

Visual identity guidelines for projects

Introduction

This manual is for partners of Interreg North-West Europe projects. It explains how to use the visual identity and it includes templates for the most commonly used items.

Its aim is to help them comply with their obligations laid down on Regulation (EU) No 1303/2013 of the European Parliament and of the Council and the Commission Implementing Regulation (EU) No 821/2014.

Projects use the Programme's visual identity

Consistency is a cornerstone of brand identification. For this reason and to limit costs, Interreg North-West Europe (NWE) projects will share the Programme's visual identity. This manual explains how projects should use it in their communication. Interreg NWE Programme uses the common Interreg visual identity designed to reinforce the visibility of European Territorial Cooperation Programmes.

Projects may exceptionally develop brands for their products or solutions if sufficiently justified in the application form.

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.*

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.

Project partners are strongly encouraged to transmit this manual to the professional graphic designer they appoint to create their communication elements.

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1. Projects - brand integration

1.1. Project logo

The name of the project is written below the Programme name. The colour of the project name is the colour of the related thematic priority.

European Regional Development Fund (ERDF)

The project logo exists in two versions:

- 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.

- Version without the text “European Regional Development Fund” written below it.

* If the option to make reference to the fund separately from the logo is chosen, this reference should be written in Open Sans regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible, but no smaller than 7.5 points.



1.1.1. Logo specification

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”.

Project name

The project name is written below the Programme name in Montserrat Regular, at a cap height 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 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. Short names are more convenient for use and easier to remember. We strongly recommend limiting them to one line.

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.

Create your logo:

To create you project logo, install the Montserrat Font as specified under Section 1.4. (Page 11). Use the sample file provided in the “Sample project logo” folder. Type in your project Name and choose the right priority color under the predefined swatches section. Vectorize the text to prevent any problems.



1.1.2. 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 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

1.1.3. 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.

1.2. Exceptional case: Branding products or solutions developed by a project

Projects may exceptionally develop brands for their products or solutions if sufficiently justified in the application form.



PRODUCT/SOLUTION LOGO



PRODUCT/
SOLUTION
LOGO

1.3. Logo & highlight 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*

**Please refer to Page 20 - Section 1.6.1.
for the colour codes of the thematic priorities.**

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

Additional, neutral, colors used for highlights (i.e. in charts)

	Highlight Pink	177C	0/70/35/0	F1717F	241/113/127
	Highlight Pink Light	176C	0/35/17/0	F7B4B6	247/180/182
	Neutral Blue	5425C	30/0/0/30	80A9BC	128/169/188
	Neutral Blue Light	5445C	15/0/0/15	B7CFDB	183/207/219
	Neutral Grey	411C	0/16/0/72	685B63	104/91/99
	Neutral Grey Light	406C	0/8/0/36	ADA4AB	173/164/171

1.4. Typography

1.4.1. 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>

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

1.4.2. Typeface application

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 1.5 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.

1.5. 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.

1.5.1. Grid in use

A4 format

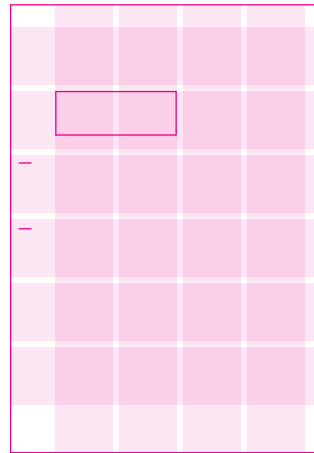
On an A4 format the grid offers 4 columns, each one basic unit wide (38.1 mm), consisting of 6 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a standard A4 page with facing pages:

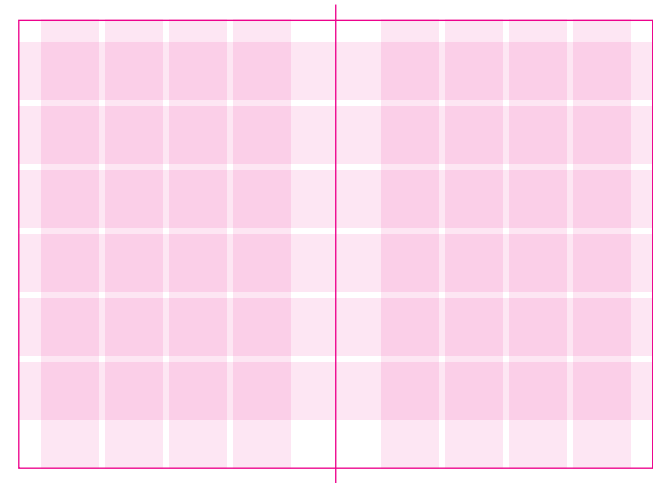
Top margin: 15 mm
 Inside margin: 29,9 mm
 Outside margin: 15 mm
 Bottom margin: 32,23 mm

Centered grid position on a single A4 page:

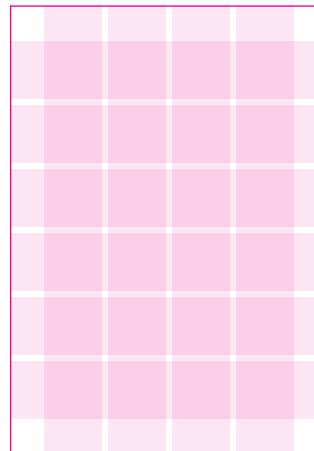
Top margin: 23,62 mm
 Left margin: 22,45 mm
 Right margin: 22,45 mm
 Bottom margin: 23,62 mm



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

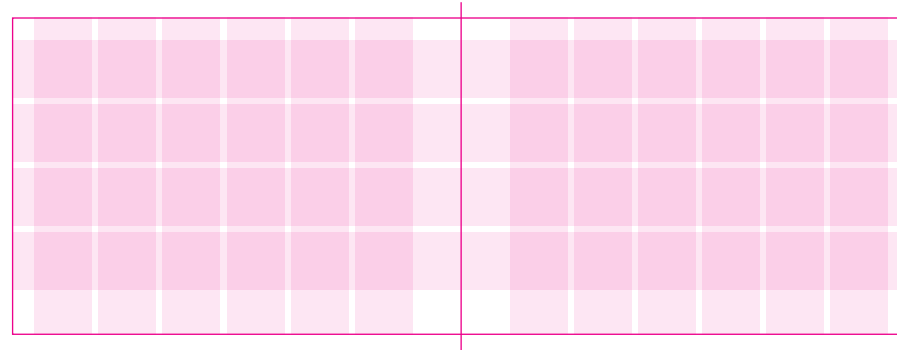
On a landscape A4 format the grid offers 6 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A4 page with facing pages:

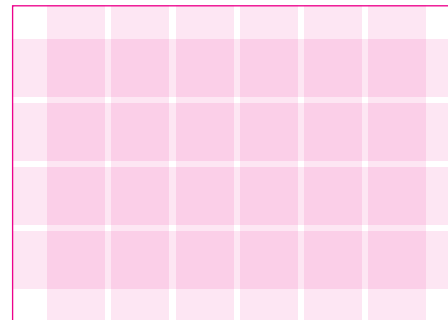
Top margin: 15 mm
 Inside margin: 32,23 mm
 Outside margin: 15 mm
 Bottom margin: 29,9 mm

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

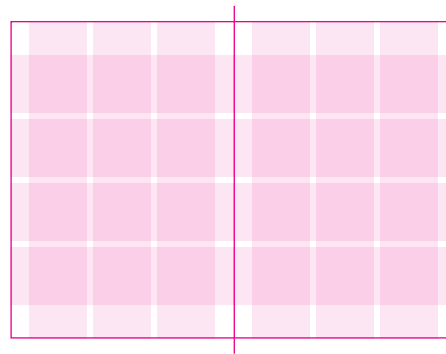
On A5 format the grid offers 3 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A5 page with facing pages:

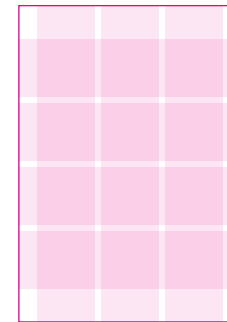
Top margin: 22,45 mm
Inside margin: 12,62 mm
Outside margin: 12,62 mm
Bottom margin: 22,45 mm

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

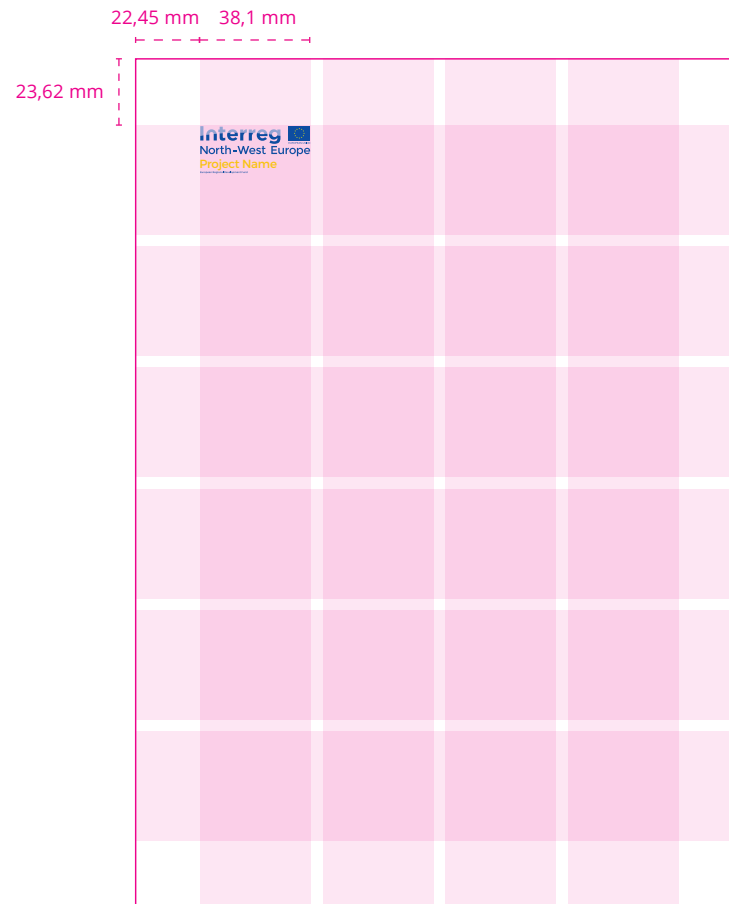


*Single A5 page with centered grid
(flyer, leaflet, handout)*

1.5.2. Logo positioning

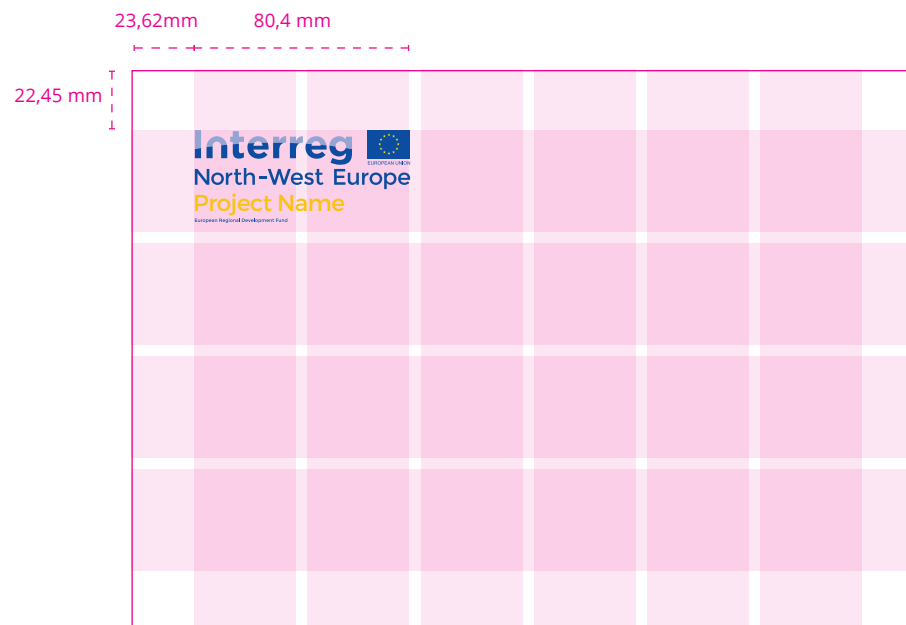
Logo positioning on A4

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.



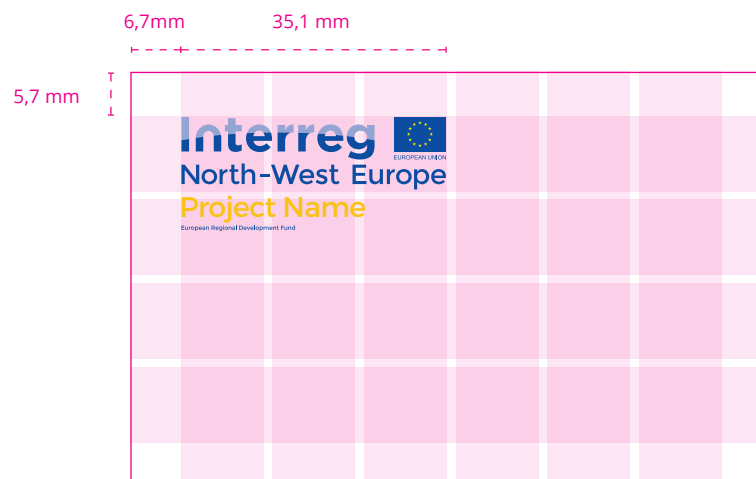
Positioning of the logo in the grid on a A4 document.

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).

1.6. Thematic priorities

The 3 thematic priorities to help deliver Interreg North-West Europe goals are represented in the brand design by a system of colours and icons. **Use the one corresponding to your project's thematic priority.**



Innovation



Low carbon



Resource and materials efficiency

1.6.1. Colours

The colour scheme was developed to clearly label the thematic priorities. 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.

The name of the project should be written in the colour of the matching thematic priority.

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 priorities	Pantone	CMYK	HEX	RGB
	Innovation	109 U	0/24/93/0	#fdc608	253/198/8
	Low carbon	347 U	81/13/76/1	#159961	21/153/97
	Resource and materials efficiency	382 U	49/0/99/0	#98c222	152/194/34

1.6.2. 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 priority it represents.

Take the one that corresponds to your project's thematic priority.



Innovation



Low carbon



Resource and materials efficiency

Negative appearance

It is also possible to use the icons in negative versions on background carrying the priority color.



Innovation



Low carbon



Resource and materials efficiency

Greyscale versions

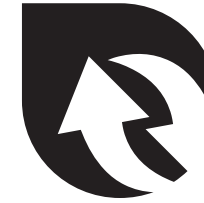
In the case of greyscale applications the icons can also be used in black.



Innovation



Low carbon



Resource and
materials efficiency

Greyscale negative version

A greyscale negative version is also possible.



Innovation



Low carbon



Resource and
materials efficiency

2. Templates

This list is limited to compulsory and commonly used items. Projects are encouraged to develop additional elements as needed as long as they follow the branding rules laid down in this manual.

2.1. Compulsory elements as per European regulation

Projects are encouraged to use the templates for compulsory elements provided here, because they comply with the technical characteristics laid down in Art. 5 Commission Implementing Regulation (EU) No 821/2014.

2.1.1. Permanent plaque / Temporary billboard

Use the provided InDesign files as a basic template. Replace the project name, priority and text according to your project.

Infrastructure and construction sites financed by Interreg NWE must be branded during and after the completion of works. This obligation applies to projects with a total public contribution (including the ERDF funds received from Interreg NWE) of more than €500,000. To ensure transparency, the Interreg NWE Programme strongly encourages projects with a public contribution of less than €500,000 to apply the same rules.

While works are ongoing, the beneficiaries must put up, at a location readily visible to the public, a **temporary billboard** of a significant size for each project consisting in the financing of infrastructure or construction works for which the total public support to the operation exceeds €500,000. This temporary billboard must be replaced by a **permanent plaque** no later than 3 months after completion of the works.

The permanent plaque or billboard must be of significant size (minimum of 1x1 m) and displayed at a location readily visible to the public.

Include the objective of your project.

Interreg  EUROPEAN UNION

North-West Europe

Project Name

European Regional Development Fund

Project objectives: Lorem ipsum dolor sit, dolor sit, consectetur cons dipiscing.

Total budget received from Interreg North-West Europe (2014-2020): **€3 million of ERDF**

Total project budget: **€6 million**
www.nweurope.eu

2.1.2. Project poster

Use the provided InDesign files as a basic template. You can replace the project name, text, priority and images according to your project. Don't forget to specify your project area on the map.

During the implementation of a project, beneficiaries (i.e. project partners) must place at least **one poster** with information about the project (minimum size A3) including the financial support from the European Union, at a location readily visible to the public, such as the entrance area of a building (e.g. the institution's headquarters).



EUROPEAN UNION

Interreg

North-West Europe

Project Name

European Regional Development Fund

THEMATIC PRIORITY:


INNOVATION



PROJECT AREA



Project objectives: Lorem ipsum dolor sit, dolor sit, consectetur consectetur adipiscing elit. Dolor sit, dolor sit, consectetur consectetur adipiscing.

Total budget received from Interreg North-West Europe (2014-2020):

€3 million of ERDF

Total project budget:
€6 million

www.nweurope.eu

2.2. Non-compulsory elements

2.2.1. Project Roll-Up Banner

Use the provided InDesign files as a template.

Replace the logo, text, priority and images according to your project. Don't forget to specify your project's area on the map.

Interreg 
EUROPEAN UNION

North-West Europe

Project Name
European Regional Development Fund

THEMATIC PRIORITY
INNOVATION

Lorem ipsum dolor sit,
consectetur adipiscing elit.

PROJECT AREA

Amount of ERDF received from Interreg North-West Europe:
€3 million

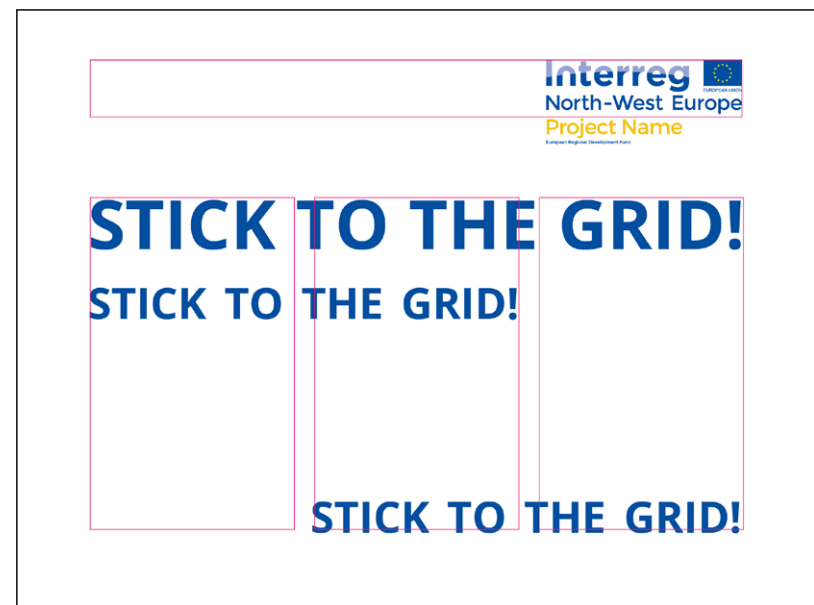
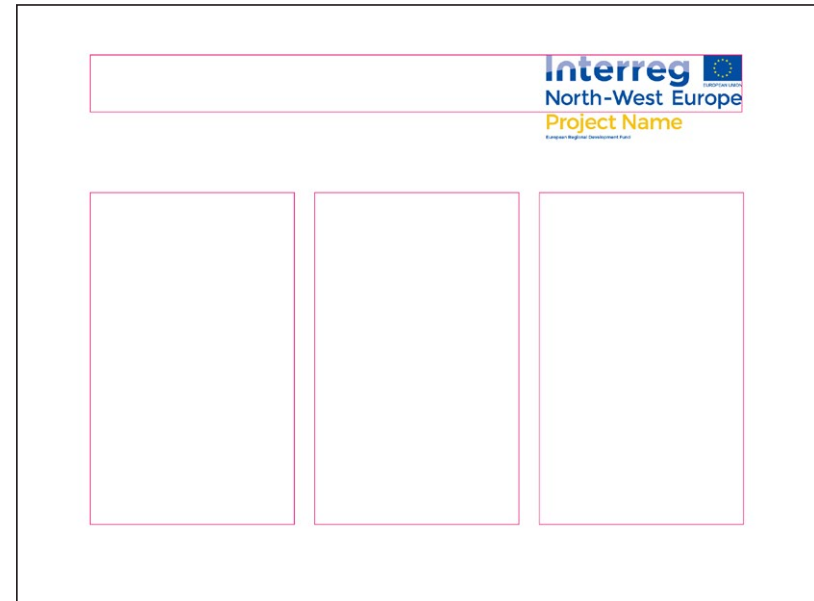
Total project budget:
€6 million

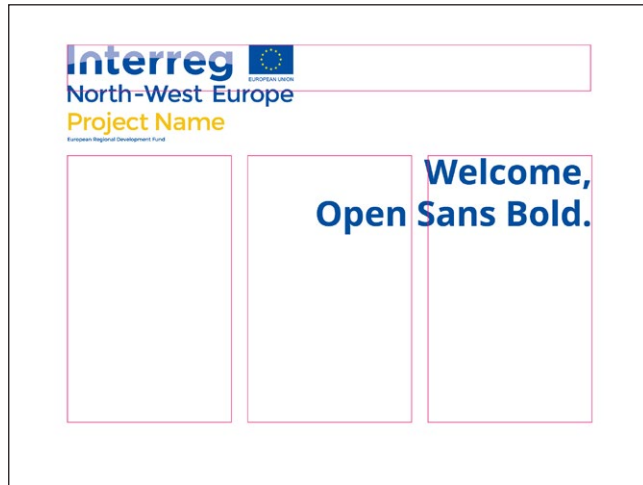
www.nweurope.eu

2.2.2. Powerpoint template

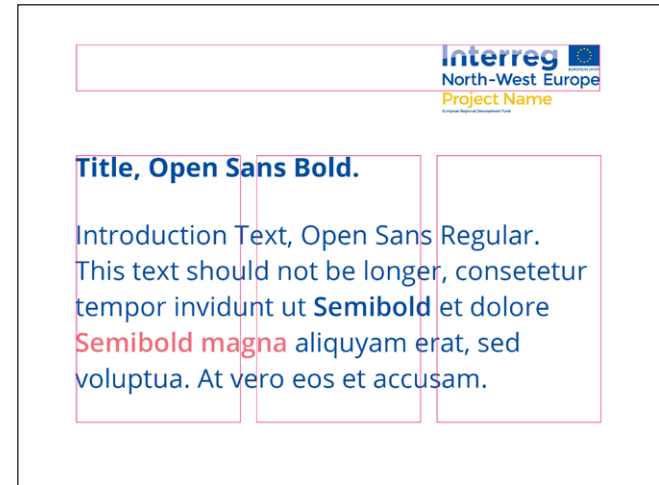
Use the provided Illustrator file and replace the logo according to your project. Export the individual artboards as JPEG's that will serve as a background in Powerpoint. Use the included Powerpoint template and replace it with the newly created JPEG's.

The pink outline in the two slides show the basic grid used for every page. It should not be visible in the final presentation. The grid is included on a separate, inactive layer in the Illustrator template.





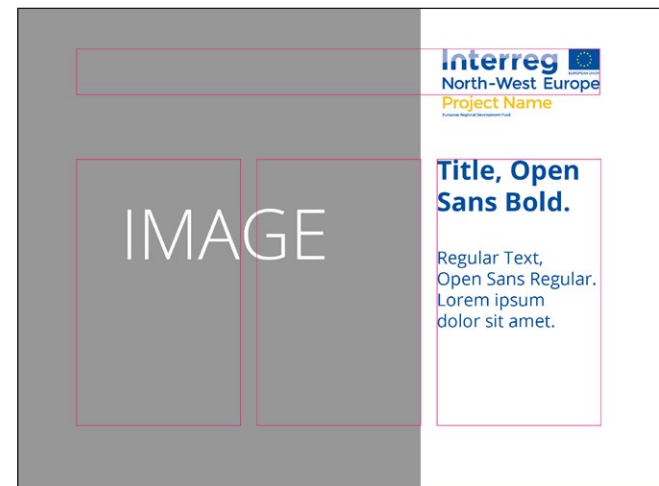
Welcome slide.



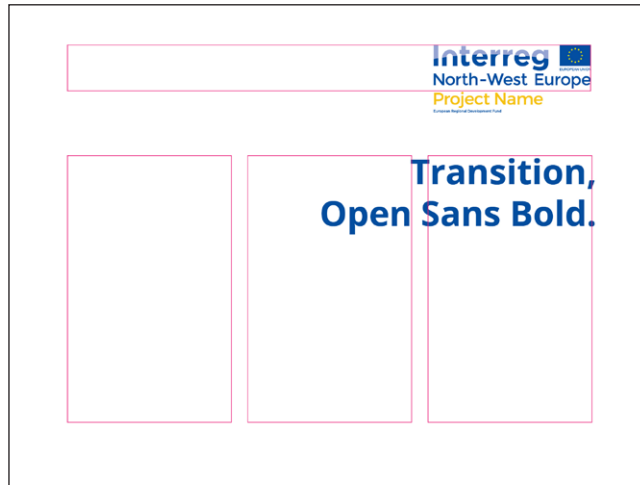
Text slide, do not use more than 5 lines and 6 words per line. You can highlight text by either using Semibold or the pink contrast color.



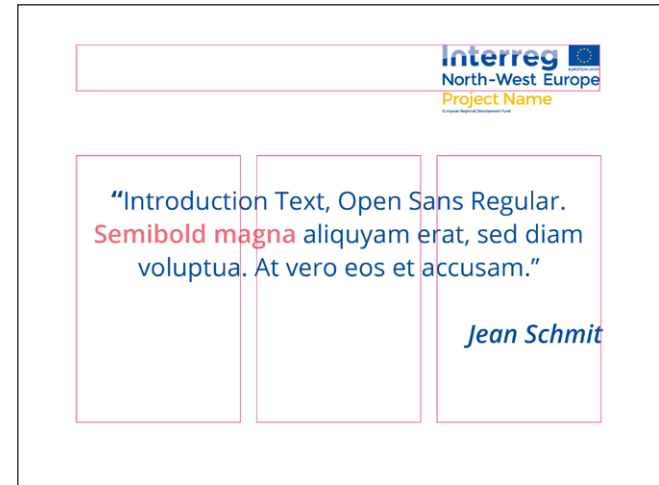
Sample image slide.



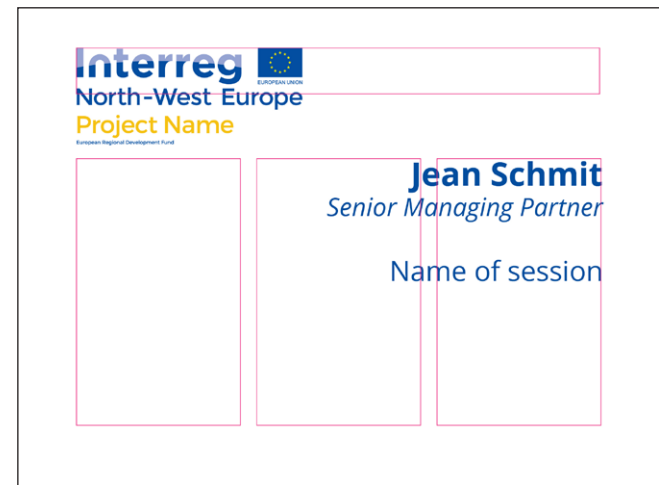
Sample image slide.



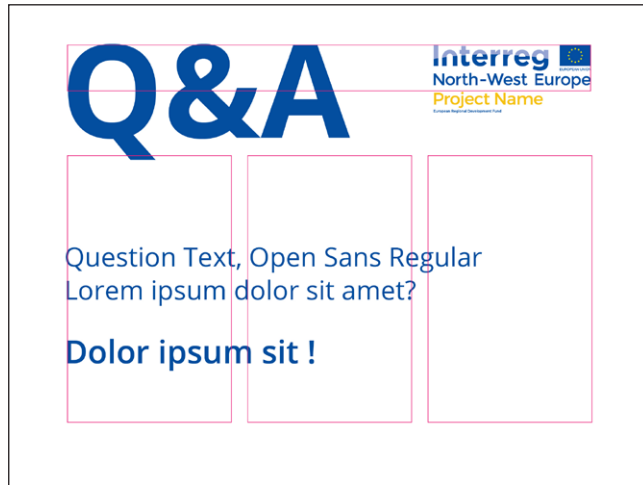
Transition slide.




Quote slide.



Speaker introduction slide.



Q&A

Interreg 
North-West Europe
Project Name
European Regional Development Fund

Question Text, Open Sans Regular
Lorem ipsum dolor sit amet?

Dolor ipsum sit !

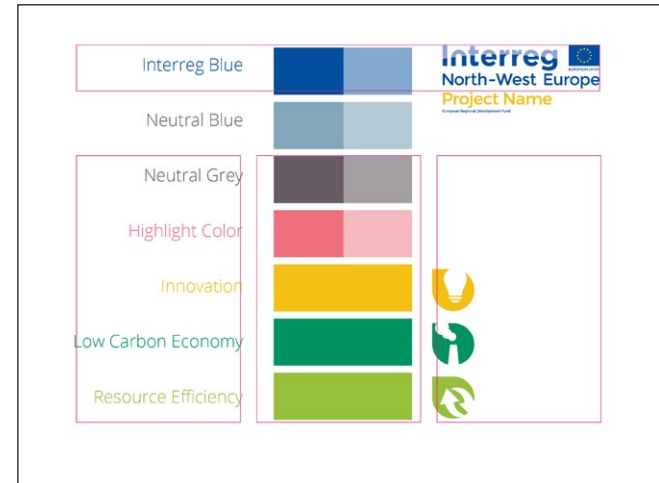
Q & A session slide.



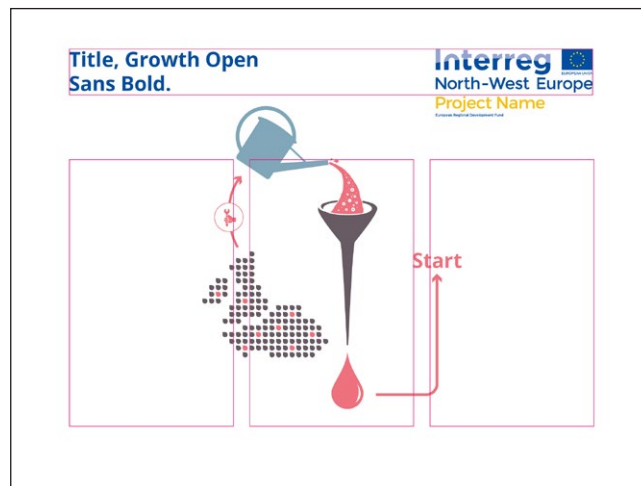
Interreg 
EUROPEAN UNION
North-West Europe
Project Name
European Regional Development Fund

Thank you!

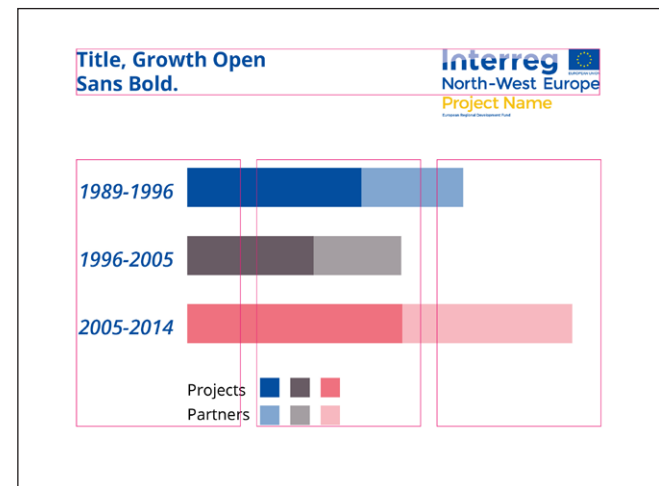
Thank you slide.



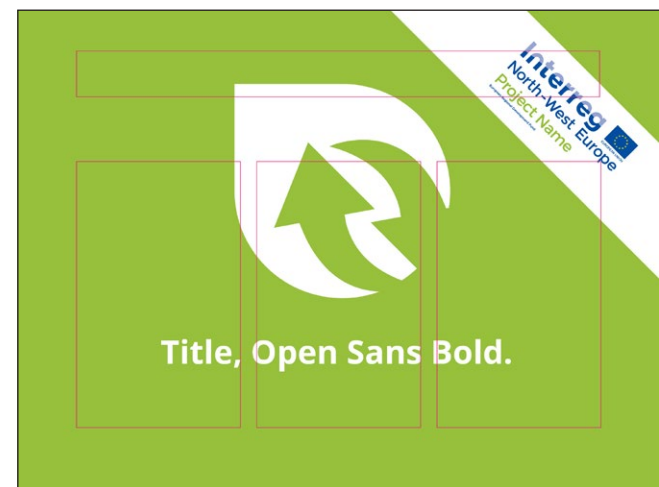
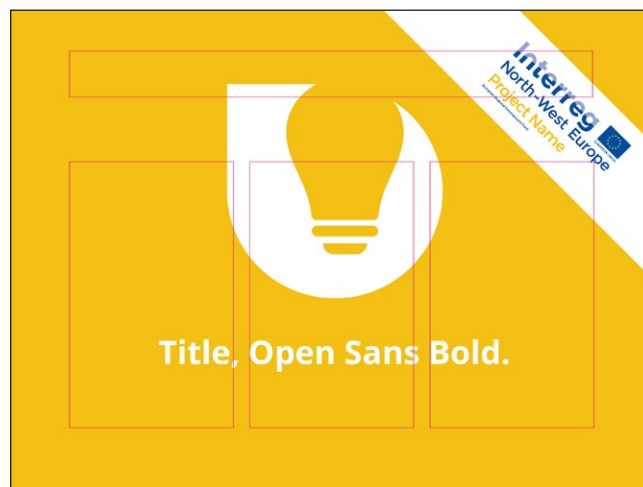
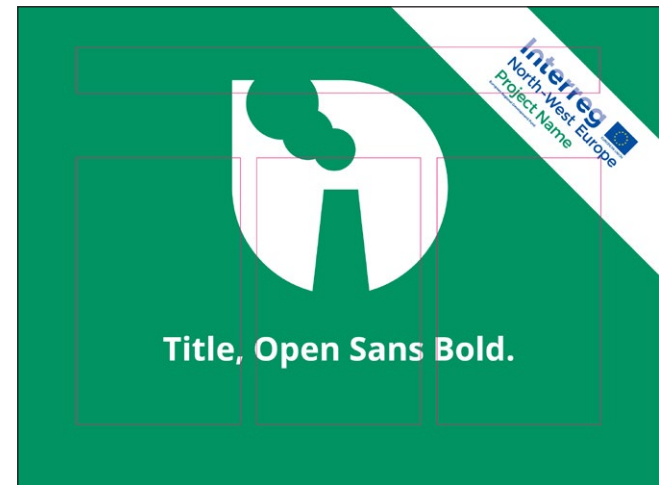
This slide contains the colors that can be used for the presentations.



Sample infograph slide.



Sample chart slide.



2.2.3. Newsletter

Use the provided InDesign file as a template. Replace the logo, text and images according to your project.



Cover model.



Inside page model.

2.2.4. Flyer

Use the provided InDesign file as a template. Replace the logo, text, priority and images according to your project.



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www.nweurope.eu

2.2.5. Website

The Interreg NWE 2014-2020 website will include one detailed page per project. The Joint Secretariat will give projects access information (username and password) and guidance on how to produce and upload content (textual and audiovisual) to their page. However, if needed, projects could develop a separate website for self-standing tools or products with a life reaching beyond the project. In those cases, the project logo should be placed and respect the minimum sizes indicated in section 1.1.2. A model is given here.

Interreg 
North-West Europe
 Project Name
 European Regional Development Fund

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Jean SCHMIT
 CEO of Lorem (The Netherlands)

NEWS

16-03-2015
Lorem Ipsum
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12-03-2015
Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut.

EVENTS

24-06-2015
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Lorem Ipsum



24-06-2015
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Perspiciatis
Omnis
Voluptatem
Doloremque
Laudantium



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