Interreg Europe

Co-funded by the European Union

Interreg Europe
Programme Manual

2022-2027

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Interreg Europe

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

The source files are available in electronic formats for direct editing in Adobe Illustrator, Adobe Indesign, Word, Excel and Powerpoint.

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

Interreg Europe

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1. Programme **branding**

2022-2027

The Interreg Europe logo block

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 modified in any way.

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

Note: Only the first letters of the words ‘Interreg’ and ‘Europe’ are capitalised.

Interreg Europe

Interreg Europe logo block

Co-funded by the European Union

EU emblem and funding reference

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.

Full colour logo block version

4 color logo block

Whenever possible the logo should be represented in full colour version.

A white outline must be placed around the EU Flag. The outline equals to 1/25th of the EU Flag height.

1-colour versions

Black & white logo block

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

The width of the EU Flag outline equals to 1/25th of the EU Flag height.

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

Negative logo block

For single colour reproductions or engravings on a very dark background, a white version of the logo should be used.

The width of the EU Flag outline equals to 1/25th of the EU Flag height.

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

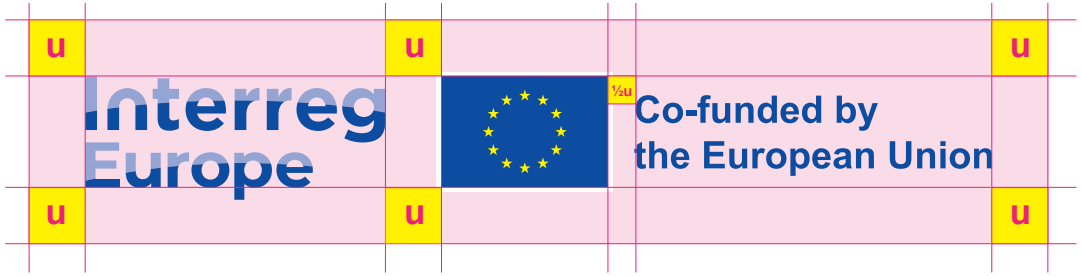
Exclusion zone

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 must 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 half of the height of the EU Flag.**

(u = 1/2 height of EU Flag)

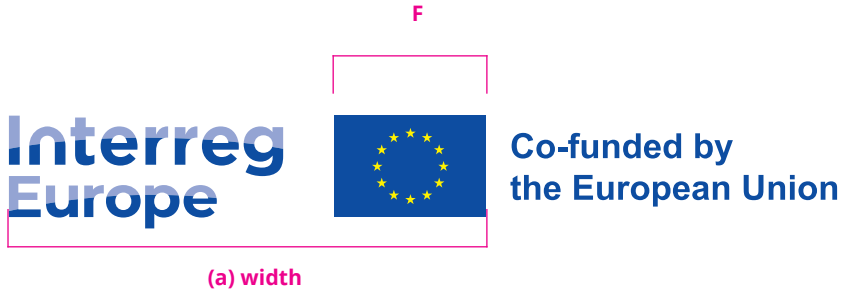


u = 1/2 height of EU emblem **= protection area**

The white border around the EU emblem
= 1/25 of the height of the emblem

Logo block size requirements

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



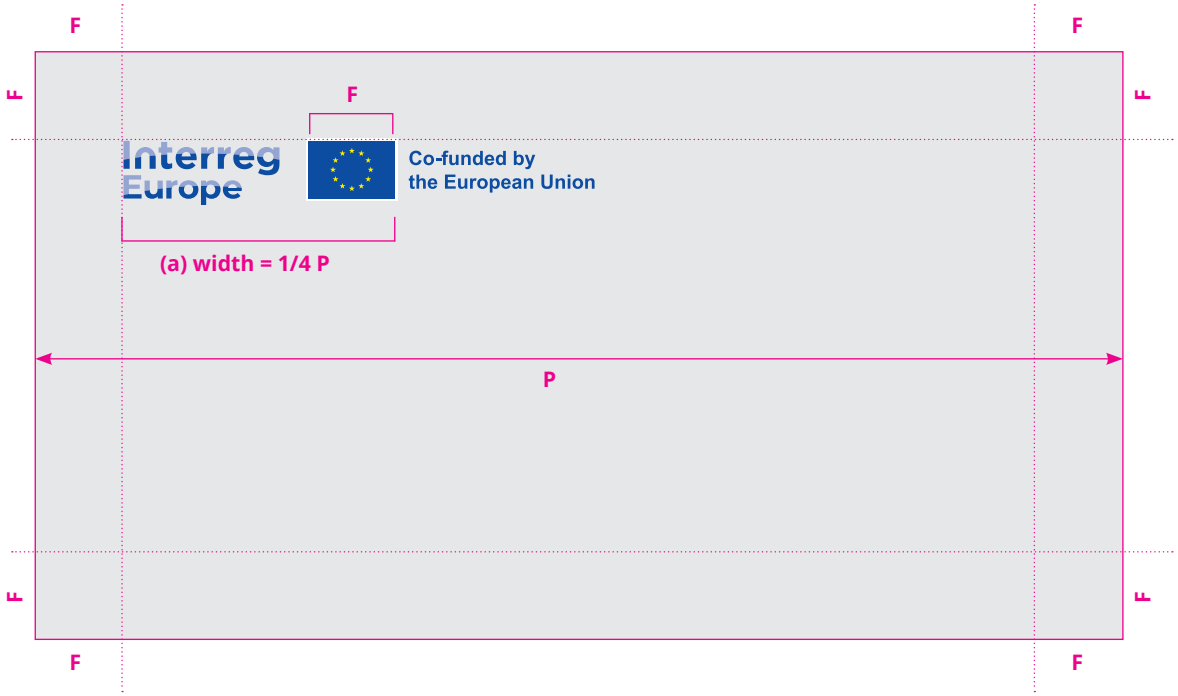
Minimum size

The minimum width (a) must never be less than 35.1 mm.

Margins & sizing

As a general rule, the width must be equal to 1/4 of the total format width (P).

Once the width (a) has been defined the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.



Logo use on backgrounds

[1] Standard logo block

[2] Acceptable use on background

(not recommended)

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

[3] Please Note: **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 (uniform) 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

Additional branding elements: hexagon, colour line & 3D Star element

Hexagon

The hexagon, with slightly rounded corners, is a repetitive element of the visual identity.

It is encouraged to use the hexagon shape in presentations, infographics and even for framing images. **The proportion and rotation of the hexagon must not be altered in any way.**

Interreg Europe topics colour line

The coloured line, composed by the 6 topic colours in specific order can be used to highlight and reinforce the visual identity on various supports. **The order in which the colours appear must not be altered.**

Interreg Europe 3D Star element

The size and proportions of this graphical texture can be dynamically adjusted. In order to create a 3D effect, each second row is composed by mirrored elements. Its usage should be restriced to cover or back pages with a limited amount of text. For individual topics, the respective colour element can be used to create a monochrome texture. **In case of borderless printing, please ensure careful trimming and prepare the bleed area correctly - c.f. example of business card on P.16**

Typefaces

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	*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.

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

Exception:

The original corporate Typeface, Open Sans, is embedded in the Powerpoint templates and should be used for presentations.

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 & @ ! ? %***

Interreg Europe topics

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

SMART, GREEN, CONNECTED,

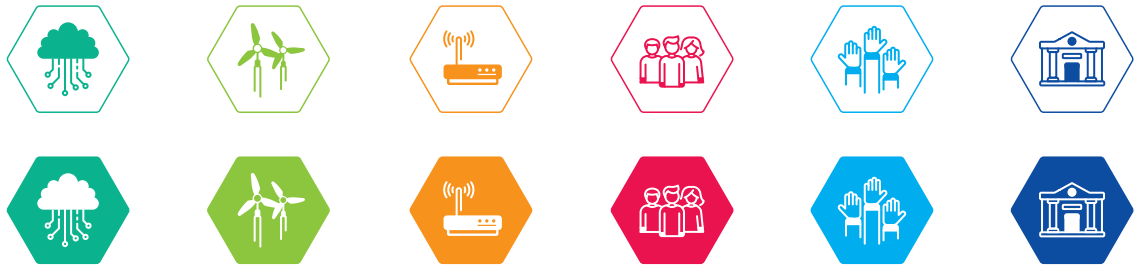
SOCIAL, CITIZENS, GOVERNANCE

They 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).

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

Icons are available in positive and negative colour versions, with and without integrated topic titles.



The colour palette

Topics

R:0 G:169 B:132	R:149 G:193 B:31	R:243 G:146 B:0	R:229 G:0 B:70	R:0 G:159 B:227
#00a984	#95c11f	#f39200	#e50046	#009fe3
C: 80 M: 0 Y: 60 K: 0	C: 50 M: 0 Y: 100 K: 0	C: 0 M: 50 Y: 100 K: 0	C: 0 M: 100 Y: 60 K: 0	C: 100 M: 0 Y: 0 K: 0
PMS: 3268 C	PMS: 368 C	PMS: 151 C	PMS: 192 C	PMS: 2995 C

Logo block

R:0 G:51 B:153
#003399
C: 100 M: 80 Y: 0 K: 0
PMS: Reflex Blue

Topics

R:159 G:174 B:229	R:255 G:204 B:0
#9FAEE5	#FFCC00
C: 41 M: 30 Y: 0 K: 0	C: 0 M: 0 Y: 100 K: 0
PMS: 2716 C	PMS: Yellow

Neutral accent colours

R:26 G:23 B:27	R:150 G:148 B:140	R:216 G:214 B:204
#1a171b	#96948c	#d8d6cc
C: 0 M: 0 Y: 0 K: 100	C: 5 M: 5 Y: 15 K: 50	C: 5 M: 5 Y: 10 K: 15
PMS: Black	PMS: 403 C	PMS: 400 C

Topic accent

R:74 G:182 B:152	R:173 G:205 B:101	R:247 G:169 B:65	R:235 G:92 B:98	R:50 G:190 B:240	R:58 G:114 B:184
#4ab698	#adcd65	#f7a941	#eb5c62	#32bef0	#3a72b8
C: 68 M: 0 Y: 50 K: 0	C: 40 M: 0 Y: 73 K: 0	C: 0 M: 40 Y: 80 K: 0	C: 0 M: 76 Y: 52 K: 0	C: 67 M: 0 Y: 0 K: 0	C: 80 M: 51 Y: 0 K: 0

Topic accent colours are used for the 3D Star element texture and various other visual elements. **The topic accent colours must only be used in conjunction with the main topic colours and cannot be used as stand-alone colours.**

Topic accent colours are not to be used in case of PMS printing.

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2. Design templates

2022-2027

Interreg Europe stationery

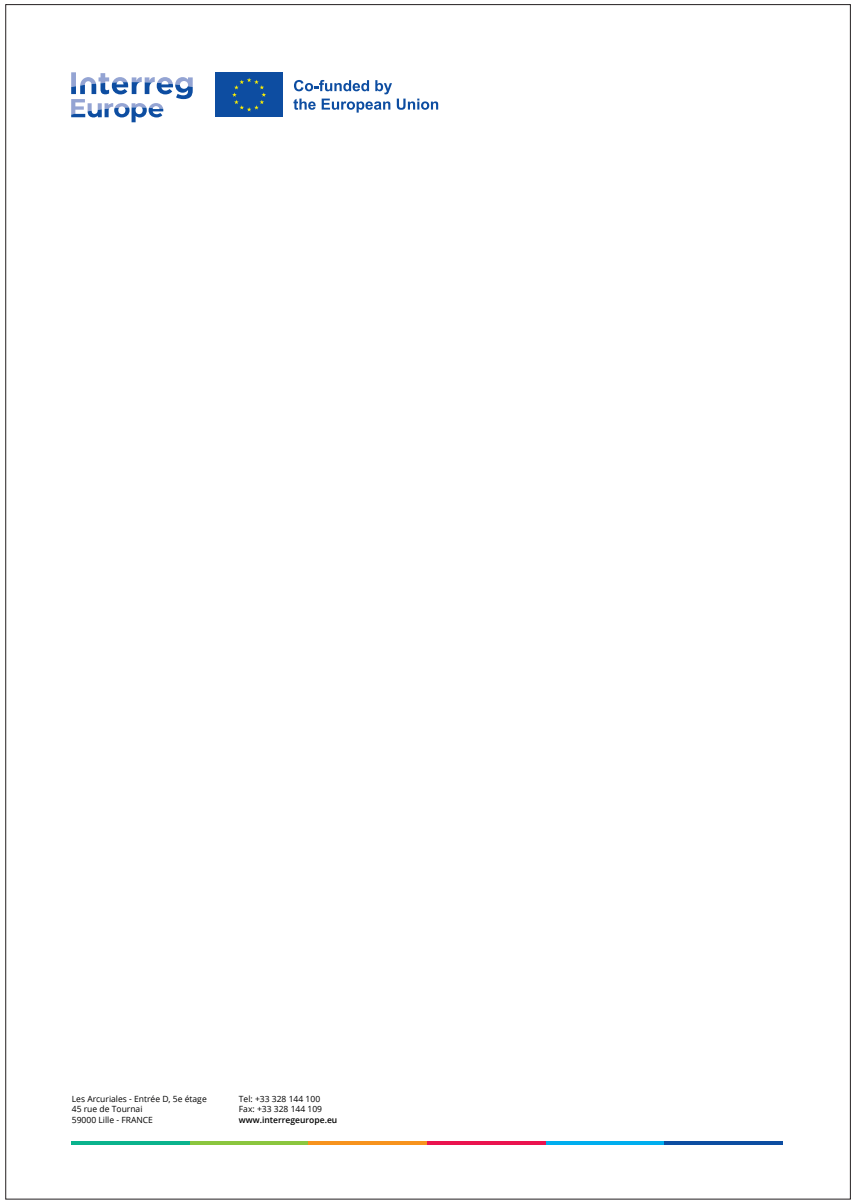
To retain synergy accross our external communication, it is important that the positions and specifications of the various printed elements on the stationery are kept without any alterations.

Size: A4 (210mm x 297mm)

Minimum 90g/sqm

Recycled paper only

4-colour process



Business card

Size: 55mm x 85mm

Minimum 300g/sqm

Recycled paper only

4-colour process

Front

Interreg Europe

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Les Arcuriales 5/D
45 rue de Tournai
F-59000 Lille

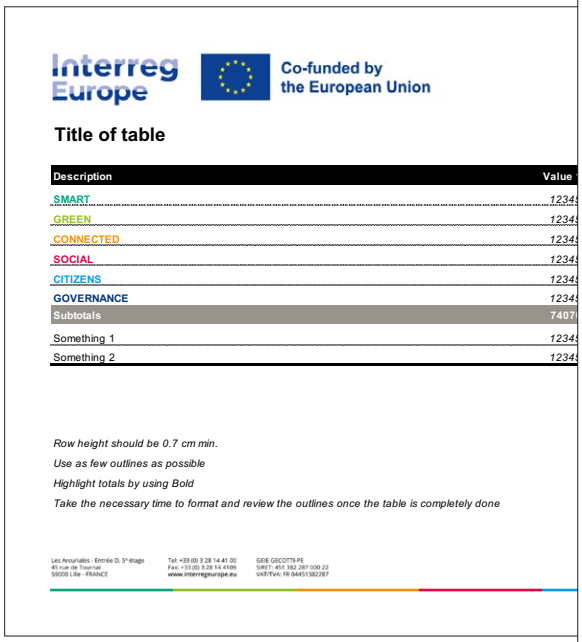
Back

Word vertical & horizontal template

A Word template with brand identity and styles is available in vertical and horizontal version.

Excel vertical & horizontal template

An Excel template with brand identity and styles is available in vertical and horizontal version.



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Title of table

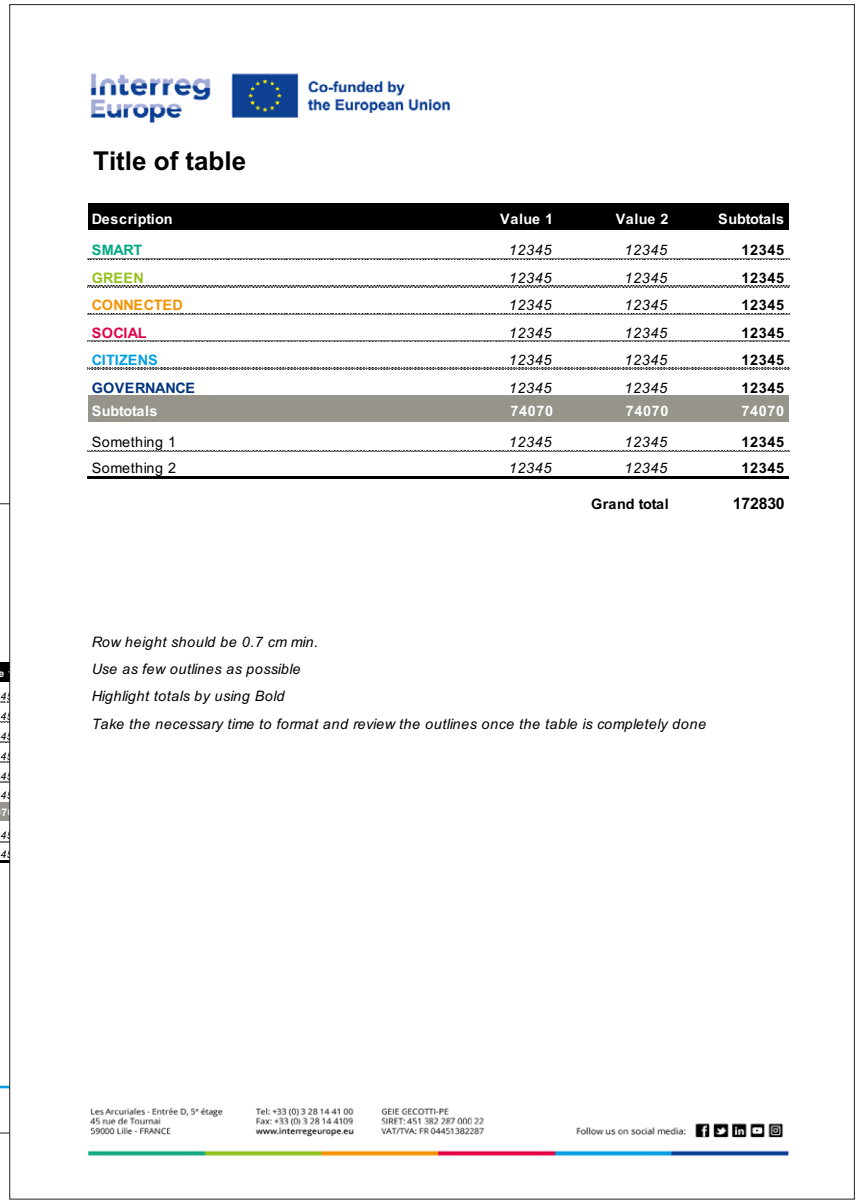
Description	Value
SMART	12345
GREEN	12345
CONNECTED	12345
SOCIAL	12345
CITIZENS	12345
GOVERNANCE	12345
Subtotals	7407
Something 1	12345
Something 2	12345

Row height should be 0.7 cm min.
Use as few outlines as possible
Highlight totals by using Bold
Take the necessary time to format and review the outlines once the table is completely done

Les Arcuriales - Entrée D, 5e étage
45 rue de Tournai
59000 Lille - FRANCE

Tel: +33 (0) 3 28 14 41 00
Fax: +33 (0) 3 28 14 4109
www.interregeurope.eu

GEIE GECOTTI-PE
SIRET: 451 382 287 000 22
VAT/TVA: FR 04451382287



Interreg Europe — Co-funded by the European Union

Title of table

Description	Value 1	Value 2	Subtotals
SMART	12345	12345	12345
GREEN	12345	12345	12345
CONNECTED	12345	12345	12345
SOCIAL	12345	12345	12345
CITIZENS	12345	12345	12345
GOVERNANCE	12345	12345	12345
Subtotals	74070	74070	74070
Something 1	12345	12345	12345
Something 2	12345	12345	12345
		Grand total	172830

Row height should be 0.7 cm min.
Use as few outlines as possible
Highlight totals by using Bold
Take the necessary time to format and review the outlines once the table is completely done

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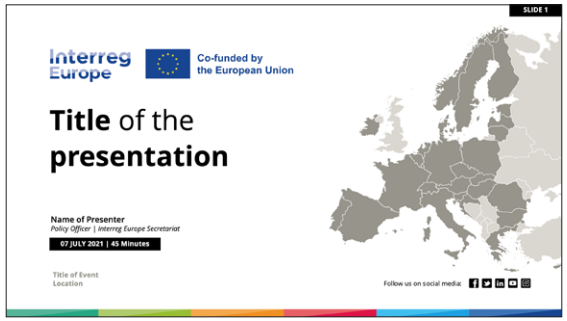
Follow us on social media:

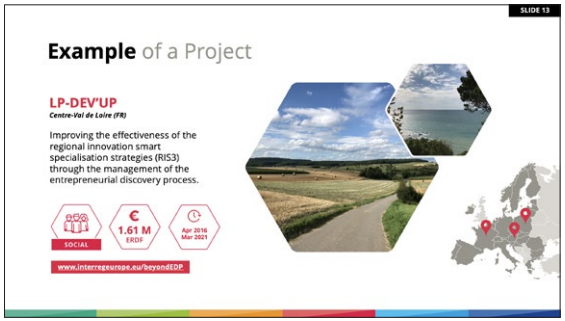
Powerpoint template

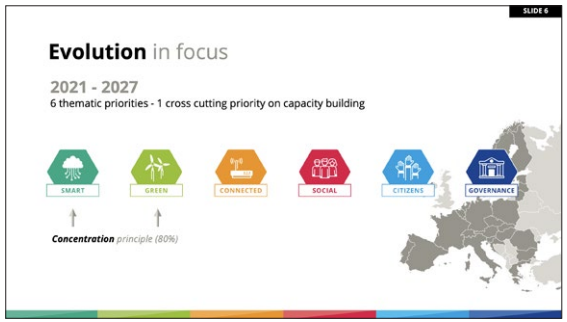
Overhead presentations are part of the identity of Interreg Europe. Correctly using this template will convey a consistent image of the programme.

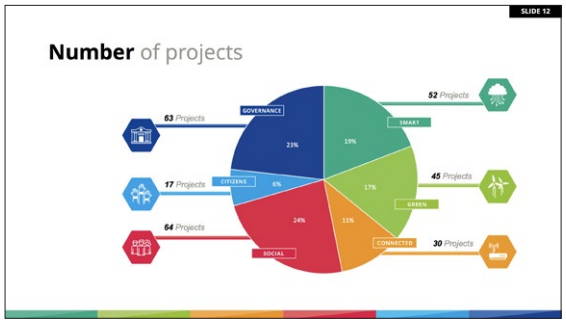
An extensive Powerpoint template is available.

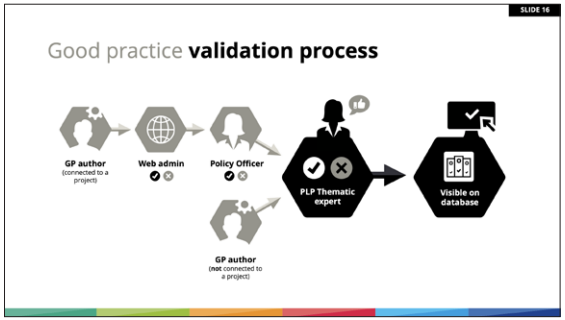
The included vectorial assets can be resized and recolored inside Powerpoint. Please watch out not to distort any of the elements.











Social media templates

Templates are available for all major social media platforms: Facebook, Twitter, Instagram, YouTube, LinkedIn.

Whenever there is no profile banner, EU-funding must be included within the profile image (i.e. Instagram).

Please open and use the "Asset Export" function in the template files.

Profile image with profile banner

Profile image must include EU-funding if no banner image is available

Interreg Europe programme poster

A programme poster is available. It must be printed in **A3 size minimum.**

Asset library & Icons

An extensive asset library including **icons and graphical elements** is **available in vectorial format.** Usage of the various elements is encouraged.

The colour and size of each element can be easily changed within the different applications (i.e. Powerpoint, Word, ...).

The elements must never be distorted.

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

Icons

Projects

Policy Learning Platform

Knowledge hub

Expert support

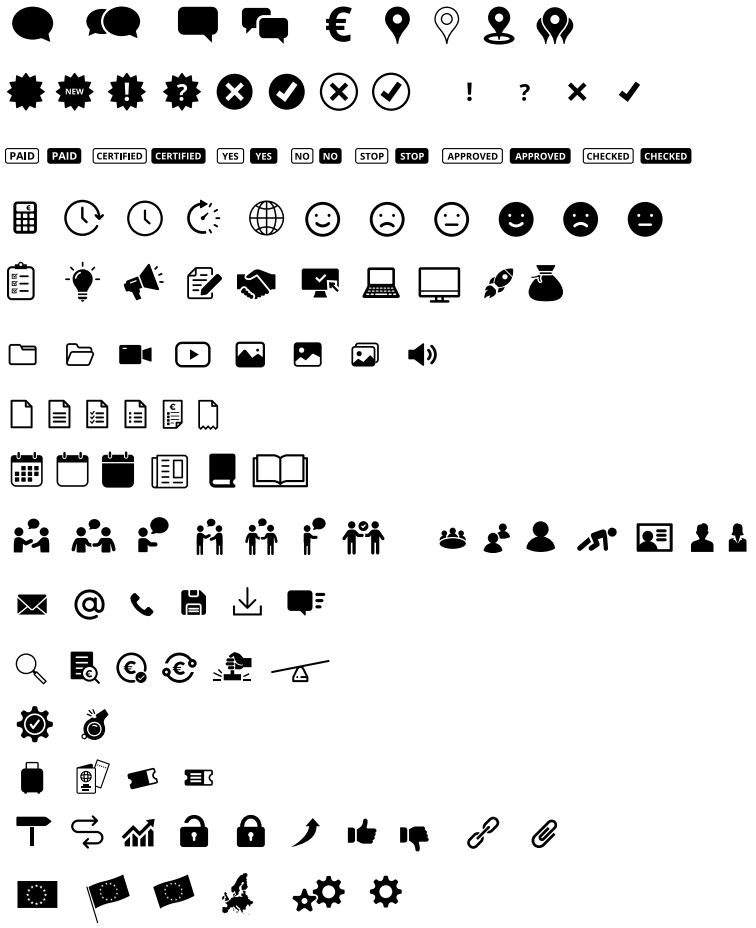
Good practice database

Matchmaking session

Policy helpdesk

Peer review

Assets (extract)



EU Map

An EU Map is available in **various versions** (including/excluding country names and/or extra-continental areas).