

Interreg



Co-funded by
the European Union

Brand Design Manual

The brand design is more than a logo:
It consists of characteristic elements such as colours,
typefaces and a structure to help layout pages:
the grid. Only the combination of all these elements
will result in optimum brand recognition.

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Introduction

LEGEND



This symbol indicates the ideal solution for using the brand. It can also be used to highlight an important concept or point to be considered.



The orange warning sign indicates possible practices or alternatives which are not forbidden but should not be preferred unless absolutely necessary.



The red stop sign indicates wrong practices, for example when an element cannot be used in a certain way.

Every European Territorial Cooperation (Interreg) programme seeks to develop valuable projects that have a real impact on the life of European citizens. For these programmes to attract new people and new projects, they have to be visible. Programmes exist all over the European Union and in neighbouring countries, covering every region of Europe.

They offer a unique network for projects directly targeted at improving our lives and economic development in our regions and making our environment safer and more sustainable.

Yet, this vast community of over a hundred programmes can turn into a handicap if not unified under a common mission and vision. The unified Interreg branding is the visual interpretation of the Brand Strategy and Brand Narrative.

We invite you to consult both of these documents at www.interact-eu.net/library?title=brand+strategy and www.interact-eu.net/library?title=brand+narrative.

The harmonised Interreg brand provides greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to preserve better our environment.

[This document will help you use the Interreg brand for your programme or project. Interact developed it taking into account as many requests as possible from programmes participating in the initiative.](#)

1. Interreg brand

1.1 Structure and specifications

The new Interreg brand is designed to provide a robust and easily recognizable identity that favors an easy combination with other logos in co-branding situations.

In order not to interfere with other pictorial design elements and to give the EU emblem a graceful presence, a purely typographic solution without any other graphic elements was chosen. The following pages outline a few simple rules for using the brand.

Please take time to understand how to apply these rules so the brand always appears clear and consistent.

The brand consists of the following elements: the **logotype (1)** with the coloured arch inside, the **EU emblem (2)** and the **statement (3)**. The brand is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

The elements of the brand represent a unit which is defined as invariable.

The composition of the brand elements follows specific rules and must not be changed.

→ **Always use the digital brand files provided and do not try to recreate or modify the brand in any way.**

1

Interreg

2



3

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Interreg



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the European Union

1.1 Structure and specifications

The **basic unit (u)** used for the definition of the brand composition is calculated in reference to the half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand.

1. FLAG

The height of the **flag** (EU emblem) sets the tone for the height and placement of all other elements. The width of the EU emblem is proportional to its height at a ration of $\frac{3}{2}$ and such proportions may never be changed.

2. STATEMENT

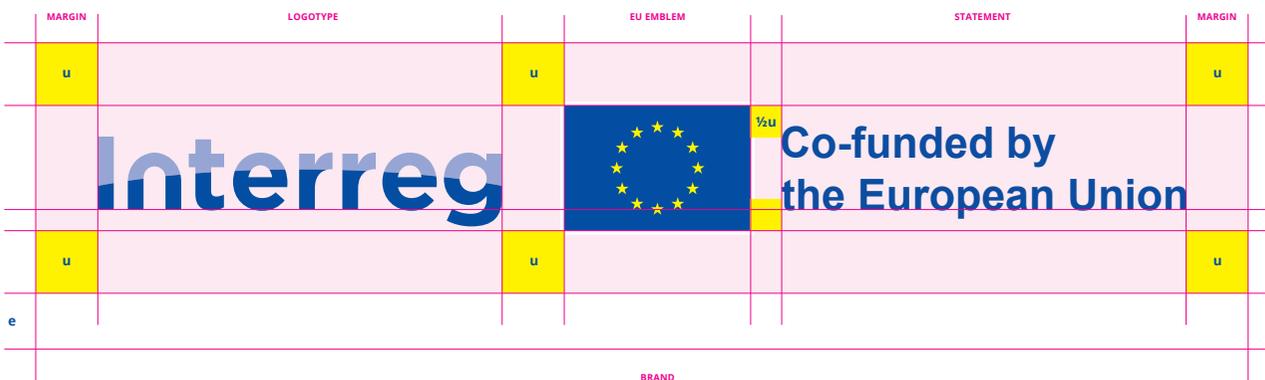
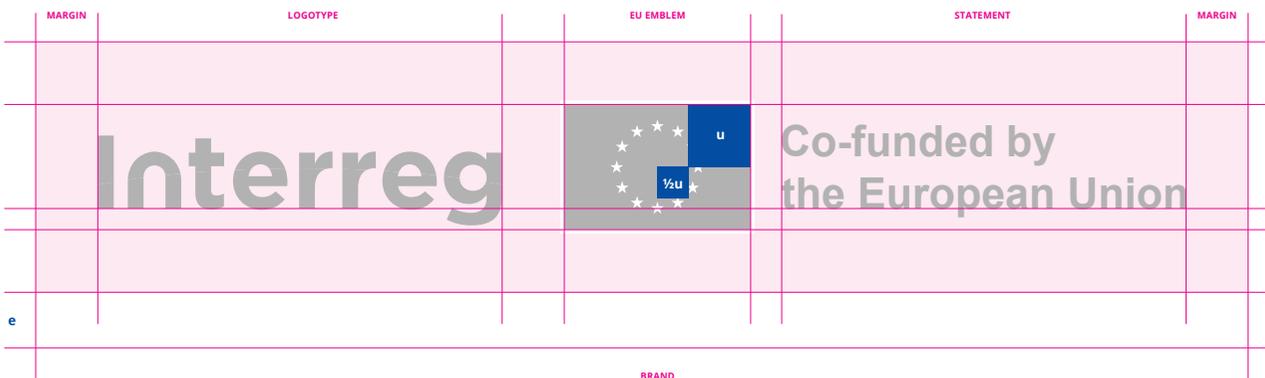
The **statement** “Co-funded by the European Union” must always be written in Arial Bold. The whole statement must be positioned to the right of the EU emblem and broken into 2 lines with “Co-funded by” on the first line and “the European Union” on the second. The statement is vertically aligned to the middle of the flag.

3. SPACING

The space between the logotype and the EU emblem equals **1 “u”**.

The space between the EU emblem and the statement equals $\frac{1}{2}$ “u” - not including the white border.

A **clear space** of at least **1 “u”** in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.



1.1 Structure and specifications

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6.



Interreg



Co-funded by
the European Union
Maoinithe ag an
Aontas Eorpach

1.2 Colours

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)



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

Yellow

Pantone

Yellow

CMYK

0 / 0 / 100 / 0

HEX

FFCC00

RGB

255 / 204 / 0

Colour Black

Pantone Black

CMYK 0 / 0 / 0 / 100

HEX 000000

RGB 0 / 0 / 0

Colour White

Pantone /

CMYK 0 / 0 / 0 / 0

HEX ffffff

RGB 255 / 255 / 255

1.3 Correct use of the brand

1. STANDARD BRAND (IDEAL BRAND USE)

The standard brand is the full colour version in the colour codes specified on page 8.

2. BACKGROUND COLOR

Ideally the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to page 10-11.

→ **According to EU regulations Common Provisions Regulation (CPR), Annex VIII the EU emblem always comes with a white border around the rectangle. The width of the border is $\frac{1}{25}$ of the height of the rectangle.**

Interreg



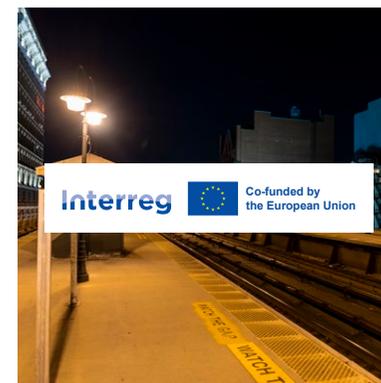
Co-funded by
the European Union



1.3 Correct use of the brand

STANDARD BRAND: APPLICATION ON DARK BACKGROUNDS

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.



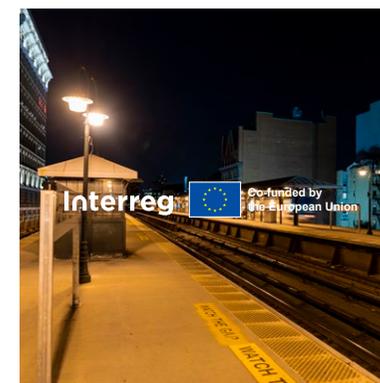
1.3 Correct use of the brand

WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the **logotype**, **EU emblem border** and **statement** must be in white using the following colour codes:

Colour White
 Pantone /
 CMYK 0 / 0 / 0 / 0
 HEX ffffff
 RGB 255 / 255 / 255

The size of the EU emblem border shall be 1/25 of the height of the emblem.



1.3 Correct use of the brand

MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.

The rules for applications on light vs dark background remain the same as specified on page 8 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

→ **The EU emblem must be applied in white with a black border measuring $\frac{1}{25}$ of the height of the rectangle.**



1.4 Incorrect use of the brand

These are the 3 versions of the brand previously used during the 2014-2020 funding period.

They are recognizable by the positioning of the statement under the EU emblem.

- **These versions are now obsolete and should not be used for communication referring to the 2021-2027 period. The only correct version of the brand to be used in the 2021-2027 period is described on page 5 of this manual.**
- **Also note that the reference to the European Regional Development Fund is no longer required for the 2021-2027 period.**
- **The only funding statement to be used in the next programming period is “Co-funded by the European Union”, with no reference to specific funds.**



1.4 Incorrect use of the brand

The vertical version of the statement positioning provided by the European Commission in its [March 2021 Operational Guidelines for recipients of EU funding](#) does not apply to the Interreg logo and shall never be used.

The statement should always be positioned to the right of the EU flag.

→ **Disclaimer: the programme name used in this document are presented for the sake of example and do not necessarily represents the choices of the particular programme for its own branding**



1.4 Incorrect use 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.

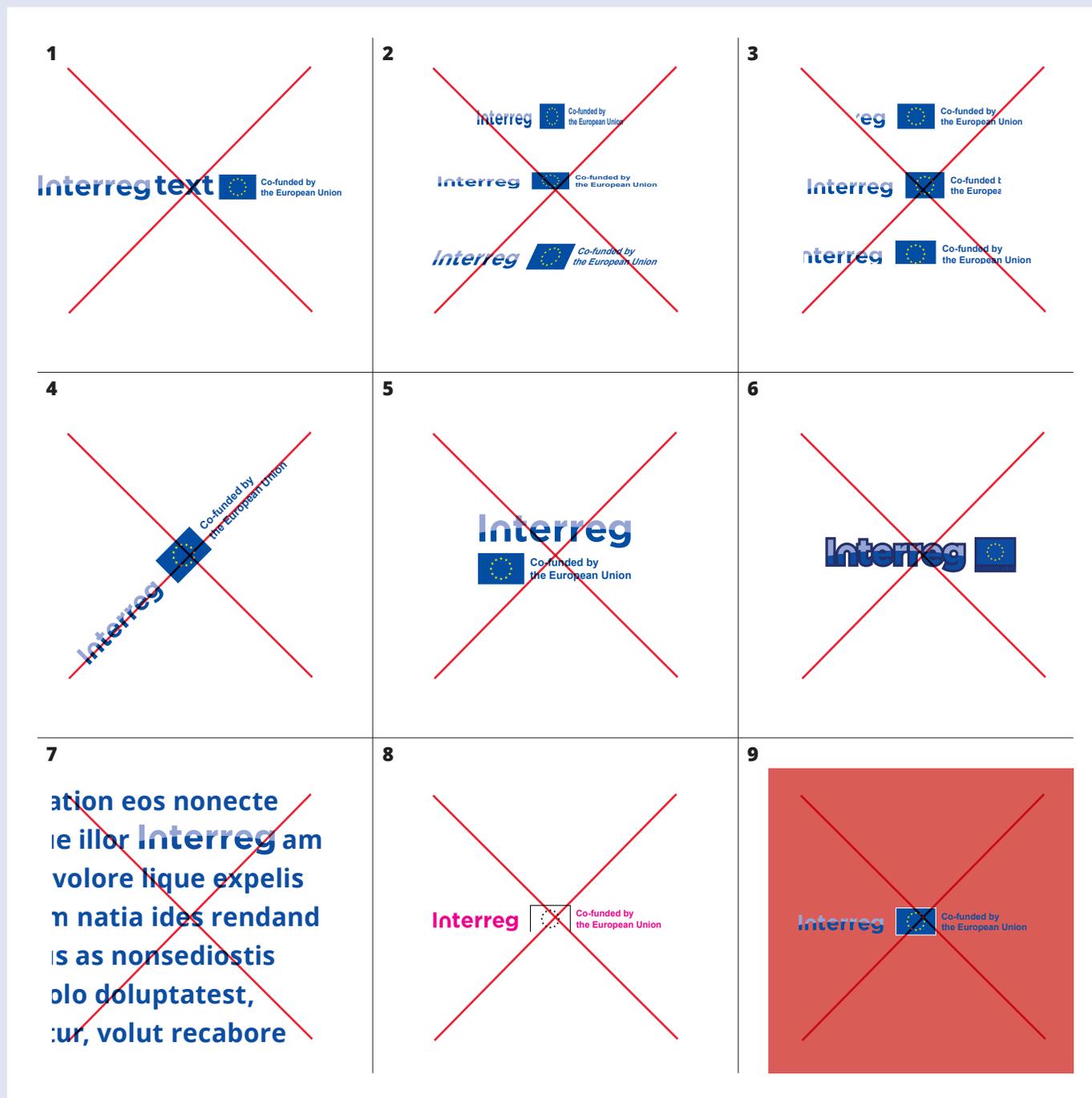
5 Do not change the composition of the brand elements. They are invariable.

6 Do not use outlines around the brand.

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.



2. Interreg brand in conjunction with a programme name

2.1 Typeface and style

For programme names, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

1. FONT

Always use left-aligned Montserrat Bold to create your programme name.

2. CAPITALISATION

Names are written in lowercase with only the first letter of each country or region composing the name written in capital letter. Acronyms can be written in all capitals.

- **The name should be a part of the brand image and should not be written separately. Your brand is made of your programme's name together with the Interreg logotype made into one single image or document. Do not write the name under the Interreg logotype instead.**
- **These typefaces are available for free, including web font kits, and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/montserrat>**
- **Disclaimer: the programme name used in this document are presented for the sake of example and do not necessarily represents the choices of the particular programme for its own branding**

STANDARD SIZE

Interreg



Co-funded by
the European Union

Estonia – Latvia

SIZING FOR SHORT NAMES

Interreg



Co-funded by
the European Union

Aurora

SIZING FOR LARGE NAMES

Interreg



Co-funded by
the European Union

Germany / Mecklenburg – Western
Pomerania / Brandenburg – Poland

2.2 Structure and specifications

1. DEFINING THE PROGRAMME NAME AREA

The space destined for the name of the programme is called “custom area”. Its height is equivalent to 1 “e” placed at a distance of “u” below the flag.

2. DEFINING THE TYPEFACE SIZE

The name size must be adapted on a case-by-case basis to fill the custom area but never smaller than $\frac{1}{4}$ “e”

The name must always start directly on the left line of the custom area and expand no further than the end of that area which matches the right border of the flag. Whenever possible, try to align to the end of the Interreg logotype.

The bottom of the custom area must be used as the guideline for the placement of the baseline of the letters not considering the descending letters.

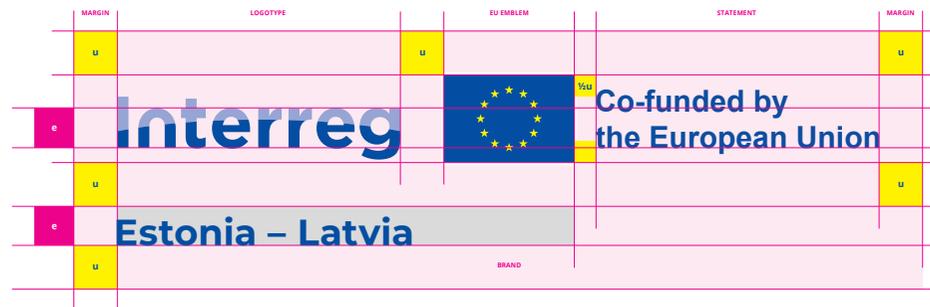
For **short names**, the size is set by the vertical limitations of the area.

For **long names**, they can be divided into two lines, with the first line expanding horizontally from the left to right of the area. The first line, therefore, provides the measurement for the font size.

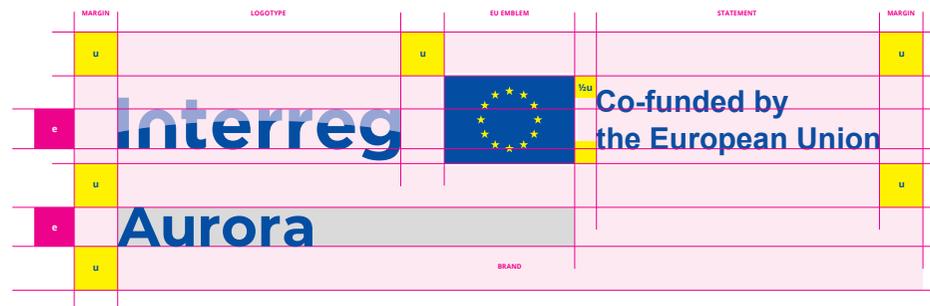
3. CLEAR SPACE AREA

The same clear space rules apply as with the generic Interreg brand (see page 6).

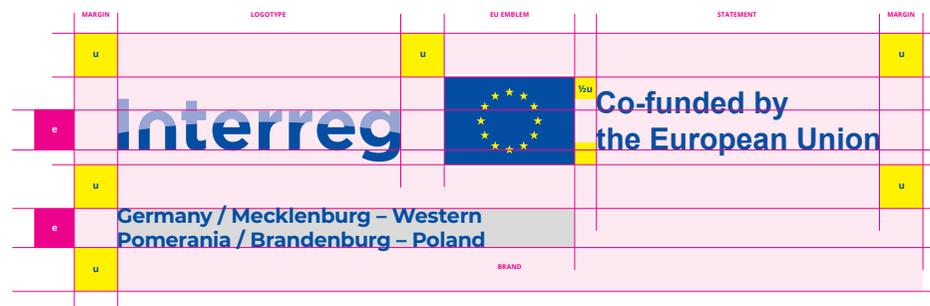
STANDARD SIZE



SIZING FOR SHORT NAMES



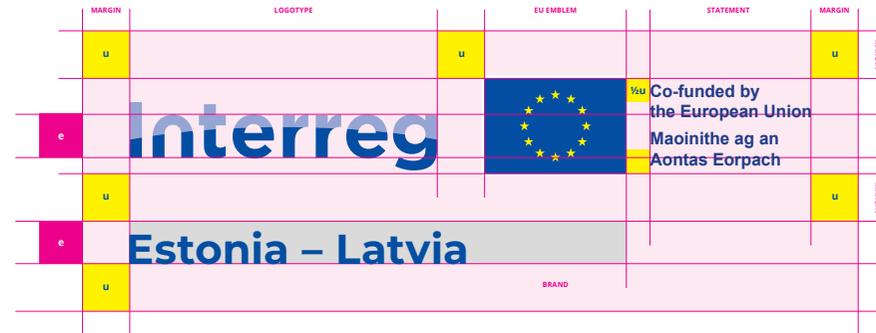
SIZING FOR LARGE NAMES



2.2 Structure and specifications

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6.

Programme names should either be written in one language or with each country name in its respective language (bilingual version).



2.3 Colour use

Programme names must always be written in Reflex Blue which is the EU corporate colour, using the exact same colour codes as the EU emblem and statement.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)



Colour

Reflex Blue

Pantone

Reflex Blue

CMYK

100 / 80 / 0 / 0

HEX

003399

RGB

0 / 51 / 153

Interreg



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the European Union

Aurora

3. Interreg brand in conjunction with NEXT or IPA programme names

3.1 Typeface and style

1. NEXT OR IPA

The names NEXT or IPA are written in Montserrat Bold and uppercase, with the height of its letters matching the height of the lowercase “e” in the Interreg logotype. They must always be positioned against the left border of the custom area described in p.23.

The lighter shade of blue used in the Interreg logotype is also used for the bottom part of the letters in an inverted elyptic wave movement.

2. PROGRAMME NAME

Programme names must be placed to the right of the NEXT or IPA names. They are written in lowercase with only the first letter of each country or region composing the name written in capital letter and separate by an **en dash** (with a space on both sides of the dash). Acronyms can be written in all capitals. The **letter spacing** for all programme names is always 1 unit of kerning and never condensed or expanded.

- **The name should be a part of the brand image and should not be written separately. Your brand is made of your programme’s name together with the Interreg logotype made into one single image or document. Do not write the name under the Interreg logotype instead.**
- **These typefaces are available for free, including web font kits, and can be downloaded for instance here: <http://www.fontsquirrel.com/fonts/montserrat>**
- **Disclaimer: the programme names used in this document are presented for the sake of example only.**

Interreg  Co-funded by
the European Union

NEXT Romania – Moldova

Interreg  Co-funded by
the European Union

NEXT Hungary – Slovakia –
Romania – Ukraine

Interreg  Co-funded by
the European Union

IPA Romania – Serbia

Interreg  Co-funded by
the European Union

IPA Croatia – Bosnia and
Herzegovina – Montenegro

3.2 Structure and specifications

1. DEFINING THE PROGRAMME NAME AREA

The space destined for the name of the programme is called “custom area”.

Height: Its height is equivalent to 1 “e” placed at a distance of 1 “u” below the Interreg brand.

Width: the “combo” name + IPA / NEXT + programme name shall not exceed the width of the logotype + EU emblem (not including the white border and not including the statement).

2. DEFINING THE PROGRAMME NAME SIZE

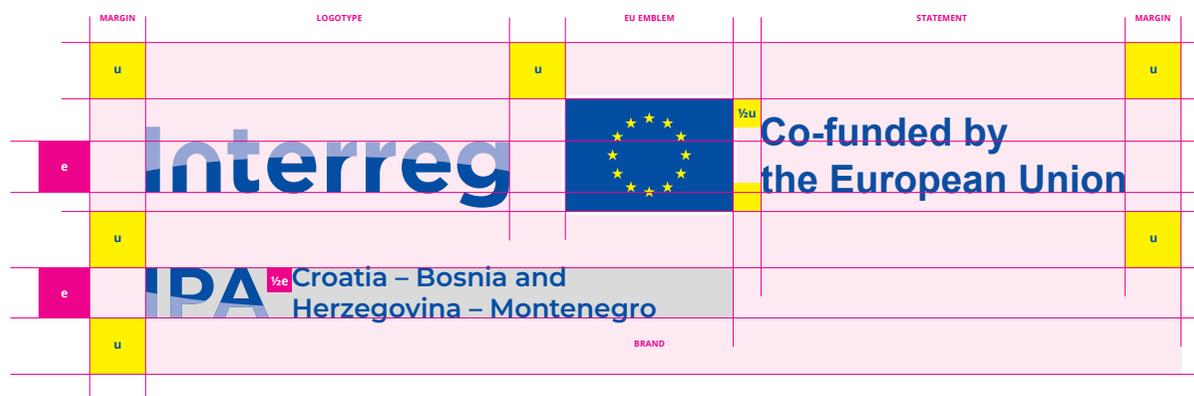
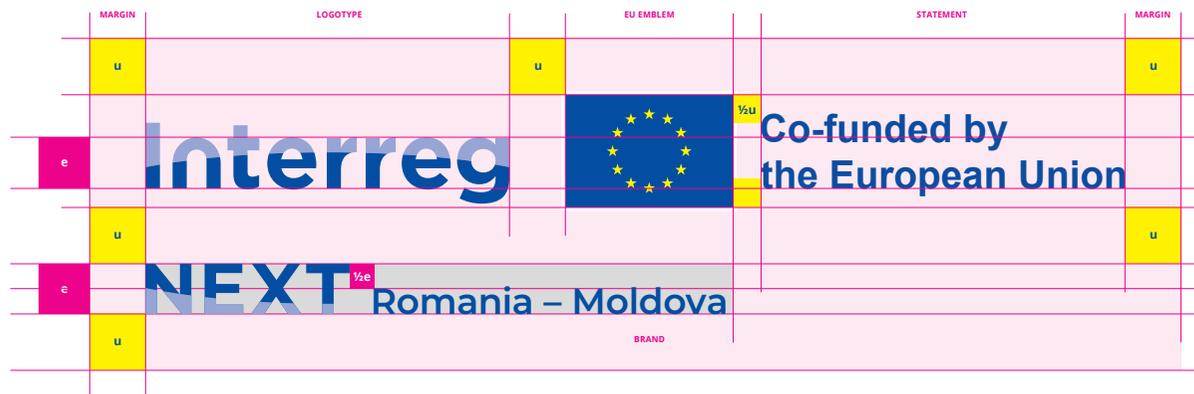
The programme name size must be adapted on a case-by-case basis to fit all participating countries, but never smaller than $\frac{1}{4}$ “e” or bigger than $\frac{1}{2}$ “e”.

Whenever a programme name can be written in **1 line** while respecting the font size and custom area limits, the **1 line** option should be preferred.

Whenever these cannot be followed, the programme name should be broken into **2 lines**, with the top of the uppercase letter on the first line aligning with the superior border of the custom area, and the bottom of the uppercase letter on the second line aligning with the inferior border of the custom area. This means that if the name should use a descending letter, it will exceed the custom area.

3. CLEAR SPACE AREA

The same clear space rules apply as with the generic Interreg brand (see page 6).



3.3 Colour use

NEXT and IPA programme names must always be written in Reflex Blue which is the EU corporate colour, using the exact same colour codes as the EU emblem and statement.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)

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

Interreg



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the European Union

IPA Croatia – Bosnia and
Herzegovina – Montenegro



4. How to use a project name in combination with the Interreg brand

4.1 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

Projects are free to develop their own logo. Alternatively, they should simply use their name written in Montserrat Medium in the colour of their thematic objective.

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.

In the event that the name cannot be written on **1 line** within these limitations, it can be broken into **2 lines**. These need to fit within the projects' custom area.

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.



Interreg  Co-funded by
the European Union

IPA Romania - Serbia

Project name



Interreg  Co-funded by
the European Union

Estonia - Latvia

Project name

4.1 Components & positioning

4. HORIZONTAL PLACEMENT

Alternatively, project names/logos can be positioned to the left or 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.**

When the project name/logo is placed to the right of the Interreg logo (A), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

When the project name/logo is placed to the left of the Interreg logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

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 is positioned exactly 1 “u” below the Interreg brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas.

A



B



4.1 Components & positioning

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6.

Only one language at a time is admitted for the project name. Should you need the project logo in various languages, create a separate logo for each language.



4.2 Colour use

Project names should always use the colour of the matching thematic objective, as described here (see page 39 for more information).

The colour scheme was developed to label the thematic objectives clearly. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and branding colours of Interreg.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

A smarter Europe –
innovative and smart
economic transformation

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener,
low-carbon Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more social Europe
– implementing the
European Pillar of
Social Rights

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A more connected
Europe – mobility and
regional ICT connectivity

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A Europe closer to
citizens – sustainable and
integrated development
of urban, rural and
coastal areas through
local initiatives

CMYK 73 / 9 / 6 / 0
HEX #00ADDC
RGB 0 / 173 / 220

A safer and more
secure Europe

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A better Interreg
governance

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182



5. Typefaces

5.1 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>**

Headline 1
Open Sans Bold
20/24

ABCDEFGHIJKLMN
1234567890
!@#\$%^&*()

Headline 2
Open Sans Bold
12/16

ABCDEFGHIJKLMN
1234567890
!@#\$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.



5.2 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 33.

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>**

Headline 1
Vollkorn Bold
20/24

ABCDEFGHIJhijklmn
1234567890
!@#\$\$%^&*()

Headline 2
Vollkorn Bold
12/16

ABCDEFGHIJhijklmn
1234567890
!@#\$\$%^&*()

Headline 3
Vollkorn Bold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
abcdefghijklmnpqrstuvwxyz
1234567890!@#\$\$%^&*()

Headline 4
Vollkorn Regular
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
abcdefghijklmnpqrstuvwxyz
1234567890!@#\$\$%^&*()

Text body
Vollkorn Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Vollkorn Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Vollkorn Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.



5.3 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 repti 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 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 repti 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.

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 repti sunt harum fugit et et alique vene culla conse maior magna ditat.



5.4 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 page 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



6. How to use the brand

6.1 Size

The appearance of a brand varies greatly according to the medium it is used in.

Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins.

The brand should not be used in any size smaller than the smallest size specified here.



38,1 MM

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×279 MM)	38,1 mm
PRINT A4 LANDSCAPE (279×210 MM)	38,1 mm
PRINT A4 PORTRAIT (148×210 MM)	38,1 mm
PRINT BUSINESS CARD (85×55 MM)	35,1 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	short side 6 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	long side 6 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	32,6 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

6.2 Positioning: definition of brand and margin sizes

Three constant rules defines 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 third ($\frac{1}{4}A$) of the page's entire width (A).

2. SIZE OF THE MARGINS

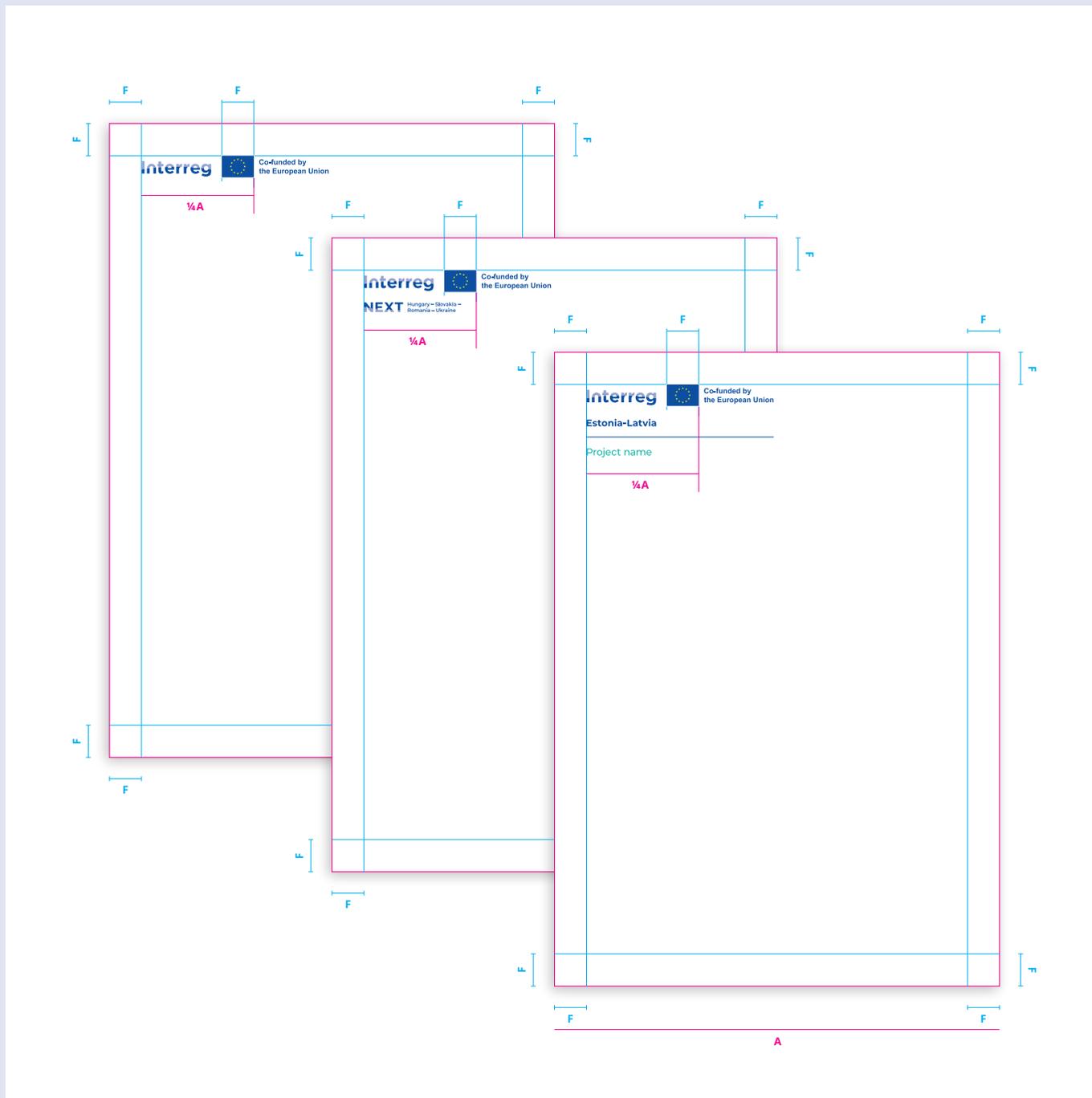
Once calculated the width of the brand ($\frac{1}{4}A$) in relation to the width of the page (A), the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.

- 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.

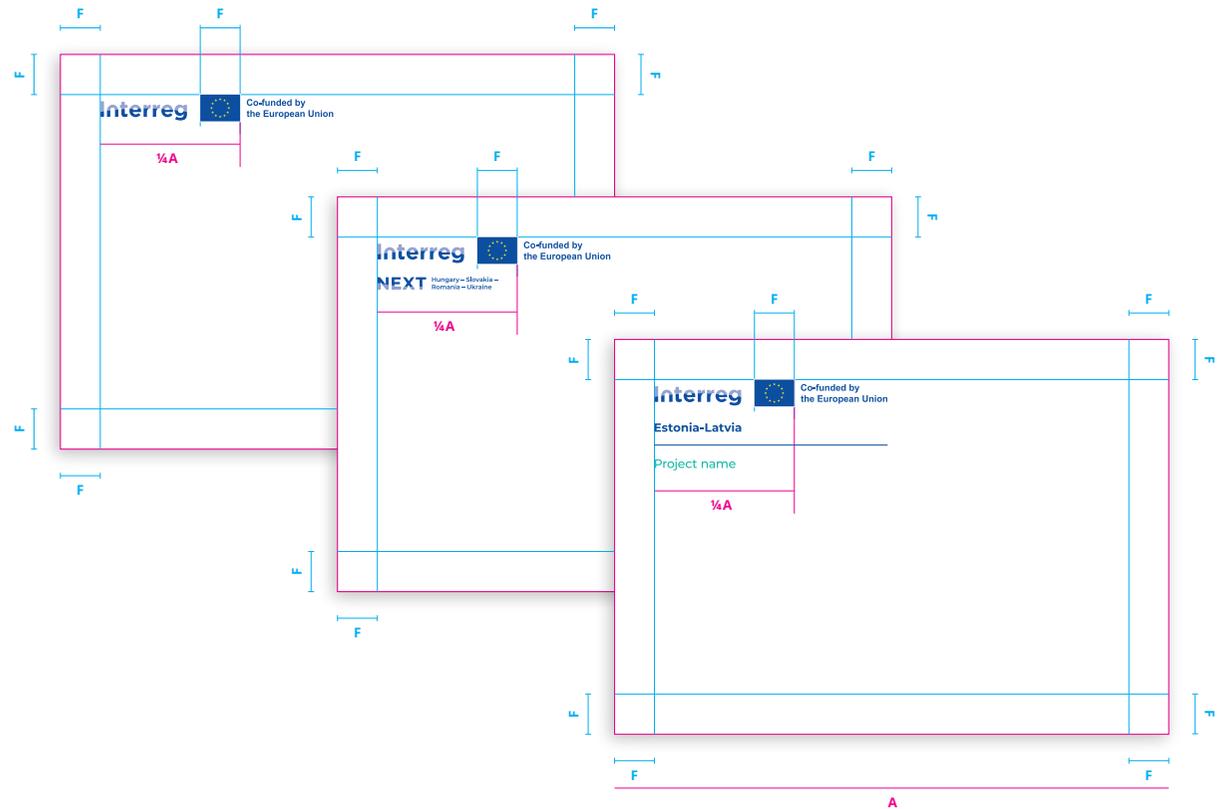


6.2 Positioning: definition of brand and margin sizes

The three constant rules, size of the brand, size of the margins, brand positioning (see page 37) applies to all formats and supports other than A4.

INSTRUCTIONS

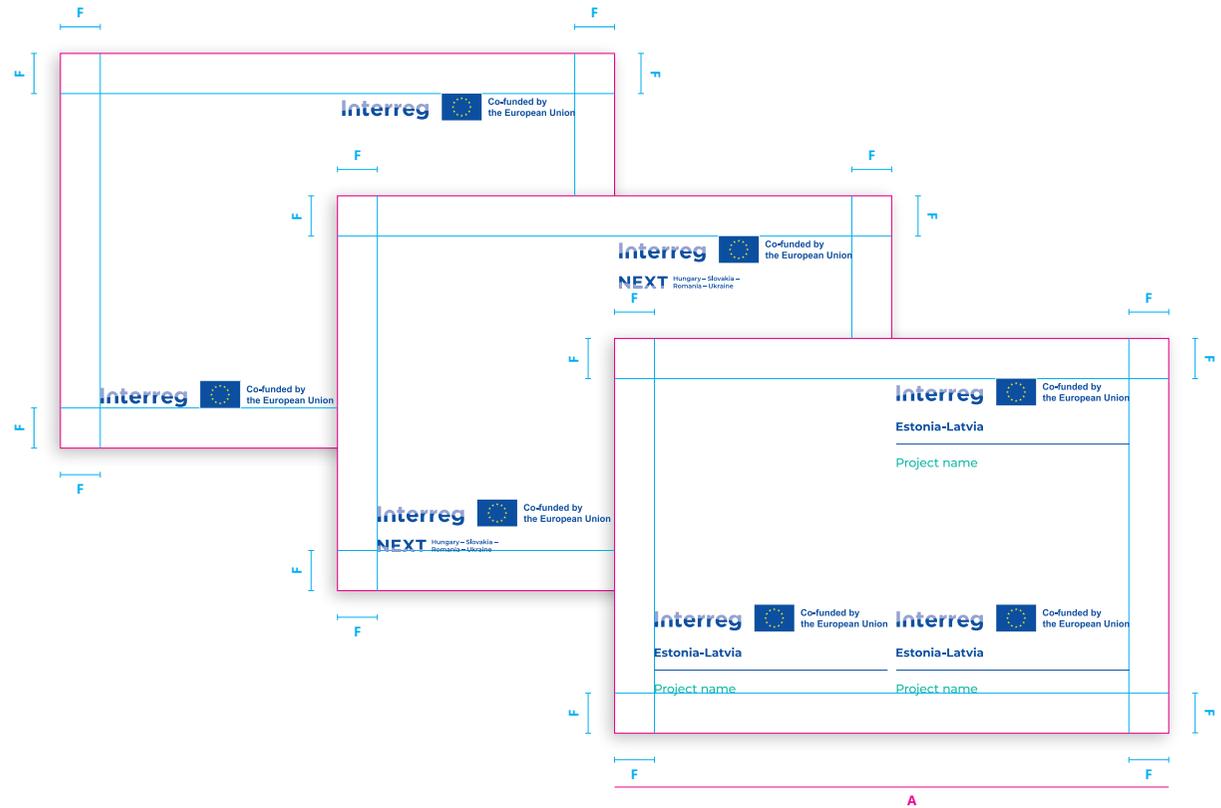
1. Calculate the width of your artboard or page (**A**)
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals ($\frac{1}{4} A$).
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined - preferably on the top-left corner.



6.2 Positioning: definition of brand and margin sizes

The same rules and principles apply to all formats and supports other than A4.

The examples here illustrate alternative ways to align the brand with other margins within a document. You do not have to insert several times the brand on the same document.



6.3 Social media

Use one of these two options for your social media platforms:

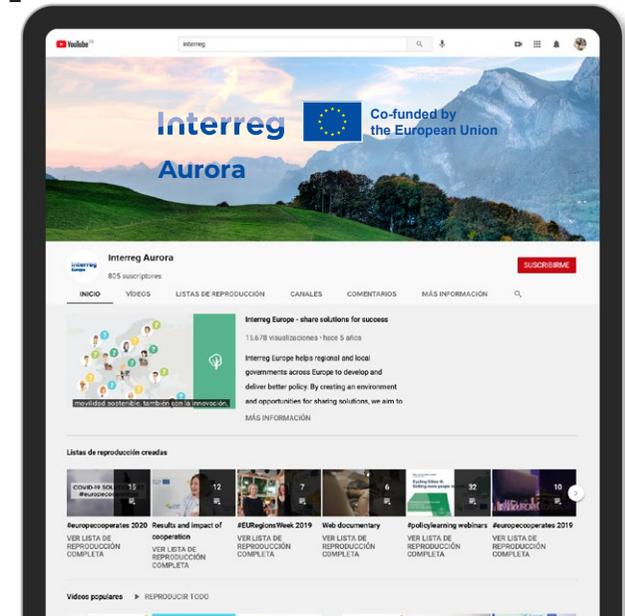
1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes the full brand.
2. If the social media platform allows for a banner image, use option 2 for your avatar, with the Interreg logotype alone. This is permitted for as long as you include the full brand in the social media banner image, as shown in the examples.



1



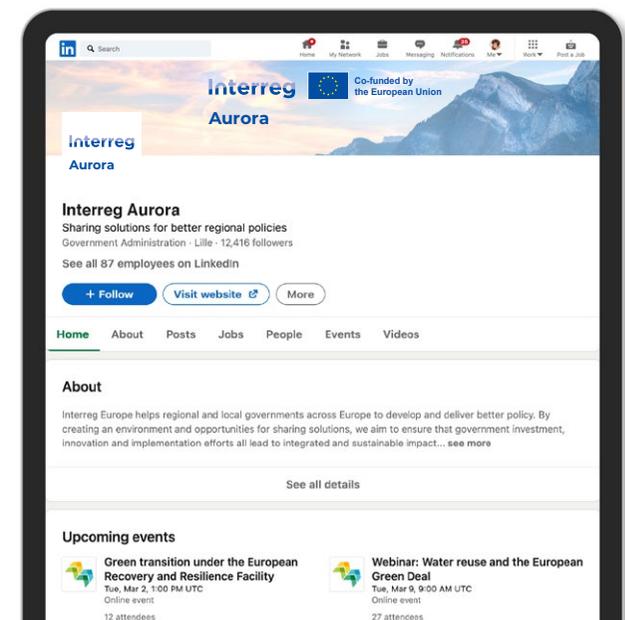
2



2



2



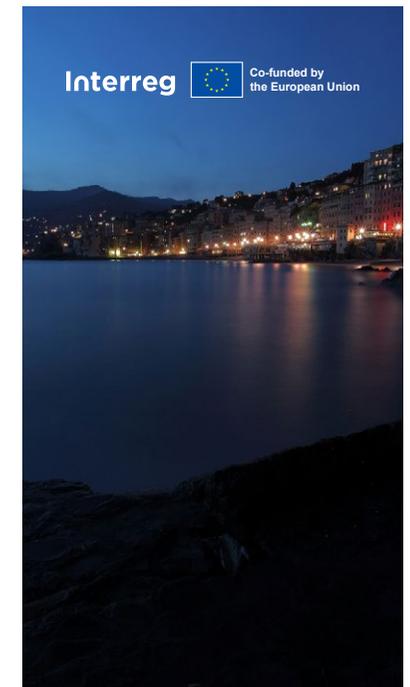
6.3 Social media: post

1. APPLICATION ON COLOURED BACKGROUNDS

The rules specified on pages 9, 10, 11 and 12 apply to social media as well.

2. POSITIONING

There is no rule for positioning in social media - as long as it respects the clear space area rule defined on page 6.



6.3 Social media: incorrect use of the brand

The same rules as on pages 13, 14 and 15 apply for social media applications, be it for profile images and avatars or publications of any sort.



7. Policy objectives

The European Union has defined 7 policy objectives for the 2021–2027 period. These are represented by an invariable system of colours and icons to be used across all programmes and projects whenever these objectives are communicated.

7.1 Colours

The colour scheme was developed to label the policy objectives clearly. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and brand colours of Interreg.

PANTONE

Spot colours

CMYK

Process-colour printing

C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

A smarter Europe –
innovative and smart
economic transformation

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener,
low-carbon Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more social Europe
– implementing the
European Pillar of
Social Rights

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A more connected
Europe – mobility and
regional ICT connectivity

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A Europe closer to
citizens – sustainable and
integrated development
of urban, rural and
coastal areas through
local initiatives

CMYK 73 / 9 / 6 / 0
HEX #00ADDC
RGB 0 / 173 / 220

A safer and more
secure Europe

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A better Interreg
governance

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182



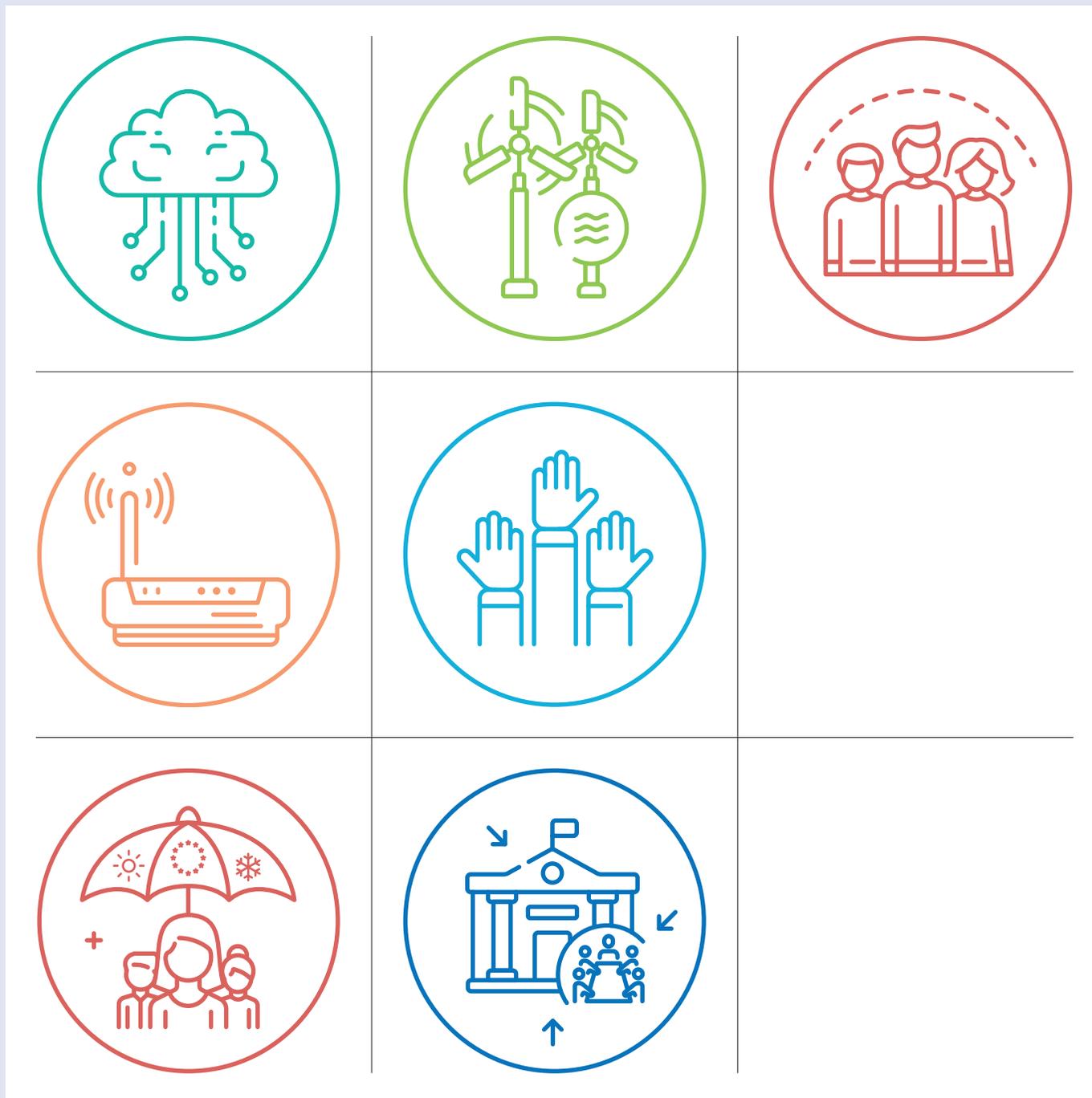
7.2 Standard icons: positive

The icons were designed to work well together as a series, using similar iconography, forms and line weights.

The standard use of the icons is in the colour of the policy objective it represents.

These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

These icons, as presented here, as suggestions, have been designed (shape and colours) by the European Commission and simplified by Interact with Commission approval. It is not allowed to modify these icons without prior approval from the European Commission.



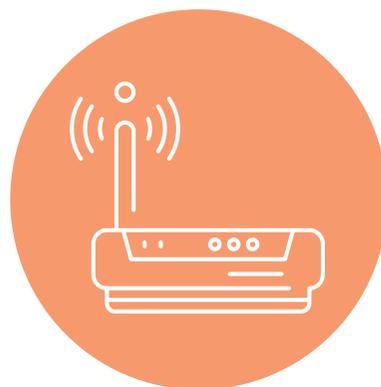
7.2 Monochrome icons: positive

The positive monochromatic version shall be used whenever it is not possible or desired to use the colour version.



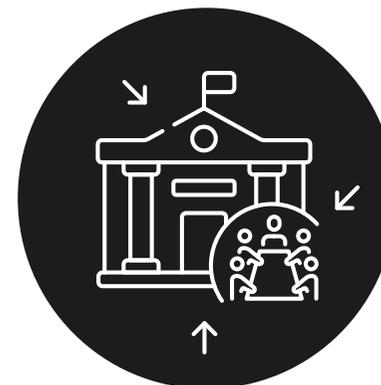
7.2 Standard icons: negative

The negative version of the icons should only be used when the use of the original icons is not possible - for example, because the background or context infringes on their readability.



7.2 Monochrome icons: negative

The negative monochromatic version of the icons should be used as the last option when other solutions are not possible or desired, such as printing purposes when placed on a dark or busy background.



**CONTACT FOR ALL INTERREG BRANDING
AND CO-BRANDING ISSUES**

Interact Point Viborg
Guillaume Terrien
Toldboden 3, st. E.
DK – 8800 Viborg
interregbrand@interact-eu.net
www.interact-eu.net

BRAND MANUAL DEVELOPED AND DESIGNED BY

Mila Branders S.L.
www.milabranders.com
melina@milabranders.com

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