



Brand Design Manual

Full Brand Integration | *Updated Version, 05.05.2017*

Introduction

Every European Territorial Cooperation programme seeks to develop valuable projects that have a real impact on the life of European citizens. For these programmes to attract new people and new projects they have to be visible. Programmes exist all over the EU, and beyond, 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 at making our environment safer and more sustainable.

But this diversity can turn into a handicap when these programmes (nearly a hundred of them) communicate separately about their opportunities: then they look like an exploded mosaic of local programmes that are totally disconnected from each other, when all of them are actually pursuing the same objective: reducing, if not removing, the obstacles created by national borders within the EU and between the EU and its neighbours.

Together, European Territorial Cooperation programmes have decided to put an end to this isolation, and have joined efforts under a harmonised visual brand mark and a common brand name usable in every language: Interreg. Interreg is now the brand name for European Territorial Cooperation and should be used publicly as widely as possible¹.

This will allow Interreg stakeholders to benefit from each other in their communication, both to attract project applicants and to make projects visible. The harmonised Interreg brand will provide 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. It can be used in many ways and can be adapted for every programme and project, while still respecting the European regulation and implementing regulation regarding the technical characteristics of information and communication measures.

¹ European Territorial Cooperation remains the official name of the initiative and only this name should be used in all legal communications. Interreg, however, should be used in all public communication from programmes, projects, institutions, media, etc.

1. Brand elements	4	2. Programmes and projects	28
		<i>Full brand integration</i>	
1.1. Logo	5	2.1. Logo as programme logo	29
1.1.1. Logo details	6	2.1.1. Logo specification	31
1.1.2. Logo specification	8	2.1.2. Logo additions	33
1.1.3. Logo colours	9	2.1.3. Logo size	36
1.1.4. Logo use	11		
1.1.5. Logo size	12	2.2. Logo used as project logo	37
		2.2.1. Logo specification	39
1.2. Typography	13	2.2.2. Logo size	41
1.2.1. Typefaces	13		
1.2.2. Typeface application	14	2.3. Logo in addition to project logo	42
1.2.3. Typeface application - alternative font	15	2.3.1. Specification for project logos	44
		2.3.2. Logo position	46
1.3. Grid	16		
1.3.1. Grid in use	19		
1.3.2. Logo positioning	21		
1.4. Thematic objectives	22		
1.4.1. Colours	23		
1.4.2. Icons	24		

1. Brand elements

The brand design is more than a logo: It consists of characteristic elements such as colours, typefaces and a structure to help layout pages: the grid.

Only the combination of all these elements will result in an optimum brand recognition.

1.1. Logo

The logo is the most important element of the Interreg visual identity. The new Interreg logo was 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 European flag 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 logo. Please take time to understand how to apply these rules so the logo always appears in a clear and consistent way.



ERDF | *Reference to the European Regional Development Fund*

Visible reference to “ERDF” is compulsory but not necessarily as part of the logo. You can see here the logo without the reference as well our suggestions for linking it to the logo.

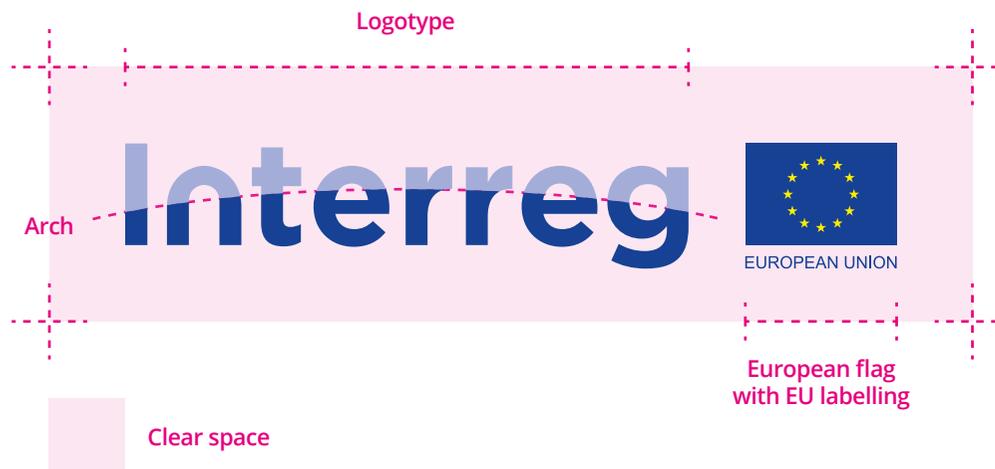


1.1.1. Logo details

LOGO | *Main version*

The logo consists of the following elements: the logotype with the coloured arch inside, the European flag and the European Union labelling.

The logo 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. Always use the digital logo files provided and do not try to recreate or modify the logo in any way.



ERDF | *Logo versions with the reference to the fund*

The logo also exists in two versions with the text “European Regional Development Fund” written below it. The height of this line has to be the same as for “European Union” under the flag. One of these logo versions should be applied if “European Regional Development Fund” is not written anywhere else on the page where the logo is shown. If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vol-korn regular.

The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.



1.1.2. Logo specification

LOGO WITH THE REFERENCE TO THE FUND | *Version 01*

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

Basic unit

The basic unit used for the definition of the logo composition is the width of the letter “e”. This measure is used to define the space between the elements as well as the clear space around the logo.

European flag

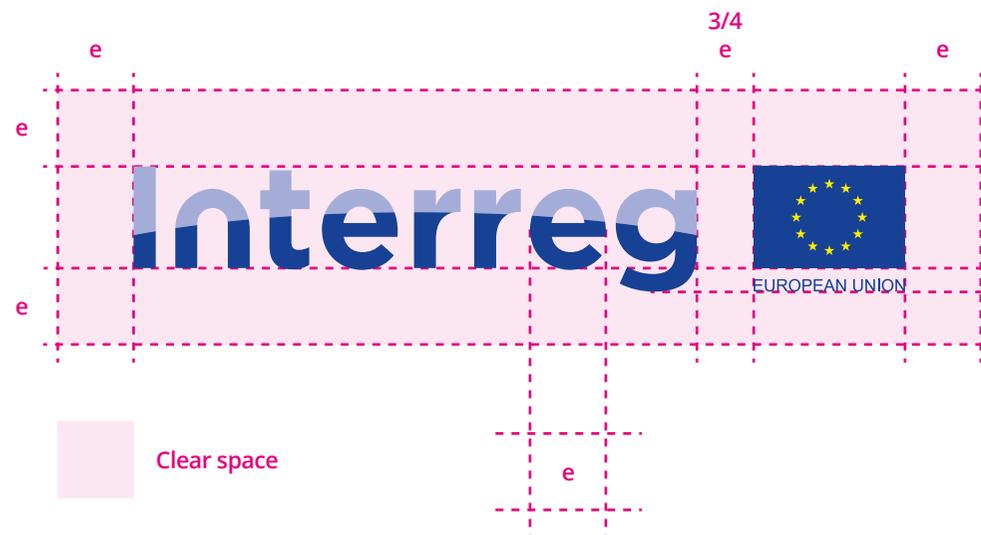
The space between the logotype and the European flag equals $\frac{2}{3}$ of the basic unit. The height of the flag is the same as the letter “l”.

European Union label

The “European Union” label is aligned with the descender of the letter “g”. It is always exactly as wide as the European flag. Following the regulation, the “European Union” labelling is set in Arial.

Clear space area

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



LOGO WITH THE REFERENCE TO THE FUND | Version 02

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

Basic unit

The basic unit used for the definition of the logo composition is the width of the letter “e”. This measure is used to define the space between the elements as well as the clear space around the logo.

European flag

The space between the logotype and the European flag equals $\frac{2}{3}$ of the basic unit. The height of the flag stretches from the descent line (the lowest point of the descender of the letter “g”) to the cap line (the highest point of the letter “l”).

European Union label

The “European Union” label is aligned with the height of the capital letters “ERDF”. It is always exactly as wide as the European flag. Following the regulation, the “European Union labelling is set in Arial.

Clear space area

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



1.1.3. Logo colours

The logo colours are derived from the European flag and must not be changed. They are also the central brand colours of the Interreg brand and they are used to identify the brand as well as beyond the logo in all visual communication. The colours are defined for all colour systems.

Explanation:

Pantone:

Spot colours.

CMYK:

Process-colour printing, 100 colour gradations per channel

C = cyan, M = magenta, Y = yellow, K = black

RGB:

Colour sample for monitor display with 256 gradations per channel

R = red, G = green, B = blue

Hex:

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

	Colour	Pantone	CMYK	HEX	RGB
	Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
	Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
	Yellow	Yellow	0/0/100/0	FFCC00	255/204/0

1.1.4. Logo use | *Correct use of the logo*

Standard logo

The standard logo is the full colour version. This version should be used whenever it is possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Grayscale logo

For single colour reproductions, a grayscale version of the logo should be used. This version should only be used whenever full colour is not available.

Black and white logo

The black and white logo should only be used if there is no possibility to use grayscale.

White logo

The white logo should only be used if there is no possibility to use full colour. In that case, logo can be applied only on very dark backgrounds.



Ideal logo use:
Standard logo on white background



Allowed logo use:
Grayscale logo for monochrome applications



Allowed logo use:
Black and white logo if grayscale is not possible.



Allowed logo use (not recommended):
Standard logo on very light coloured background – enough contrast necessary!
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 rectangle.



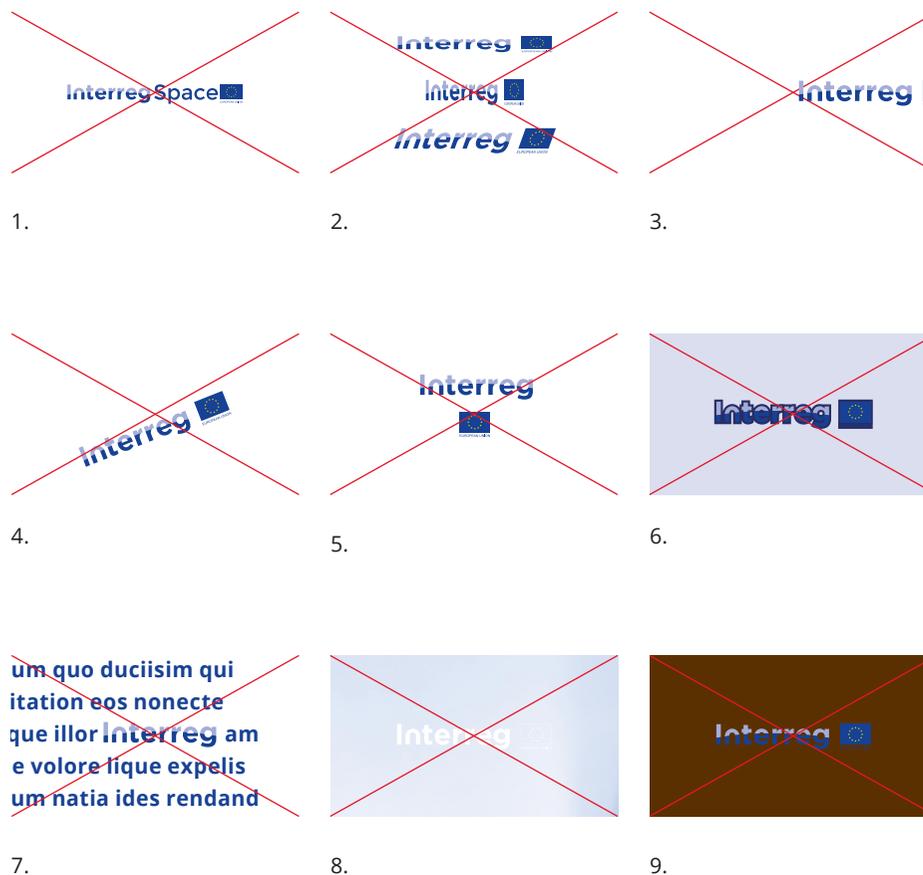
Allowed logo use (not recommended):
Standard logo on bright photo – enough contrast necessary!
Please note:
According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the rectangle.



Allowed logo use (not recommended):
White logo on the very dark coloured background – enough contrast necessary!
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 rectangle.

Logo use | *Incorrect logo use*

1. Do not use any other typographic elements in addition to the logo on the same line. It is allowed to use programme and project names in the lines below the logo only according to the rules specified later in this manual.
2. Do not distort, stretch, slant or modify the logo in any way.
3. Do not cut the logo.
4. Do not rotate the logo.
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
6. Do not use outlines around the logo.
7. Do not use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.
8. Do not invert the logo or use the logo in any other colour than the standard full colour version or in grayscale on monochrome applications.
9. Avoid coloured backgrounds as much as possible - only exception are very light colours as specified on the page before. If the logo needs to be placed on a dark background, it has to be in a white rectangle, with its size matching at least the clear space as specified in section 1.1.2. The best solution might be to create a vertical or a horizontal white banner in which to insert the logo.



1.1.5. Logo size

1.1.6. The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here. The print sizes are derived from a grid system that is presented on p. 13 of this manual.



38,1 mm
smallest Logo width

Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	38,1 mm	80,4 mm
Print A4 landscape	279*210 mm	38,1 mm	80,4 mm
Print A4 portrait	148*210 mm	38,1 mm	38,1 mm
Print Business card	85*55 mm	35,1 mm	35,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

1.2. Typography

1.2.1. Typefaces

For programme and project logos (programme and project name) and the reference to the European Regional Development Fund, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

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 letter forms. As an alternative serif typeface to Open Sans, Vollkorn was chosen. All typefaces are available for free, including web font kits.

The fonts can be downloaded here:

Montserrat:

<http://www.fontsquirrel.com/fonts/montserrat>

Open sans:

<http://www.fontsquirrel.com/fonts/open-sans>

Vollkorn:

<http://www.fontsquirrel.com/fonts/vollkorn>

NOTE: the reference to the European Union under the flag uses the typeface Arial as described in art 4, §4 of the Commission implementing regulation (EU) No 821/2014. This should not be changed.

Typeface

Typeface Application

Montserrat Regular

logo extensions (programme names, project names, ERDF)

Open Sans Font Family

overall communication (body text, headlines etc.)

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Italic

Vollkorn Font Family

alternative font for overall communication (body text, headlines etc.)

Vollkorn Bold

Vollkorn Regular

Vollkorn Italic

1.2.2. Typeface application

For full application of the Interreg brand design, the following type specifications for print publications and stationery are recommended. The sizes and heights are optimised for use with the grid described in section 1.3 of this manual

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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Open Sans Semibold
 8/12

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnpqrstuvwxyz
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 labore et dolore magna aliquyam erat.

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.

1.2.3. Typeface application - alternative font

As an alternative to Open Sans, Vollkorn can be used.

Headline 1
Vollkorn Bold
20/24

ABCDEFGHIjklmn
1234567890
!@#\$%^&*()

Headline 2
Vollkorn Bold
12/16

ABCDEFGHIjklmn
1234567890
!@#\$%^&*()

Headline 3
Vollkorn Bold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
abcdefghijklmnpqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Vollkorn Regular
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
abcdefghijklmnpqrstuvwxyz
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.

1.3. Grid

To keep proportions and layouts consistent throughout the visual identity, we suggest the use of a unified grid system. Using this grid, it is possible to easily create layouts for all applications and document sizes.

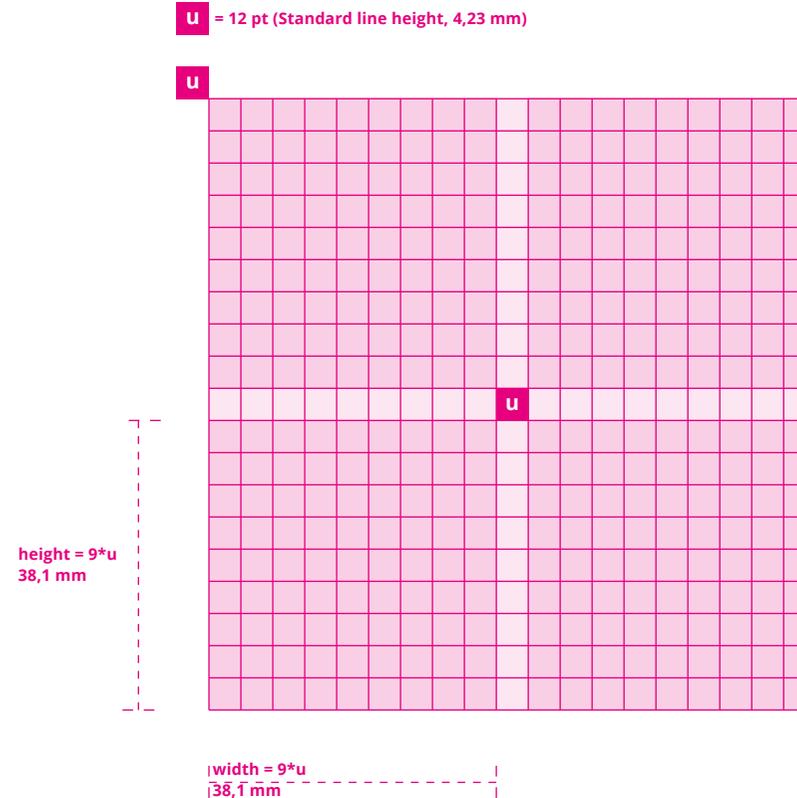
The grid is based on the 12 pt line height that is defined as the standard typographic line height of a text body according to section 1.2.2. in this manual.

Therefore, the smallest unit (u) is a square measuring 12 pt (4.23 mm) in height and width.

A basic layout element (38.1 mm) consists of 9 units (u) in heights and width. Several vertical basic layout elements can form a text column of 9 units width. Basic layout elements are always separated from each other by one unit (u).

The width of a basic layout element also defines the smallest logo size as described in section 1.1.5.

On any given document format, the grid always starts and ends with a basic layout element. The margins are never wider than one basic layout element.



1.3.1. Grid in use

A4 format

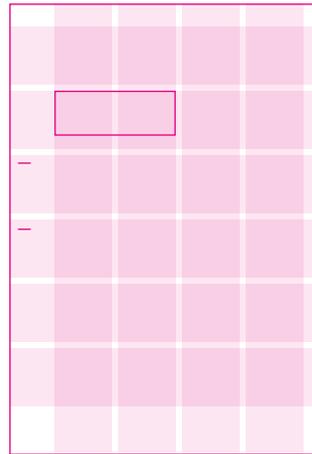
On an A4 format the grid offers 4 columns, each one basic unit wide (38.1 mm), consisting of 6 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a standard A4 page with facing pages:

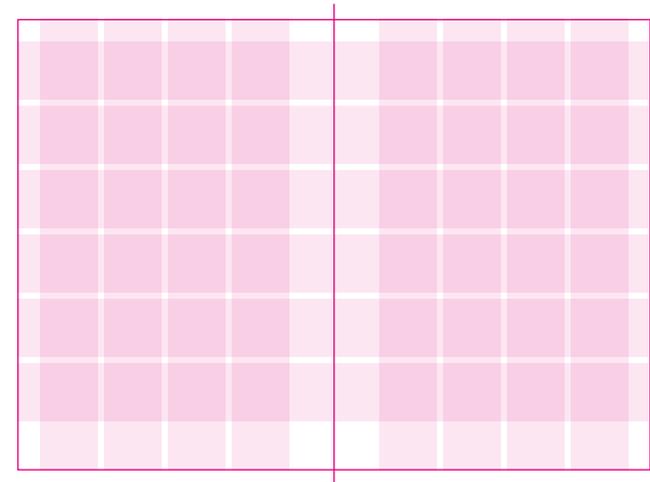
Top margin: 15 mm
 Inside margin: 29,9 mm
 Outside margin: 15 mm
 Bottom margin: 32,23 mm

Centered grid position on a single A4 page:

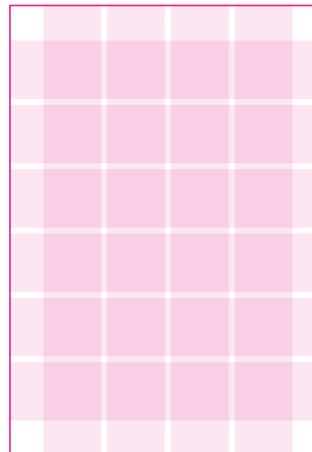
Top margin: 23,62 mm
 Left margin: 22,45 mm
 Right margin: 22,45 mm
 Bottom margin: 23,62 mm



Single page A4 grid (e.g. letter) with address field for envelopes



A4 page spread with facing pages



Centered grid in standard DIN portrait format - usable in any sizes from A4 to poster sizes

A4 landscape format

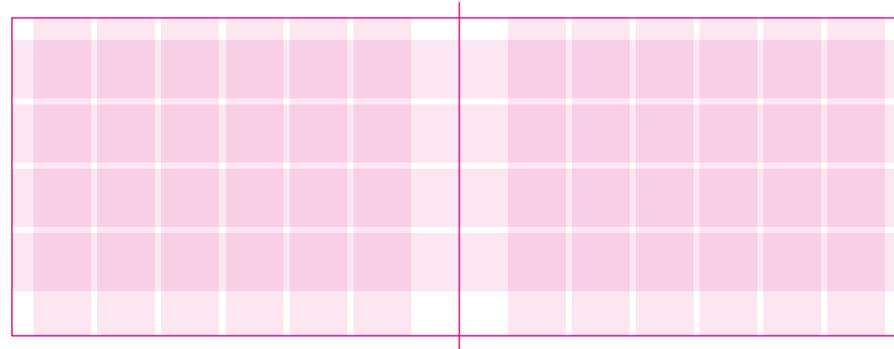
On a landscape A4 format the grid offers 6 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A4 page with facing pages:

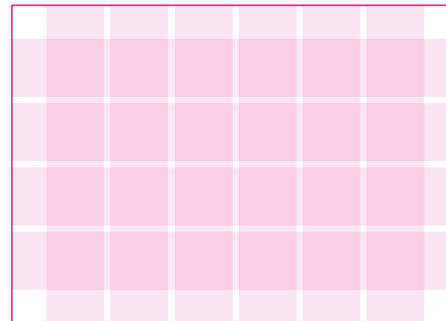
Top margin: 15 mm
Inside margin: 32,23 mm
Outside margin: 15 mm
Bottom margin: 29,9 mm

Centered grid position on a single landscape A4 page:

Top margin: 22,45 mm
Left margin: 23,62 mm
Right margin: 23,62 mm
Bottom margin: 22,45 mm



Landscape A4 page spread



Landscape page spread with centered grid - also usable for posters, presentations, handouts.

A5

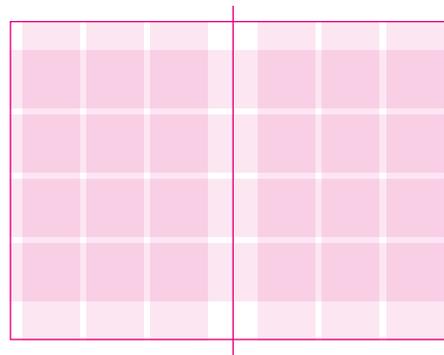
On A5 format the grid offers 3 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A5 page with facing pages:

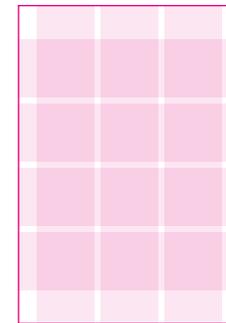
Top margin: 19,23 mm
 Inside margin: 16,75 mm
 Outside margin: 8,47 mm
 Bottom margin: 25,67 mm

Centered grid position on a single A5 page:

Top margin: 22,45 mm
 Left margin: 12,62 mm
 Right margin: 12,62 mm
 Bottom margin: 22,45 mm



A5 page spread with facing pages

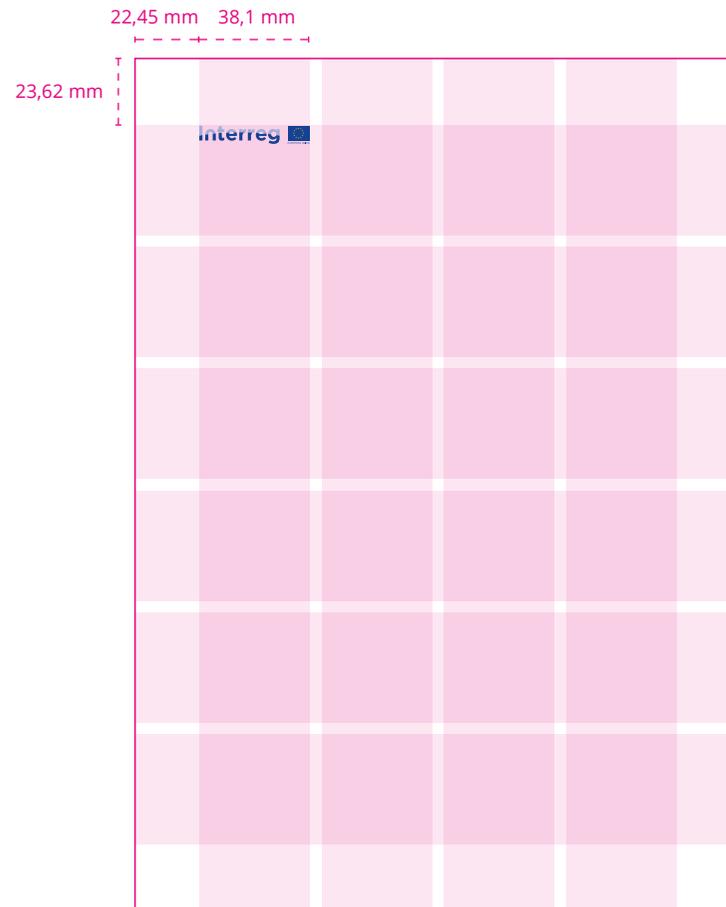


*Single A5 page with centered grid
(flyer, leaflet, handout)*

1.3.2. Logo positioning

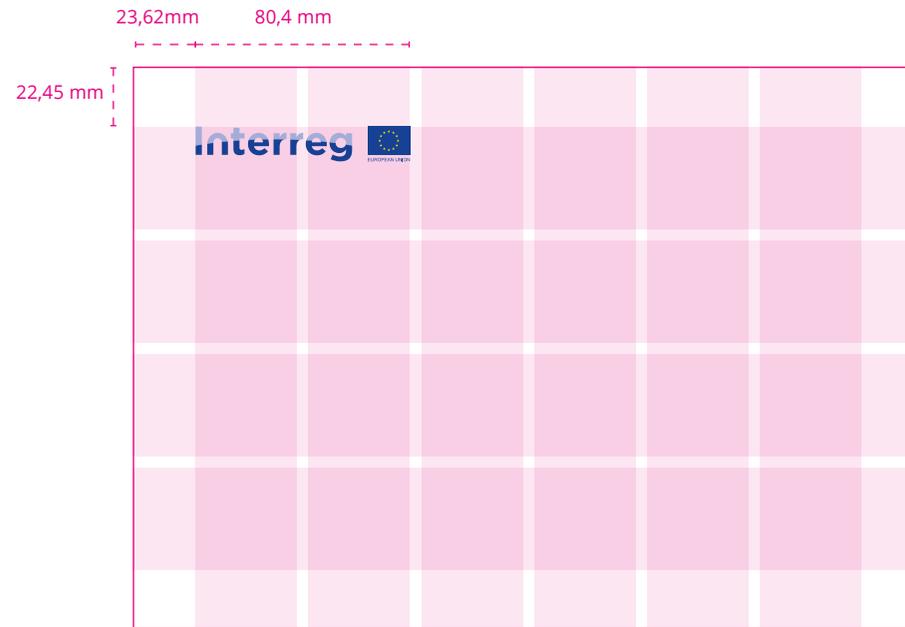
Logo positioning on A4

The width of a basic layout element also defines the smallest logo size as described in section 1.1.5 (38.1 mm). The width of the logo should always be exactly one or more basic layout elements. Its position should be aligned with the grid.



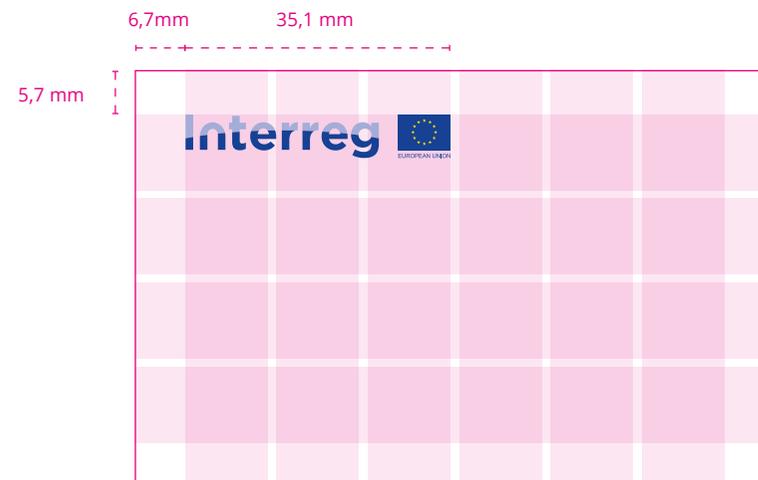
Positioning of the logo in the grid on a A4 document.

Logo positioning on A4 landscape format



Positioning of the logo in the grid on a A4 landscape format or powerpoint presentation handout.

Logo positioning on a business card



Positioning of the logo on a business card (85*55 mm).

1.4. Thematic objectives

The 11 thematic objectives to help deliver Europe 2020 goals are represented in the Interreg brand design by a system of colours and icons. These invariable colours and icons should be used whenever these objectives are communicated, especially towards beneficiaries and potential beneficiaries.

At capitalisation level, it is recommended to cluster the thematic objectives under the three colours (only) of the three EU 2020 clusters (smart, sustainable and inclusive growth) and use the set of colours recommended by the European Commission and used by all Cohesion programmes.

1.4.1. Colours

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

For project logos based on the Interreg logo, the names of the project should be written in the colour of the matching thematic objective.

Explanation:

Pantone:

Spot colours.

CMYK:

*Process-colour printing, 100 colour gradations per channel
C = cyan, M = magenta, Y = yellow, K = black*

RGB:

*Colour sample for monitor display with 256 gradations per channel
R = red, G = green, B = blue*

Hex:

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

	Thematic objective	Pantone	CMYK	HEX	RGB
	Research and innovation	109 U	0/24/93/0	#fdc608	253/198/8
	Information and communication technologies	2716 U	41/30/0/0	#a3add8	163/173/216
	Competitiveness of SMEs	3115 U	71/0/19/0	#1cb8cf	28/184/207
	Low-carbon economy	347 U	81/13/76/1	#159961	21/153/97
	Combating climate change	206 U	4/86/43/0	#e34063	227/64/99
	Environment and resource efficiency	382 U	49/0/99/0	#98c222	152/194/34
	Sustainable transport	Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
	Employment and mobility	1665 U	2/71/72/0	#ea6647	234/102/71
	Better education, training	515 U	11/44/0/0	#e0a6cc	224/166/204
	Social inclusion	513 U	43/70/12/0	#a36298	163/98/152
	Better public administration	3145 U	87/32/35/16	3c7486	60/116/134

1.4.2. Icons

Standard appearance (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 thematic objective it represents.



Research and innovation



Information and communication technologies



Competitiveness of SMEs



Low-carbon economy



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Better education, training



Social inclusion



Better public administration

Negative appearance

It is also possible to use the icons in negative versions. In this case the icons should be placed in circles.



Research and innovation



Information and communication technologies



Competitiveness of SMEs



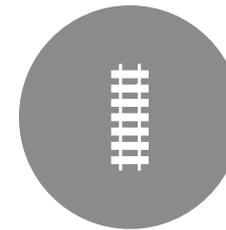
Low-carbon economy



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Better education, training



Social inclusion



Better public administration

Grayscale versions

In the case of grayscale applications the icons can also be used in black.



Research and innovation



Information and communication technologies



Competitiveness of SMEs



Low-carbon economy



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Better education, training



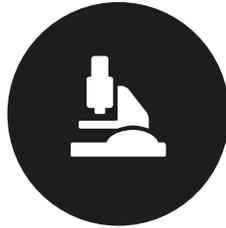
Social inclusion



Better public administration

Grayscale negative version

A grayscale negative version is also possible.



Research and innovation



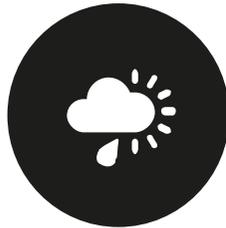
Information and communication technologies



Competitiveness of SMEs



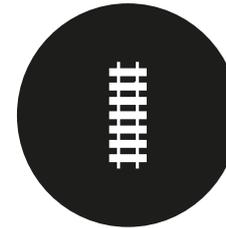
Low-carbon economy



Combating climate change



Environment and resource efficiency



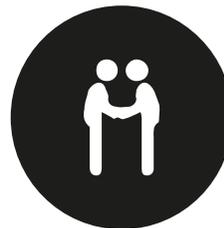
Sustainable transport



Employment and mobility



Better education, training



Social inclusion



Better public administration

2. Programmes and projects

Full brand integration

This section describes how the logo should be used when a programme uses the full implementation of the harmonised Interreg brand with the Interreg logo as their programme logo.

2.1. Logo as programme logo

Programme logo | *Version 01*

When the Interreg logo is used as a programme logo, the name of the programme has to be written below the Interreg logotype.

Interreg
Programme Name



Programme logo | *Version 01 with the reference to the fund*

The logo also exists in two versions with the text "European Regional Development Fund" written below it. The height of this line has to be the same as for "European Union" under the flag. One of these logo versions should be applied if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Interreg
Programme Name



European Regional Development Fund

Programme logo | *Version 02*

When the Interreg logo is used as a programme logo, the name of the programme has to be written below the Interreg logotype. The European Union label is aligned with the base line of the programme name. The label is always exactly as wide as the European flag. Following the regulation, the European Union labelling is set in Arial.

Interreg
Programme Name



EUROPEAN UNION

Programme logo | *Version 02 with the reference to the fund*

The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. The European Union label is aligned with the base line of the capital letters from the "ERDF". The label is always exactly as wide as the European flag. Following the regulation, the European Union labelling is set in Arial. This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is used, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Interreg
Programme Name

European Regional Development Fund



EUROPEAN UNION

2.1.1. Logo specification

Programme logo | Version 01

The composition of the logo elements follows specific rules and must not be changed.

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag

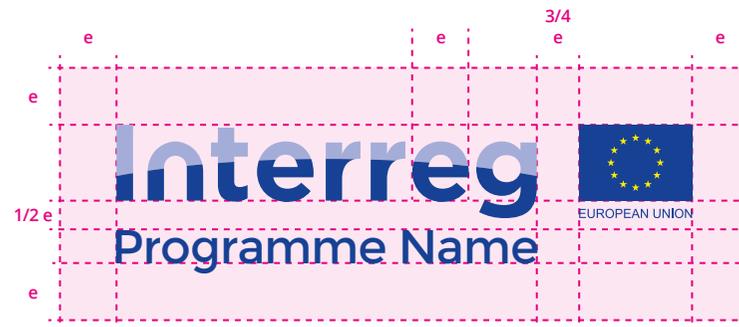
The space between the logotype and the European flag equals $\frac{3}{4}$ of the basic unit. The height of the flag is the same as the letter “l”.

Programme name

The programme name should be set in Montserrat Regular, with a letter spacing of -20. The colour is the same reflex blue as in the logo (specified in section 1.1.3). Whenever possible, the name should be aligned with either the Interreg logotype or the European flag, depending on the length of the name. The font size should be chosen accordingly. The maximum length of the programme name is marked by the total length of the logo including the flag. The distance between the cap-height (cap-h) of the programme name and the baseline of the Interreg logotype should always be $\frac{1}{2}$ of a basic unit. Short programme names should be written at a cap-height (cap-h) that equals $\frac{3}{4}$ of the basic unit.

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



Logo with medium long programme name (9-15 characters):

font size should be chosen to be aligned with Interreg logotype.



Logo with long programme name (more than 15 characters):

font size should be chosen to be aligned with the European flag.



Logo with short programme name (less than 9 characters):

not aligned, standard cap-height (cap-h) $\frac{3}{4}$ of basic unit.



Programme logo | Version 02

The composition of the logo elements follows specific rules and must not be changed.

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag and European Union label

The space between the logotype and the European flag equals $\frac{3}{4}$ of the basic unit. The European Union flag is aligned either with the cap-height (cap-h) or with the x-height (x-h) of the programme name, depending on the variation of the programme logo. The European Union label is always aligned with the base line of the of the programme name.

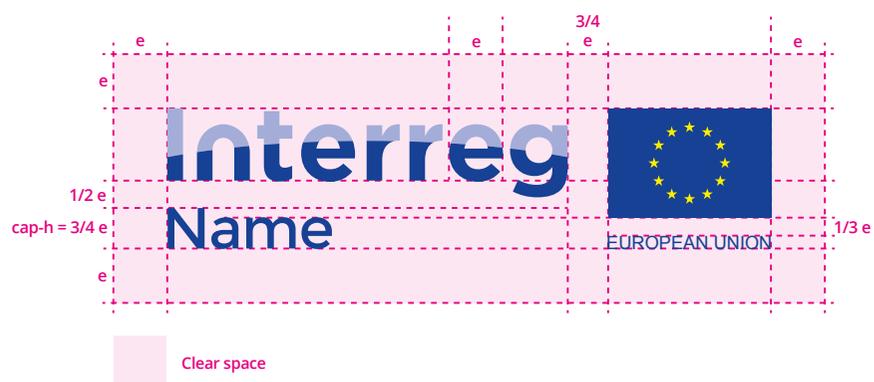
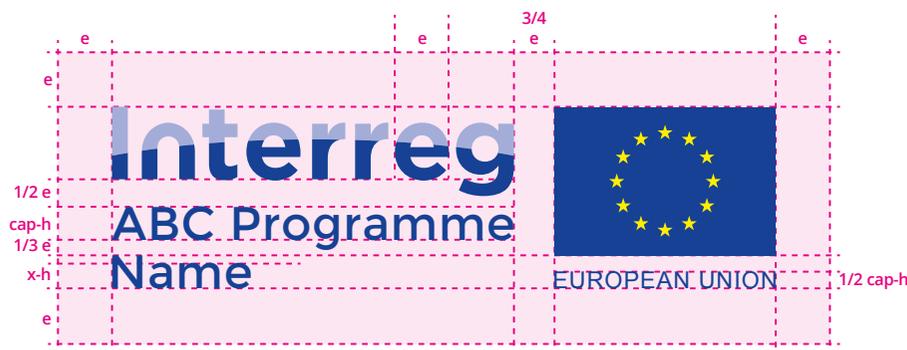
Programme name

The programme name should be set in Montserrat Regular, with a letter spacing of -20. The colour is the same reflex blue as in the logo (specified in section 1.1.3). Whenever possible, the name should be aligned with the Interreg logotype, depending on the length of the name. The font size should be chosen accordingly.

The maximum length of the programme name is marked by the total length of the Interreg logo without the flag. The distance between the cap-height (cap-h) of the programme name and the baseline of the Interreg logotype should always be $\frac{1}{2}$ of a basic unit. Short programme names should be written at a cap-height (cap-h) that equals $\frac{3}{4}$ of the basic unit.

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



Logo with medium long programme name (9-15 characters):

font size should be chosen to be aligned with Interreg logotype. In this case the height of the EU label should be $\frac{1}{2}$ x-height (x-h) of the programme name.

Logo with long programme name (more than 15 characters):

if necessary the programme name should be written in two lines. In that case the EU flag should be aligned with the last base line of the programme name. The height of the EU label should be $\frac{1}{2}$ cap-height (cap-h) of the programme name.

Logo with short programme name (less than 9 characters):

Shouldn't be aligned. Standard cap-height (cap-h) $\frac{3}{4}$ of basic unit. In that case the EU flag should be aligned with the x-height (x-h) of the programme name. The space between the EU flag and the label should be $\frac{1}{3}$ cap-height (cap-h) of the basic unit “e”.

2.1.2. Logo additions | Version 01

If the logo is complemented by any additional graphic element that becomes part of a programme logo, these rules have to be observed.

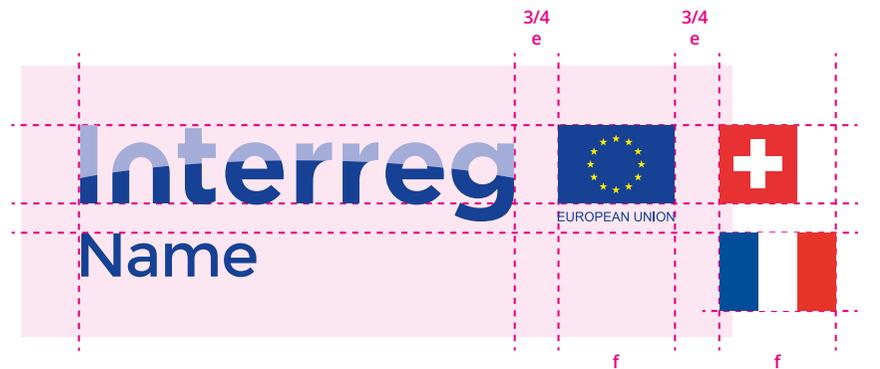
ERDF reference

If the reference to the European Regional Development fund is part of the logo, it has to be written below the programme name in Montserrat Regular, Reflex Blue. The distance between the baseline of the fund and the baseline of the programme name should be $1/2$ of the basic unit. The cap-height (cap-h) should match the cap-height (cap-h) of the European Union labelling.



Additional flags

Additional flags may only be placed to the right of the logo. They cannot exceed in height or width the size of the European flag and must be placed at a minimum distance that equals the distance between the logotype and the European flag. Therefore they have to be placed at a minimum distance of $3/4$ of the basic unit as defined on the previous page. If two national flags are added, they should be added on top of each other with a minimal spacing of $1/2$ of the basic unit between them. For more than two national flags repeat the operation as for the first flag.



Graphic elements

Additional graphic elements may only be placed to the left of the logo. They have to be placed at a minimum distance that equals the distance between the logotype and the flag. Therefore they have to be placed at a minimum distance of $3/4$ of the basic unit as defined on the previous page. Graphic elements must not be bigger than the European flag. The maximum height of the graphic element is the height of the European flag.



Logo additions | Version 02

If the logo is complemented by any additional graphic element that becomes part of a programme logo, these rules have to be observed.

ERDF reference

If the reference to the European Regional Development fund is part of the logo, it has to be written below the programme name in Montserrat Regular, Reflex Blue. The distance between the baseline of the fund and the baseline of the programme name should be $1/2$ of the basic unit. The European Union label should be aligned with the baseline of the of the "ERDF", while the length of the "ERDF" should be aligned with the length of the Interreg logo.

Additional flags

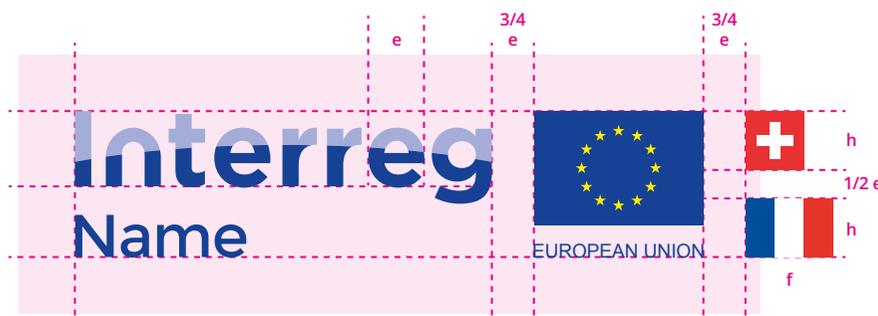
Additional flags may only be placed to the right of the logo. They cannot exceed in height the size of the Interreg logotype and must be placed at a minimum distance that equals the distance between the logotype and the European flag. Therefore they have to be placed at a minimum distance of $3/4$ of the basic unit as defined on the previous page. If two national flags are added, they should be added on top of each other with a minimal spacing of $1/2$ of the basic unit between them.

The whole composition of the two flags should be aligned with the base line of the EU label. For more than two national flags repeat the operation as for the first flag.



Logo with short programme name with the "ERDF":

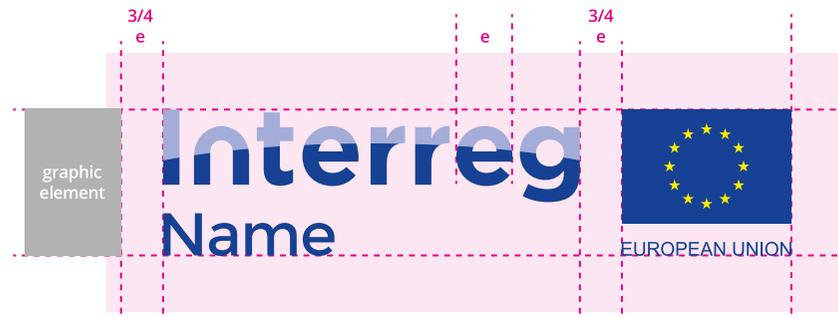
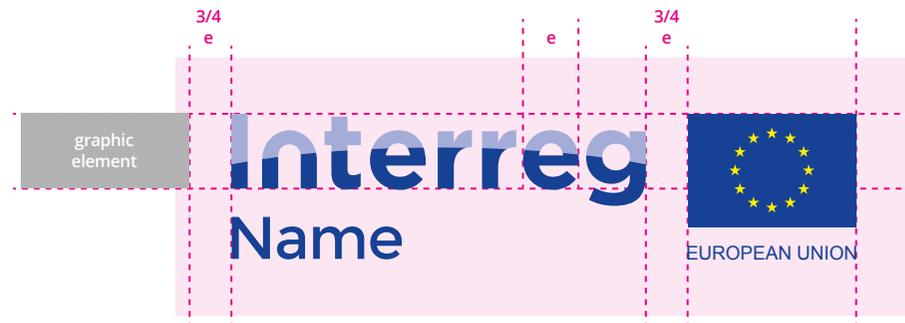
In that case the EU flag should be aligned with the base line of the programme name. The space between the EU flag and the label should be $2/5$ of the basic unit "e".



Graphic elements

Additional graphic elements may only be placed to the left of the logo. They have to be placed at a minimum distance that equals the distance between the logotype and the flag. Therefore they have to be placed at a minimum distance of $\frac{3}{4}$ of the basic unit as defined on the previous page. The minimum height of the graphic element should match the height of the Interreg logo and its maximum height is the height of the composition of the European flag together with the European Union label. The width of a Graphic element shouldn't exceed the width of the European flag.

NOTE: In all cases the graphic element must not be at its maximum width and height at the same time.



2.1.3. Logo size

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here. This rule applies to all logo versions.



38,1 mm
smallest Logo width

Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	38,1 mm	80,4 mm
Print A4 landscape	279*210 mm	38,1 mm	80,4 mm
Print A4 portrait	148*210 mm	38,1 mm	38,1 mm
Print Business card	85*55 mm	35,1 mm	35,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

2.2. Logo used as project logo

Project logo | *Version 01*

When the Interreg logo is used as a project logo, almost the same rules apply as when used as a programme logo: The name of the project is written below the programme name. The colour of the programme name is the colour of the main thematic objective of the programme as specified in section 1.4.1.



Project logo | *Version 01 with the reference to the fund*

The logo also exists in a version with the text “European Regional Development Fund” written below it. The height of this line is the same as for “European Union” under the flag. This version of the logo has to be chosen if “European Regional Development Fund” is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.



Project logo | Version 02

When the Interreg logo is used as a project logo, almost the same rules apply as when used as a programme logo: The name of the project is written below the programme name. The colour of the programme name is the colour of the main thematic objective of the programme as specified in section 1.4.1.

Project logo | Version 02 and 02A

with the reference to the fund

The logo also exists in two versions with the text “European Regional Development Fund” written below it. The length of this line is equal to the length of the Interreg logo. These versions of the logo have to be chosen if “European Regional Development Fund” is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.

Interreg
ABC Programme
Project Name



EUROPEAN UNION

Interreg
ABC Programme
Project Name



EUROPEAN UNION

European Regional Development Fund

Interreg
ABC Programme
Project Name



European Regional Development Fund

EUROPEAN UNION

2.2.1. Logo specification

Project logo | Version 01

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag

The space between the logotype and the European flag equals $\frac{3}{4}$ of the basic unit. The height of the flag is the same as the letter “l”.

Programme name

For programme name specifications see section 2.2.1 of this manual.

Project name

The project name is written below the programme name in Montserrat Regular, at a cap-height (cap-h) that is the same as of the programme name with a letter spacing of -20. The distance from the baseline of the programme name to the cap-height (cap-h) of the project name is $\frac{1}{2}$ of the basic unit. The colour has to match the colour of the project’s main thematic objective as specified in section 1.4.1.

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, $\frac{1}{2}$ this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



Project logo | Version 02

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag and European Union label

The space between the logotype and the European flag equals $\frac{3}{4}$ of the basic unit. The European Union flag is aligned with the base line of the space between the programme name and the project name.

The European Union label is always aligned with the base line of the project name, and its height is equal to $\frac{1}{2}$ of the cap-height (cap-h) of the project name.

Programme name

For programme name specifications see section 2.2.1 of this manual.

Project name

The project name is written below the programme name in Montserrat Regular, at a cap-height (cap-h) that is the same as of the programme name with a letter spacing of -20.

The distance from the baseline of the programme name to the cap-height (cap-h) of the project name is $\frac{1}{3}$ of the basic unit.

The colour has to match the colour of the project’s main thematic objective as specified in section 1.4.1.

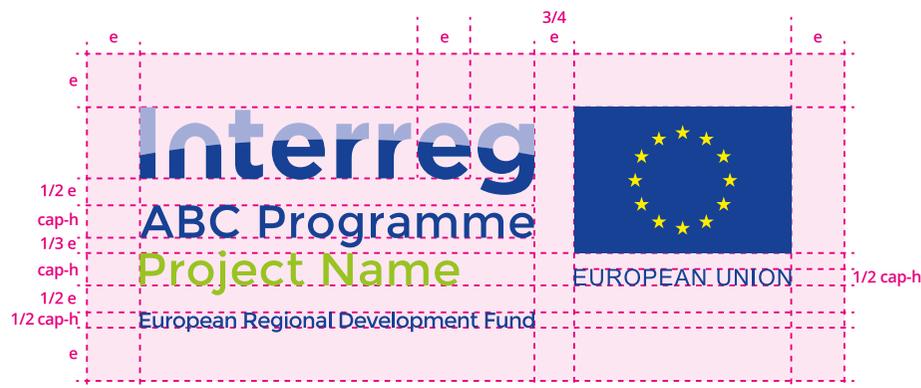
Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, $\frac{1}{2}$ this zone has to be observed for the positioning distance to the page margins. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



Project logo Version 02 without “ERDF”:

In this case the EU flag should be aligned with the cap-height (cap-h) of the project name. The height of the EU label should be $\frac{1}{2}$ cap-height (cap-h) of the programme or project name.



Project logo Version 02 with the “ERDF”:

In this case the EU flag should be aligned with the cap-height (cap-h) of the project name. The height of the EU label as well as the height of the “ERDF” should be $\frac{1}{2}$ cap-height (cap-h) of the programme or project name.



Project logo Version 02A with “ERDF”:

In order to align the EU flag with the base line of the project name and “ERDF” with the base line of the EU label, the height of the EU label should be $\frac{2}{5}$ of the basic unit “e”.

2.2.2. Logo Size

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here.



38,1 mm
smallest Logo width

Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	38,1 mm	80,4 mm
Print A4 landscape	279*210 mm	38,1 mm	80,4 mm
Print A4 portrait	148*210 mm	38,1 mm	38,1 mm
Print Business card	85*55 mm	35,1 mm	35,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	32,6 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

2.3. Logo in addition to project logo

Logo in addition to project logo | Version 01

Project logos can be placed below or to the right of the Interreg logo according to the rules on the following pages.



ERDF

The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.



Logo in addition to project logo | Version 02

Project logos can be placed below or to the right of the Interreg logo according to the rules on the following pages.



ERDF

The logo also exists in a version with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag. This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.

If the option to make reference to the fund separately from the logo is chosen, this line can be written in any typeface that matches the design of the publication, but no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in the fonts Open Sans regular or Vollkorn regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible.



2.3.1. Specification for project logos | Version 01

Basic unit

The basic unit used for definition of spaces is the width of the letter “e” in the Interreg logo. This measure is used to define the space between the elements as well as the clear space around the logo.

Relative size of the project logo

The project logo can be placed to the right of or below the Interreg programme logo. It should be placed either at a distance of 1/2 basic unit when it is placed below the Interreg programme logo, or at the distance of the one basic unit when it is placed to the right of the Interreg programme logo. If it is placed below the Interreg logo, it should have the same height as the EU flag (h) and the same width as the word Interreg in the Interreg logo.

If it is placed to the right of the Interreg logo, it should have the same width as the European flag. The programme logo must not be taller than three times the height of the EU flag included in the Interreg logo.

- Should the project logo be bigger than in either of the specifications above, an additional European flag should be added, of a size respecting the specifications laid out in the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5)
- If a project logo is to stand alone (not linked to the programme logo) please refer to the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5)

Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins.



Specification for project logos | Version 02

Basic unit

The basic unit used for definition of spaces is the width of the letter “e” in the Interreg logo. This measure is used to define the space between the elements as well as the clear space around the logo.

Relative size of the project logo

The project logo can be placed to the right of or below the Interreg programme logo. It should be placed either at a distance of the 1/2 basic unit when it is placed below the Interreg programme logo, or at the distance of the 3/4 basic unit when it is placed to the right of the Interreg programme logo.

If it is placed to the right of the Interreg logo, the project logo must not exceed neither the width of the EU flag nor the height of the total logo composition including clear space area around it.

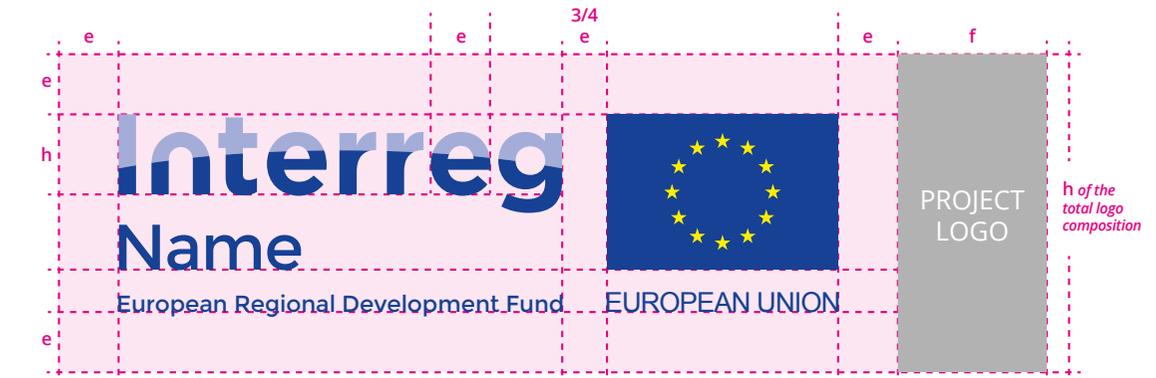
If it's placed below the Interreg programme logo, the project logo can be wide as the Interreg logo and high as the EU flag but it must not exceed neither the width of the Interreg logo nor height of the EU flag.

- Should the project logo be bigger than in either of the specifications above, an additional European flag should be added, of a size respecting the specifications laid out in the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5)

- If a project logo is to stand alone (not linked to the programme logo) please refer to the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5)

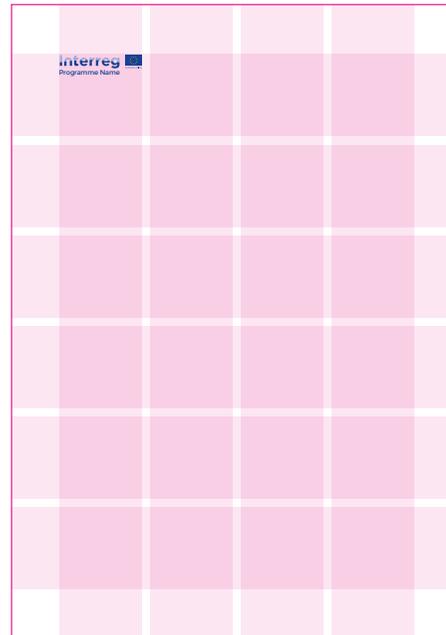
Clear space area

Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins.

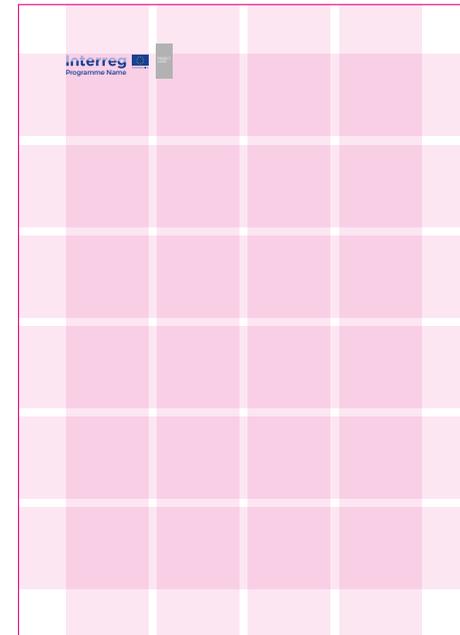


2.3.2. Logo position

For programme and project logos the same rules apply as for the Interreg logo, specified in section 1.3.2 of this manual.



Positioning of the Interreg logo with a programme name in the grid on a A4 document.



Positioning of the Interreg logo with a programme name and a project logo in the grid on a A4 document.

Contact for all Interreg branding and co-branding issues:

INTERACT Point Viborg
Guillaume Terrien
Jernbanegade, 22
DK - 8800 Viborg
phone: +45 78 41 13 84
fax: +45 86 60 16 80
email: guillaume.terrien@interact-eu.net
<http://www.interact-eu.net>

Brand manual developed and designed by:

studioQ
www.studioq.at
office@studioq.at