# Incorrect use of logo

 Do not distort, stretch or modify the logo in any way.



3. Do not use any effects on the logo.



 Do not invert the logo or use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.



7. A clear space must remain around the programme logo. Within this area, no other graphic elements or logos can be placed.



2. Do not rotate the logo.



4. Do not separate the elements from the logo.



 The logos must be printed on a light background. In case of dark and multi-coloured background, the logos can be used only with light background area.



### Use of other logos

If other logos are displayed in addition to the programme logo and EU logo, the EU flag without the text "European Union" shall have at least the same size, measured in height or width, as the biggest of the other logos. The programme logo must remain well visible and readable.

### Examples of incorrect use of other logos in addition to the programme logo and EU logo



## Examples of incorrect use of logo on publication

1. Logo on the back cover



#### Logo is not used correctly in the electronic publication 2.



#### Drink WATER EVERY DAY!

Water is a transparent and nearly colorless chemical substance that is the main constituent of Earth's streams, lakes, and oceans, and the fluids of most living organisms. Its chemical formula is H2O, meaning that its moleculecontains one oxygen and two hydrogen atoms that are connected by covalent bonds. Strictly speaking, water refers to the liquid state of a substance that prevails at standard ambient temperature and pressure; but it often refers also to its solid state ( $\underline{\text{ice}})$  or its gaseous state (steam or water vapor). It also occurs in nature as snow, glaciers, ice packs and icebergs, clouds, fog, dew, aquifers, and atmospheric humidity.



Safe drinking water is essential to humans and other lifeforms even though it provides no calories or organic nutrients.



a clear liquid, without colour or taste, that falls from the sky as rain and isnecessary for animal and plant life:

a bottle/drink/glass of water

bottled/mineral/tap water

hot/cold water

"Can I have a drop of water in my whisky, please?"

"Is there enough hot water for a bath?"

The human body is about 50 percent water.



