Interreg Europe
Project Branding Guidelines

2021-2027

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

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

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

Interreg Europe

Co-funded by
the European Union

1.
Project
branding

2021-2027

The Interreg Europe programme 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.

Interreg Europe topics

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

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 on page 6).

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.

SMART	GREEN	CONNECTED	SOCIAL	CITIZENS	GOVERNANCE

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	R:0 G:51 B:153	R:159 G:174 B:229	R:255 G:204 B:0
#00a984	#95c11f	#f39200	#e50046	#009fe3	#003399	#9FAEE5	#FFCC00
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	C: 100 M: 80 Y: 0 K: 0	C: 41 M: 30 Y: 0 K: 0	C: 0 M: 0 Y: 100 K: 0
PMS: 3268 C	PMS: 368 C	PMS: 151 C	PMS: 192 C	PMS: 2995 C	PMS: Reflex Blue	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.

Interreg Europe project logo block

The project branding is based on the Interreg Europe branding.

The project branding is always composed by the Interreg Europe Logo block and funding reference on top, with the project name placed on a rectangular couloured background below.

The maximum length of the project name is 18 characters.

The coloured background rectangle starts with the project's specific **topic accent colour on the left** and continues with the respective **topic colour on the right**. Both colours are separated by a 60° angle.

Interreg Europe

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Sample Project

Interreg Europe

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Sample Project

Topic accent colour

60°

Topic colour

See colour palette (Page 6) for specific coulour values:

SMART GREEN CONNECTED SOCIAL CITIZENS GOVERNANCE

See colour palette (Page 6) for specific coulour values:

SMART GREEN CONNECTED SOCIAL CITIZENS GOVERNANCE

Size requirements

The width **(a)** used to calculate the dimensions and positioning of the brand is the **width of the Interreg logotype + EU Flag** - 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 **(a)** 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.

F

Interreg Europe

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SCHOOL CHANCE

(a) width

F   F

F   F

Interreg Europe

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SCHOOL CHANCE

(a) width = 1/4 (P)

(P)

F   F
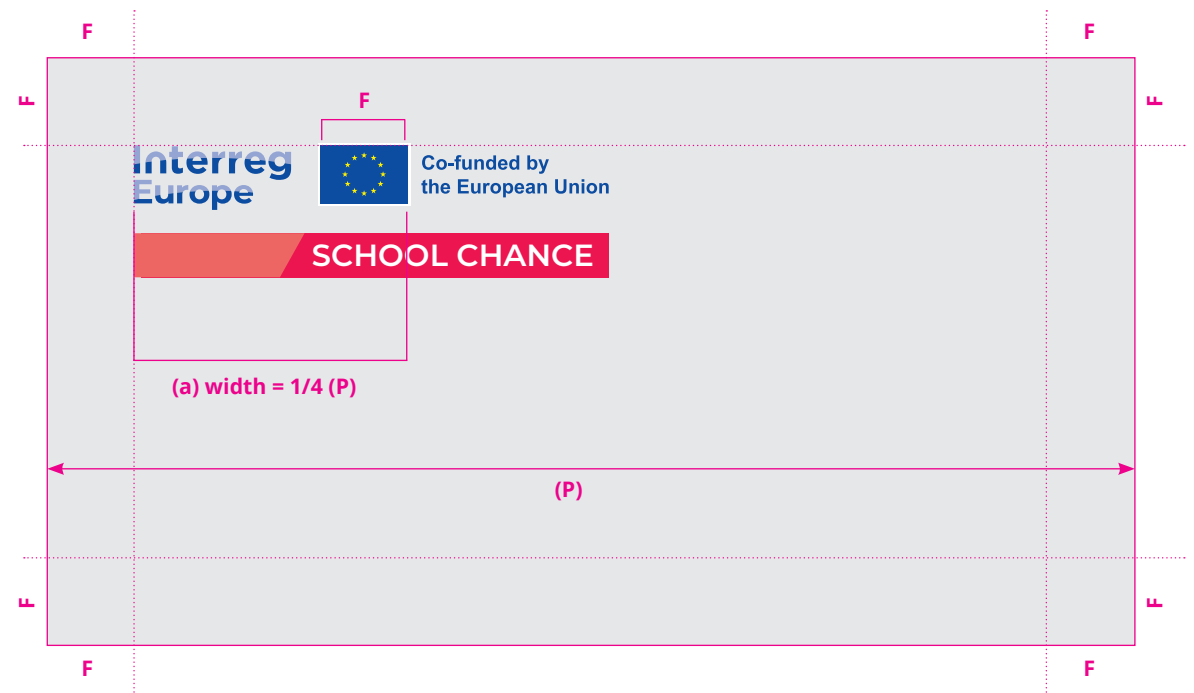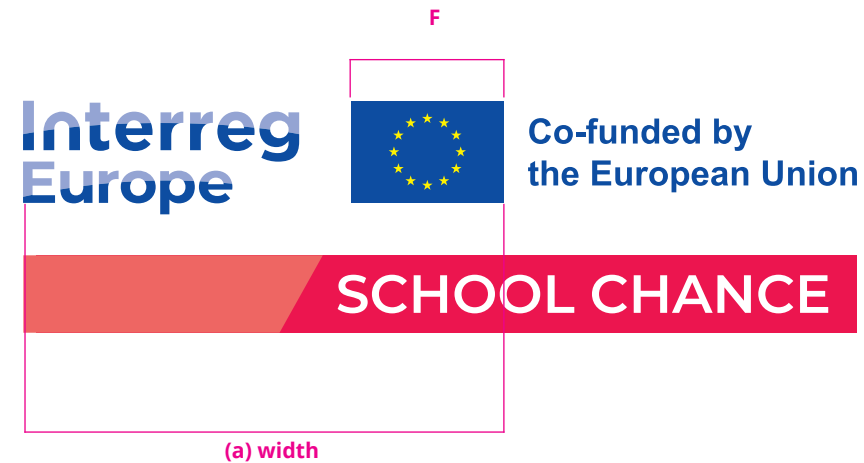
Full colour logo block version

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.

Logo use on backgrounds

[1] Standard logo block

[2] Acceptable use on background
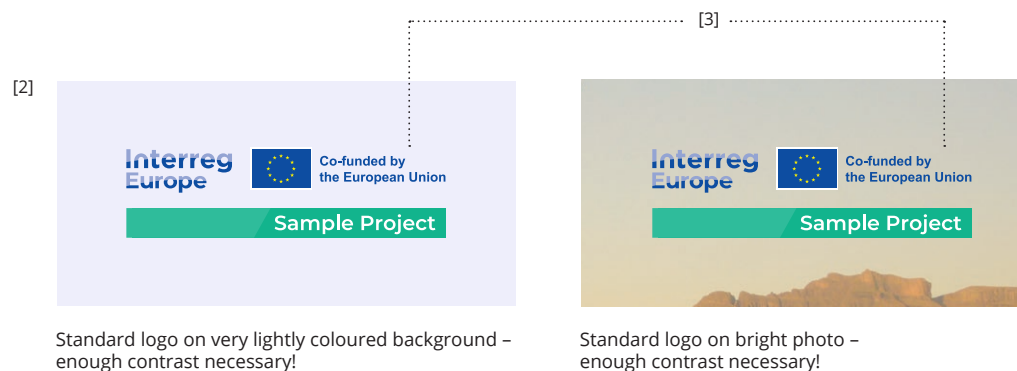
(not recommended)

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

[2]

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

[3]

Standard logo on bright photo – enough contrast necessary!

[4]

Negative Monochrome logo very dark background

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.**

60° angle

Interreg Europe topic colour line

60° angle

The coloured line, composed by the topic and topic accent colour can be used to highlight and reinforce the visual identity on various supports. **The angle in which the two colours are separated must always be 60°.** **Projects must never use any other topic colour than their own.**

Interreg Europe 3D Star element

Row 1

Row 2

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. **In case of borderless printing, please ensure careful trimming and prepare the bleed area correctly.**

Typefaces

Typefaces must never be distorted in any way.

Montserrat

For programme and project identity (see page 4 & 7), the typeface Montserrat has been chosen.

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 & @ ! ? %

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2.

Design
templates

2021-2027

Interreg Europe
project poster

Projects are provided with a project poster in PDF format.

The poster must be printed and displayed in A3 size minimum.
Electronic display is possible.

The key components of the posters are:

- Project logo with EU emblem and reference to the European Union funding

- Topic & topic colors

- Short description text with a visual

- Project website address

- Project partners

- Project budget

- Project duration

Powerpoint template

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

A 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

Banner image templates are available to be adapted to social media platforms such as Facebook, Twitter, LinkedIn or YouTube.

Please use the templates to create your banner images.

Insert your logo and save the files as png/ jpg.

The social media profile image is the project logo block. Please ensure all parts remain visible when placed in a circular frame.

Profile image with profile banner

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.

Assets (extract)
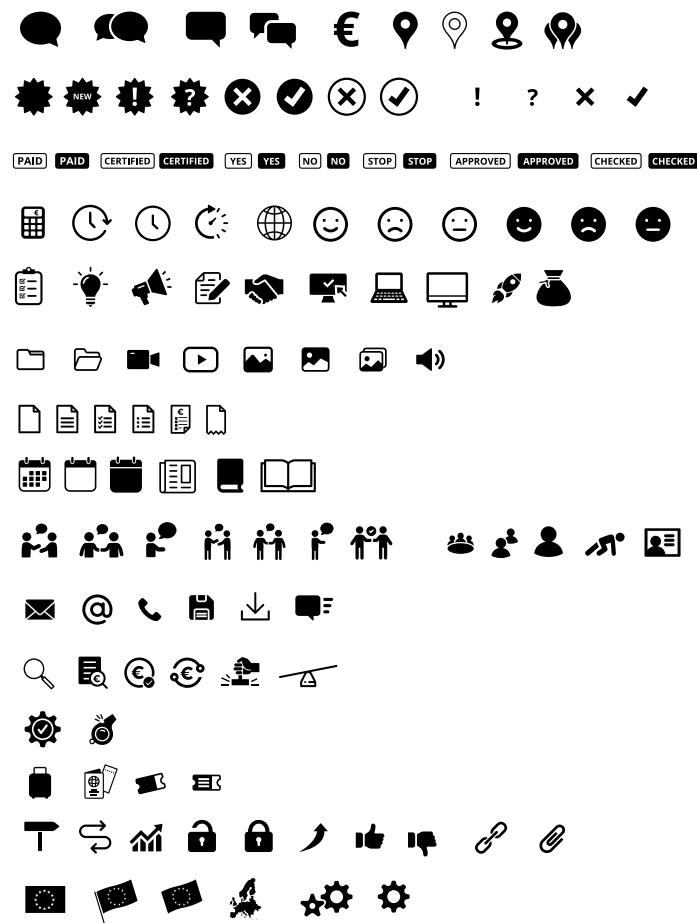
EU Map

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

Programme area

Guiana (FR)
Reunion (FR)
Martinique (FR)
Guadeloupe (FR)
Mayotte (FR)
Saint-Martin (FR)
Azores (PT)
Madeira (PT)
Canarias (ES)