Interreg

Co-funded by the European Union

Brand Design Manual

The brand design is more than a logo.
It consists of characteristic elements such as colours,
typefaces and a structure – the grid – to help layout pages.
Only the combination of all of these elements will
result in optimum brand recognition.

Introduction

LEGEND

The green sign indicates the ideal solution for using the brand. It can also be used to highlight an important concept or point to be considered.

The orange warning sign indicates possible practices or alternatives which are not forbidden but should not be preferred unless absolutely necessary.

The red stop sign indicates incorrect practices; for example, when an element cannot be used in a certain way.

Every European Territorial Cooperation (Interreg) programme seeks to develop valuable projects that have a real impact on the lives of European citizens. For these programmes to attract new people and new projects, they have to be visible. Programmes exist all over the European Union and in neighbouring countries, covering every region of Europe.

They offer a unique network for projects directly targeted at improving our lives and economic development in our regions and making our environment safer and more sustainable.

Yet, this vast community of over a hundred programmes can turn into a handicap if not unified under a common mission and vision. The harmonised Interreg branding is the visual interpretation of the Brand Strategy and Brand Narrative.

We invite you to consult both of these documents at www.interact-eu.net/library?title=brand+strategy and www.interact-eu.net/library?title=brand+narrative.

The Interreg brand provides greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to better preserve our environment.

This document will help you use the Interreg brand for your programme or project. Interact developed it taking into account as many requests as possible from programmes participating in the initiative.

1. Interreg brand

1.1 Structure and specifications

The Interreg brand is designed to provide a robust yet unobtrusive look that allows easy combination with other logos in co-branding situations.

In order not to interfere with other pictorial design elements, and to give the EU emblem a graceful presence, a purely typographic solution without any other graphic elements was chosen. The following pages outline a few simple rules for using the brand.

Please take time to understand how to apply these rules so the brand always appears clear and consistent.

The brand consists of the following elements: the **logotype (1)** with the coloured arch inside, the **EU emblem (2)** and the **statement (3)**. The brand is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

The elements of the brand represent a unit which is defined as invariable. The composition of the brand elements follows specific rules and must not be changed.

→ **Always use the digital brand files provided and do not try to recreate or modify the brand in any way.**

1

Interreg

2

3

Co-funded by the European Union

Interreg   **Co-funded by the European Union**

1.1 Structure and specifications

The **basic unit (e)** used for the definition of the brand composition is calculated in reference to the width of the letter **"e"**.

The unit "e" is used to define the space between elements outside of the set "eu emblem+co-funding statement".

The unit (**f**) is used to define the space between the EU emblem and Interreg as well as the clear space around the brand. This unit is half the height of the EU emblem.

1. FLAG

The height of the **flag** (EU emblem) must be the same as the height of the entire Interreg logotype, from the top part of the "I" to the bottom part of the "g". The width of the EU emblem is proportional to its height at a ratio of ¾, and such proportions must never be changed.
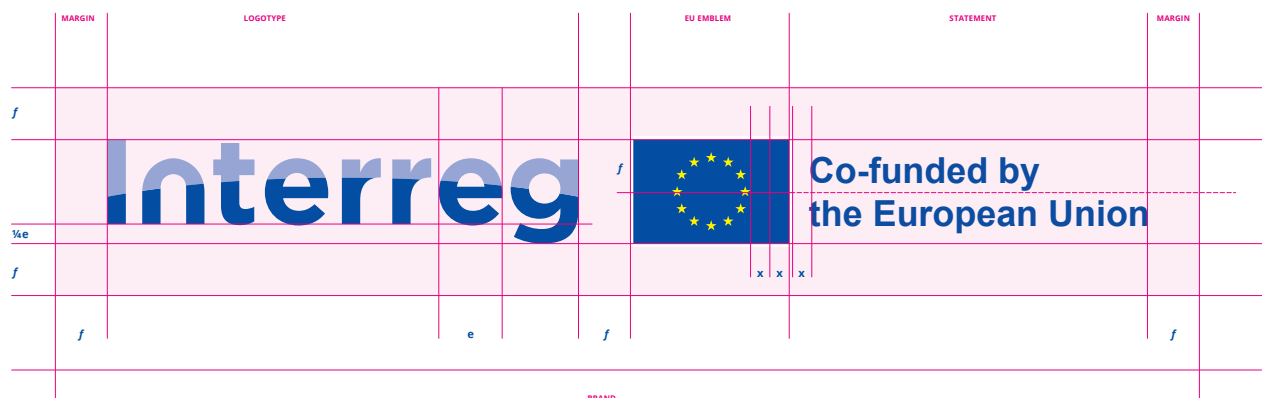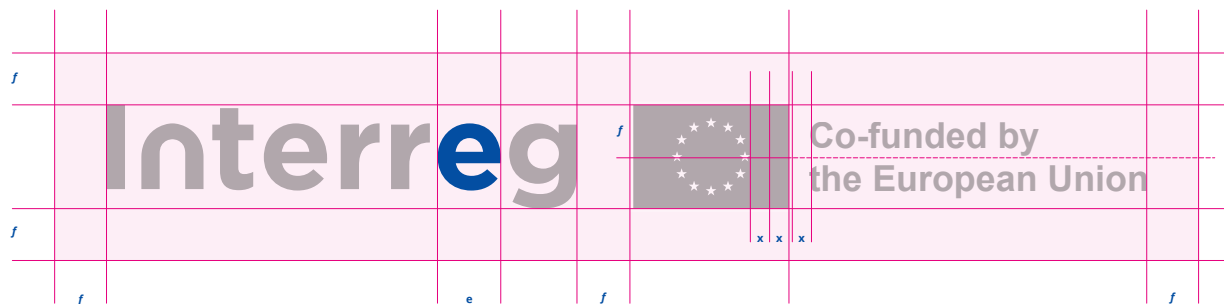
2. STATEMENT

The **statement** "Co-funded by the European Union" must always be written in Arial Bold lowercase.

The whole statement must be positioned to the right of the EU emblem. The font size should be proportionate to the size of the emblem.

3. SPACING

The space between the logotype and the EU emblem equals ½ of the width of unit **"e"**.

The space between the EU emblem (including white border) and the statement equals ½ of the distance between the tip of the far right star and the border of the flag (**x**) - not including the white border.

A **clear space** of **at least 1 "f"** in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.

1.1   Structure and specifications

4. BILINGUAL VERSION

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6.
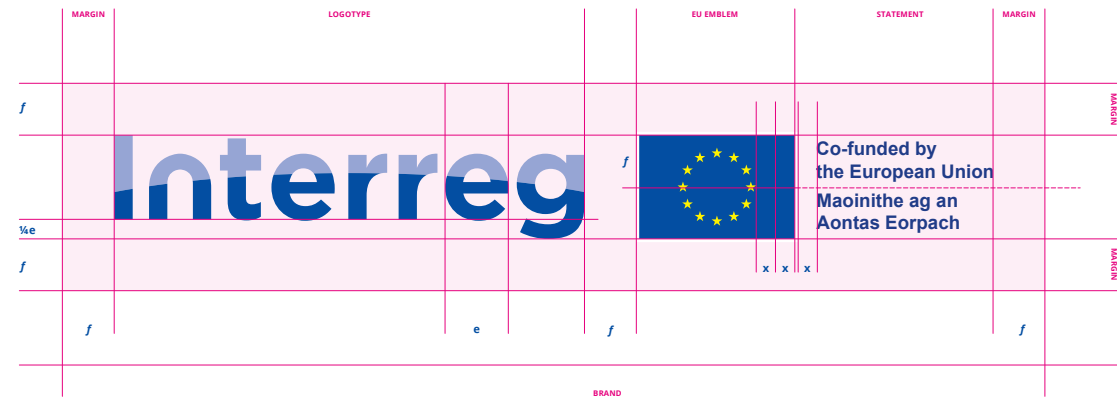
1.2   Colours

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations
from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

Colour
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

Colour
Yellow
Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 / 204 / 0

Colour Black
Pantone Black
CMYK 0 / 0 / 0 / 100
HEX 000000
RGB 0 / 0 / 0

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255

1.3   Correct use of the brand

1. STANDARD BRAND (IDEAL BRAND USE)

The standard brand is the full colour version in the colour codes specified on page 8.

2. BACKGROUND COLOR

Ideally, the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to page 10.

→   **According to EU regulations Common Provisions Regulation (CPR), Annex VIII the EU emblem always comes with a white border around the rectangle. The width of the border is ¹⁄₂₅ of the height of the rectangle.**

1.3 Correct use of the brand

STANDARD BRAND: APPLICATION ON DARK BACKGROUNDS

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.

1.3 Correct use of the brand

WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS

When it is not possible to use a white background box due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the **logotype, EU emblem border** and **statement** must be in white, using the following colour codes:

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255

The size of the EU emblem border must be 1/25 of the height of the emblem.

1.3 Correct use of the brand

MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.

The rules for applications on light vs dark background remain the same as specified on page 9 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

→   **The EU emblem must be applied in white with a black border measuring ⅟₂₅ of the height of the rectangle.**

1.4 Incorrect use of the brand

Three versions of the brand were previously used during the 2014-2020 funding period.

→ **These versions are now obsolete and should not be used for communication referring to the 2021-2027 period. The only correct version of the brand to be used in the 2021-2027 period is described on page 5 of this manual.**

→ **Also note that the reference to the European Regional Development Fund is no longer required for the 2021-2027 period.**

→ **The only funding statement to be used in the 2021-2027 period is "Co-funded by the European Union", with no reference to specific funds.**

1.4 Incorrect use of the brand

The vertical version of the statement positioning provided by the European Commission in its March 2021 Operational Guidelines for recipients of EU funding does not apply to the Interreg logo and must never be used.

The statement should always be positioned to the right of the EU flag.

→ **Disclaimer: the programme names used in this document are presented for the sake of example and do not necessarily represent the choices of the particular programme for its own branding.**

1.4   Incorrect use of the brand

1. Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.

2. Do not invert, distort, stretch, slant or modify the brand in any way.

3. Do not cut the brand.

4. Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.

5. Do not change the composition of the brand elements. They are invariable.

6. Do not use outlines around the brand.

7. Do not use the brand in body text. Instead, in body text use just the word Interreg set in the font of the body text.

8. Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.

9. Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.
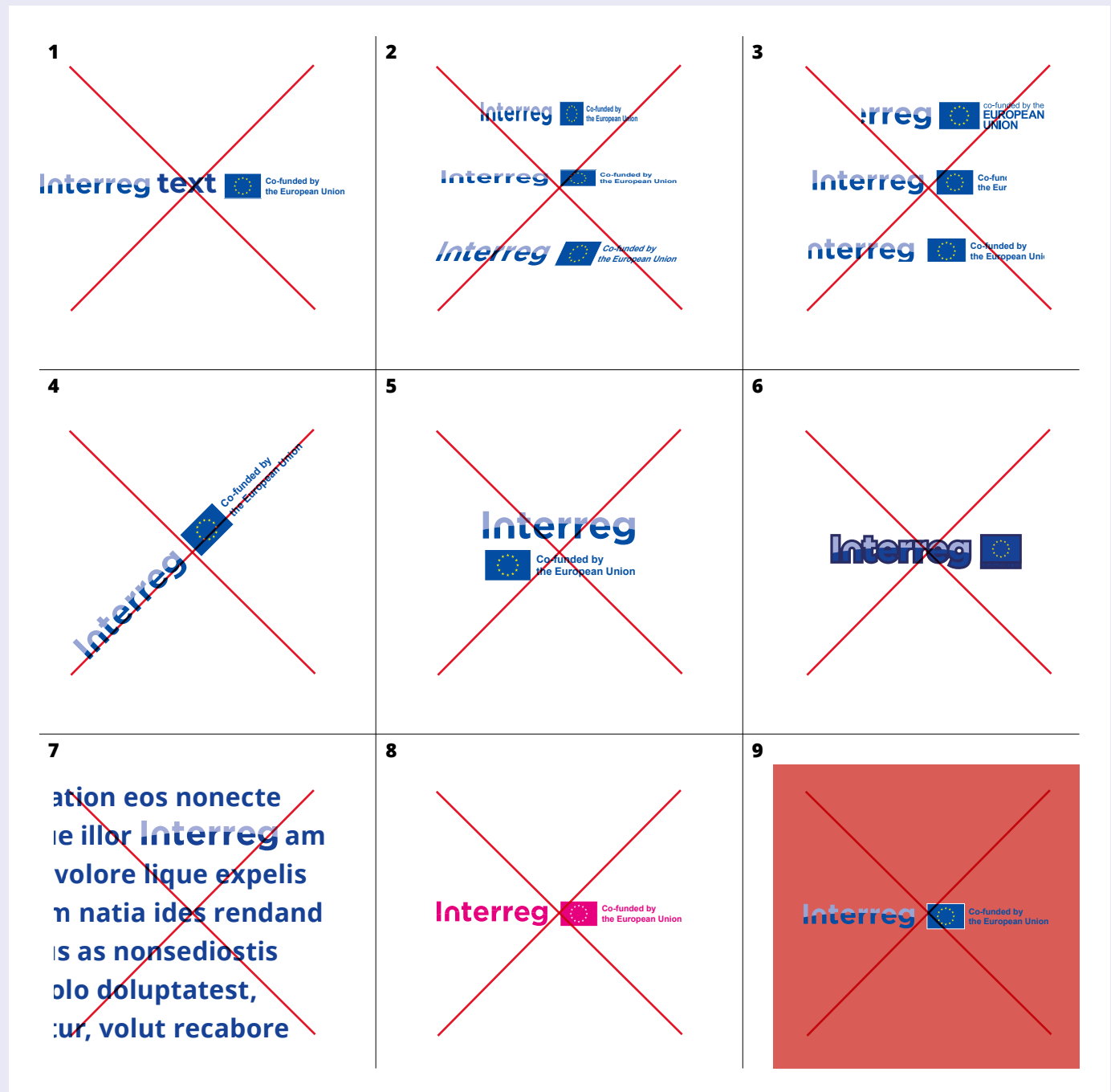
2. Interreg brand in combination with a programme name

2.1   Typeface and style

For programme names, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

1. FONT
Always use left-aligned Montserrat Bold to create your programme name.

2. CAPITALISATION
Names are written in lowercase with only the first letter of each country or region composing the name written in capital letter. Acronyms can be written in all capitals.

3. SIZE
The "combo" Interreg + programme name must not exceed the height of the EU emblem (not including the white border).

→   **The programme name should be a part of the brand image and should not be written separately from the Interreg brand. Your brand is made of your programme's name together with the Interreg logotype made into one single image or document. Do not write the name under the Interreg logotype instead.**

→   **These typefaces are available for free, including web font kits, and can be downloaded. for instance here: http://www. fontsquirrel.com/fonts/montserrat**

→   **Disclaimer: the programme names used in this document are presented for the sake of example and do not necessarily represent the choices of the particular programme for its own branding.**

STANDARD SIZE

Interreg
Estonia-Latvia

Co-funded by the European Union

SIZING FOR SHORT NAMES

Interreg
Aurora

Co-funded by the European Union

SIZING FOR LARGE NAMES

Interreg
Germany / Mecklenburg - Western Pomerania / Brandenburg - Poland

Co-funded by the European Union

2.2 Structure and specifications

1. DEFINING THE PROGRAMME NAME AREA

The space destined for the name of the programme is called the "custom area". Its height is equivalent to **1 "e"** placed at a distance of **½ "e"** below the Interreg logotype.

2. DEFINING THE TYPEFACE SIZE

The name size must be adapted on a case-by-case basis to fill the custom area but must never be smaller than **¼ "e"**

The name must always start directly on the left line of the custom area and expand until its right extreme, whenever possible - as long as the top of the highest letter and the bottom of the lowest letter do not exceed the custom area vertically.

The bottom of the custom area must be used as the guideline for the placement of the lowest part of the letters of the programme name.

For **short names**, the size is set by the vertical limitations of the area.
For **long names**, they can be divided over two lines, with the first line expanding horizontally from the left to right of the area. The first line, therefore, provides the measurement for the font size.
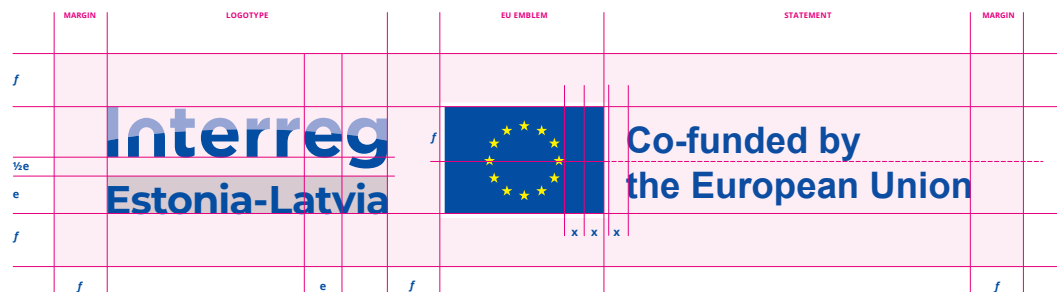
3. EU EMBLEM

The height of the EU emblem must be the same as the height of the entire Interreg programme logotype, from the top part of the "I" to the bottom of the custom area.
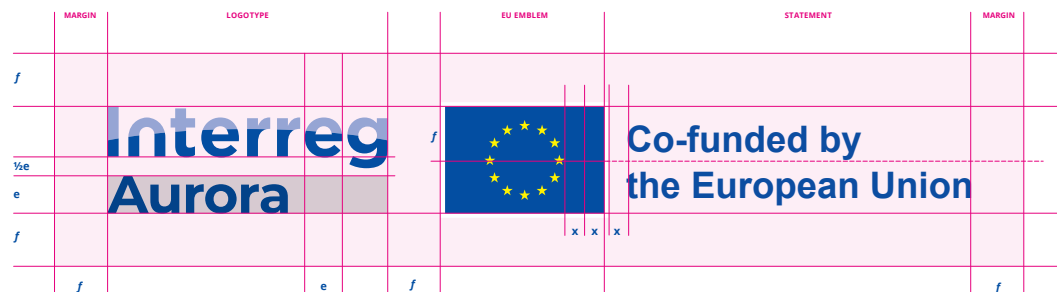
3. CLEAR SPACE AREA

The same clear space rules apply as with the generic Interreg brand (see page 6).

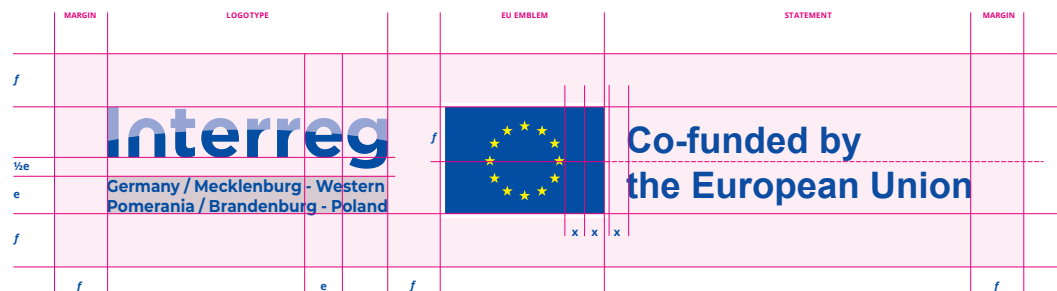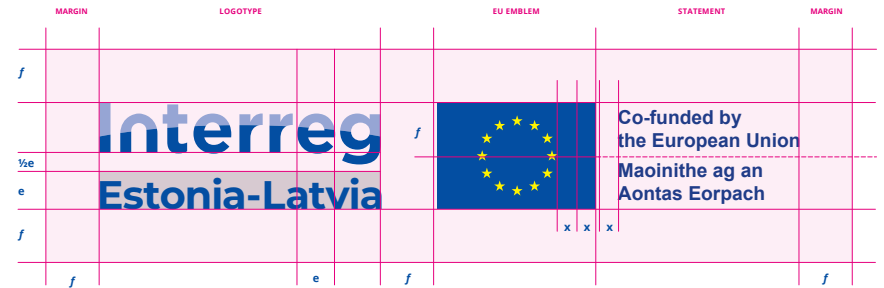**STANDARD SIZE**

SIZING FOR SHORT NAMES

SIZING FOR LARGE NAMES

2.2   Structure and specifications

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6.

2.3 Colour use

Programme names must always be written
in Reflex Blue, which is the EU corporate colour,
using the exact same colour codes as the EU emblem
and statement.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations
from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

3. How to use a project name in conjunction with the Interreg brand

3.1   Components & positioning

Please note: The European Commission recommends limiting the graphic elements to the Programme brand (Interreg+Programme name+EU flag+Statement) and avoid project specific branding elements. However, the European Commission approves the graphic solution described here to the right for the conjunction of project name and programme brand.

Project names must not be used as part of the Interreg logo or programme brand (including the surrounding clear space area).
Project names must always be positioned below the Interreg brand, never on the side.

Follow these intructions to place the project name:

1.   DEFINING THE LINE

A blue line is used to separate the Interreg brand from the project name. This line is positioned exactly **1 "ƒ"** below the Interreg brand and **1 "ƒ"** above the project custom area. It covers the entire width of the brand, including the left and right margin areas.

2.   DEFINING THE PROJECT NAME CUSTOM AREA

The "project custom area" is equivalent to the height of **2 "e"** and the width of the entire Interreg brand, not including the margins. It is positioned **1 "ƒ"** below the line.

3.   DEFINING THE NAME SIZE & POSITIONING

The font size from the highest to the lowest height should not exceed **1 "e"**. The name should be positioned against the top left corner **(x)** of the project custom area.
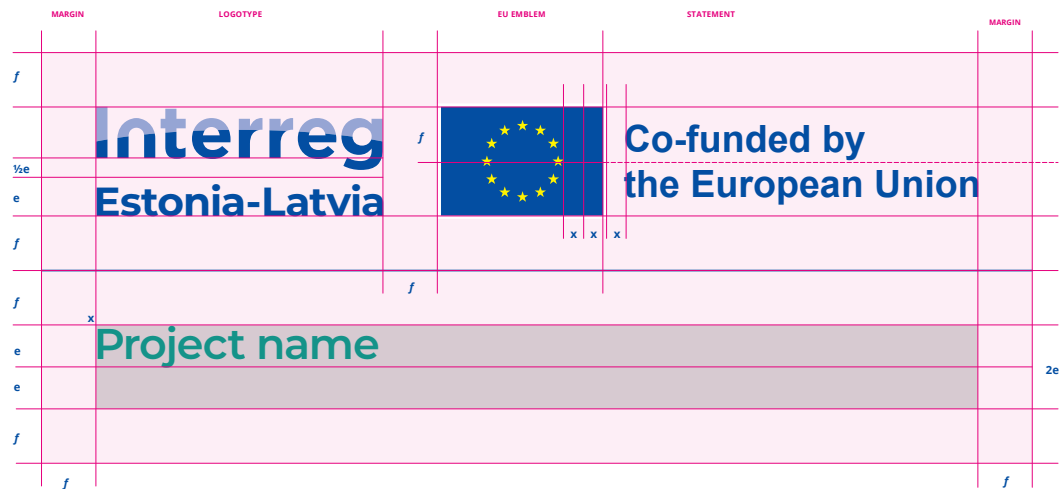
3.1　Components & positioning

4.　FONT

Programmes are free to choose the font; however, we recommend using Montserrat Semibold.

5. OTHER VISUAL ELEMENTS

Other visual elements should not be added.

If you add a project visual element, ensure it does not exceed the project name custom area.

6. BILINGUAL VERSION

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6.
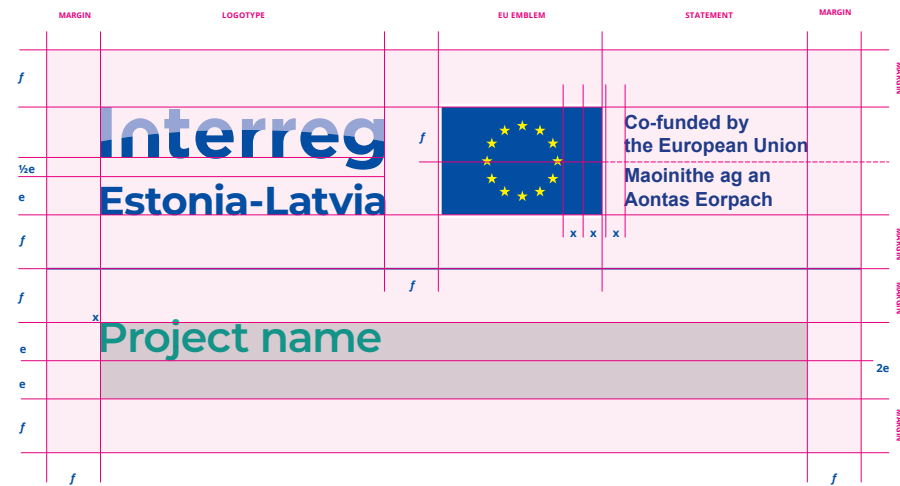
3.2   Colour use

Project names should always use the colour of the matching thematic objective, as described here (see page 39 for more information).

The colour scheme was developed to label the thematic objectives clearly.
The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and branding colours of Interreg.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations
from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

A smarter Europe – innovative and smart economic transformation

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener, low-carbon Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more social Europe – implementing the European Pillar of Social Rights

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A more connected Europe – mobility and regional ICT connectivity

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A Europe closer to citizens – sustainable and integrated development of urban, rural and coastal areas through local initiatives

CMYK 73 / 9 / 6 / 0
HEX #00ADDC
RGB 0 / 173 / 220

A safer and more secure Europe

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A better Interreg governance

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

4. Typefaces

4.1   Primary typeface: Open Sans

The generic typeface for all applications, from body text to headlines, is **Open Sans**.
It has a neutral yet friendly appearance suitable for all applications, while its wide 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 letter forms.

The rules described on this page apply for all print publications and stationery applications.

→   **These typefaces are available for free, including web font kits, and can be downloaded, for instance, here: http://www.fontsquirrel.com/fonts/ open-sans**

Headline 1 Open Sans Bold 20/24

ABCDEFGhijklmn 1234567890 !@#$%^&*()

Headline 2 Open Sans Bold 12/16

ABCDEFGhijklmn 1234567890 !@#$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy
eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

4.2 Secondary typeface: Vollkorn

Vollkorn is an alternative serif typeface to Open Sans. It can be used alone or in combination with Open Sans - as described on page 28.

The rules described on this page apply for all print publications and stationery applications.

→   **These typefaces are available for free, including web font kits, and can be downloaded, for instance, here:** http://www.fontsquirrel.com/fonts/vollkorn

Headline 1 **Vollkorn Bold** **20/24**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 2 **Vollkorn Bold** **12/16**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 3 **Vollkorn Bold** **8/12**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890!@#$%^&*()**
Headline 4 Vollkorn Regular 8/12	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
Text body Vollkorn Regular 8/12	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.
Quote/remark/emphasis Vollkorn Italic 8/12	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.
Vollkorn Italic 6/8	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

4.3   Typeface combinations

The two typefaces **Open Sans** and **Vollkorn** can be used together for better or diverse aesthetics. For example, you can chose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with the font sizes and font weights.

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti.

Title id mos eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

TITLE ID MOS DOLLUT EOSA VOLUPTU

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat.

4.4   Alternative typefaces

If neither Open Sans nor Vollkorn is available, you must use the universal fonts family "Arial, sans-serif" or "Georgia, serif".

These fonts must be used following the same rules as stated on pages 26, 27 and 28.

→   **These typefaces are available for free, including web font kits:**

Arial can be downloaded, for instance, here: https://freefontsfamily.com/arial-font-family-free-download/

Georgia can be downloaded, for instance, here: https://freefontsdownload.net/free-georgia-font-33927.htm

Open Sans Bold
Open Sans Semibold
Open Sans Regular
Open Sans Italic

↓

Arial Bold
Arial Regular
Arial Italic

Vollkorn Bold
Vollkorn Regular
Vollkorn Italic

↓

Georgia Bold
Georgia Regular
Georgia Italic

5. How to use the brand

5.1 Size

The appearance of a brand varies greatly according to the medium it is used in.
Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement or the margins.

The brand should not be used in any size smaller than the smallest size specified here.

MEDIA	SMALLEST BRAND HEIGHT
PRINT A4 PORTRAIT (210×279 MM)	10 mm
PRINT A4 LANDSCAPE (279×210 MM)	10 mm
PRINT A4 PORTRAIT (148×210 MM)	10 mm
PRINT BUSINESS CARD (85×55 MM)	10 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	short side 10 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	long side 10 mm
SCREEN SMARTPHONE (960×640 PX)	63 px
SCREEN TABLET (1024×768 PX)	63 px
SCREEN LAPTOP (1920×1080 PX)	79 px
SCREEN DESKTOP (2560×1440 PX)	79 px
POWERPOINT 16:9 (254×142,88 MM)	10 mm
VIDEO FULLHD (1920×1080 PX)	79 px
VIDEO HD (1280×720 PX)	79 px
VIDEO SD (1050×576 PX)	63 px

10 mm

Co-funded by
the European Union

10 mm

Interreg
Estonia-Latvia
65,7 mm

Co-funded by
the European Union

5.2 Positioning: definition of brand and margin sizes

Three constant rules define the usage of the size of the Interreg brand, which applies to all formats and supports - whether print or digital, small or large, vertical or horizontal.

1. SIZE OF THE BRAND

The width of the logotype + EU emblem - without the statement - is equivalent to a quarter **(¼A)** of the page's entire width **(A)**.
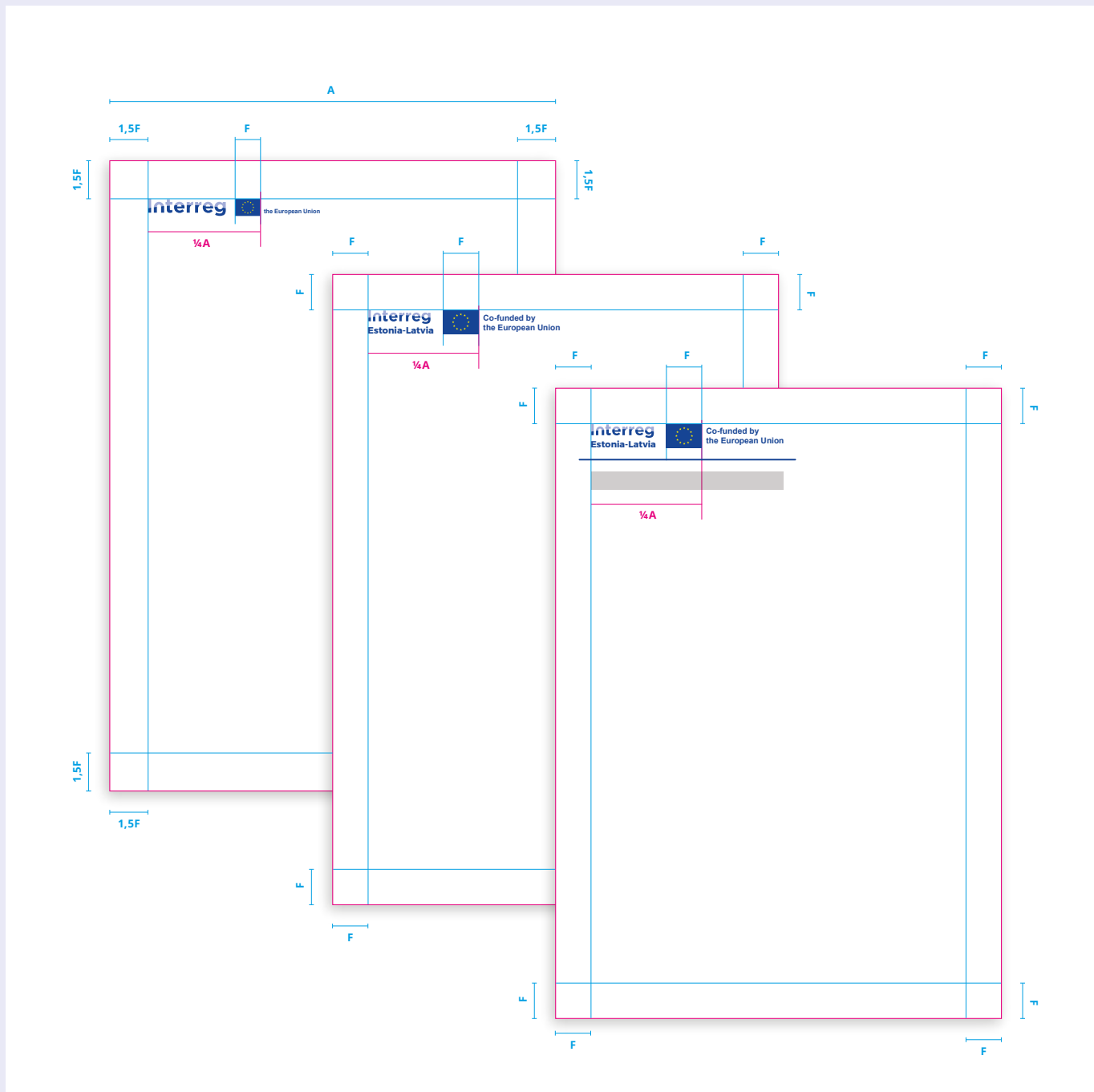
2. SIZE OF THE MARGINS

Once the width of the brand **(¼ A)** has been calculated, the resulting width of the EU emblem **(F)** is used to determine the size of all external margins, top and bottom, vertically and horizontally.
–   Generic Interreg brand: margins = **1,5 F**
–   Interreg brand with programme name: margins = **1F**
–   Interreg brand with programme and project name: margins = **1F**

3. BRAND POSITIONING

The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.

If a smaller version of the brand has ot be used in order to co-exist with other logos or elements, this rule does not have to be applied. Here, the rule of minimum sizes specified on page 31 prevails.
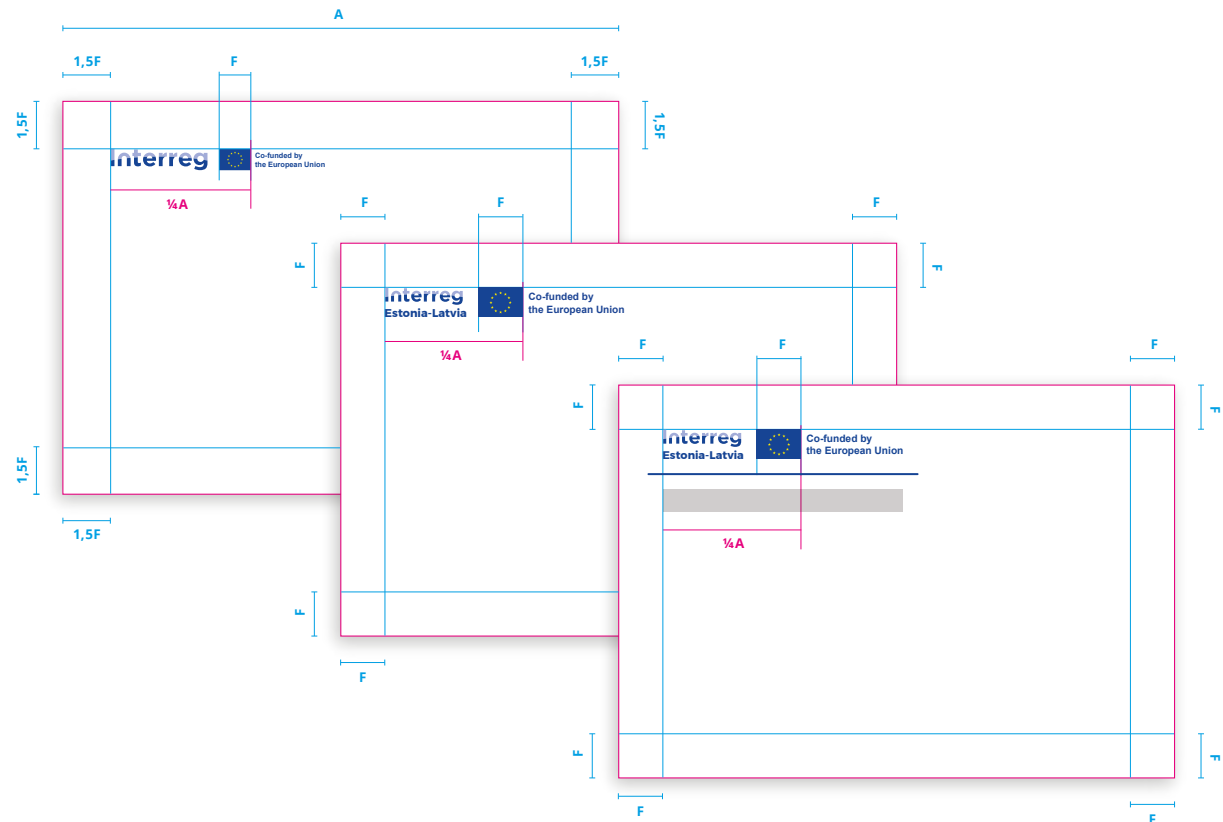
5.2 Positioning: definition of brand and margin sizes

The three constant rules, size of the brand, size of the margins, and brand positioning (see page 31) apply to all formats and supports other than A4.

INSTRUCTIONS

1. Calculate the width of your artboard or page **(A)**
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals **(¼ A)**.
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined - preferably on the top-left corner.

5.2 Positioning: definition of brand and margin sizes

While top left corner placement is preferred, whenever necessary you can choose to position the brand on a different corner as long as you follow the rules for margins and dimensions.

The examples here illustrate alternative ways to align the brand with another margin within a document. You do not have to insert the brand several times on the same document.
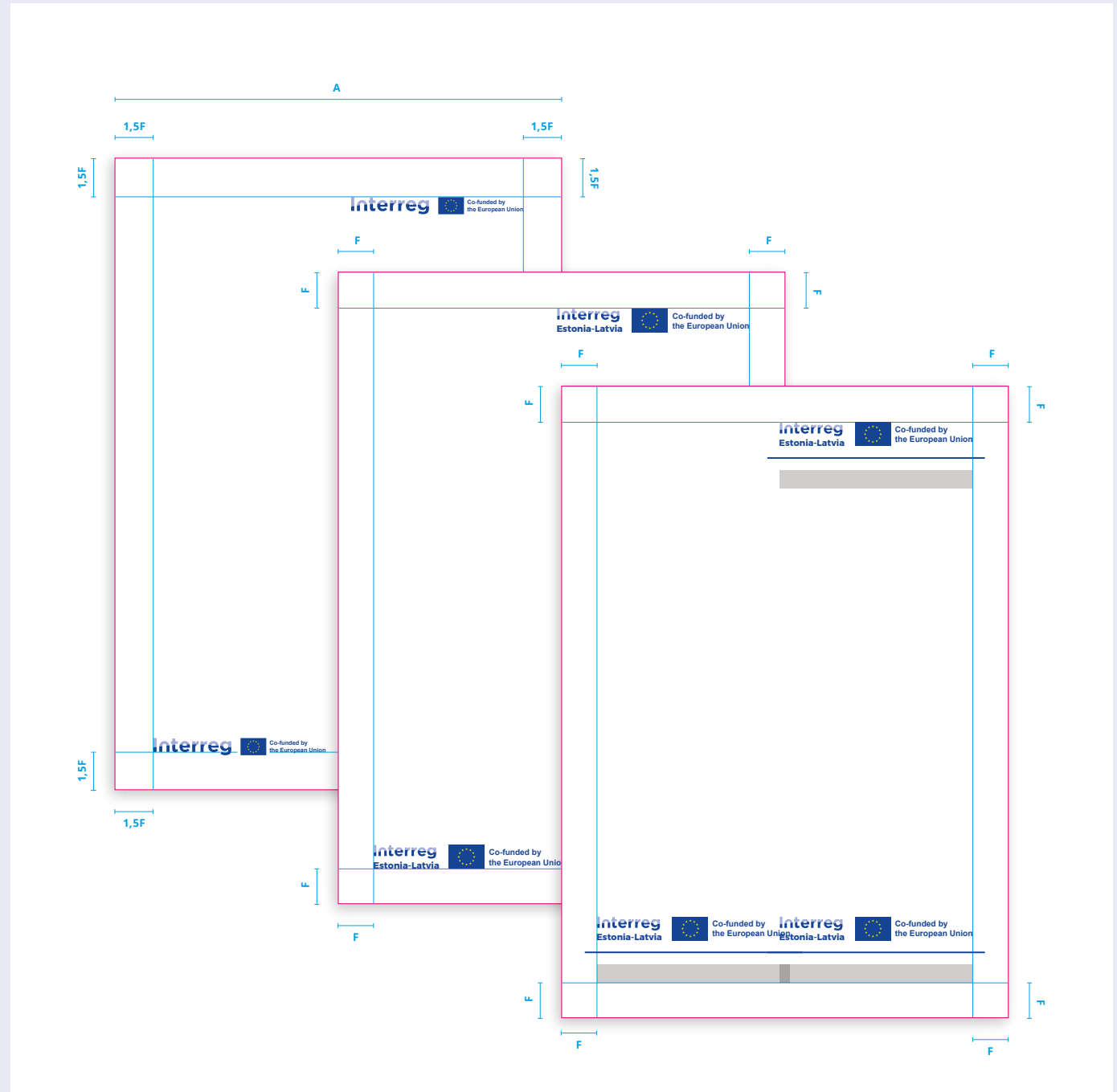
5.2 Positioning: definition of brand and margin sizes

The same rules and principles apply to all formats and supports other than A4.

The examples here illustrate alternative ways to align the brand with another margin within a document. You do not have to insert the brand several times on the same document.
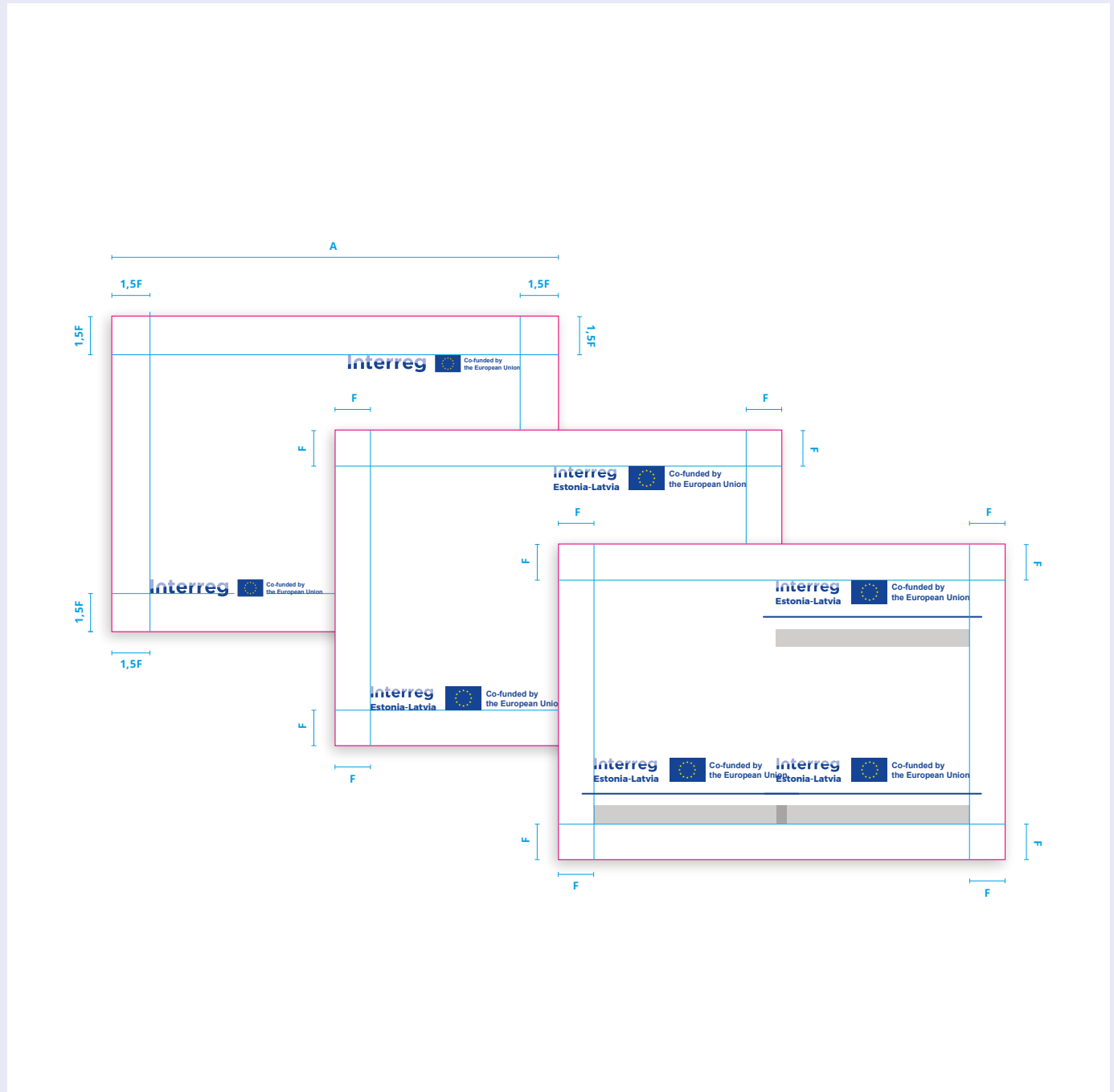
5.3   Social media

Use one of these two options for your social media platforms:

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes the full brand.
2. If the social media platform allows for a banner image use option 2 for your avatar, with the Interreg logotype alone. This is permitted as long as you include the full brand in the social media banner image, as shown in the examples.
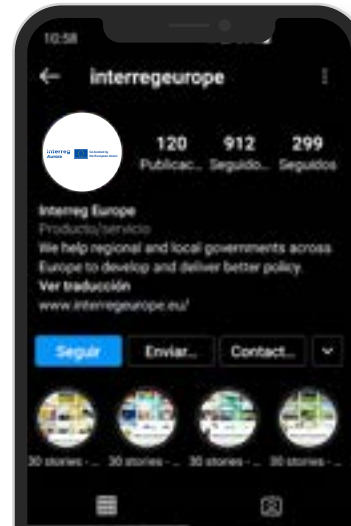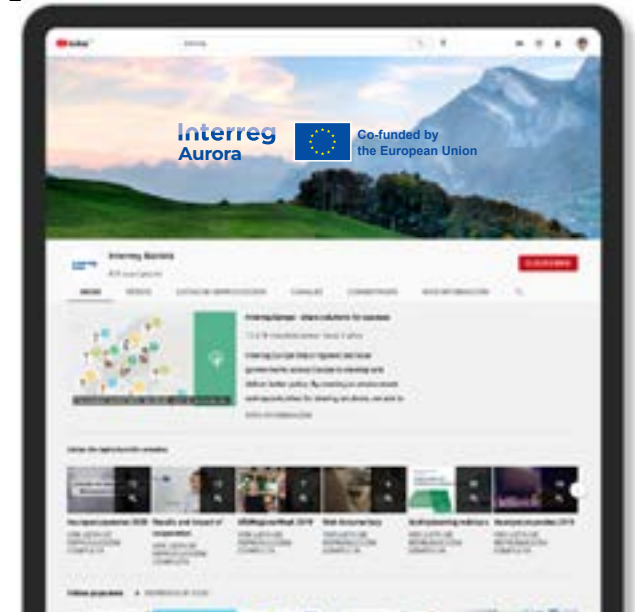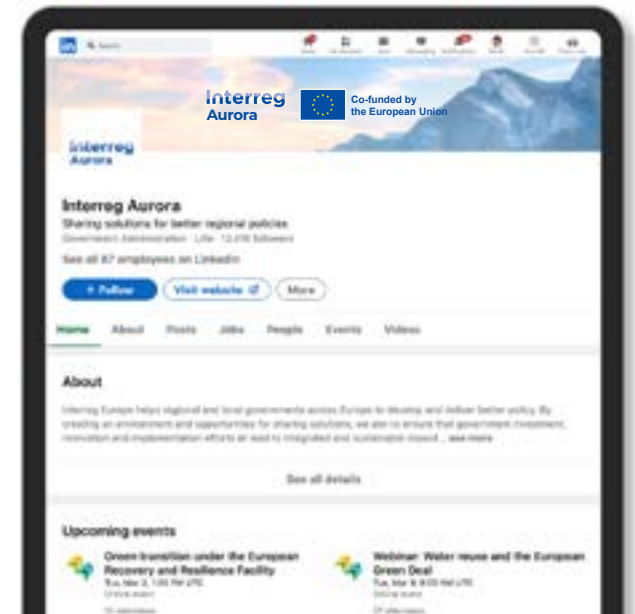
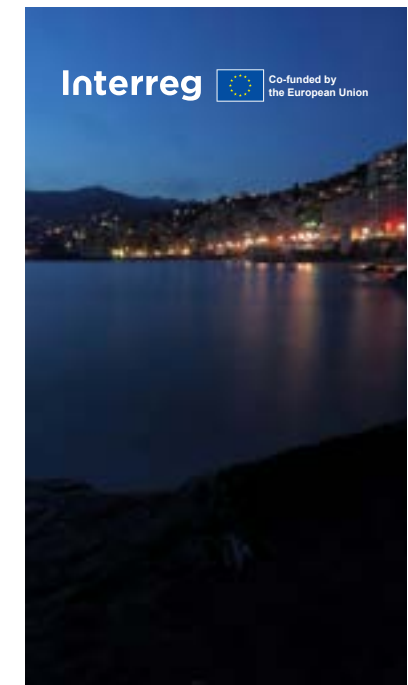**1**   **2**

1

2

2

2

5.3   Social media: post

1.   APPLICATION ON COLOURED BACKGROUNDS

The rules specified on pages 9, 10, 11 and 12 apply to social media as well.

2.   POSITIONING

There is no rule for positioning in social media - as long as it respects the clear space area rule defined on pages 6 and 7.

5.3   Social media: incorrect use of the brand

The same rules as on page 13, 14 and 15 apply for social media applications, be it for profile images and avatars or publications of any sort.
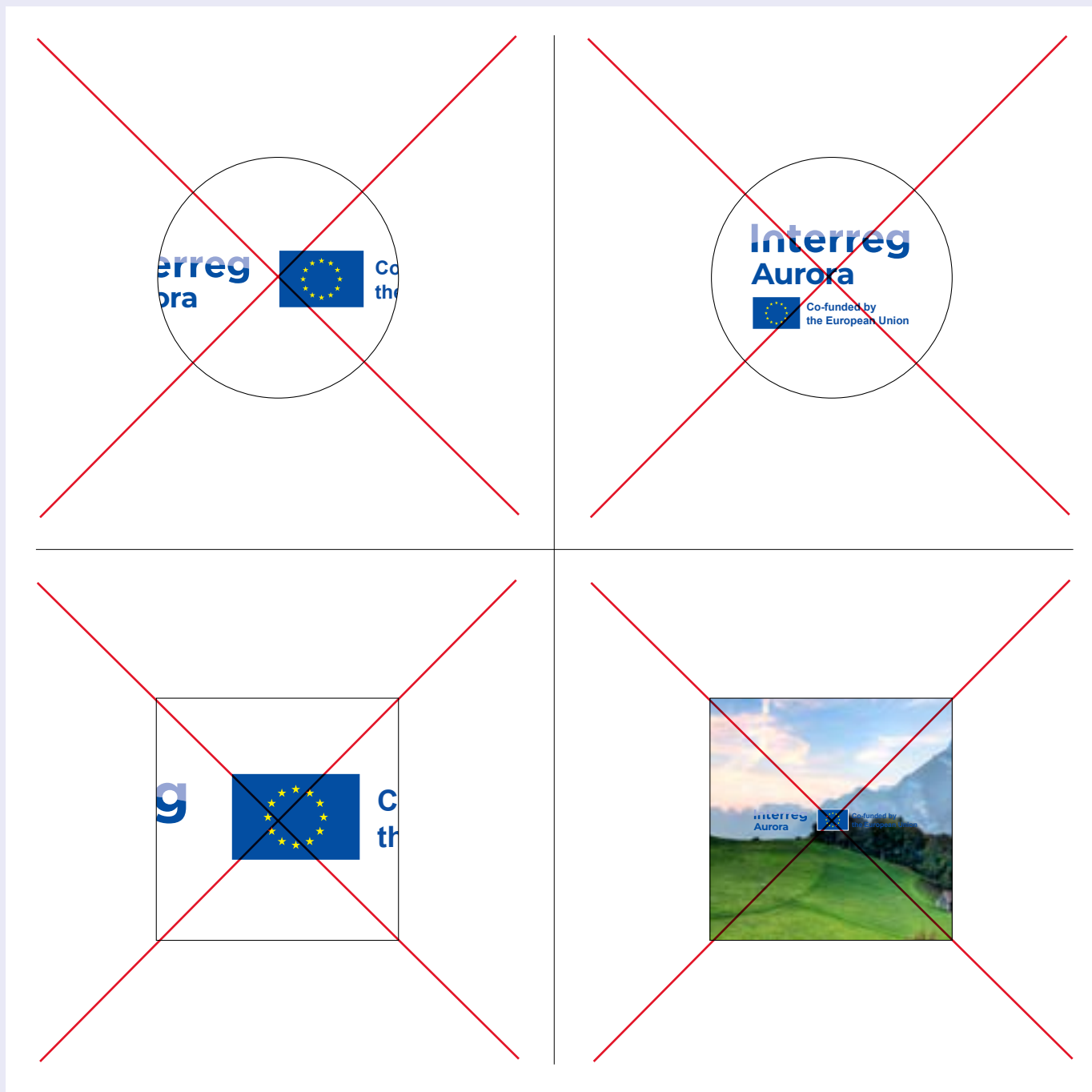
6. Policy objectives

The European Union has defined 7 policy objectives for the 2021–2027 period. These are represented by an invariable system of colours and icons to be used across all programmes and projects whenever these objectives are communicated.

6.1 Colours

The colour scheme was developed by the European Commission to label the policy objectives clearly.
The colours were chosen to create a harmonic system with colours that match each other.
They provide good contrast to the central brand and brand colours of Interreg.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations
from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

A smarter Europe – innovative and smart economic transformation

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener, low-carbon Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more social Europe – implementing the European Pillar of Social Rights

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A more connected Europe – mobility and regional ICT connectivity

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A Europe closer to citizens – sustainable and integrated development of urban, rural and coastal areas through local initiatives

CMYK 73 / 9 / 6 / 0
HEX #00ADDC
RGB 0 / 173 / 220

A safer and more secure Europe

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A better Interreg governance

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

6.2 Standard icons: positive

The icons were designed to work well together as a series, using similar iconography, forms and line weights.

The standard use of the icons is in the colour of the policy objective it represents.

These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

These icons, as presented here, as suggestions, have been designed (shape and colours) by the European Commission and simplified by Interact with Commission approval. It is not allowed to modify these icons without prior approval from the European Commission.

6.2   Monochrome icons: positive

The positive monochromatic version must be used
whenever it is not possible
or desired to use the colour version.

6.2   Standard icons: negative

The negative version of the icons should only be used when the use of the original icons is not possible – for example, because the background or context infringes on their readability.

6.2   Monochrome icons: negative

The negative monochromatic version of the icons should be used as the last option when other solutions are not possible or desired, such as printing purposes when placed on a dark or busy background.
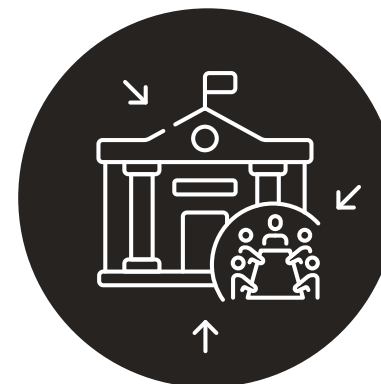
**CONTACT FOR ALL INTERREG BRANDING
AND CO-BRANDING ISSUES:**

Interact Point Viborg
Guillaume Terrien
Toldboden 3, st. E.
DK – 8800 Viborg
guillaume.terrien@interact-eu.net
www.interact-eu.net

BRAND MANUAL DEVELOPED AND DESIGNED BY:

Mila Branders S.L.
www.milabranders.com
melina@milabranders.com

COPYRIGHT / DISCLAIMER

Disclaimer: You are permitted to print or download this material for your personal use. This material can be used for public use, provided the source is acknowledged and the publisher is given prior notice. None of this material may be used for commercial purposes. The information and views set out in Interact documents do not always reflect Interact's opinions.
Publisher Interact Programme Date 05.2021