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:

(A) COST
EUROPEAN COOPERATION
IN SCIENCE & TECHNOLOGY

(B) Funded by
the European Union

(C) This article/publication is based upon work from COST Action < insert name of Action or initials >, supported by COST (European Cooperation in Science and Technology).

(D) COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their peers. This boosts their research, career and innovation.

(E) www.cost.eu

› COST logotype **(A)** used as a co-branded signature with the EU emblem **(B)** and text "Funded by the Horizon 2020 Framework Programme of the European Union".

› The acknowledgment text **(C)** needs to include the title of the Action.

› The boilerplate **(D)** featuring a description of COST.

› A reference to the COST website **(E)**.

You can download the COST logo package and the EU emblem here.

› Please acknowledge COST as the funding source following this table.

	COST logotype **(A)**	EU emblem + text **(B)**	Acknowledgment **(C)**	Boilerplate **(D)**	Website **(E)**
Brochure	✓	✓	✓	✓	✓
Flyers	✓	✓	✓	✓	✓
Posters	✓	✓	✗	✗	✓
Websites	✓	✓	✗	✓	✓
Videos *	✓	✓	✓	✓	✓
Articles in scientific journals	✗	✗	✓	✗	✓
Books	✓	✓	✓	✓	✓

* The COST logo should never be embedded throughout an entire video, only insert it at the beginning or the end.
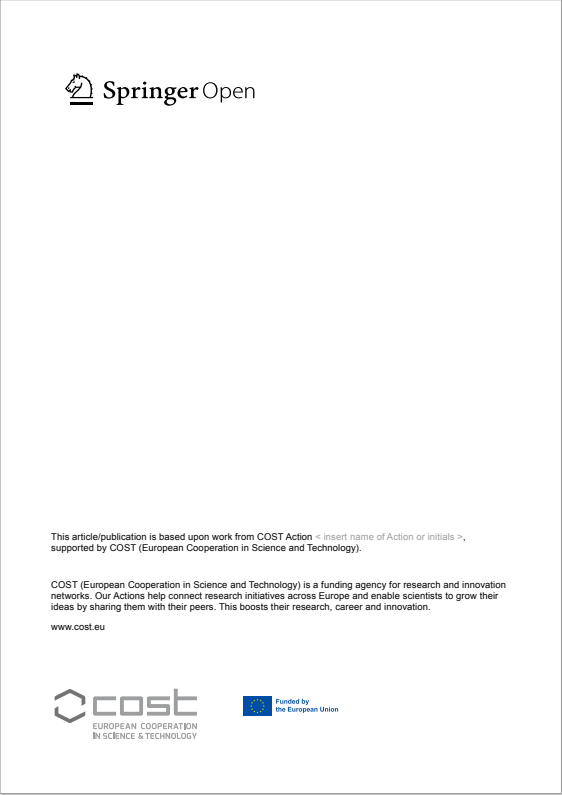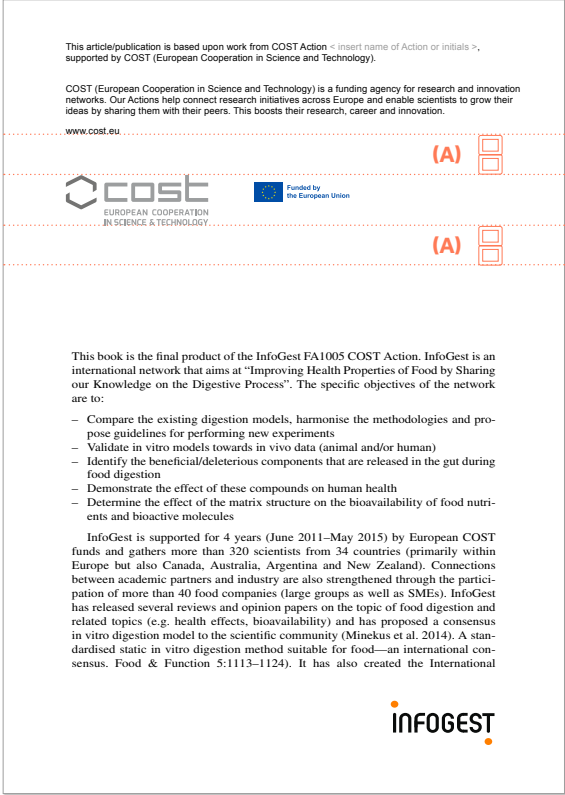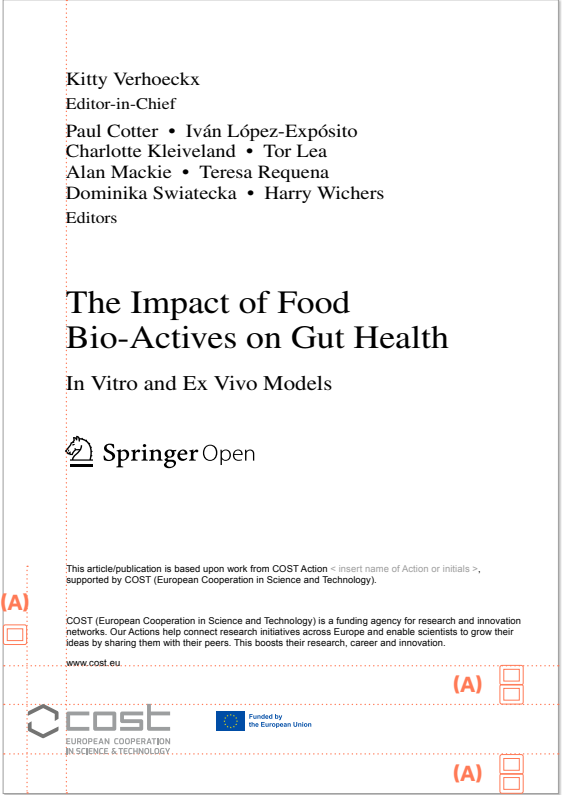
B. SCIENTIFIC PUBLICATIONS

COVER PAGE
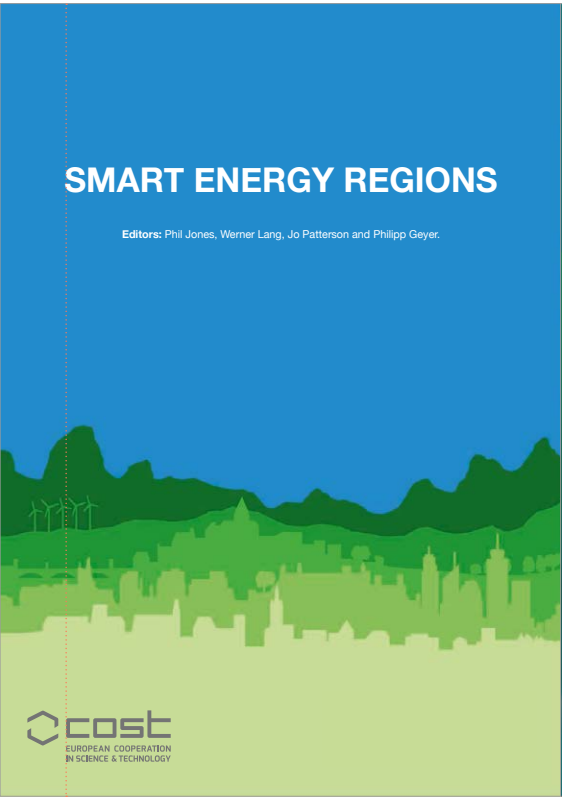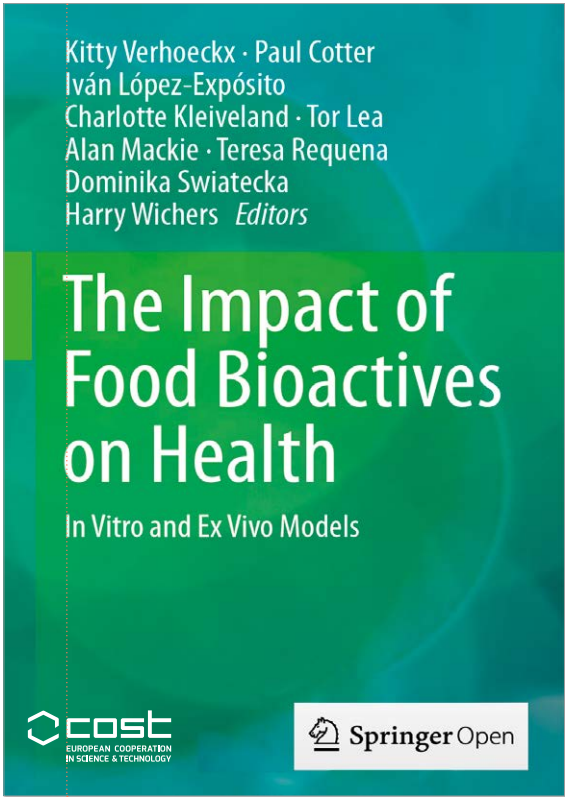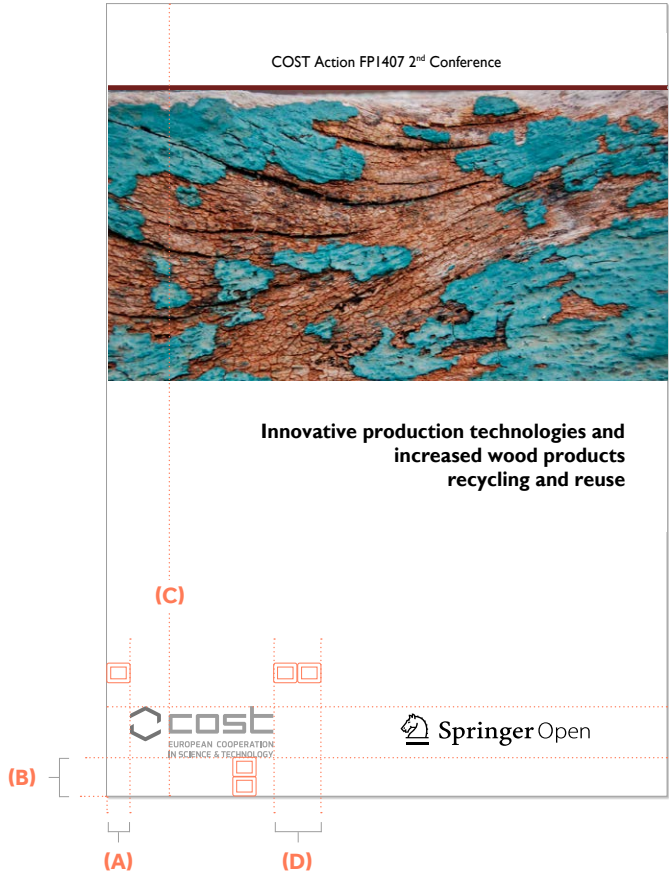
For scientific publications, follow these co-branding rules:

› Logotype:
- 45 mm (length) on A4
- 30 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 ☐ x 1 with the left edge **(A)** and ☐ x 2 with the bottom edge **(B)**.

› Logotype alignment at the left edge of the wordmark **(C)** to the left margin.

› Logotype clear space with other logotypes **(D)** ☐ x 2.

› Use the main version of the logotype on white backgrounds.

› Use the single-colour version of the logotype in white for dark-coloured backgrounds.

› Use the single-colour version of the logotype in dark grey for light-coloured backgrounds.

› Avoid placing the logotype over complicated backgrounds that might have a negative impact on proper readability.

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.

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