

**Interreg
Europe**



Co-funded by
the European Union

Interreg Europe **Project Branding Guidelines**

2021-2027



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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.

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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



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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.



The colour palette

Topics						Logo block		Neutral accent colours		
										
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	R:26 G:23 B:27	R:150 G:148 B:140	R:216 G:214 B:204
#00a984	#95c11f	#f39200	#e50046	#009fe3	#003399	#9FAEE5	#FFCC00	#1a171b	#96948c	#d8d6cc
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	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: 3268 C	PMS: 368 C	PMS: 151 C	PMS: 192 C	PMS: 2995 C	PMS: Reflex Blue	PMS: 2716 C	PMS: Yellow	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 coloured background below.



The maximum length of the project name is 18 characters.

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Sample Project

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Sample Project

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.

Topic accent
colour



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

SMART GREEN CONNECTED SOCIAL CITIZENS GOVERNANCE

60°

Topic colour



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

SMART GREEN CONNECTED SOCIAL CITIZENS GOVERNANCE

Structure and protection area

The clear space around all sides, including the project name area, must equal the half of the height of the EU Flag ($u = 1/2$ height of EU Flag). No text or other visual elements must appear within this space.

The project name area is defined by $1,5 \times (u)$ in height.

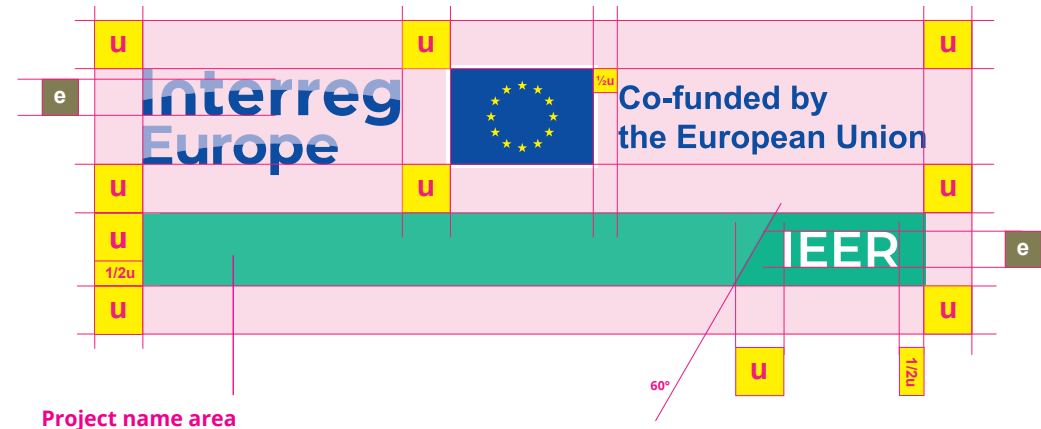
The distance between the Interreg Europe logo block and project name area must always be $1 \times (u)$.

The project name is written in the **Montserrat Regular** font and the font size is defined by (e) and must never be higher than $1 \times (e)$. The Montserrat Regular font file is included in the visual identity package (Font Folder).

The position of the 60° colour separation angle is defined by $1 \times (u)$. This is calculated from the beginning of the first letter of the project name. The angle is always moving upwards to the right and starts at distance (u) on the bottom of the project name area block.

Please use the included guidance file to create your logo.

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



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

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.

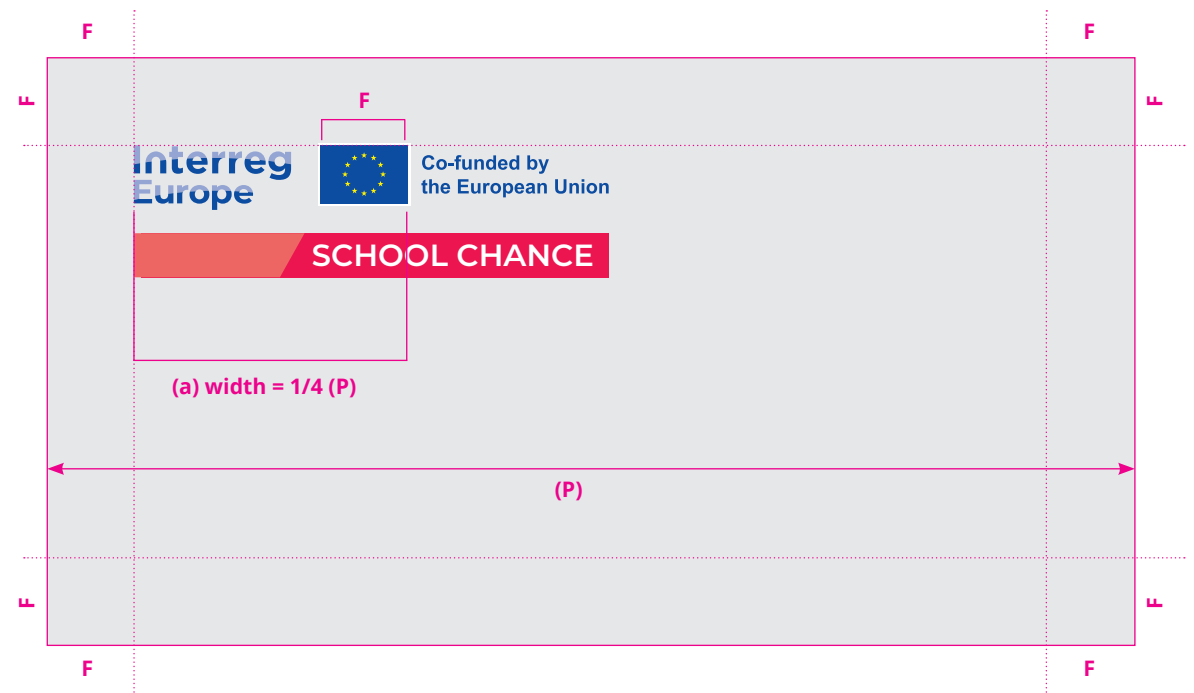
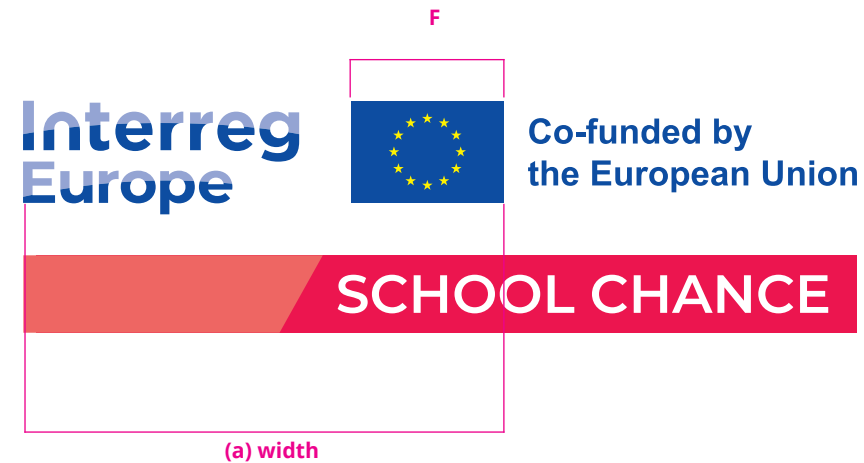
Minimum size

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.



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.

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Sample Project

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.

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Sample Project

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.

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Sample Project

Logo use on backgrounds

[1] Standard logo block

[2] Acceptable use on background

(not recommended)

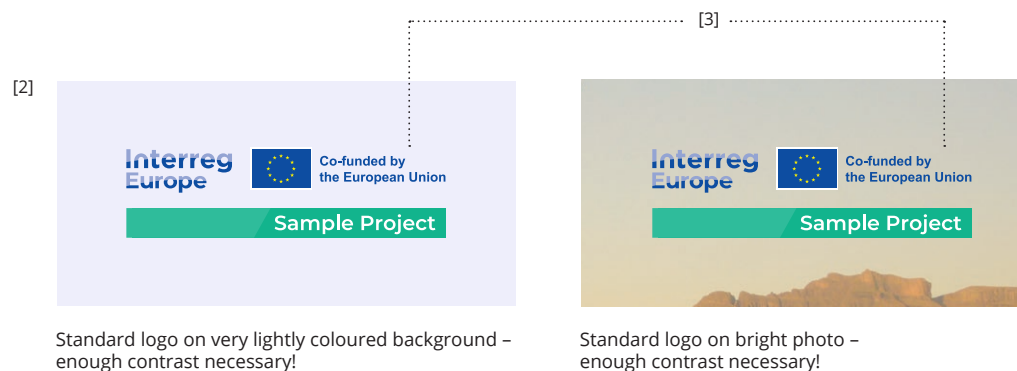
Using the standard logo block on coloured backgrounds is possible if there is no alternative, however it has to be a very light background.

[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.



Ideal logo use:
Standard logo on white
background



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.**

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 restricted 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

Montserrat Regular

Logo extensions (programme names, project names)

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

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

Typeface

Open Sans Bold

Overall communication (body text, headlines, etc.)

Lorem ipsum dolor sit amet, consectetur 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, consectetur 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, consectetur 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, consectetur 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, consectetur 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, consectetur 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, consectetur 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, consectetur 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



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SCHOOL CHANCE

SCHOOL CHANCE aims at boosting the biomass as a key element of the transition to a low carbon economy at regional level.

SOCIAL

€ 1.26 M EU FUNDING

Apr 2016
Sep 2020

An interregional cooperation project for improving **social economy** policies

Project Partners

Executive Forest Agency (BG)
Forest Sciences Centre of Catalonia (CTFC) (ES)
 Government of Catalonia - Directorate General of Forestry (ES)
 Regional Council of North Karelia (FI)
 French Federation of forest municipalities (FR)
 Abruzzo Region - Rural Development and Fisheries Policies Department (IT)
 Latvian Forest Owners' Association (LV)
 Ministry of Agriculture Republic of Latvia (LV)
 Regional Development Agency Centru (RO)
 Slovenia Forest Service (SI)

www.interregueurope.eu/bio4eco

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.

SLIDE 1

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SCHOOL CHANCE

Title of the Event/presentation

Date Location

Follow us on social media:    


SLIDE 4


Slide with an image


Lorem ipsum

Donec vitae turpis sed nibh iaculis ultrices in a urna. Nulla ut neque consequat sem dictum hendrerit ac et odio. Mauris smagnaollicitudin.

www.interreg.eu/revendof

 SOCIAL

 TOTAL €12,3 M



SLIDE 2

Title of the Event/presentation

Name of Presenter
Policy Officer at the Interreg Europe secretariat
email@interreg.eu

07 JULY 2021 | 45 Minutes | Location

SLIDE 5

"Nunc ornare finibus tortor quis elementum. Maecenas velit magna, volutpat eu nec, accumsan semper mi. Nunc eget porttitor ex."


SLIDE 3

Simple slide with text

Lorem ipsum

Donec vitae turpis sed nibh iaculis ultrices in a urna. Nulla ut neque consequat sem dictum hendrerit ac et odio. Mauris smagnaollicitudin quis fells bibendum fringilla.

Morbi sit amet dapibus velit, non auctor neque. Suspendisse potenti. Nunc ornare finibus tortor quis elementum. Maecenas velit magna, volutpat eu nec, accumsan semper mi. Nunc eget porttitor ex.

 12 regions

SLIDE 6

Time for questions 

Follow us on social media:    

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**.

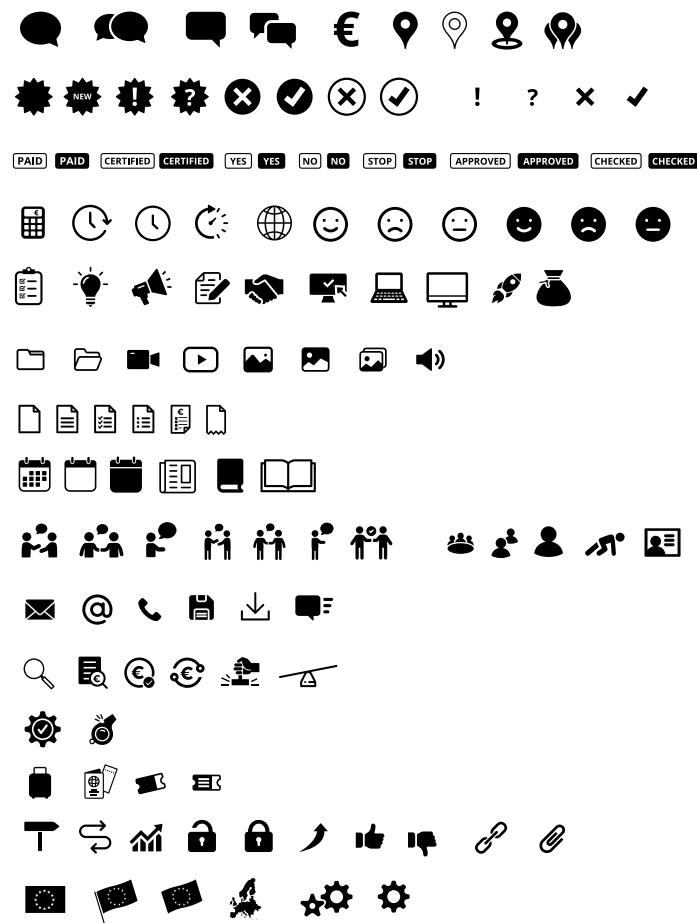
Usage of the various elements is encouraged.

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).

