Project Branding Guidelines

Interreg Europe joint secretariat
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Rev.2

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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 missions.

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Programme and project branding

The Interreg Europe programme branding is made up of three elements: the programme name, the EU flag and fund reference, and a visual element – origami representing through colour the four themes that Interreg Europe supports. The programme's corporate branding guide, including project branding, can be found at: http://www.interregeurope.eu/about-us/logo/

Project branding is based on the Interreg Europe branding, incorporating the most relevant elements from the programme branding.

Project logos are designed to be 'stand-alone'.

The logos must be used by projects without adding the the programme logo. Furthermore, projects should NOT use the 4-colour origami as part of their own branding. Only the relevant colour scheme linked to the topic in which their project is approved should be used.

The EU flag and reference to the European Regional Development Fund must always be used together with the project logo.

Specific project branding guidance and all files mentioned in this document can be accessed at: http://www.interregeurope.eu/about-us/logo/

Interreg Europe

European Union | European Regional Development Fund

Lorem Ipsum

Interreg Europe

European Union
European Regional
Development Fund

Provided project logo versions

Projects are provided with ten logo version files:

1. **Vector: Project Logo in CMYK**
2. **Vector: Project Logo in Greyscale**
3. **Vector: Project Logo in Black & white**
4. **Vector: Project Logo with EU Flag in CMYK**
5. **Vector: Project Logo with EU Flag in Greyscale**
6. **Vector: Project Logo with EU Flag in Black & white**
7. **JPG: Project Logo in Color**
8. **JPG: Project Logo with EU Flag in Color**
9. **PNG: Project Logo in Color**
10. **PNG: Project Logo with EU Flag in Color**

In addition, the EU flag with ERDF reference is also available as a separate vector, jpg and png file, in colour and black & white, to allow for all permutations as described in the brand guidelines. Please note that vector files are generally required for printing, and for all professional graphic design work. PNG and JPG are for electronic use. PNG is recommended for websites.

Download logos at:
https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk

Typefaces

All typefaces must never be distorted in any way.

Montserrat

For project identity 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	*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 & @ ! ? %*

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.

Projects should only use their topic colour as dominating colour and add other colours - if needed - from the additional coulour palette.

REFLEX BLUE	LIGHT BLUE	YELLOW	Research and innovation	SME competitiveness	Low-carbon economy	Environment and resource efficiency
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 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.

	ORANGE	DARK ORANGE	DARK BLUE	DARK GREY	LIGHT GREY	MEDIUM GREY	LIGHT BLUE
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

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 as a reference to the European Commission policy.

All graphics or main headline colours in the compound of each topic should be made from the colour of the relevant topics (see colour palette on page 7).

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

See Pantone PMS, 4-colour process, RGB and Hexa colour specifications on page 7.

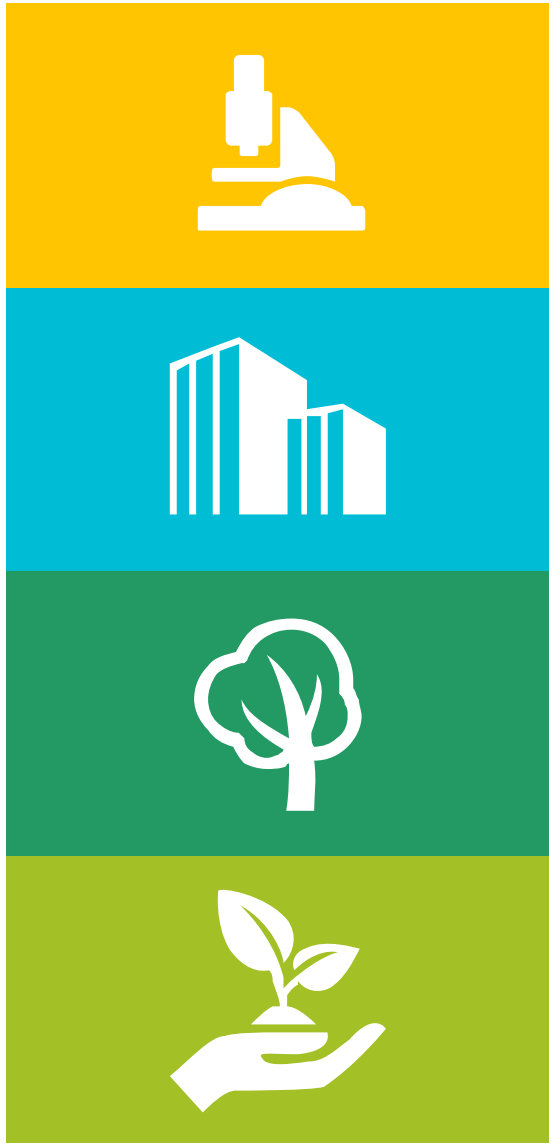
Download logos at: https://drive.google.com/drive/folders/0B_2u8LvpD_IzQndsY19rUFFzSFk

[1]

[2]

[3]

[4]



Greyscale

Research and innovation — **20%**

SME competitiveness — **50%**

Low-carbon economy — **65%**

Environment and resource efficiency — **35%**

Interreg Europe project identities

The project branding

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 is a key component of the successful identity of Interreg Europe. It is mandatory that project partners comply to the follwing recommendations.

The project acronym stands on maximum 2 lines, 11 characters per line.

Interreg Europe project branding

EU emblem + ERDF references

Maximum 11 characters per line

Vertical display option

Project brand 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

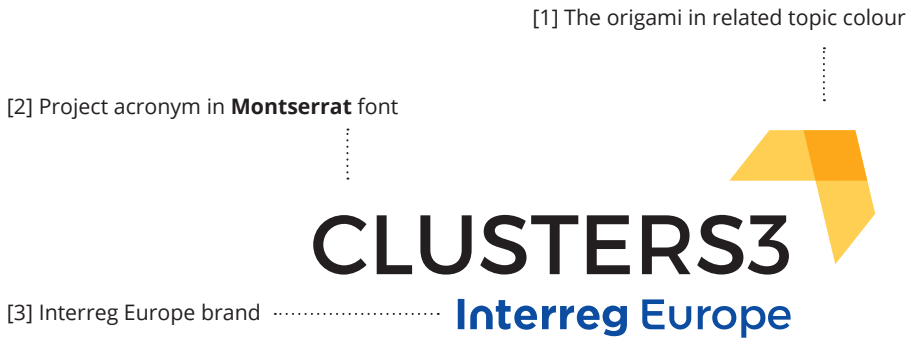
[3] Interreg Europe brand

Project identities are using the topic colours as defined on page 9.

No other project identity is permitted.

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

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



Correct logo use on backgrounds

[1] Standard project logo block

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

Using the standard logo block on coloured background is possible if there is no alternative. 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 white border must be 1/25th of the height of the EU emblem.

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

[1]

Ideal logo use:
Standard logo on white background

[3]

[2]

Standard logo on very lightly coloured background – enough contrast necessary

Standard logo on bright photo – enough contrast necessary

[4]

Negative Monochrome logo very dark background

Project brand + EU emblem and ERDF references

Construction grid

The project identity is designed with 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. 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]

Lorem Ipsum
Interreg Europe

[2]

European Union
European Regional
Development Fund

[3]

Lorem Ipsum
Interreg Europe

European Union
European Regional
Development Fund

Lorem Ipsum
Interreg Europe

European Union
European Regional
Development Fund

[4]

Lorem Ipsum
Interreg Europe

European Union
European Regional
Development Fund

Lorem Ipsum
Interreg Europe

European Union
European Regional
Development Fund

[5]

Lorem Ipsum
Interreg Europe

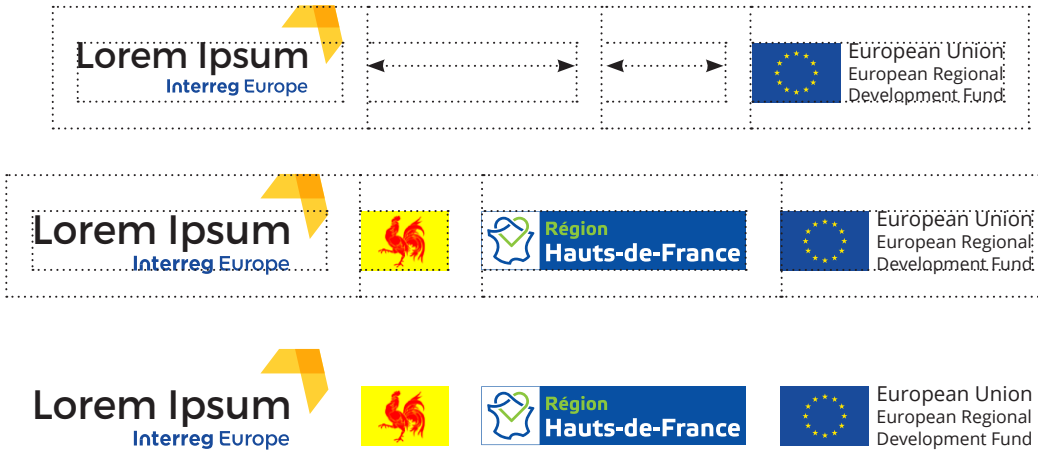
European Union
European Regional
Development Fund

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.

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

For limited use when no colour option is available, a black & white version is available.

Greyscale version

Project logos have to use the topic's shade of grey as defined on page 9.

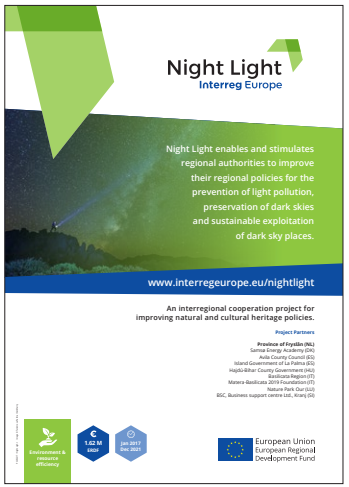
Project poster

Projects are provided with a project poster in PDF format.

The poster must be printed and displayed in A3 size minimum.

Key components of the poster:

- Project logo and topic colors
- Short description text with a visual
- Project website address
- Project partners
- Project budget
- Project duration
- EU emblem and reference to the European Regional Development Fund



Hexagon

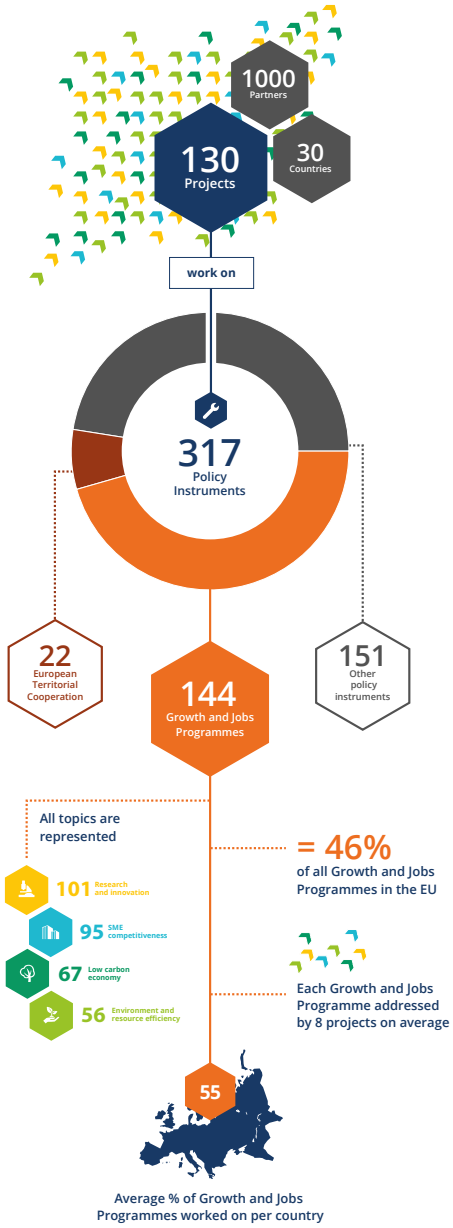
The hexagonal shape is part of the visual identity. It may be used for various graphic puroposes (see sample graphics on page 18).

Icons

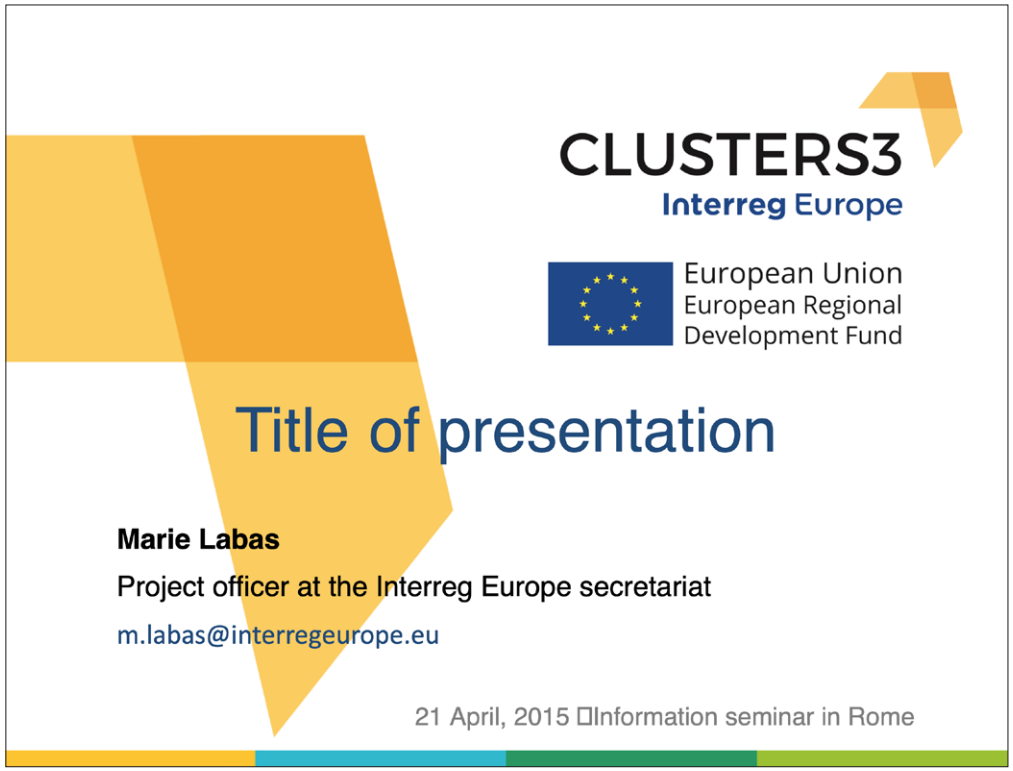
Usage of icons is encouraged. Icons should be simple and have a clear and easily understandable meaning.

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

Infographic samples



Powerpoint template

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

Download the powerpoint template at: https://drive.google.com/drive/folders/0B_2u8LvpD_IzVEpVVXJlV0JreTA