georgia, serif”.

These fonts must be used following the same rules as stated on pages 26, 27 and 28.

→ These typefaces are available for free, including web font kits:

Arial can be downloaded for instance here: <https://freefontsfamily.com/arial-font-family-free-download/>

Georgia can be downloaded for instance here: <https://freefontsdownload.net/free-georgia-font-33927.htm>

Open Sans Bold
Open Sans Semibold
Open Sans Regular
Open Sans Italic



Arial Bold
Arial Regular
Arial Italic

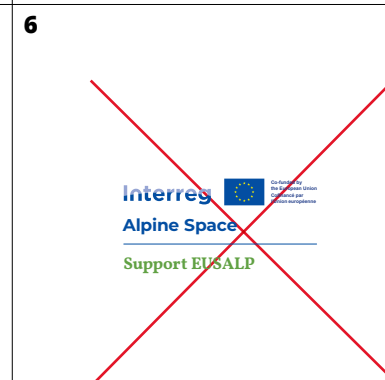
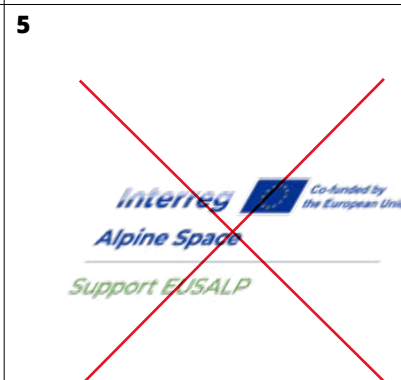
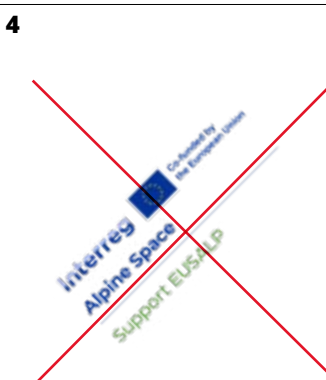
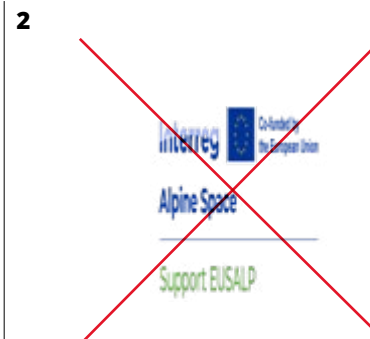
Vollkorn Bold
Vollkorn Regular
Vollkorn Italic



Georgia Bold
Georgia Regular
Georgia Italic

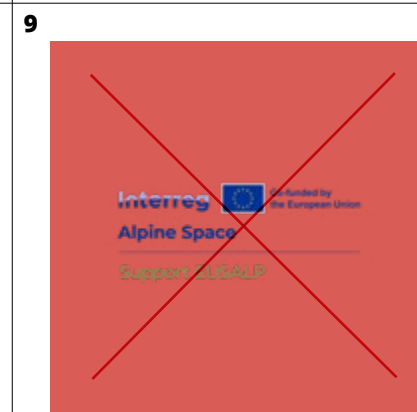
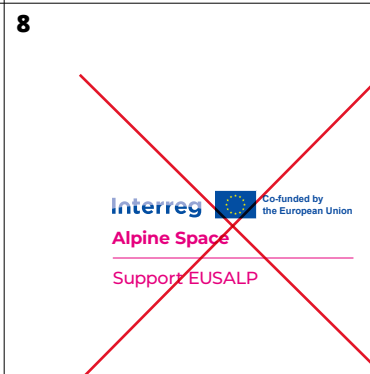
1.7 UNCORRECT USES OF THE BRAND

- 1** Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.
- 2** Do not invert, distort, stretch, slant or modify the brand in any way.
- 3** Do not cut the brand.
- 4** Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.
- 5** Do not change the composition of the brand elements. They are invariable.
- 6** Do not use any typography other than Montserrat.
- 7** Do not use the brand in body text. Instead, in body text, use just the word Interreg set in the font of the body text.
- 8** Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.
- 9** Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.



7

Hiliqueat ommolup taecesti
te vendus am aut facea-
quisit lique venet aut rem
esequasperia qui quam
sum explis imporem reseria
que Interreg quata dolor-
estrum as dolore, sedigen-
et omnihillaut labor sunt
harum que ent voluptatus
Repudistibus exlab invel
inctem harum is a doluptas





2.1 LOGO ELEMENTS

The EUSALP logo is based on two key elements:

- a graphic element inspired by the Alps and the European Commission flag which is composed of three parts:
 1. green plains and hills
 2. blue mountains
 3. yellow stars
- a text element composed by two different parts:
 1. EUSALP
 2. Eu strategy for the Alpine Region

This manual shall be observed whenever EUSALP members, external partners or stakeholders communicate on behalf of EUSALP, or on any of its actions, activities or programmes.

EUSALP LOGO SHAPES

The EUSALP logo exists in 2 shapes (compact and horizontal) and in 3 versions (positive black & white), all of which are available in 2 different formats (eps, png) in the EUSALP website - file sharing area.

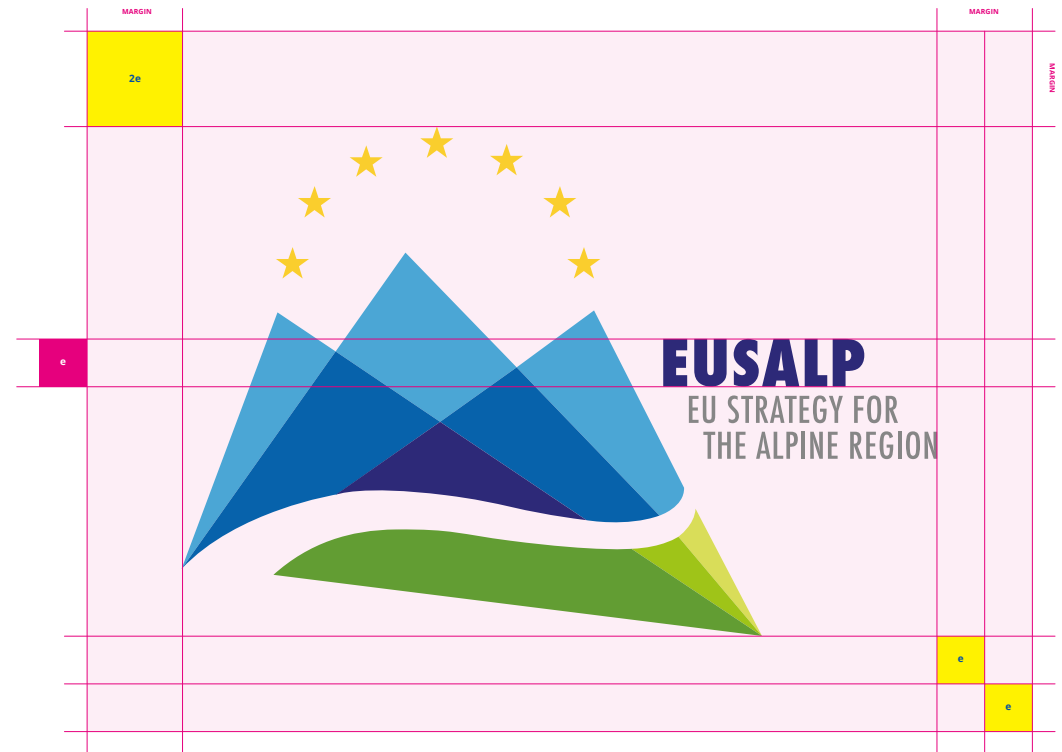


EUSALP EU STRATEGY FOR THE ALPINE REGION

2.2 BASIC UNITS AND RULES TO RESPECT

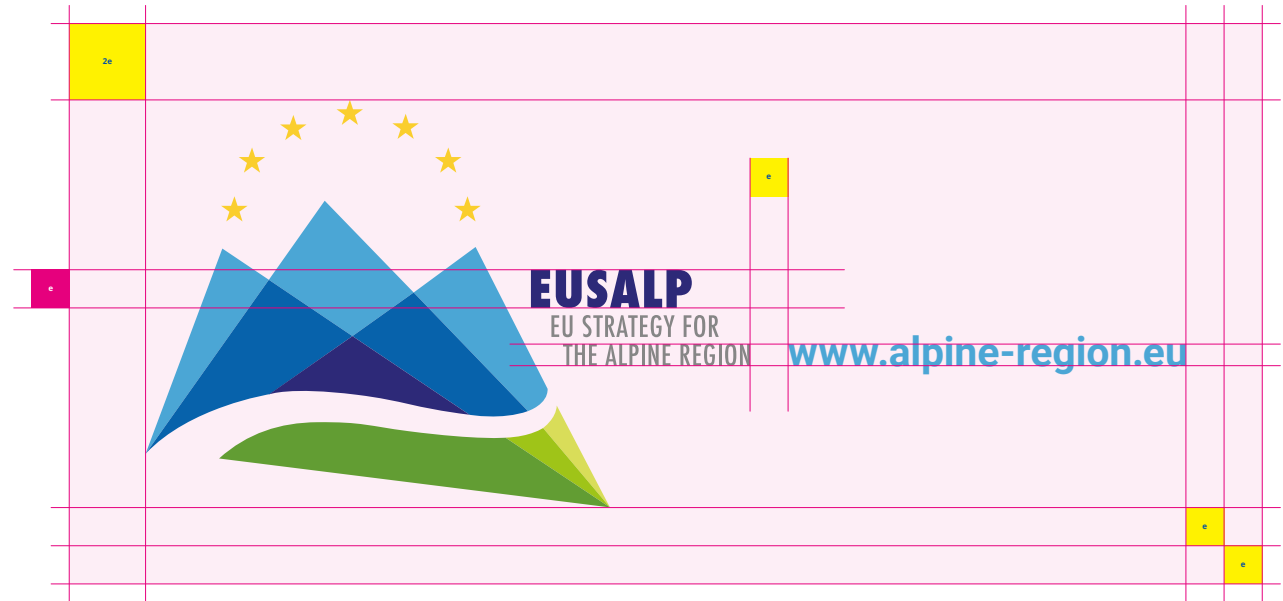
The space of the logo must be respected at all times.
No other object or text can be placed within the logo area,
including its safety margins equal to e.

Other logos or external elements must respected a safety
margin of **2 “e”**.



2.3 LOGO WITH WEBSITE (ALPINE-REGION.EU) BASIC UNITS AND RULES TO RESPECT

The EUSALP logo may be used in combination with the web url either in its vertical or horizontal format. It must be placed no less than **1 “e”** from the EUSALP logo and be applied as a single image.



2.4 EUSALP LOGO
IN CONJUNCTION
WITH EU LOGOS

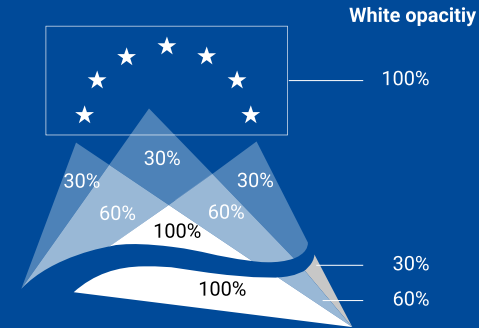
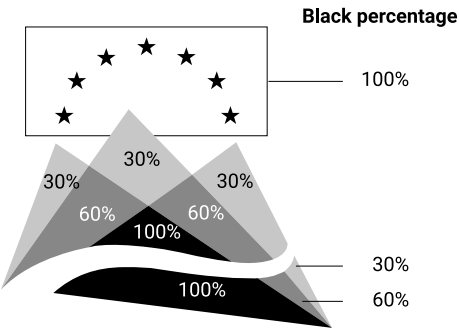
When combined with any EU logo such as the Alpine Space programme logo or the Alpine Space Support EUSALP project logo, the height of the EUSALP logo cannot be taller than the height of the EU flag.

This rule only applies when logos are placed side by side or above/below each other. If the EUSALP logo is displayed in a separate area (for example at the top of the page while the EU logo is displayed at the bottom of the page), then this rule does not apply.



2.5 LOGO VERSIONS

Colored, greyscale and negative version



2.6 LOGO FONT

Title 1
Roboto-Medium/ 16 pt / 19.2 pt Leading

Title2
Roboto-Medium/ 14 pt / 16.8 pt Leading

Title3
Roboto-Regular / 14 pt / 16.8 pt Leading

Body
Roboto-Regular / 10 pt / 12pt Leading

• Bullet list
Roboto-Regular / 10 pt / 12pt Leading - 06,35 mm
space before

1. Number list
Roboto-Regular / 10 pt / 12pt Leading - 06,35 mm
space before

Footnote
Roboto-Regular / 9 pt / 10.8pt Leading - 06,35 mm
space before - 02,5 mm space over

A b c d e f g h i j k l m n o p q r s t u v
w x y z A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z **A b c d e f g h**
i j k l m n o p q r s t u v w x y z A B
C D E F G H I J K L M N O P Q R S T
U V W X Y Z A b c d e f g h i j k l m
n o p q r s t u v w x y z A B C D E F
G H I J K L M N O P Q R S T U V W
X Y Z A b c d e f g h i j k l m n o p q r s t u v w x
y z A B C D E F G H I J K L M N O P Q R S T U V W X
Y Z A b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y
Z **a b c d e f g h i j k l m n o p q r s t u v w x y**
z A B C D E F G H I J K L M N O P Q R S T

2.7 COLOURS

The logo colours are derived from the European flag and must not be changed. They are the central brand colours of the Interreg corporate design and they allow to identify the brand also beyond the logo in all visual communication.

The colours are defined for all colour systems.

PANTONE

Spot colours

CMYK

Process-colour printing, 100 colour gradations per channel

C = cyan, M = magenta, Y = yellow, K = black

RGB

Colour sample for monitor display with 256 gradations per channel

R = red, G = green, B = blue

Pantone 116 CMYK 2 / 18 / 87 / 0 RGB 249 / 204 / 62	Pantone 3015 CMYK 67 / 18 / 6 / 0 RGB 79 / 168 / 209	Pantone 301 CMYK 91 / 59 / 1 / 0 RGB 0 / 76 / 153
Pantone 280 CMYK 100 / 98 / 9 / 7 RGB 43 / 47 / 130	Pantone 376 CMYK 68 / 15 / 99 / 2 RGB 97 / 161 / 68	Pantone 370 CMYK 46 / 0 / 100 / 0 RGB 152 / 202 / 61
Pantone 383 CMYK 21 / 0 / 76 / 0 RGB 209 / 224 / 102	Pantone 425 CMYK 0 / 0 / 0 / 60 RGB 128 / 130 / 133	Pantone 532 CMYK 69 / 63 / 62 / 58 RGB 51 / 51 / 51



3

**EUSALP + SHAPING
FUTURE TOGETHER**

3.1 SHAPING FUTURE TOGETHER



3.2 COMBINATION OF EUSALP LOGO WITH SLOGAN “SHAPING OUR ALPINE FUTURE TOGETHER”

The majestic Alpine mountain range has long been a symbol of resilience, unity, and shared heritage. Today, alpine arc stands at a crucial juncture where seven Alpine nations—Austria, France, Germany, Italy, Liechtenstein, Slovenia, and Switzerland—come together to shape their collective destiny.

1. THE PEAKS OF UNITY

Just as the Alps rise above national borders, so do the aspirations. The countries share common challenges—climate change, sustainable development, and economic growth. By pooling their expertise, resources, and vision, they can scale new heights. The peaks represent their joint commitment to overcome obstacles and forge a harmonious future.

2. EUSALP: THE GUIDING STAR

The logo prominently displayed—“EUSALP EU STRATEGY FOR THE ALPINE REGION”—is the guiding star. EUSALP unites the countries under a common framework, emphasizing cooperation across sectors: environment, tourism, transport, and innovation. It's not just about policies; it's about fostering connections among people, businesses, and cultures.

3. STARS OF SOLIDARITY

The yellow stars encircling the logo echo the European Union's emblem. They remind us that cooperation aligns with broader European values—solidarity, peace, and prosperity. Each star represents a commitment: cleaner rivers, greener energy, safer roads, and thriving communities.

4. “SHAPING FUTURE TOGETHER”

The slogan encapsulates the purpose. The countries are not merely preserving the Alpine landscape; they are shaping a shared destiny. Whether it's sustainable tourism, cross-border research, or disaster resilience, their collaborative efforts will echo through generations.

As gazing at this symbolic image, remember that the Alpine peaks don't separate people; they connect them. Together, they will carve a path toward a sustainable, vibrant Alpine region—one that honors tradition while embracing innovation. Let's shape our future, hand in hand, across borders and summits.



The EUSALP logo can be used either in full width or half width based on size, needs or personal preference. Only those 2 variations are admitted and either shall be used as a single image.





4.1 EUSALP SECRETARIAT LOGO

This logo is designed to identify the secretariat's own creations and materials, emphasizing nature, environment, and European collaboration. These versions can be used exclusively by the secretariat.

The logo for the “EUSALP - EU Strategy for the Alpine Region” EUSALP Secretariat features:

CLASSICAL VERSION (VERTICAL AND HORIZONTAL) ADDED TO EUSALP ORIGINAL LOGO

- **Text Elements:** “EUSALP” in bold blue letters, followed by “EU STRATEGY FOR THE ALPINE REGION” in smaller black font, and “EUSALP SECRETARIAT” in blue.
- **Green line:** the EUSALP Secretariat is underlined by the green line symbolizing the support provided and the stability offered by the structure

MOTTO VERSION ADDED TO EUSALP LOGO NEW VERSION

- **Mountain Peaks:** The seven emblematic peaks representing the Alpine region.
- **Motto:** The slogan “Shaping future together...” written in cursive script, emphasizing collaboration and forward-thinking.
- **Text Elements:** “EUSALP” in bold blue letters, followed by “EU STRATEGY FOR THE ALPINE REGION” in smaller black font, and “EUSALP SECRETARIAT” in blue.



EUSALP
EU STRATEGY FOR
THE ALPINE REGION
EUSALP SECRETARIAT



EUSALP SECRETARIAT



4.2 EUSALP YOUTH COUNCIL LOGO

Since ALPINE YOUTH has merged into the new website the will is to progress on the creation of a proper EUSALP visual identity for the Youth Council, and therefore youth activities.

These versions can be used exclusively for YOUTH COUNCIL activities, materials and promotions.

The logo for the “EUSALP - EU Strategy for the Alpine Region” YOUTH COUNCIL features:

CLASSICAL VERSION (VERTICAL AND HORIZONTAL) ADDED TO EUSALP ORIGINAL LOGO

- **Text Elements:** “EUSALP” in bold blue letters, followed by “EU STRATEGY FOR THE ALPINE REGION” in smaller black font, the “YOUTH COUNCIL” title in light blue is highlighted by a green line, symbolizing the support and active involvement of youth in the EUSALP strategy.

MOTTO VERSION ADDED TO EUSALP LOGO NEW VERSION

- **Mountain Peaks:** The seven emblematic peaks representing the Alpine region.
- **Motto:** The slogan “Shaping future together...” written in cursive script, emphasizing collaboration and forward-thinking.
- **Text Elements:** “EUSALP” in bold blue letters, followed by “EU STRATEGY FOR THE ALPINE REGION” in smaller black font, the “YOUTH COUNCIL” title in light blue is highlighted by a green line, symbolizing the support and active involvement of youth in the EUSALP strategy.



**YOUTH
COUNCIL**



YOUTH COUNCIL



4.3 EUSALP PRESIDENCY LOGO

This logo is designed to identify the rotative Presidency of EUSALP. In order to gain on visibility, the Presidency logo of EUSALP will be declined in two versions : One classical version and one with the motto version.

These versions can be used exclusively by the Presidency.

The logo for the “EUSALP - EU Strategy for the Alpine Region” Presidency features:

CLASSICAL VERSION (VERTICAL AND HORIZONTAL) ADDED TO EUSALP ORIGINAL LOGO

- **Text Elements:** “EUSALP” in bold blue letters, followed by “EU STRATEGY FOR THE ALPINE REGION” in smaller black font, the “PRESIDENCY” title in light blue, and the name of the COUNTRY and the year of the Presidency in blue font.

MOTTO VERSION ADDED TO EUSALP LOGO NEW VERSION

- **Mountain Peaks:** The seven emblematic peaks representing the Alpine region.
- **Motto:** The slogan “Shaping future together...” written in cursive script, emphasizing collaboration and forward-thinking.
- **Text Elements:** “EUSALP” in bold blue letters, followed by “EU STRATEGY FOR THE ALPINE REGION” in smaller black font, “PRESIDENCY” title in light blue, and the name of the COUNTRY and the year of the Presidency in blue font.



PRESIDENCY
GERMANY
2026



PRESIDENCY
GERMANY
2026





5

INTERREG PRIORITY 4

5.1 ALPINE SPACE PRIORITY ILLUSTRATION

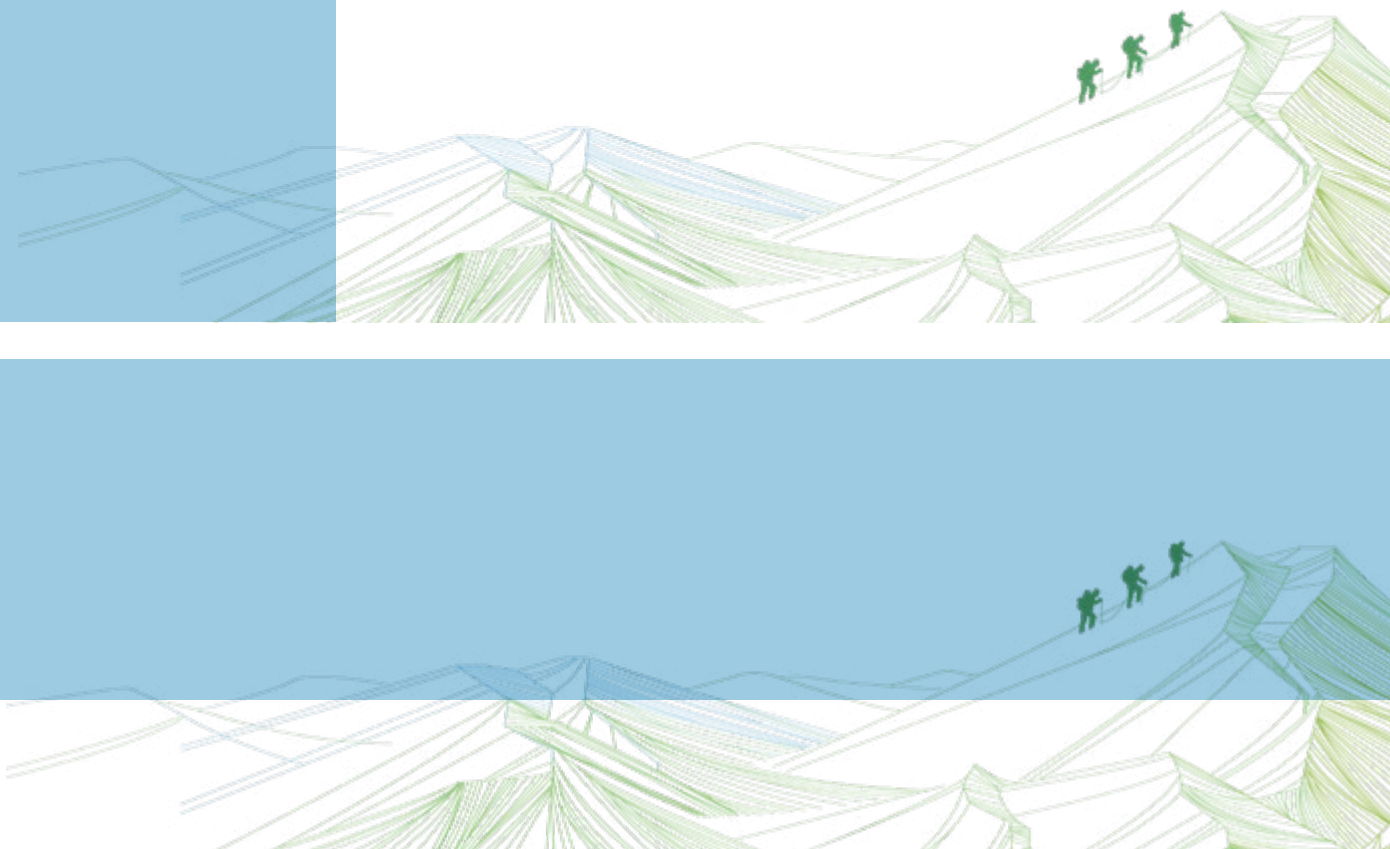
Illustrations are part of the digital files package provided by the Interreg Alpine Space programme to approved projects in order to illustrate their project priority. Projects should only use the illustration of EUSALP project priority: priority 4.

Pantone
636
CMYK
43 / 8 / 8 / 0
RGB
156 / 203 / 226

Open Sans bold
Open Sans bold

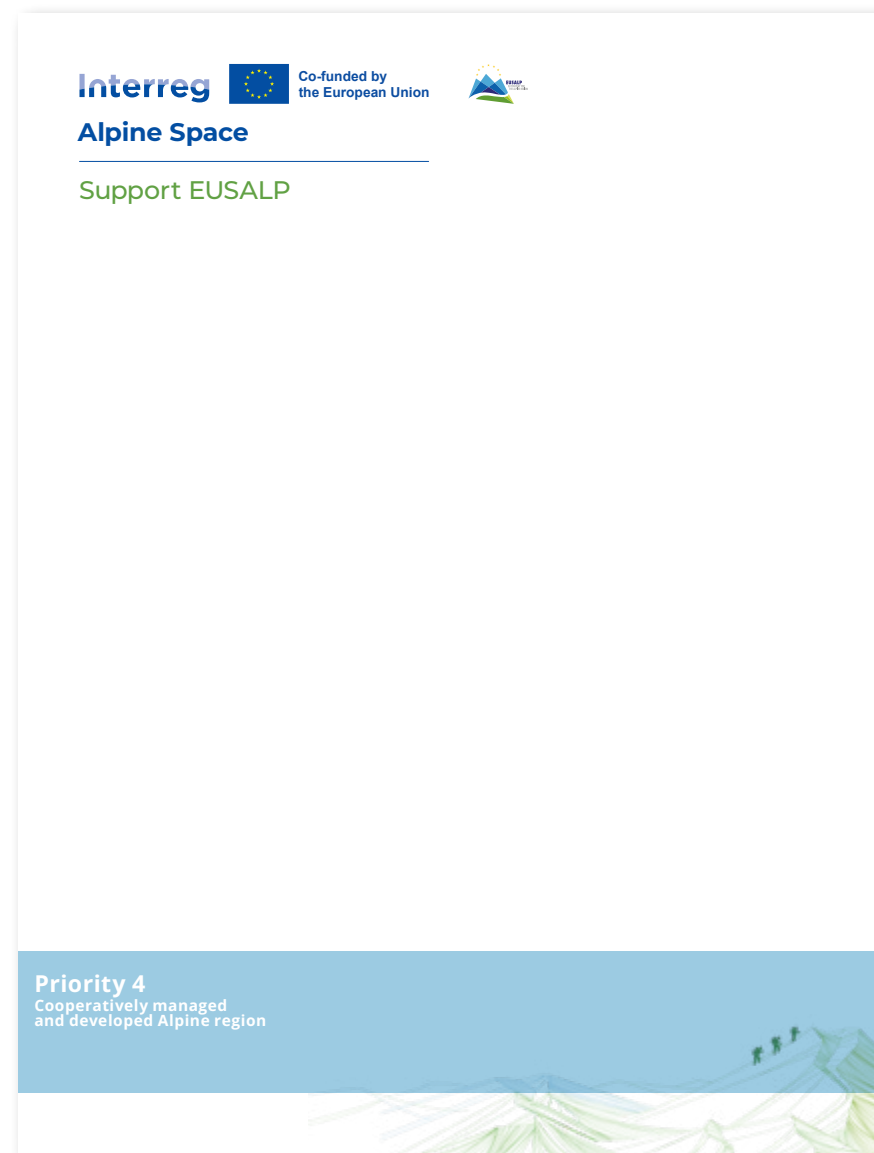
Priority 4
Cooperatively managed
and developed Alpine region

Priority 4
Cooperatively managed
and developed Alpine region



5.2 USES OF THE PRIORITY 4 ILLUSTRATION

It can be used at the bottom of official documents such as reports, posters, etc.





6

ILLUSTRATIONS



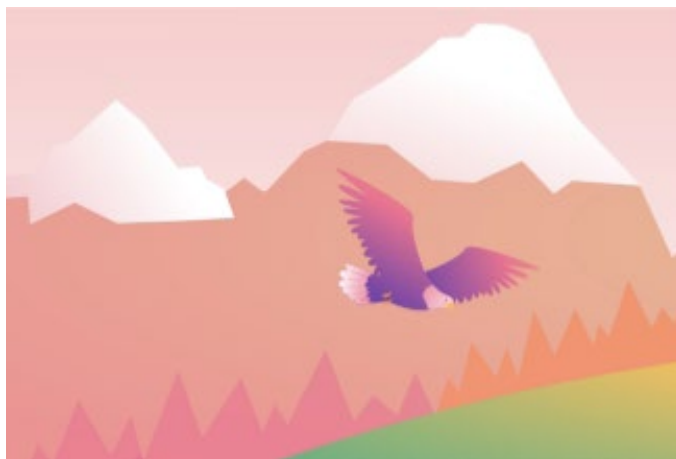
6.1 EUSALP ILLUSTRATIONS

In the course of developing the EUSALP website, a whole illustration composed of many different parts was created to represent the strategy, its various bodies and the 3 thematics with their action groups.

In the background of the illustration, the mountain range is an illustrated evolution of the mountain range from EUSALP's.

motto "SHAPING FUTURE TOGETHER", representing the seven emblematic mountains of the seven coordinating states.

Below, the warm and vivid colours of the valley - which are the same as in our EUSALP logo - reflect EUSALP's spirit and determination. Throughout the illustration, various scenes unfold, revealing every single aspect of the EUSALP strategy.

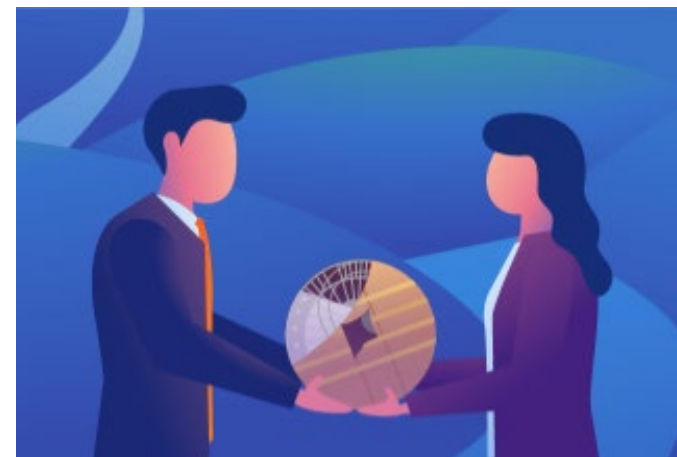


Furthermore, additional illustrations have been created to highlight other important topics.



THE YOUTH COUNCIL AND ITS ACTIVITIES

A body dedicated to young people participating in making decisions for the future of the Alps .



THE KOLO WHEEL

It symbolises EUSALP's cooperation and rotating presidency.

6.2 ACTION GROUPS DESIGN

1ST THEMATIC POLICY AREA: ECONOMIC GROWTH AND INNOVATION

OBJECTIVE

Fair access to job opportunities, building on the high competitiveness of the region

ACTION GROUP 1



RESEARCH AND INNOVATION

A strong focus on research and innovation is essential to ensuring that the full potential of the Alpine region is unlocked.

The binoculars illustrate the need to explore new ideas and discover new knowledge in order to strive towards a bright future for all inhabitants of the region.

The flying eagle symbolises vision, clarity and a future-oriented perspective. This talks about the need to understand future trends and acquire a vision of the bigger picture, with the Alps at its core.

ACTION GROUP 2



ECONOMIC DEVELOPMENT

The strategic integration of clean renewable energies both in residential and non-residential areas is represented by the wind turbines and the houses with voltaic panels on their roof.

The majestic Alpine mountains and lush trees underscore the importance of preserving natural landscapes while fostering the sustainable economic development of the Alpine macro-region.

The harvested fields represent the agricultural sector, showcasing its vital role in regional economies and the potential for innovative farming practices.

By identifying and supporting strategic industries at a macro-regional level, we can implement concrete measures to improve both the economic and social environment. This ensures that economic progress aligns with environmental stewardship and community well-being, driving sustainable growth across the region.

ACTION GROUP 3



LABOUR MARKET, EDUCATION AND TRAINING

By aligning educational programs with the demands of key industries like renewable energy and environmental management, this approach ensures that the workforce is equipped with the skills needed to drive economic growth and sustainability in the Alpine region..

The wind power plants illustrate the growing demand for skilled labour in the renewable energy sector, emphasizing the need for specialized education and training programs to support this industry's expansion.

The Alpine mountains and the trees represent the rich natural environment that serves as both a resource and a backdrop for innovative educational initiatives focused on environmental sciences and sustainable practices.

2ND THEMATIC POLICY AREA: MOBILITY AND CONNECTIVITY

OBJECTIVE

Sustainable internal and external accessibility to all

ACTION GROUP 4



MOBILITY

The image highlights rail transportation as a signature element for the mobility of passengers as well as freight transport in the Alpine region. Railway transport underlines the mission of the EUSALP concerning sustainable development while striving for healthy and green region.

ACTION GROUP 5



CONNECTIVITY AND ACCESSIBILITY

The illustration depicts a scene emphasizing sustainable and digital connectivity in a rural setting.

A person is riding an electric scooter on a path, symbolizing eco-friendly transportation options that enhance connectivity while minimizing environmental impact.

In the background, there are houses with solar panels on their roofs, highlighting the use of renewable energy sources.

An individual is working on a laptop outdoors, signifying improved digital connectivity that enables remote work. Additionally, there is an electric vehicle charging station nearby, indicating advancements in infrastructure supporting sustainable mobility solutions.

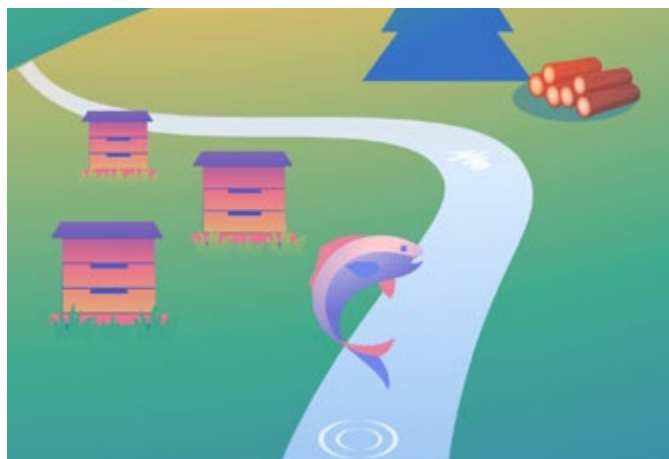
This image collectively illustrates efforts to enhance both physical and digital connectivity while prioritizing environmental sustainability in the Alpine region.

3RD THEMATIC POLICY AREA: ENVIRONMENT AND ENERGY

OBJECTIVE

A more inclusive environmental framework for all and renewable and reliable energy solutions for the future

ACTION GROUP 6



RESOURCES

Action Group 6 focuses on the preservation and valorization of natural resources. Thus, this picture illustrates several types of resources via 4 main elements: a fish, bee houses, a river and wood with trees.

The fish symbolize the valuable aquatic resources and the necessity of sustainable fishing practices to be preserved.

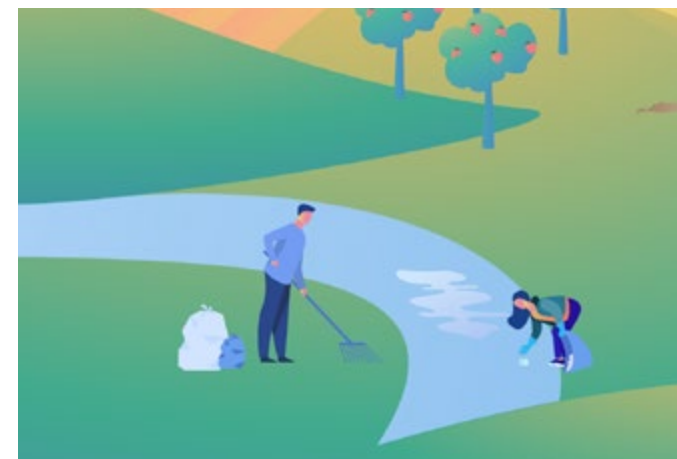
Bee houses highlight the critical role of bees in pollination, essential for agriculture and maintaining biodiversity.

The river represents freshwater resources which are vital in providing drinking water to inhabitants of the Alpine region as well as for irrigation and industrial uses.

Lastly, the woods illustrate forest resources, including timber and paper, and emphasizes the importance of forests in fighting climate change and providing habitats for diverse species.

Together, these elements reflect the interconnectedness and importance of natural resources, advocating for their sustainable management to ensure ecological balance and support human life in the Alpine region.

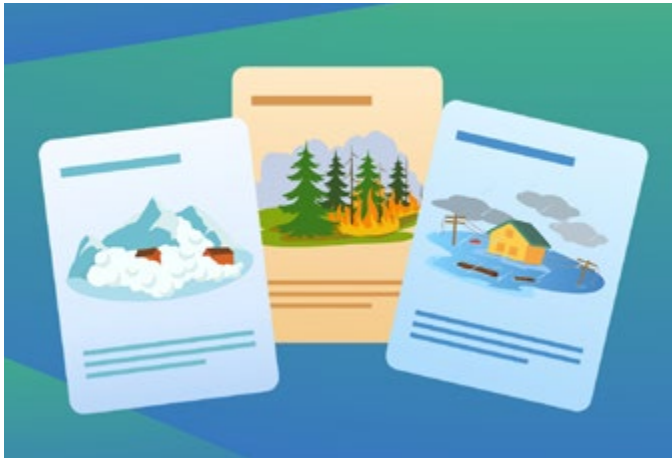
ACTION GROUP 7



GREEN INFRASTRUCTURE

The development of ecological connectivity has the power to strengthen and restore biodiversity and ecosystem services.

The illustration highlights the pressing need for robust green infrastructures to prevent and mitigate the impact on the Alpine region of natural catastrophes such as avalanches, forest fires and floods.

ACTION GROUP 8**RISK GOVERNANCE**

Effective risk governance ensures the socio-economic development of these regions by balancing economic interests, social welfare, mobility, and tourism with risk reduction and safety management.

The houses with voltaic panels on their roof symbolize the proactive adoption of renewable energy sources, highlighting the importance of sustainable practices in risk governance.

The lake represents the necessity of managing water resources effectively to prevent flooding and ensure water security.

The sheep grazing on the hill emphasize the balance between agriculture and natural habitat preservation, demonstrating how rural livelihoods can coexist with sustainable land management.

This comprehensive approach to risk governance, allows us to better address climate change via the prevention of major natural risks and the sustainable protection of settlements from natural hazards.

ACTION GROUP 9**ENERGY**

Focusing on the hydropower as a representation of the green energy transition is key as there are currently hundreds of hydropower plants in the Alps which are generating a substantial part of the total energy production.

The waterfall illustrates this use of renewable natural resources via, for example, hydropower technologies, in order to promote an overall shift towards sustainable and green energies production and consumption within the territory of the Alpine region.



7.1 BUSINESS CARDS TEMPLATES

Size:

Width: 55 mm

Height: 85 mm

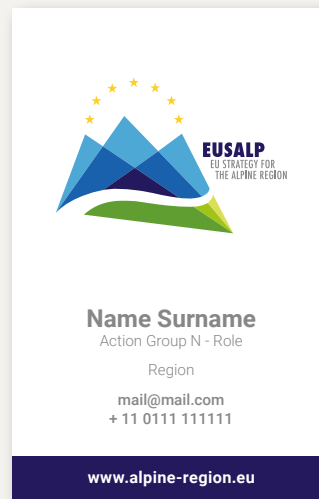
CMYK (PRINT)
100 / 100 / 0 / 40
RGB (WEB)
15 / 27 / 95

CMYK (PRINT)
67 / 18 / 6 / 0
RGB (WEB)
79 / 27 / 168

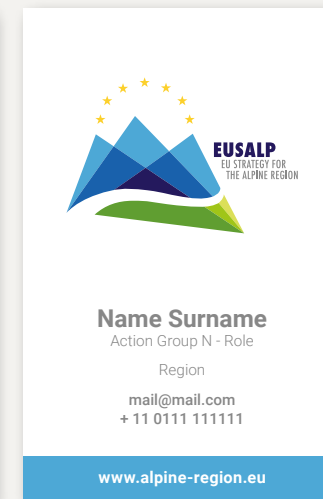
CMYK (PRINT)
46 / 0 / 100 / 0
RGB (WEB)
152 / 202 / 61

CMYK (PRINT)
46 / 33 / 0 / 0
RGB (WEB)
150 / 160 / 210

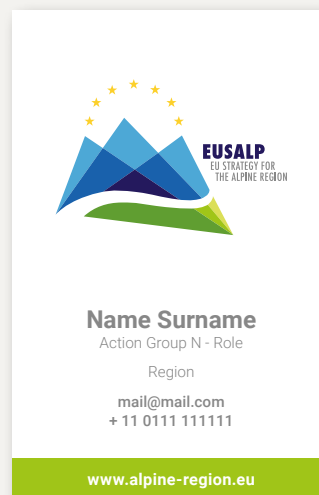
EU TEAM



EXECUTIVE BOARD AND SECRETARIAT



PRESIDENCY



ACTION GROUPS BOARD AND YOUTH



7.2 HEADED LETTER TEMPLATE

Three constant rules define the usage of the size of the Interreg brand, which applies to all formats and supports - whether print or digital, small or big, vertical or horizontal.

1. SIZE OF THE BRAND

The width of the logotype + EU emblem - without the statement - is equivalent to a forth ($\frac{1}{4}A$) of the page's entire width (**A**).

2. SIZE OF THE MARGINS

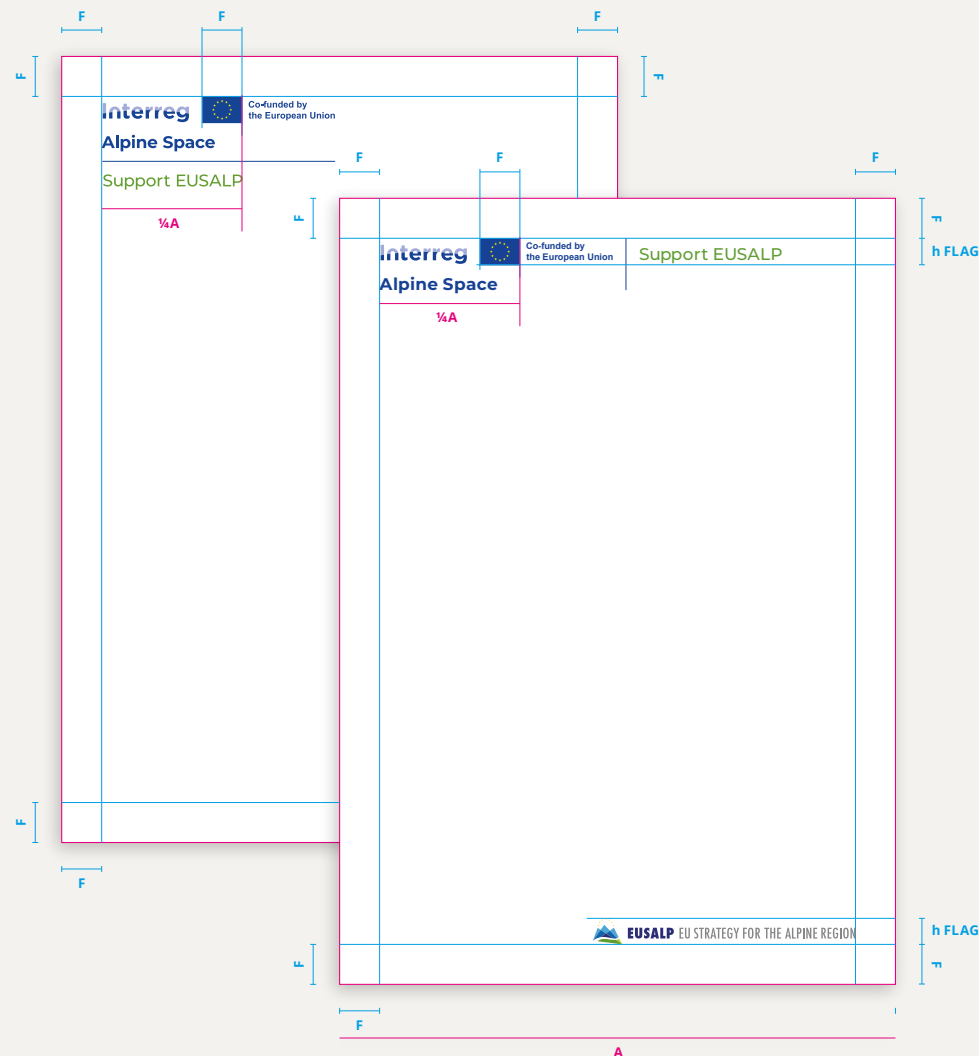
Once the width of the brand ($\frac{1}{4}A$) in relation to the width of the page (**A**), has been calculated the resulting width of the EU emblem (**F**) is used to determine the size of all external margins, top and bottom, vertically and horizontally.

- Generic Interreg brand: margins = **1F**
- Interreg brand with programme name: margins = **1F**
- Interreg brand with programme and project name: margins = **1F**

3. BRAND POSITIONING

The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.

In the case of having to use the brand smaller in order to co-exist with other logos or elements, this rule does not have to be applied, and the rule of minimum sizes specified on page 36 prevails.



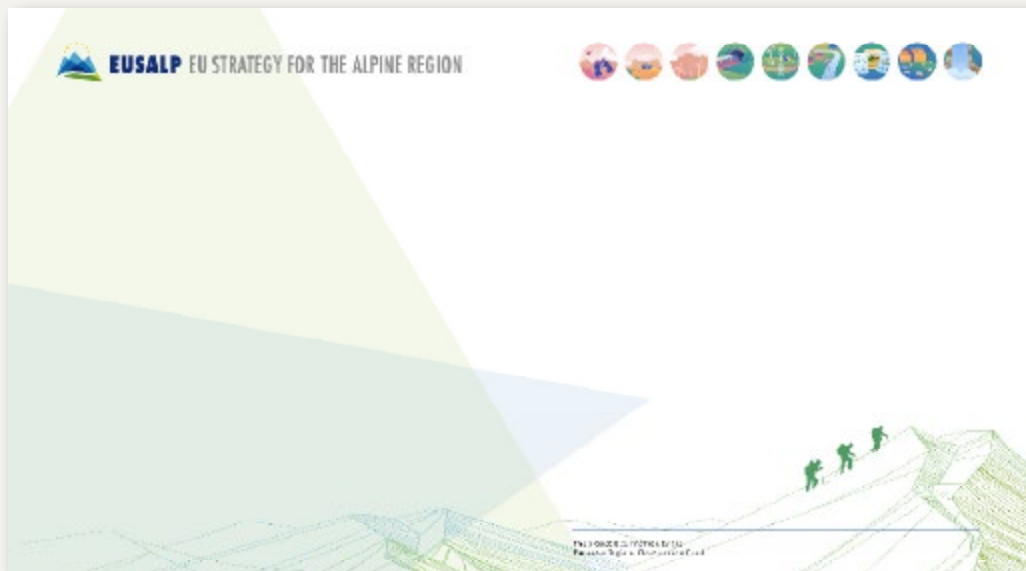
7.3 PPT TEMPLATE

Size:
Width: 720 px
Height: 540 px

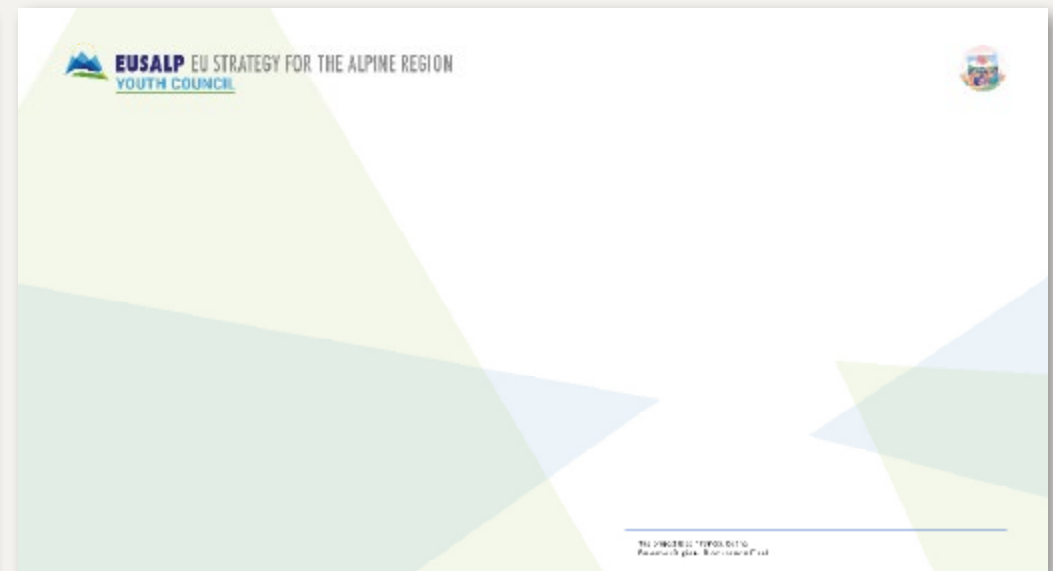
COVER



PRIORITY 4



YOUTH COUNCIL

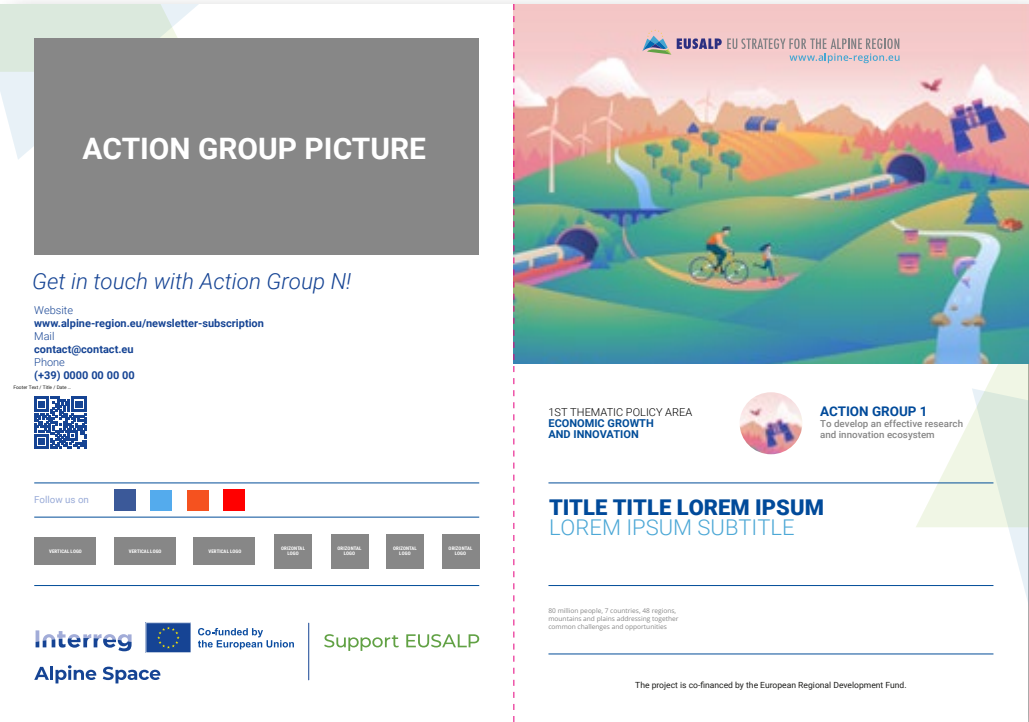


7.4 BIFOLD FLYER TEMPLATE

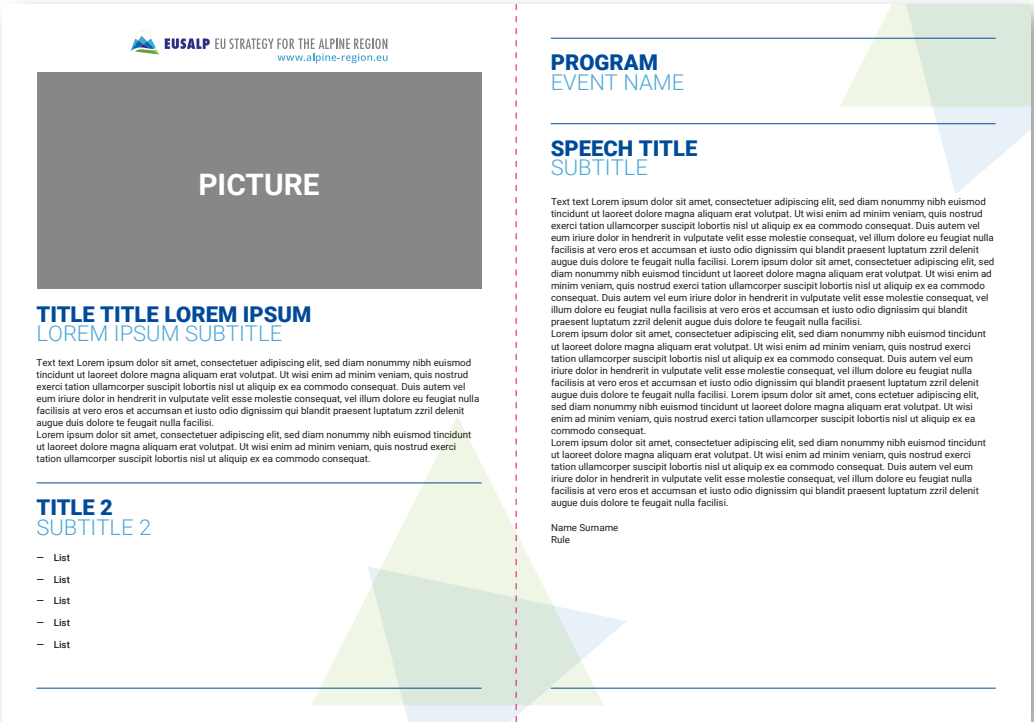
Size (open):
Width: 29,7 cm
Height: 21 cm

Size (closed):
Width: 24,8 cm
Height: 21 cm

OUTSIDE (COVER)



INSIDE



7.5 REPORT
TEMPLATE

COVER

 **EUSALP** EU STRATEGY FOR THE ALPINE REGION
www.alpine-region.eu



**ACTION GROUP #**
Description of Action Group

TITLE
SUBTITLE

AUTHORS

AUTHOR 1	AUTHOR 3
AUTHOR 2	AUTHOR 4

INTERNAL PAGE - LEFT

  Co-funded by the European Union | Support EUSALP
Alpine Space



 **EUSALP** EU STRATEGY FOR THE ALPINE REGION
www.alpine-region.eu

1

INTERNAL PAGE - RIGHT

  Co-funded by the European Union | Support EUSALP
Alpine Space

 **EUSALP** EU STRATEGY FOR THE ALPINE REGION
www.alpine-region.eu

2

7.6 ROLL-UP
TEMPLATE

VISUAL VERSION

IMPLEMENTING THE **EUSALP STRATEGY**
TO FOSTER SYNERGIES IN THE ALPINE REGIONS
AND BUILD A RESILIENT FUTURE TOGETHER

EUSALP co-creates the future of Europe by translating sectoral policies on regional scale, enabling the best ideas to happen in a sensitive natural and multicultural Alpine area.

As a European laboratory for cross-sectoral and multi-level governance, EUSALP exemplifies the power of grassroots initiatives, born from a bottom-up approach and supported by States and Regions.

One of EUSALP primary objectives is to empower the Alpine community, making the people of the region co-creators of their own future. Innovation is a driving force in EUSALP's mission. The programme fosters sustainable innovation benefiting both the region and all of Europe, positioning the Alpine area as a pioneer in cutting-edge practices.

7 COUNTRIES / 48 REGIONS

3 THEMATIC AREAS

ECONOMIC GROWTH & INNOVATION

MOBILITY & CONNECTIVITY

ENVIRONMENT & ENERGY

9 ACTION GROUPS

Action Groups are the core actors of the day-to-day implementation of the strategy. They consist of members from States and Regions. Their mission is to tackle specific challenges and opportunities of the Alpine Area.

Sustainable development

Sustainable development

Sustainable development

Sustainable development

Sustainable development

Sustainable development

Sustainable development

Sustainable development

Sustainable development

EUSALP GOVERNANCE

The **General Assembly** oversees the implementation of EUSALP's objectives. It provides strategic guidance in the process of managing and executing its Action Plan. It gathers the high-level political representatives of States and Regions involved in the Strategy, the European Commission, and the Alpine Convention as observer.

The **Executive Board** is mainly responsible for the overall horizontal and vertical coordination of the Strategy and the preparation of the General Assembly meetings.

It is formed by representatives of the states and regions, and of the European Commission. Representatives of the Alpine Convention and the Alpine Space Programme are also involved as Observers.

80 million people, 7 countries, 48 regions, mountains and plains addressing together common challenges and opportunities

Interreg Alpine Space Co-funded by the European Union **Support EUSALP**

The project is co-financed by the European Regional Development Fund.

7.7 SOCIAL MEDIA

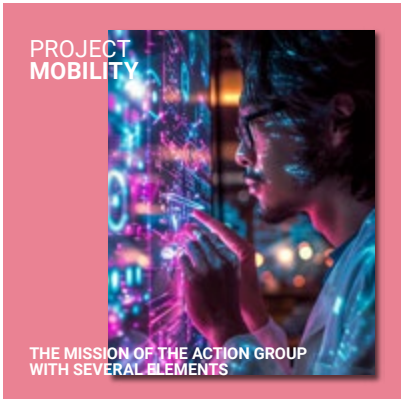
ECONOMIC GROWTH AND INNOVATION
AG1 – AG2 – AG3



MOBILITY AND CONNECTIVITY
AG4 – AG5



ENVIRONMENT AND ENERGY
AG6 – AG7 – AG8 – AG9



NEWS



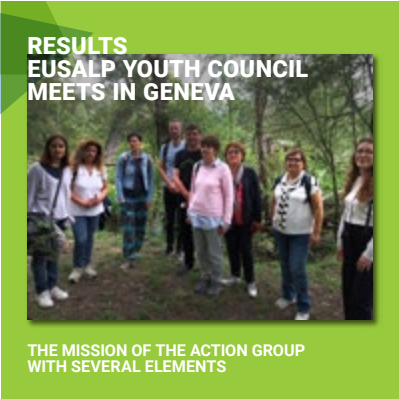
RESULTS



YOUTH



PRESEIDENCY





8.1 CONTACT FOOTER

This footer consolidates key information about the strategy. It includes the context and the Interreg logo, which mentions the project's name supporting the current strategy of EUSALP. This footer is intended for formal letters to stakeholders such as media, politicians, and external parties.

Additionally, the website URL is fully provided for further information, and the contact email address of the EUSALP secretariat offers direct access. EUSALP's social media channels are also mentioned to encourage recipients to visit and subscribe to our various platforms.



8.1 BRAND FOOTER

This footer version adopts a more formal design, omitting any “communication” links. It emphasizes funding details, making it suitable for formal exchanges with the European Commission.





80 million people, 7 countries, 48 regions,
mountains and plains addressing together
common challenges and opportunities

Interreg



Co-funded by
the European Union

Alpine Space

Support EUSALP

This project is co-financed by the European Regional Development Fund (ERDF)