



Interreg
Europe



European Union | European Regional Development Fund

Interreg Europe Graphic Book

Rev.2

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*Sharing solutions for
better regional policies*



European Union | European Regional Development Fund

This is the official and only version of the Interreg Europe branding.

It is available in electronic formats such as Adobe® Illustrator eps to import directly into your print documents, or PNG for electronic-only versions. No other format is acceptable.

This branding, as a key component of the successful identity of Interreg Europe, represents its core image values and its mission.

The logo block, the slogan and the origami

Please note that the letters and shapes used have been specifically created to achieve an appropriate relationship, character and personality and therefore must not be recreated in any way.

The proportion and relationship of size between the three key logo elements must not be altered in any way.

The core Interreg Europe brand is made of three components:

1. the logo block
2. the slogan
3. the origami

Programme slogan 'Sharing solutions for better regional policies' should be used when possible. There is no predefined positioning of it.

Note: Only the first letters of the programme title 'Interreg Europe' are capitalised.

[1] Interreg Europe logo block



EU & ERDF reference

Reference to the European Union and the European Regional Development Fund should always accompany the logo block, except for small sized use.

[2] Interreg Europe slogan



[3] Interreg Europe origami

The origami may be used on its own as an endorsement of the brand, **but is never a replacement of the full logo.**

For example, the origami may be used as an illustration, the background of a poster or in a Power Point presentation.

*Sharing solutions for
better regional policies*

Preferred use

Placement:

The position of the three components is flexible - see examples page 11.



Full origami + logo block version



1-colour version:

Blue logo

For single colour reproductions in Pantone, the Reflex blue version of the logo (see colour section page C.1) should be used.

This version should only be used whenever 4-colour process is not available.



Interreg Europe

Black & white logo

For single colour reproductions or engravings, a black version of the logo should be used.

This version should only be used whenever 4-colour process is not available.



Interreg Europe

Greyscale origami + logo block



Interreg Europe
European Union | European Regional Development Fund

Monochrome origami + logo block



Interreg Europe
European Union | European Regional Development Fund

Negative Monochrome origami + logo block



Logo size

[1] Size over 47 mm length

No maximum size is set, providing the logo placement is respectful of the exclusion zone (see page 5).

[1]



[2] Size under 47 mm length

Under 47 mm length use small size logo block in 1 colour without slogan and origami.

[2]



[3] Minimum size

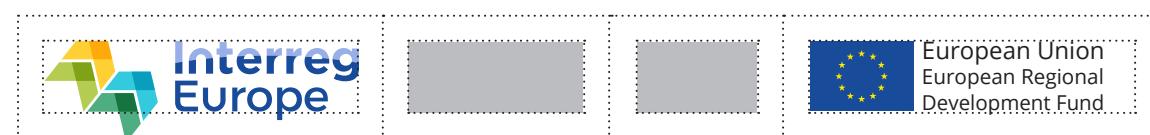
The logo should never be reproduced under 20 mm width.

[3]



Use with partners

Along with other organisations related to the ERDF, in order not to duplicate identical components (EU emblem, reference to ERDF), a simplified version is available. Do not use except in this case.



Exclusion zone

To allow the Interreg Europe identity to have prominence and to be seen clearly, it is essential that the logo is contained within an exclusion zone.

No text or other visual elements should appear within this space.

To make calculation as easy as possible, the following method of measuring should always be applied: whatever the size of the logo the clear space around all sides must equal the length of the letter "e" of "Interreg".

The exclusion zone is applicable to large size [1] as well as small size [2] of the logo (see page 4).



Correct logo use on backgrounds

[1] Standard logo block

[2] Allowed logo use on background (not recommended)

Using the standard logo block on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.

[3] According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the EU emblem rectangle.

[4] In exceptional cases, the negative monochrome logo version may be used on very dark backgrounds.



Ideal logo use:
Standard logo on white background



Standard logo on very lightly coloured background – enough contrast necessary!



Standard logo on bright photo – enough contrast necessary!



Negative Monochrome logo very dark background

Corporate typefaces

All typefaces must never be distorted in any way.

Montserrat

For programme and project identity (see page 15), the typeface Montserrat has been chosen as it is visually similar to the Interreg logo.

Open Sans

The typeface for all other applications from body text to headlines is Open Sans. It has a neutral, yet friendly appearance suitable for all applications. Its broad 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 letterforms. Both typefaces are available for free, including web font kits.

The fonts can be downloaded:

Montserrat:

<http://www.google.com/fonts/specimen/>

Montserrat

<http://www.fontsquirrel.com/fonts/montserrat>

Open sans:

<http://www.google.com/fonts/specimen/>

Open+Sans

<http://www.fontsquirrel.com/fonts/open-sans>

Typeface	Logo extensions (programme names, project names)
Montserrat Regular	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. + / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %
Typeface	Overall communication (body text, headlines, etc.)
Open Sans Bold	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. + / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %
Open Sans Semibold	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. + / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %
Open Sans Regular	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. + / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %
Open Sans Italic	<i>Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet. + / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %</i>

MS Office processing typefaces

Arial

Arial has been selected as the primary corporate typeface of Interreg Europe because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.

Please note that these fonts must not be condensed, expanded or digitally manipulated in any way.

Typeface colour

For most uses, typeface colour must be black on white background.

Arial Bold

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.

+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

Arial Bold Italic

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.

+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

Arial Regular

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.

+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

Arial Italic

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.

+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

Basic colour palette

The Interreg Europe colour palette consists of seven unique colours.



PANTONE

Reflex Blue U	2716 U	Yellow U	PMS 109 U	PMS 3115 U	PMS 347 U	PMS 382 U
---------------	--------	----------	-----------	------------	-----------	-----------

CMYK

C 100 M 80 Y 00 B 00	C 41 M 30 Y 00 B 00	C 00 M 00 Y 100 B 00	C 00 M 24 Y 93 B 00	C 71 M 00 Y 19 B 00	C 81 M 13 Y 76 B 01	C 49 M 00 Y 99 B 00
-------------------------	------------------------	-------------------------	------------------------	------------------------	------------------------	------------------------

RGB

R 00 G 51 B 153	R 159 G 174 B 229	R 255 G 204 B 00	R 253 G 198 B 8	R 28 G 184 B 207	R 21 G 153 B 97	R 152 G 194 B 34
--------------------	----------------------	---------------------	--------------------	---------------------	--------------------	---------------------

HEX

#003399	#9FAEE5	#FFCC00	#fdc608	#1cb8cf	#159961	#98c222
---------	---------	---------	---------	---------	---------	---------

Additional colour palette

If neutral colours are needed, for example to create an infographic, these additional, neutral colours can be used.

These colours may also be used on the website, brochures or other publications.

Light grey, medium grey, light blue should be used with care.



PANTONE

PMS 021 U	PMS 704 U	PMS 281 U	PMS Neutral Black U	PMS 656 U	PMS 649 U	PMS 657 U
-----------	-----------	-----------	---------------------	-----------	-----------	-----------

CMYK

C 00 M 68 Y 99 B 00	C 27 M 85 Y 100 B 26	C 100 M 84 Y 29 B 17	C 68 M 59 Y 56 B 64	C 6 M 4 Y 5 B 00	C 13 M 7 Y 8 B 00	C 8 M 3 Y 4 B 00
------------------------	-------------------------	-------------------------	------------------------	---------------------	----------------------	---------------------

RGB

R 236 G 103 B 7	R 152 G 54 B 21	R 32 G 54 B 104	R 54 G 54 B 54	R 243 G 243 B 243	R 228 G 232 B 233	R 239 G 243 B 245
--------------------	--------------------	--------------------	-------------------	----------------------	----------------------	----------------------

HEX

#ec6707	#932f0a	#213669	#363636	#f3f3f3	#e4e8e9	#eff3f5
---------	---------	---------	---------	---------	---------	---------

Use of the origami

[1] Aligned version

In the horizontal version of the full logo [1] the origami is displayed on the left with the EU emblem on the right.



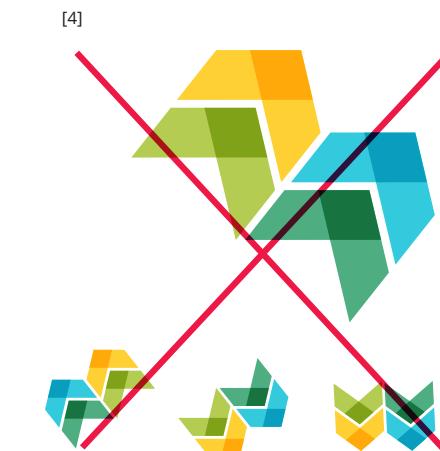
[2] + [3] As an illustration

With the simple version of the logo, the origami is a graphical element which must be freely displayed in the page or screen in size and placement, preferably above the logo and to the right [2] [3].



[4] Forbidden use of the origami

The origami must never be displayed alone, nor upside down, mirrored, or with other colours [4].



Against background

The same specifications as for the logo block apply to the origami (see page 6).



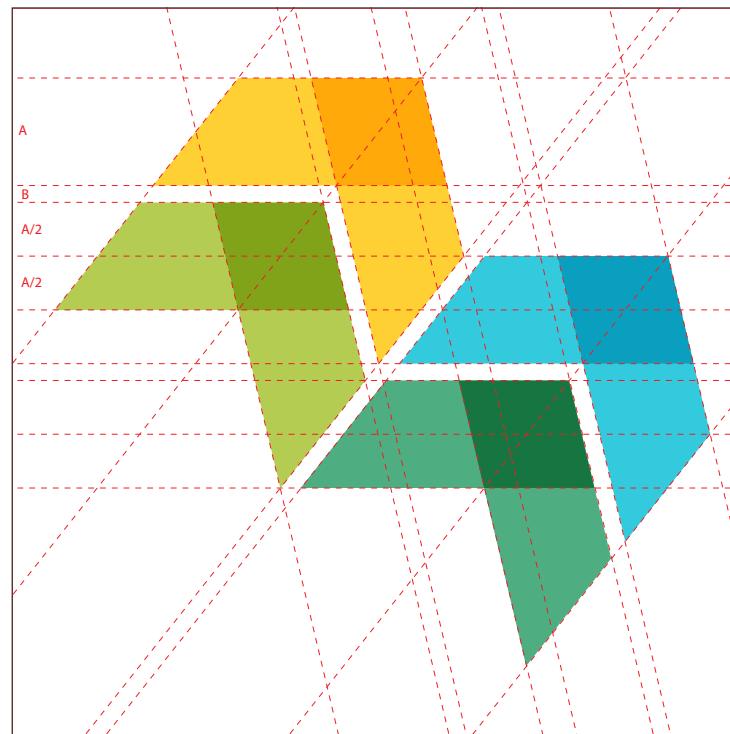
Standard logo on very lightly coloured background – enough contrast necessary!



Standard logo on bright photo – enough contrast necessary!

Construction grid

Information on how the origami element is designed.



The origami colour palette

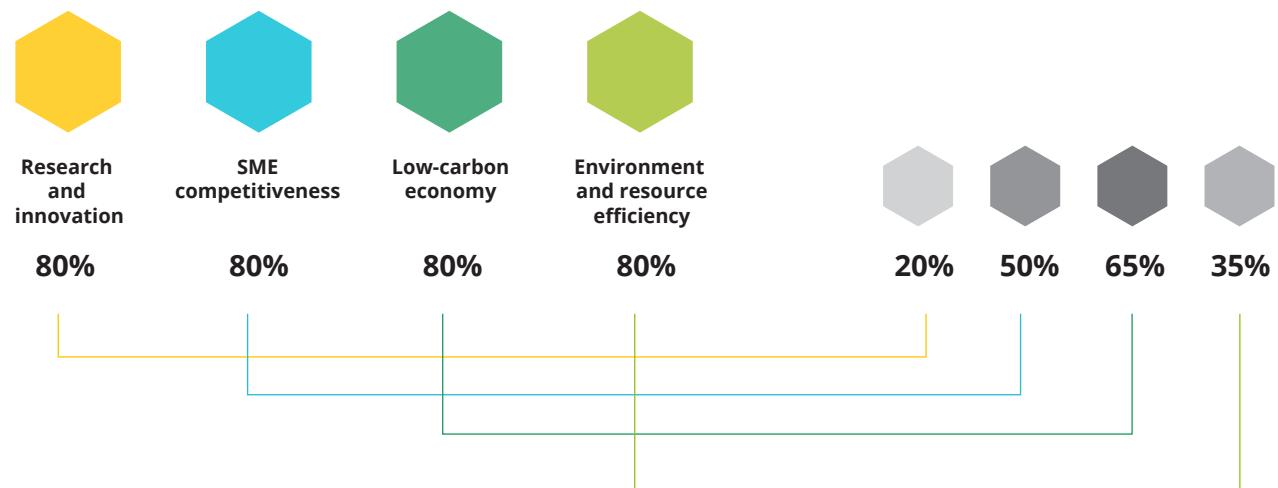
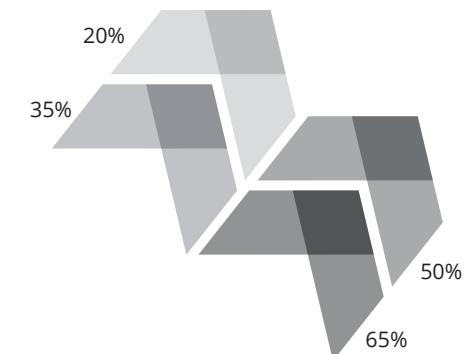
The origami colour palette consists of four unique colours.

The four colours are the ones of the four Interreg Europe topics (see pages 9&14).

Do not create extra colours for the topics.



Greyscale



Interreg Europe four topics

Interreg Europe competency is presented by four topics, each having its own icon:

- [1] Research and innovation
- [2] SME competitiveness
- [3] Low-carbon economy
- [4] Environment and resource efficiency

They should illustrate the topic in reference to the European Commission policy.

All graphics or main headline colours in the compound of each topic should be made in the colour of the relevant topic (see colour palette).

Icons for reproduction are available from Interreg Europe. Do not modify nor create other icons for the topics.

See Pantone PMS, 4-colour process, RGB and Hexa colour specifications on page 9.

The topics and colours should always be presented in the following order:



or



[1]



[2]



[3]



[4]



Research
and
innovation



SME
competitiveness



Low-carbon
economy



Environment
and
resource
efficiency

Interreg Europe Project branding

The project logo

This is the official and only version of the Interreg Europe project branding.

It is available in electronic formats such as Adobe® Illustrator eps to import directly into your print documents, or PNG for electronic-only versions. No other format is acceptable.

This branding as a key component of the successful identity of Interreg Europe. It is mandatory that project partners comply to the following recommendations.

The project acronym stands on maximum two lines, 11 characters per line.

Interreg Europe project branding

EU emblem + ERDF references

Lorem Ipsum
Interreg Europe



European Union
European Regional
Development Fund

Maximum 11 characters per line

Vertical display option

Lorem Ipsum
Interreg Europe



European Union
European Regional
Development Fund

Project logo block

Projects funded by Interreg Europe have an identity in the form of a project brand block in relation with the topic they belong to.

- [1] The related topic colour origami
- [2] The Project acronym in **Monserrat** aligned right
- [3] Interreg Europe brand

Project identities are using the topic colours as defined on pages 9 & 14.

No other project identity is permitted.

All graphics or main headline colours should be made from the colour of the related topic.

Documents for reproduction are available from Interreg Europe. All new documents created should follow these guidelines.

Project acronym should be placed on one or two lines, 11 characters max in each line.

[2] Project acronym in **Montserrat** font

[1] The origami in related topic colour



[3] Interreg Europe brand



Project logo +
EU emblem and ERDF
references

Construction grid

The project logo is designed with the maximum two lines, 11 characters per line.

Interreg Europe project identity
[1] comes complete with the European Union emblem and reference to the European Regional Development Fund [2].

The placement of the EU emblem [2] is free as long as the logo block and EU flag are both visible on the same page, except for small sizes where the EU emblem can be placed on the same line [3], or underneath the project logo [4].

[5] Sample positionning in case the project logo stands with logos of different organisations.



[1]



[2]

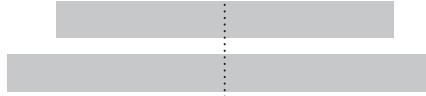
[3]



[4]



[5]



Small size versions

Ideally the smallest version of the project identity should not result in the brand name "Interreg Europe" being smaller than 20 mm.



Coloured background

The same specifications than for the Programme logo block (page 6) apply to the Project identities.

Use with partners

Along with other organisations related to the ERDF, in order not to duplicate identical components (EU emblem, reference to ERDF), **Partner Logos may be placed between the Project Logo and the EU emblem.**



Black & white versions

A black & white version is available for limited use only when no colour option is available.



Greyscale version

Project logos have to use the topic's shade of grey as defined on page 13.



Interreg Europe stationery

To retain synergy across our external communication, it is important that the positions and specifications of the various printed elements on the stationery range are kept without any alterations.

Size: A4 (210mm x 297mm)

Stock: white 90gsm

4-colour process

All text colour: black

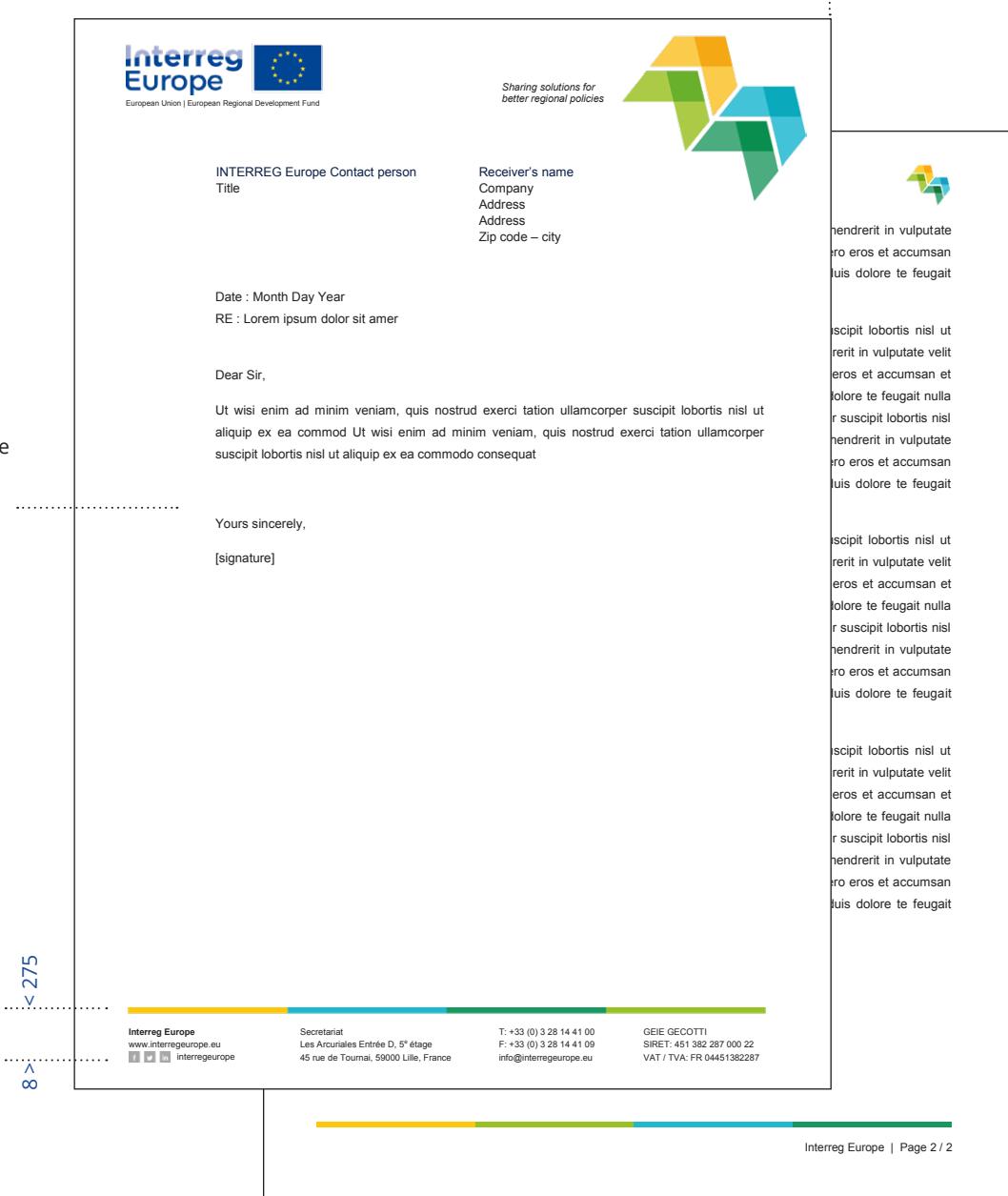
Word processing:
Body text typeface
in Arial

Size: 10 pt

Colour: black

Letterhead template

210 >



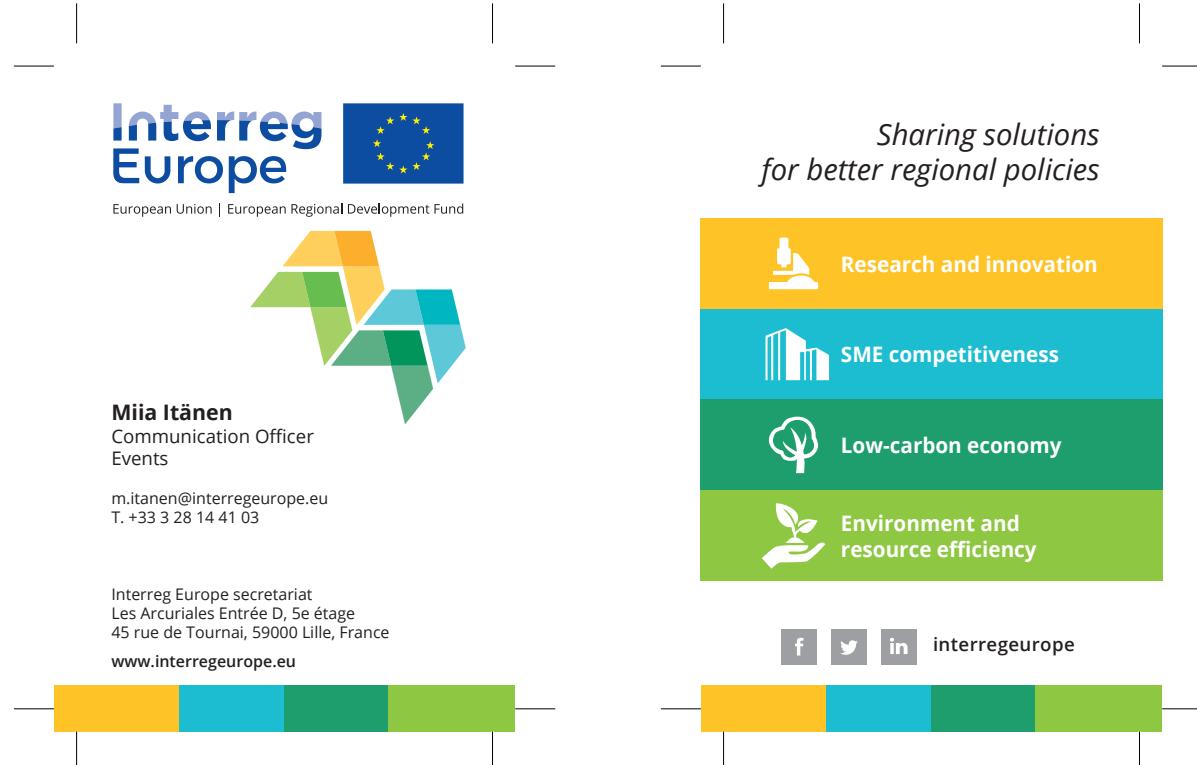
Business card

Size: 55mm x 85mm

Stock: white min. 250gsm

Prefer recycled paper whenever possible

4-colour process



Interreg Europe templates

Word vertical template

A template with brand identity and styles is available.



European Union | European Regional Development Fund

Sharing solutions for better regional policies



Title of publication

Name, person
Position
Institution
Institution

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Chapter 1 in Title 1

Normal (body text) - Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam,
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Title 2

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Body text normal with lineheight 1:
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quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Title 3

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Interreg Europe | Title of memorandum | 1 / 11



Word horizontal template

A template with brand identity and styles is available.



European Union | European Regional Development Fund

Sharing solutions for better regional policies



Title of publication

Date
Name, person
Position
Institution
Institution

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Chapter 1 in Title 1

Normal (body text 1.5) - Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Normal (body text simple) - Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Title 2

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi

Interreg Europe | Title of memorandum | 1 / 12

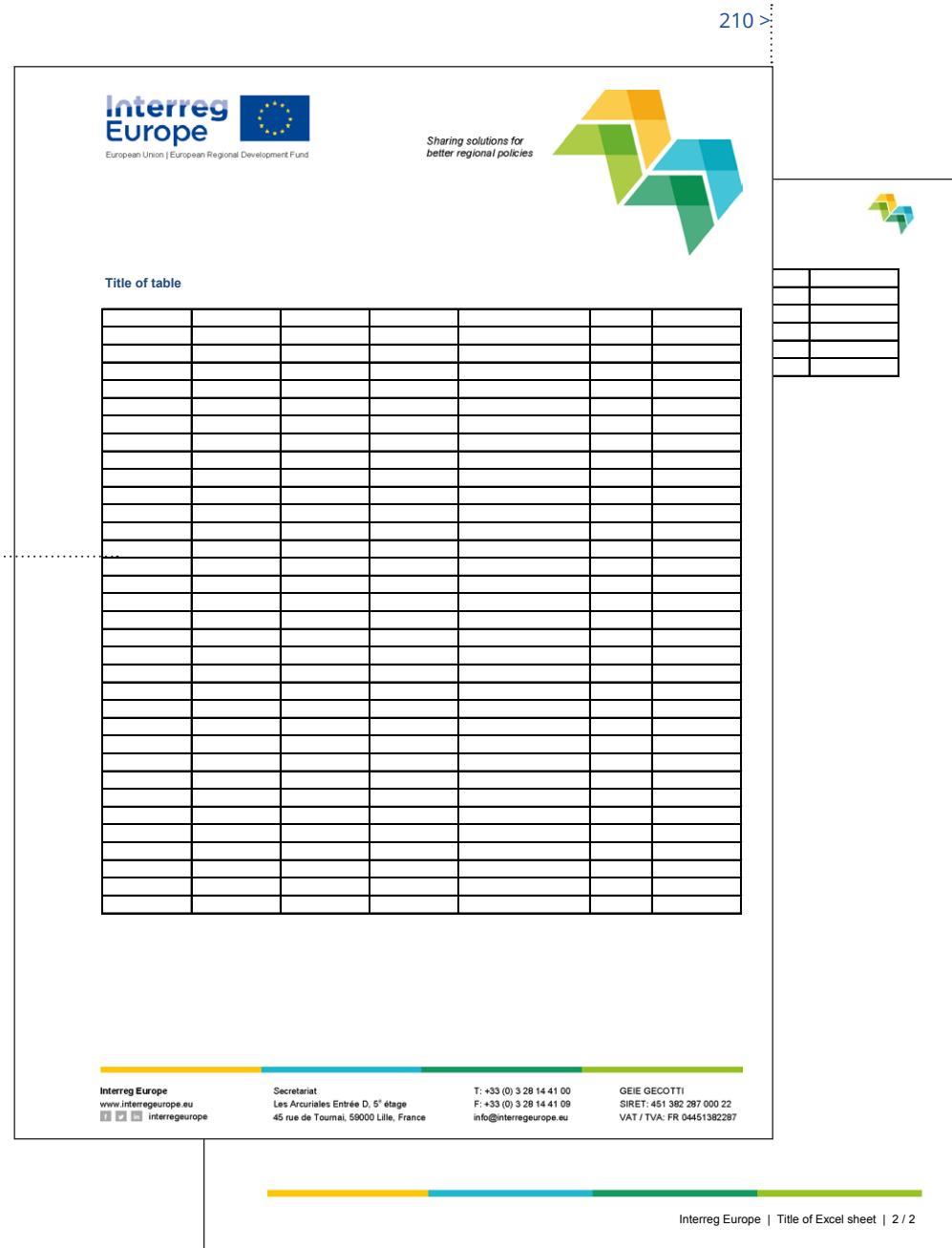
Excel vertical template

A template with brand identity and styles is available.

Word processing:
Body text typeface
in Arial

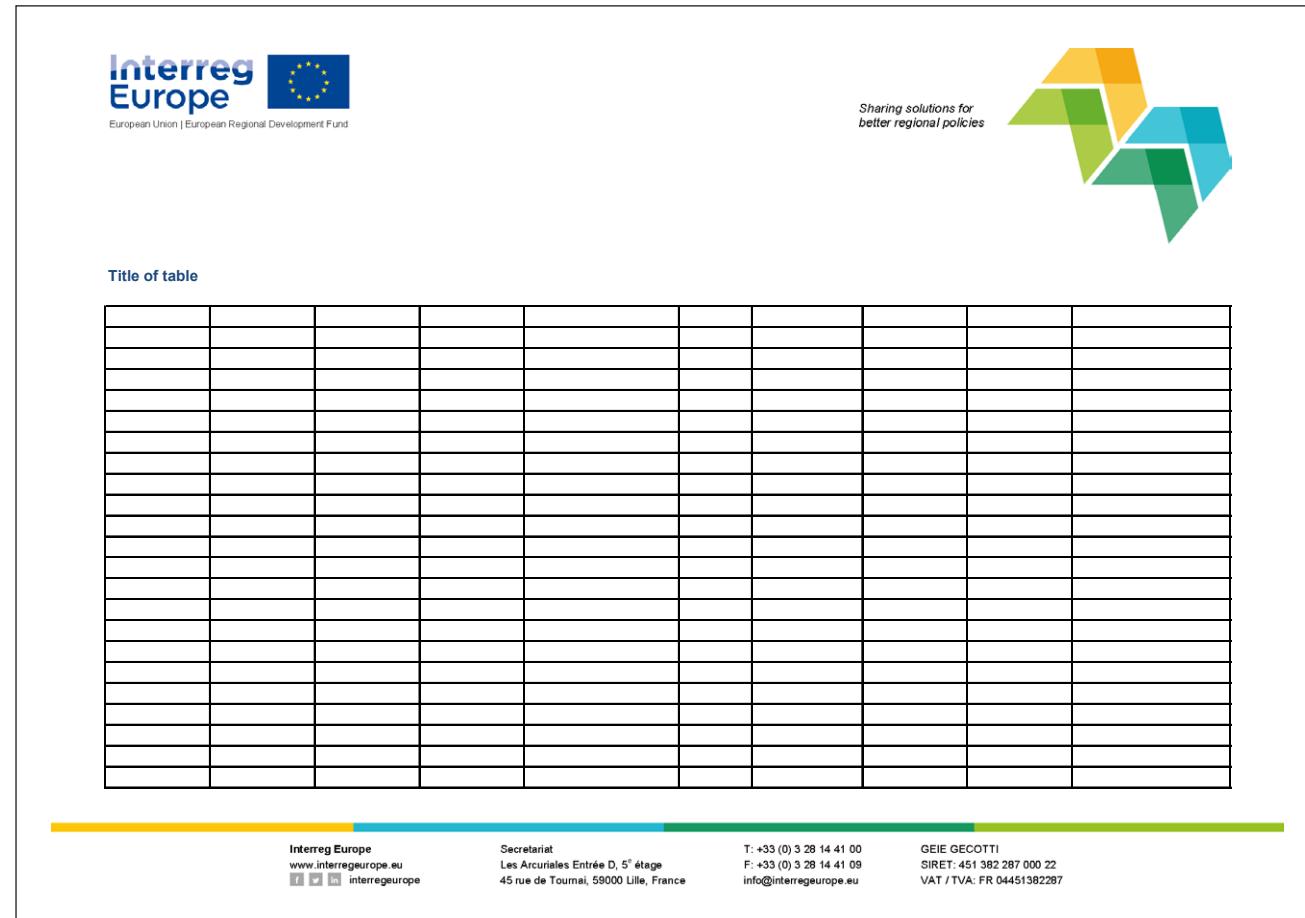
Size: 10 pt

Colour: black



Excel horizontal template

A template with brand identity and styles is available.



Powerpoint template

Overhead presentations are part of the identity of Interreg Europe. Correctly using this template will convey a consistent image of the programme.

1. Key features of Interreg Europe

2. Projects: state of play

3. Policy Learning Platform services

4. Other

Main features

Name Surname
Policy Officer | Interreg Europe Secretariat
n.surname@interregeurope.eu

11 Month 2018 / EURADA , Brussels

Thematic scope

- Research and innovation
- SME competitiveness
- Low-carbon economy
- Environment and resource efficiency

Programme KEY features

Thank you!
www.interregeurope.eu

Additional elements

Hexagon

The hexagonal shape is part of the visual identity. It may be used for various graphic purposes, see sample graphics on page 28.



Icons

Usage of icons is encouraged. Icons should be simple and have a clear and easily understandable meaning.

A similar style shall be kept if new icons are created.



Infographic samples

