Joint branding

Project guidance

Updated October 2016

Content
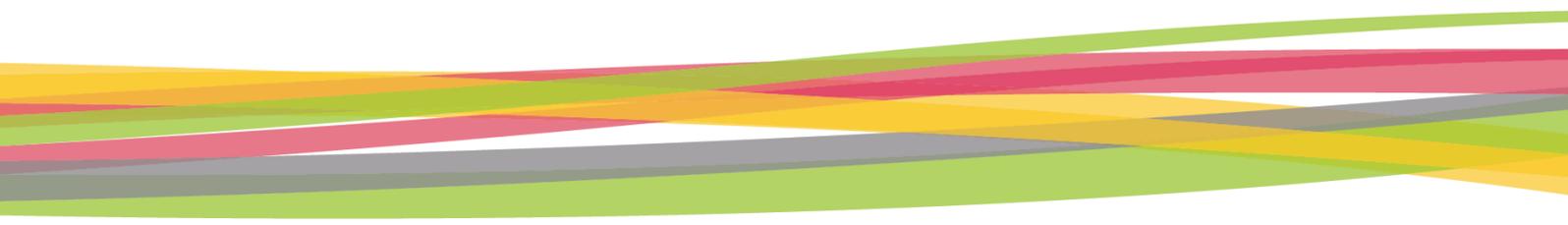
Introduction

Accepting a European Union grant means agreeing to promote the work of the European Union in the North Sea Region. This means that all materials produced for distribution outside the project partnership must clearly state that the project is EU funded.

In the 2014 – 2020 programming period, we have made this task easier by providing a project logo, which includes the mandatory references. All projects are *required* to use this logo.

In addition, projects *must* set up project posters and, in some cases, plaques. Projects are *encouraged, but not obliged,* to make use of the additional design guidelines specified in this guidance.

The project logo

The project logo will be provided to new projects by the Joint Secretariat. The project logo is based on the programme logo, only the project acronym is added in the color code of the priority the project falls under (see "Priority colors and icons" section).

In addition to the project acronym, the logo contains the European Union flag as well as a reference to the European Union, the North Sea Region Programme and the European Regional Development Fund. This means that by using the logo, projects will automatically live up to basic communication requirements.

Adding an additional visual element

Projects wishing to make use of an additional visual element may do so at their own expense. Projects should however make sure to comply with European Commission requirements, the key point being that the additional element cannot be ***taller or wider*** than the European flag in the project logo.

Projects using an additional visual element are invited to use it with an adapted version of the programme logo, which has a bigger EU flag. This way it is less likely that the project runs into eligibility issues. Get in touch with the Joint Secretariat if you wish to use the adapted logo in your communication.

Logo sizes

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 (38,1 mm).

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

Plaque

Projects which finance infrastructure and construction sites with a total public contribution of more than 500,000 EUR must inform the public about the EU funding.

While works are ongoing, projects must put up a temporary billboard visible to the public. The billboard should be replaced by a permanent plaque no later than 3 months after completion of the works.

Projects are free to create their own designs. We do however recommend using the template provided by the Programme (available in our Downloads section on our website) because it lives up to the technical requirements of the European Commission.

If you choose to develop your own design, please note that it must include:

- o   The project name

- o   The main objective of your project

- o   The flag of the European Union

- o   Reference to the European Union

- o   Reference to the European Regional Development Fund

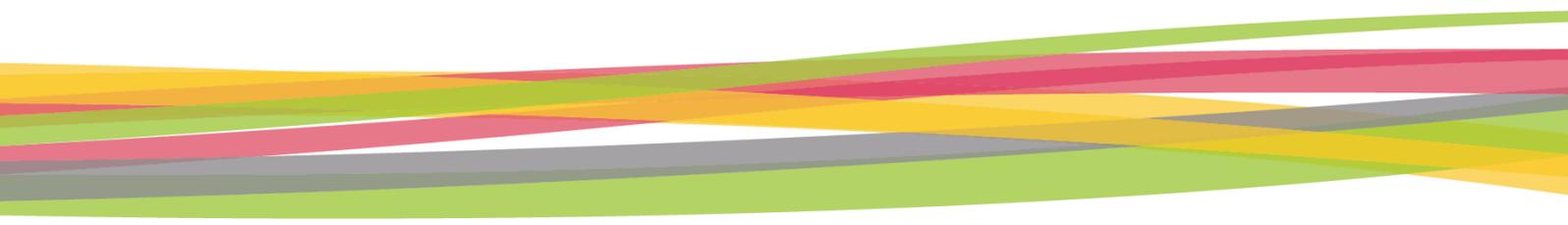These elements must take up at least 25% of the plaque.

Poster

All beneficiaries must put up a poster with information about the project at a location visible to the public. The poster should include the project's aims and objectives, total budget and funding obtained, and be of minimum A3 size.

If a beneficiary is involved in more than one North Sea Region Programme project, one joint poster is sufficient. A ready-to-use poster can be downloaded trough the online monitoring system.

Fonts

According to Interreg branding guidelines, there are three official fonts: Montserrat in the logo text, Open Sans for overall communication including body text and headlines, and Vollkorn as a serif alternative to Open Sans.
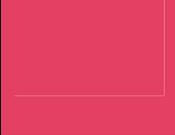
The fonts can be downloaded here:

- **Montserrat:** http://www.fontsquirrel.com/fonts/montserrat

- **Open Sans:** http://www.fontsquirrel.com/fonts/open-sans

- **Vollkorn:** http://www.fontsquirrel.com/fonts/vollkorn

Priority colors and icons

The North Sea Region Programme color scheme is based on a harmonized labeling of thematic objectives across Programmes. Our four priorities belong to the color labels indicated below.

Priority		Pantone	CMYK	HEX	RGB
Thinking growth		109 U	0/24/93/0	#fdc608	253/198/8
Eco-Innovation		382 U	49/0/99/0	#98c222	152/194/34
Sustainable North Sea Region		206 U	4/86/43/0	#e34063	227/64/99
Green transport and mobility		Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
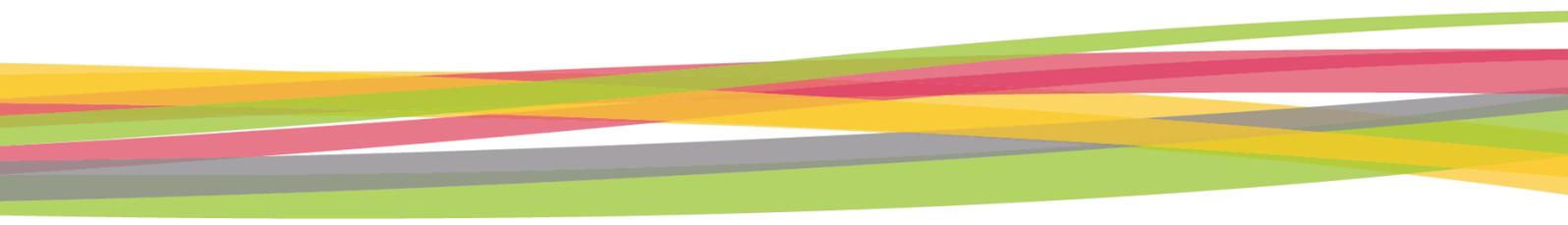
Similarly, thematic objectives have been assigned a graphical label. This results in the priority icons shown below.

Priority	Standard icon	Negative version
Thinking growth		
Eco-Innovation		
Sustainable North Sea Region		
Green transport and mobility		

The icons are available for download here: http://www.northsearegion.eu/key-documents/downloads/

Further information

More details are available in fact sheet 25 on publicity requirements and the Interreg brandbook, both of which are available here: http://www.northsearegion.eu/key-documents/key-documents-by-relevance/communication-managers/.

For further details on European Commission visibility requirements, please refer to the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5).

If you have any questions, please contact the Joint Secretariat.