

LOGOMANUAL

BASIC APPLICATION
OF THE LOGO

ELABORATED IN JUNE 2025



Interreg
Austria – Czechia



Co-funded by the
European Union

INTRODUCTION

TASTE LOGO – MEANING OF INDIVIDUAL ELEMENTS



The Taste logo features a stylized plant made of four segments – three resembling the fingers of a scientist’s hand gently holding and examining the fourth segment, a green leaf. This reflects the cooperation of three regions, a commitment to sustainability, and a research-driven mindset. The three distinct shades of brown symbolize different types of soil and varying levels of irrigation, underlining the project’s focus on agricultural diversity and water management. The letter A is shaped as a drop, representing the importance of water and irrigation in the program. The source-code-inspired font highlights the project’s connection to digital tools and innovation.



CONTENT

BASIC APPLICATION
OF THE LOGO

1.	COMBINATION OF LOGOS	4
	LOGO ALIGNMENT OPTIONS	4
2.	PRIMARY LOGO	5
	MINIMUM SIZE OF THE LOGO	5
	NEGATIVE VERSION OF THE LOGO	5
	PROHIBITED LOGO VERSIONS	6
3.	SECONDARY LOGO	7
	MINIMUM SIZE OF THE LOGO	7
	NEGATIVE VERSION OF THE LOGO	7
	PROHIBITED LOGO VERSIONS	8
4.	THE ONE-COLOR VERSION	9
5.	LOGO PROTECTION ZONE	10
6.	COLOR PALETTE	11
7.	FONTS	12
8.	PROMOTIONAL MATERIALS	13
	LETTERHEAD	14
	A3 POSTER	15
	ROLL -UP	16
	PRESENTATION	17–18

1. |

COMBINATION OF LOGOS

LOGO ALIGNMENT OPTIONS

PROGRAMME

INTERREG AUSTRIA – CZECH REPUBLIC

Partners must include the Programme logo containing the European Union emblem in connection with the word Interreg and the phrase „Co-funded by the European Union.“

Basic rules for the combination of logos:

The EU emblem must always be wider and taller than the partner's logo.

It must always be at least the same size, measured either in height or width, as the other logos used.

To ensure correct logo usage and guidelines, use the publication:

PUBLICITY GUIDELINES /

Programme Interreg Austria – Czech Republic



It is important to respect the protection zone of the logo – Chapter 5.

2. | PRIMARY LOGO

WITH TAGLINE

MINIMUM SIZE OF THE LOGO NEGATIVE VERSION OF THE LOGO

The primary version of the logo with the accompanying phrase „cross-border agri-food transformation“ should always be preferred over the version without the phrase, whenever space allows.

The primary logo must remain legible and visually distinctive at all times, and the rules set out in this chapter must be followed.

The minimum size of the logo must not be smaller than the approved version.

For the placement of the basic version of the logo, a white background is recommended to maintain the legibility and visibility of the entire logo.

The negative version of the logo must be sufficiently legible.



Minimum logo size



Basic logo usage on a white background

If either the symbol or the text is not sufficiently legible and distinctive, the logo must be placed on a white background.



Negative version on a very dark background – the version with blue-gray text color is permitted, but it must remain legible and visually distinctive.



If you are unsure about the legibility of the negative version of the logo with Blue-grey text, use white text instead.



Negative version of the logo

The logo may also be placed on a thematic image, but the legibility and visual distinctiveness of the entire logo must always be maintained.

2. | PRIMARY LOGO

PROHIBITED LOGO VERSIONS

The placement of the tagline “cross-border agri-food transformation” is graphically defined. Any other positioning of the tagline is not permitted.

The primary logo must remain legible and visually distinctive at all times, and the rules set out in this chapter must be followed.

The logo must always be used in this horizontal orientation and must not be rotated.

It is not allowed to use the word „Taste“ or the tagline without the symbol.

The symbol may only be used independently if it is clear that it relates to the complete „Taste“ logo, which appears nearby in the document.

For the placement of the basic version of the logo, a white background is recommended to maintain the legibility and visibility of the entire logo.



prohibited versions



The symbol may be used independently in a considered way, but it must be placed near the complete logo.

3. |

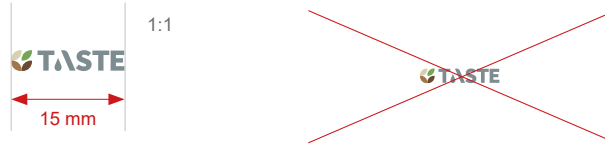
SECONDARY LOGO

WITHOUT TAGLINE

MINIMUM SIZE OF THE LOGO NEGATIVE VERSION OF THE LOGO

In exceptional cases where space is limited and it is not possible to maintain the minimum size of the logo with the tagline, the secondary version of the logo without the tagline may be used.

However, the context of the document must clearly indicate what the logo refers to.



Minimum logo size



Basic logo usage on a white background

If either the symbol or the text is not sufficiently legible and distinctive, the logo must be placed on a white background.



Negative version on a very dark background – the version with blue-gray text color is permitted, but it must remain legible and visually distinctive.



If you are unsure about the legibility of the negative version of the logo with Blue-grey text, use white text instead.



The logo may also be placed on a thematic image, but the legibility and visual distinctiveness of the entire logo must always be maintained.

Negative version of the logo

3. |

SECONDARY LOGO

PROHIBITED LOGO VERSIONS

The secondary logo must remain legible and visually distinctive at all times, and the rules set out in this chapter must be followed.

The logo must always be used in this horizontal orientation and must not be rotated.

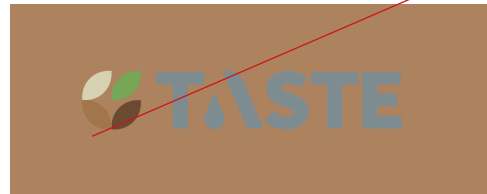
It is not allowed to use the word „Taste“ without the symbol.

The symbol may only be used independently if it is clear that it relates to the complete „Taste“ logo, which appears nearby in the document.

For the placement of the basic version of the logo, a white background is recommended to maintain the legibility and visibility of the entire logo.



The symbol may be used independently in a considered way, but it must be placed near the complete logo.



prohibited versions

4. | THE ONE-COLOR VERSION

The one-color version of the logo is permitted only in very special cases (e.g., when it is not technologically possible).

Use the one-color logo, for example, when printing in only one color.

Also use the one-color version of the logo for engraving and other various technologies.



5. | LOGO PROTECTION ZONE

The protection zone of the logo is an area into which no foreign objects (graphic elements, photographs, text, etc.) may intrude.

This protective space is defined by a frame, with the distance from the edge of the logo determined by the size of the logo's symbol – a stylized plant made of four segments.

This protection zone represents the minimum required space – we recommend using a larger one if the graphic use of the logo allows it.



The protection zone is defined by the size of the logo's symbol – a stylized plant composed of four segments.

6. |

COLOR PALETTE

The logo consists of five colors.

The wordmark “Taste” and the accompanying tagline are defined in Blue-Grey.

The logo symbol is composed of Medium Green, Light Beige, Warm Brown, and Dark Brown.

In the negative version of the logo, Blue-Grey may be replaced with white.

These colors must not be modified in any way — neither their hue nor saturation.

Their exact composition is strictly defined in this chapter.



CMYK	50 / 30 / 30 / 20
RGB	144 / 141 / 196

Blue-Grey
Name: Technical Grey
Description: A cool, balanced grey with a hint of blue. Represents stability, neutrality, and is ideal for text and interface elements.



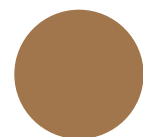
CMYK	60 / 15 / 80 / 0
RGB	39 / 52 / 139

Medium Green
Name: Agri Green
Description: A natural, plant-like green. Symbolizes vegetation, vitality, and sustainable agricultural growth.



CMYK	20 / 15 / 35 / 0
RGB	39 / 52 / 139

Light Beige
Name: Dry Soil
Description: A pale, sandy beige tone that evokes the look of dry or minimally irrigated land.



CMYK	30 / 50 / 70 / 20
RGB	39 / 52 / 139

Warm Brown
Name: Fertile Soil
Description: A rich, earthy brown suggesting moderate moisture — representing balanced and productive farmland.



CMYK	40 / 60 / 70 / 50
RGB	39 / 52 / 139

Dark Brown
Name: Saturated Soil
Description: A deep, moist brown symbolizing well-irrigated, nutrient-rich soil with high agricultural potential.

7. | FONTS

The Arial typeface is an integral part of the unified visual style.

For main slogans, taglines, and headings, use all capital letters (uppercase) in the Arial Black or Arial Bold weight.

For subheadings, use a smaller font size, also in all capital letters (uppercase), in Arial Regular, Arial Bold or Arial Black.

For longer document texts, choose Arial Regular for standard use (uppercase and lowercase).

The recommended text color is the defined Blue-grey. On dark backgrounds, use white text.

Examples of text usage can be found in the chapters showcasing promotional materials.

Left-aligned text is preferred.

Arial
Regular

AaBcDd
EeFfGg
1234*

Arial Regular
Arial Regular

Arial
Bold

AaBcDd
EeFfGg
1234*

Arial Bold
Arial Bold

Arial
Black

AaBcDd
EeFfGg
1234*

Arial Black
Arial Black

**FOR MAIN SLOGANS,
USE ALL CAPITAL LETTERS
IN ARIAL BLACK**

**FOR SUBHEADINGS,
USE A SMALLER FONT SIZE, ALSO IN ALL CAPITAL LETTERS**

For longer document texts, choose Arial Regular for standard use with both uppercase and lowercase letters. For longer document texts, choose Arial Regular for standard use with both uppercase and lowercase letters. For longer document texts, choose Arial Regular for standard use with both uppercase and lowercase letters.

8. | PROMOTIONAL MATERIALS, PRESENTATIONS, AND DOCUMENTS

This chapter provides examples of logo usage across various printed materials.

Where possible, please use the templates provided in the annexes of this document.

You will also find examples of use in digital formats, such as presentations and online documents.

Templates for these formats are likewise available in the annexes.

The visual design of all materials and their execution must not violate the defined brand elements.

The basic visual style should be clean, readable, and dynamic.

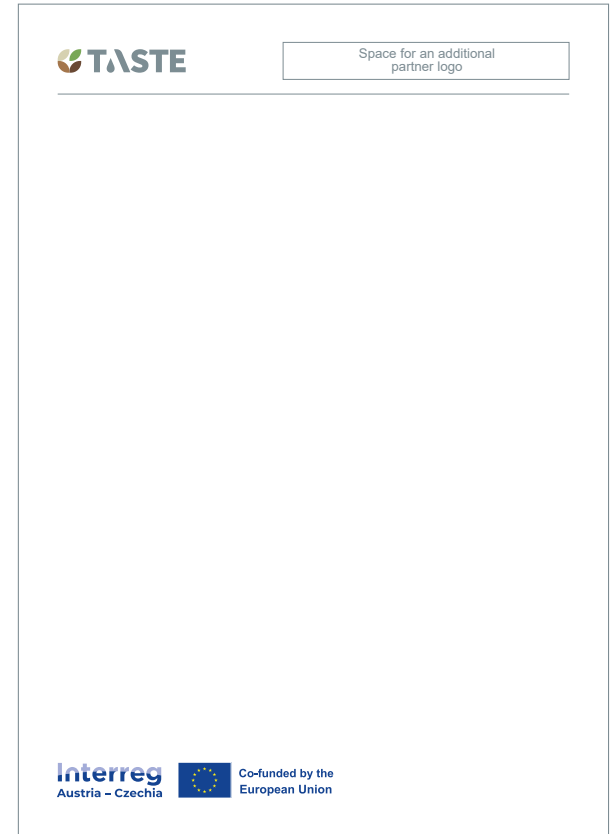
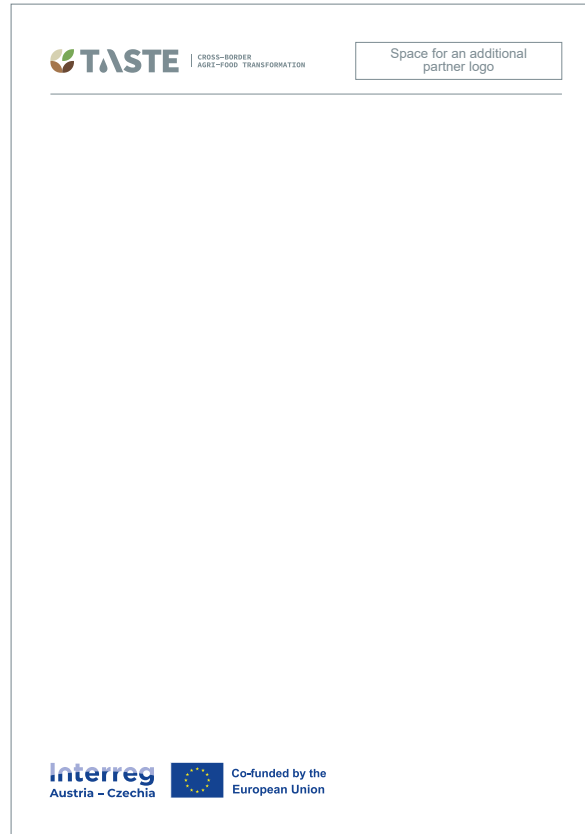


8. | LETTERHEAD

Basic letter templates and introductory pages for Microsoft Word, intended for working with text.

Templates are attached in the annexes of this document.

Great attention must be paid to maintaining the correct logo size relative to other logos, respecting the protection zone, and adhering to all other rules defined in this Logomanual.



8. | A3 POSTER

The poster must contain all essential information about the project.

The use of space for custom graphics must comply with all the rules defined in this Logomanual.

Great attention must be paid to the correct use of the logo and the principles of the Programme Interreg Austria – Czech Republic.

To ensure correct logo usage and guidelines, use the publication:

PUBLICITY GUIDELINES /

Programme Interreg Austria – Czech Republic

Co-funded by the
European Union





**DRIVING
AGRI-FOOD
INNOVATION
ACROSS
BORDERS**

 **TASTE** | CROSS-BORDER
AGRI-FOOD TRANSFORMATION

TASTE ATCZ00217

Main objective
The aim of the project is to increase resilience to climate change across the entire soybean and potato value chain in the border region between Upper Austria, the South Bohemian Region, and the Vysočina Region.

EFRR Co-financing: € 621,153.08
Duration: 04/2025 – 03/2028 (36 months)

www.interreg.at-cz.eu



EUROPEAN UNION

Space for an additional partner logo

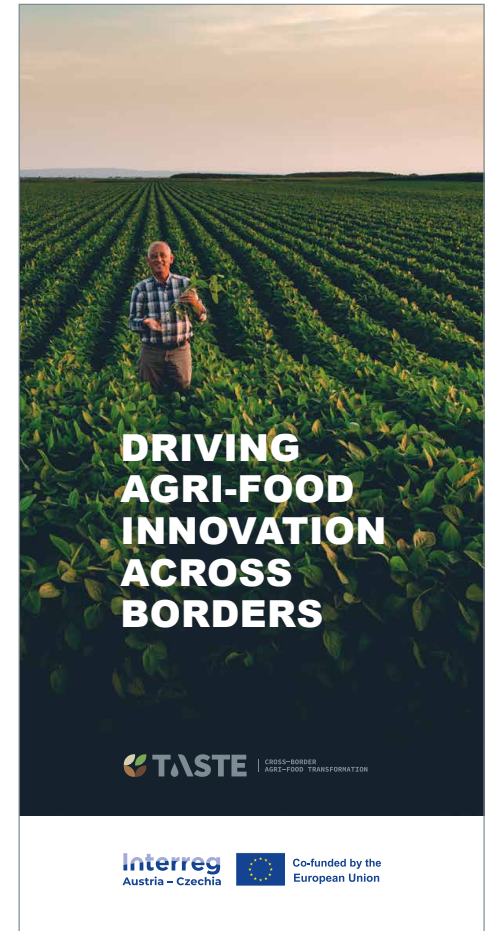
8. | ROLL-UP

The roll-up should be striking, legible, and clear.
It should contain as little text as possible.

The main graphic element should be a thematic image.

The roll-up visualization should be complemented
by a prominent slogan or headline.

Logos must be clear and visually strong.



8. | PRESENTATION

For presentation graphics, you can use the attached templates.

When using images, charts, and other elements, ensure the readability of texts and proper placement of project logos.

The recommended font is Arial.

The presentation is prepared in a 16:9 aspect ratio. Please make sure your display or projector supports this format before presenting. Note that some devices may use the 4:3 aspect ratio.

Basic Microsoft PowerPoint templates are attached in the annexes to this document.



8. |

PRESENTATION



CROSS-BORDER
AGRI-FOOD TRANSFORMATION

Space for an additional partner logo



TITLE OF THE
PRESENTATION
TITLE OF THE
PRESENTATION

Name of the presentation author
Date: XX Month 202X



Austria – Czechia



Co-funded by the
European Union



CROSS-BORDER
AGRI-FOOD TRANSFORMATION

Space for an additional partner logo



TITLE OF THE
PRESENTATION
TITLE OF THE
PRESENTATION
TITLE OF THE
PRESENTATION

Name of the presentation author | Date: XX Month 202X



Austria – Czechia

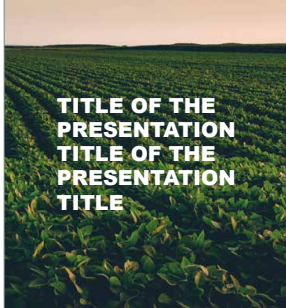


Co-funded by the
European Union



CROSS-BORDER
AGRI-FOOD TRANSFORMATION

Space for an additional partner logo



TITLE OF THE
PRESENTATION
TITLE OF THE
PRESENTATION
TITLE

HEADING

MAIN OBJECTIVE
The aim of the project is to increase resilience to climate change across the entire soybean and potato value chain in the border region between Upper Austria, the South Bohemian Region, and the Vysočina Region.

EFRR Co-financing: € 621,153.08
Duration: 04/2025 – 03/2028 (36 months)

The aim of the project is to increase resilience to climate change across the entire soybean and potato value chain in the border region between Upper Austria, the South Bohemian Region, and the Vysočina Region. The aim of the project is to increase resilience to climate change across the entire soybean and potato value chain in the border region between Upper Austria, the South Bohemian Region, and the Vysočina Region. The aim of the project is to increase resilience to climate change across the entire soybean and potato value chain in the border region between Upper Austria, the South Bohemian Region, and the Vysočina Region.

The aim of the project is to increase resilience to climate change across the entire soybean and potato value chain in the border region between Upper Austria, the South Bohemian Region, and the Vysočina Region.



Austria – Czechia



Co-funded by the
European Union



CROSS-BORDER
AGRI-FOOD TRANSFORMATION

Space for an additional partner logo





Austria – Czechia



Co-funded by the
European Union



LOGOMANUAL / BASIC APPLICATION OF THE LOGO / **ELABORATED IN JUNE 2025**

Interreg
Austria – Czechia



Co-funded by the
European Union