GUIDELINES FOR COST ACTIONS

Co-branding rules are important in order to acknowledge COST as the funding source.

**A. CO-BRANDING**

It is important to reinforce the presence of the COST brand throughout the Actions’ different communication tools, such as brochures, flyers, posters, websites, videos, articles in scientific journals, books, etc.

All of the above, if funded by COST, need to acknowledge COST as the funding source through the use of a signature block, taking into account the following elements:

- **LOGOTYPE**
  - The element should be placed horizontally (logotype in white for dark-coloured backgrounds) and vertically (logotype in dark for light-coloured backgrounds).
  - Logotype alignment at the left edge of the wordmark (D) to the left margin.
  - Logotype clear space with other logotypes (E) ≥ 2.
  - Use the single-colour version of the logotype in dark for white backgrounds.
  - Use the single-colour version of the logotype in white for dark-coloured backgrounds.

- **ACKNOWLEDGMENT**
  - Add the elements in a clear and legible font.
  - Logotype alignment at the left edge of the wordmark (C).
  - The acknowledgment block should resemble the COST Action logo. See example below.

- **ACREEDMENT**
  - Use the main version of the logo.
  - The signature block with its different elements can be added at the top or bottom of the page.

- **REPORT/BOOKLET**
  - Logotype: Use the single-colour version.
  - Action logo: Use the main version.

- **INFORMATION MATERIALS**
  - Leaflets, brochures, t-shirts, bags, …
  - Pens, notepads, USB sticks, action posters, Action Website.

- **MUTIMEDIA CONTENT**
  - Videos, animations, presentations, photos.
  - Multimedia feature – “Funded by the European Union”.

- **EU EMBLEM**
  - The EU emblem and text “Funded by the European Union”.

- **REFERENCES TO COST**
  - A reference to the COST website: www.cost.eu

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**B. SCIENTIFIC PUBLICATIONS**

**COVER PAGE**

For scientific publications, follow these co-branding rules:

- **Logotype**:
  - 45 mm (length) on A4
  - 50 mm (length) on A5
  - always placed on the left side
  - Use the publication’s margins, as long as the logotype keeps a minimum clear space of ≥ 1 with the left edge (A) and ≥ 2 with the bottom edge (B).

- **Acknowledgment**
  - Add a reference to the COST website: www.cost.eu

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**THREE EXAMPLES OF ACKNOWLEDGEMENTS SECTIONS**

**For the acknowledgements sections of scientific publications, follow these additional co-branding rules:**

- Use the main version of the logotype.
  - The signature block with its different elements can be added at the top or bottom of the page.

In all cases, the logotype must keep its defined clear space (A) in relation to other logotypes, texts or page edges.

Acknowledgment COST as the funding source, adding the elements previously described in section A of these guidelines.