Interreg

EUROPEAN UNION

Brand Design Manual

Co-Branding Version

Final Version, 18.12.2014

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 possible[1].

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

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.
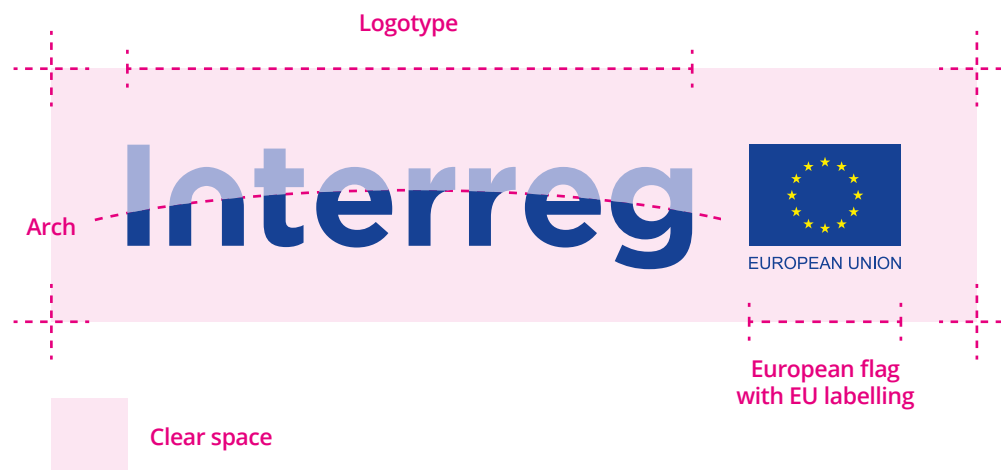

Reference to the European Regional Development Fund (ERDF)

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 suggestion for linking it to the logo.

1.1.1. Logo details

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.

Logotype

Arch

European flag with EU labelling

Clear space

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 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.

1.1.2. Logo specification

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.
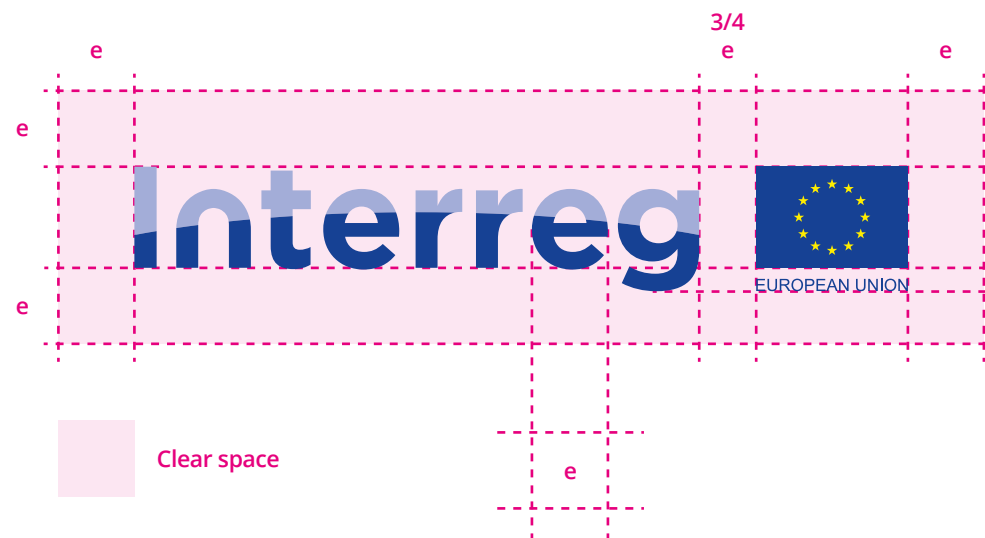
European flag

The space between the logotype and the European flag equals two thirds of the basic unit. The height of the flag is the same as the letter "I".

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 remains 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.

Clear space

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 are used to identify the brand also 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 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.

Greyscale logo

For single colour reproductions, a greyscale 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 greyscale.

Ideal logo use:
Standard logo on white background

Allowed logo use:
Greyscale logo for monochrome applications

Allowed logo use:
Black and white logo if greyscale 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.

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 program 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 greyscale 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.
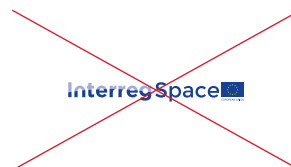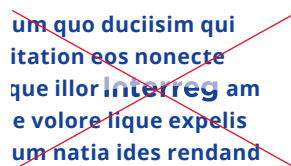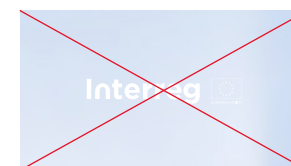

1.

2.
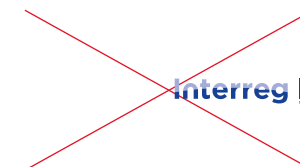
3.

4.

5.

6.

7.

8.

9.

1.1.5. 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. 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 letterforms. 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 **Open Sans Bold** Open Sans Semibold Open Sans Regular *Open Sans Italic*	overall communication (body text, headlines etc.)
Vollkorn Font Family **Vollkorn Bold** Vollkorn Regular *Vollkorn Italic*	alternative font for overall communication (body text, headlines etc.)

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**	**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 labore et dolore magna aliquyam erat.*
Footnote *Open Sans Ilalic* *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
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 Ilalic
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.

u = 12 pt (Standard line height, 4,23 mm)

u

u

height = 9*u
38,1 mm

width = 9*u
38,1 mm
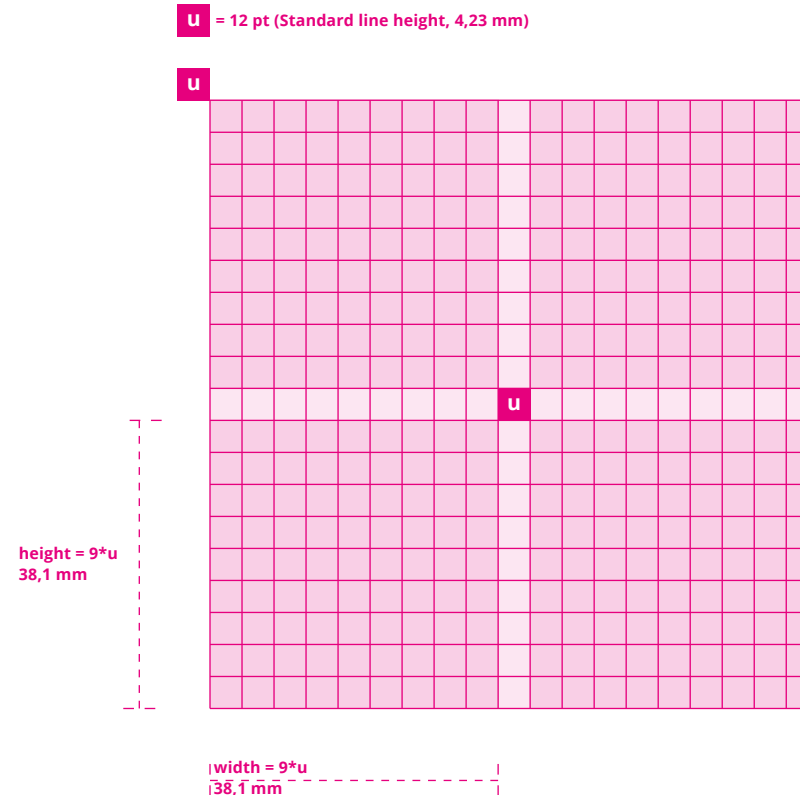
1.3.1. Grid in use

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).
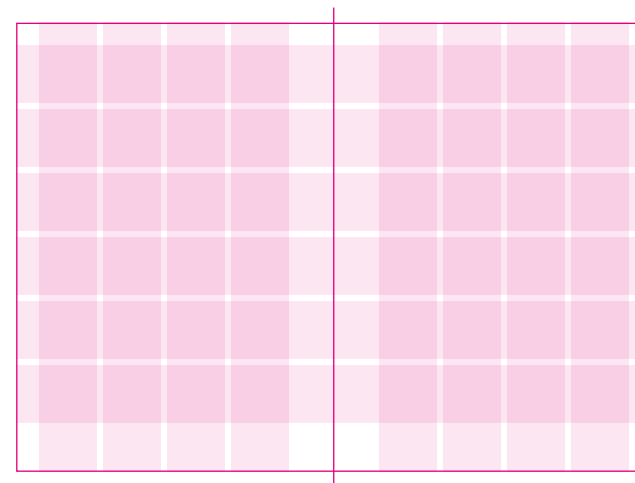
Grid position on a standard A4 page with facing pages:

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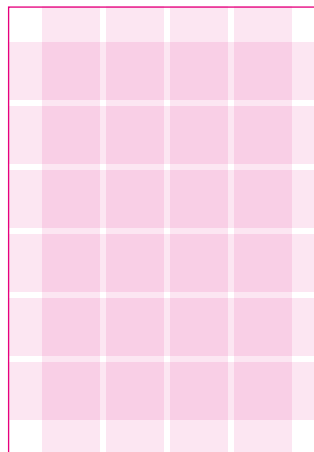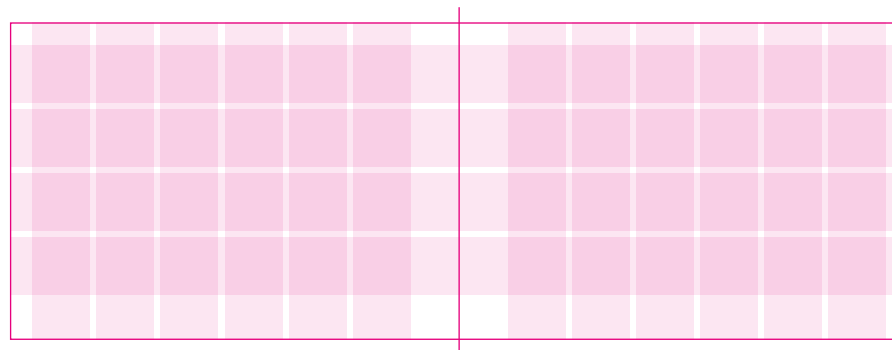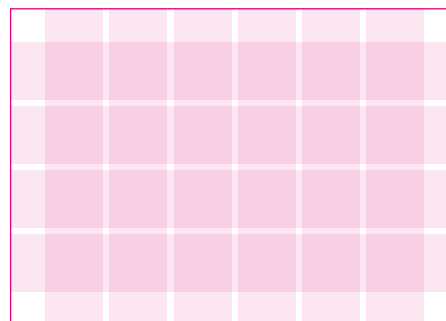Outside margin: 15 mm
Bottom margin: 32,23 mm

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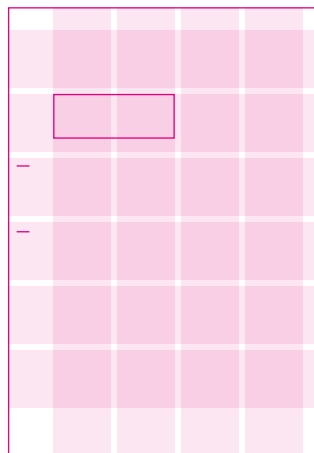
Single page A4 grid (e.g. letter) with address field for envelopes

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

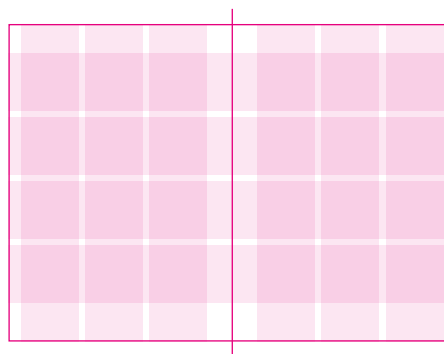*Landscape page spread with centered grid - also usable for posters, presentations, handouts.*

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
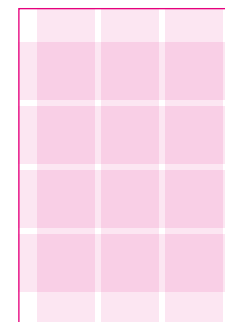
Single A5 page with centered grid (flyer, leaflet, handout)
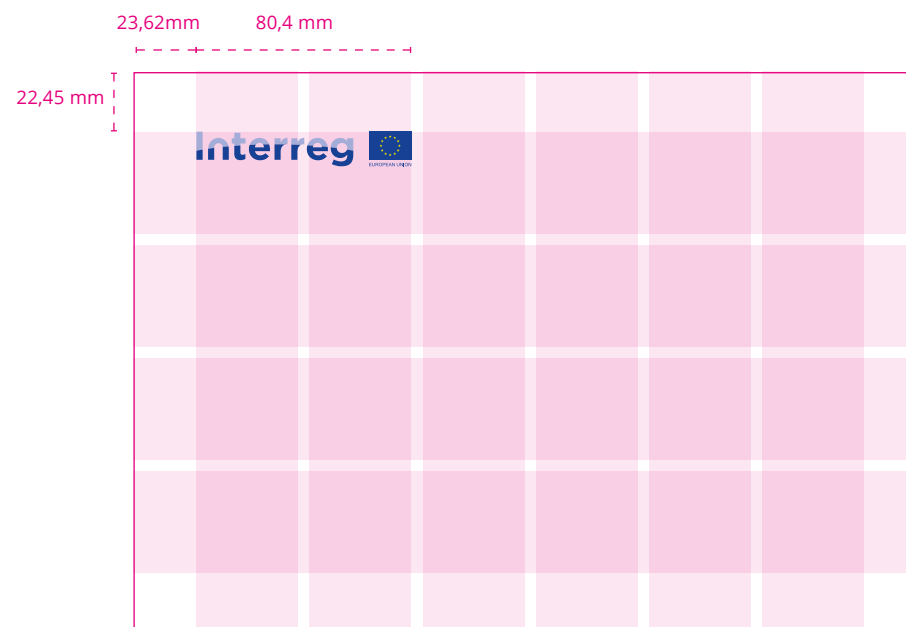
1.3.2. Logo positioning

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.
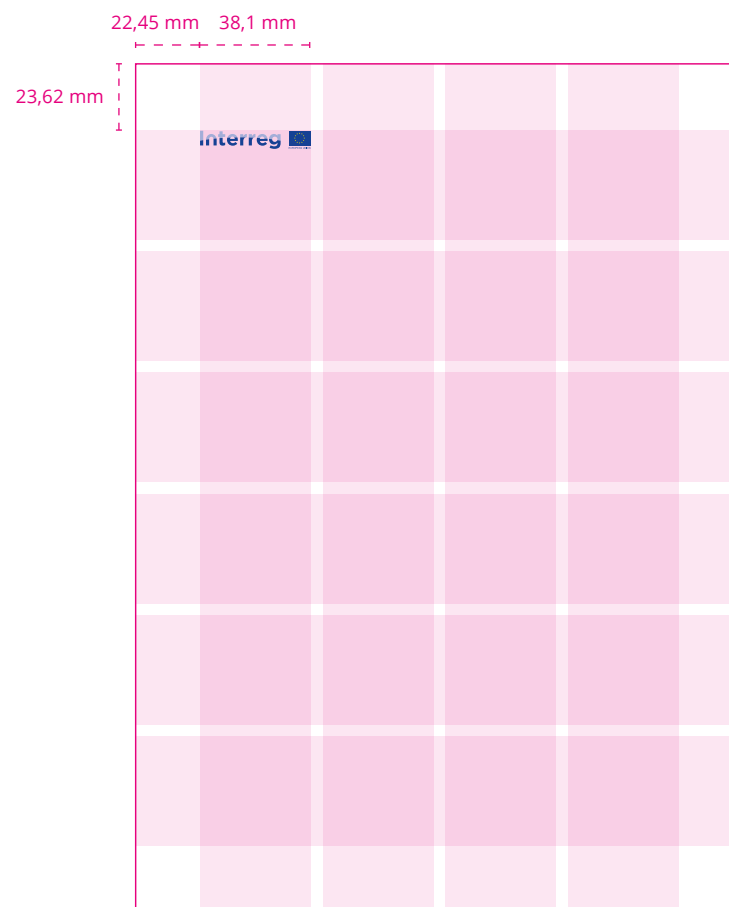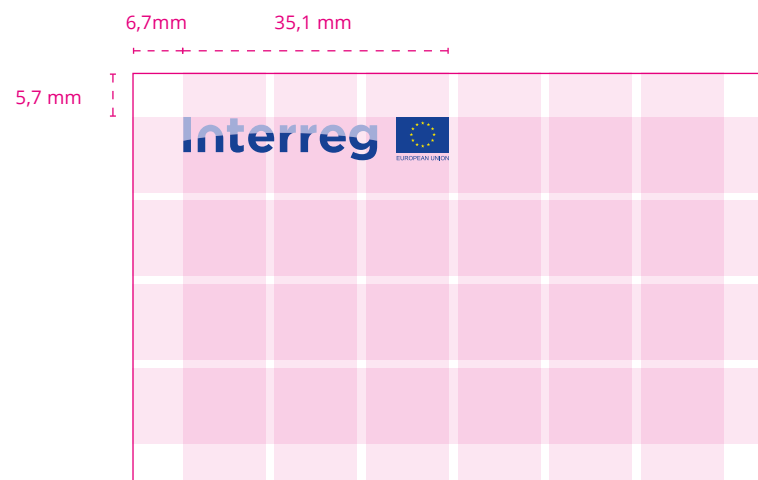

Positioning of the logo in the grid on a A4 document.

Logo positioning on A4 landscape format

23,62mm 80,4 mm

22,45 mm

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

Logo positioning on a business card

6,7mm 35,1 mm

5,7 mm

*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. Further guidance coming soon.

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 commu-
nication 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

Greyscale versions

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

Research and innovation

Information and commu-
nication technologies

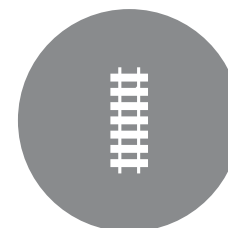Competitiveness of SMEs

Low-carbon economy

Combating climate change

Environment and
resource efficiency

Sustainable transport

Employment and mobility

Better education, training

Social inclusion

Better public
administration

Greyscale negative version

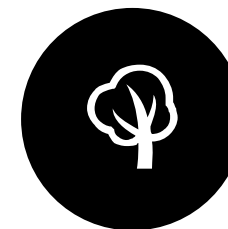A greyscale negative version is also possible.

Research and innovation

Information and commu-
nication technologies

Competitiveness of SMEs

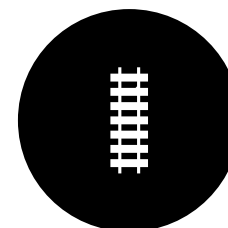Low-carbon economy

Combating climate change

Environment and
resource efficiency

Sustainable transport

Employment and mobility

Better education, training

Social inclusion

Better public
administration

2. Programmes and projects / Co-branding

This section describes how the logo should be used when a programme uses the Interreg logo in addition to an existing programme logo (co-branding).

2.1. Logo in addition to programme logo

Programme 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.

Interreg

EUROPEAN UNION

PROGRAMME LOGO

Interreg

EUROPEAN UNION

PRO-
GRAMME
LOGO

This programme is co-financed by the European Regional Development Fund.

2.1.1. Specification for programme logos

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 programme logo

The programme logo can to be placed to the right of or below the Interreg logo. It should be placed at a distance of one basic unit from the Interreg 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 higher than three times the height of the EU flag included in the Interreg logo.

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

NOTE: In all cases the programme logo must not be taller than the biggest European flag placed on any page.

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.
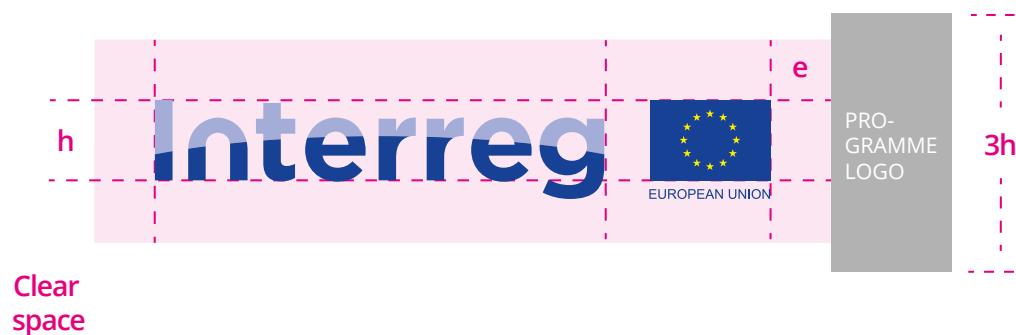
2.1.2. Logo size

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 combined logo of Interreg and the programme logo should not be used in any size smaller than the smallest logo size specified here. The logo width specified here is the width of the Interreg logo only. The width of the respective programme logos have to be added to that.

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

2.1.3. Logo positioning

The width of a basic layout element also defines the smallest logo size as described in section 1.1.5, p.13 (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.
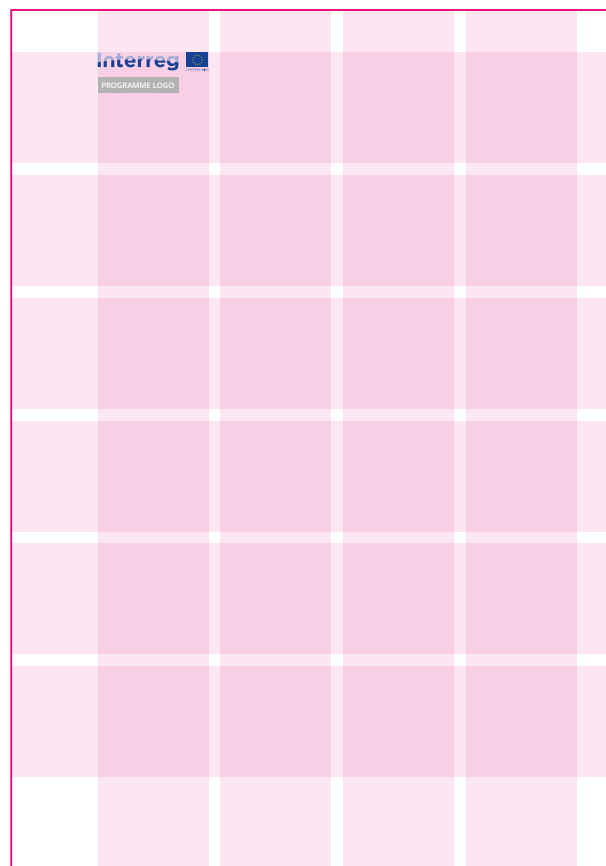
Positioning of the Interreg logo with a programme logo in the grid on a A4 document.

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