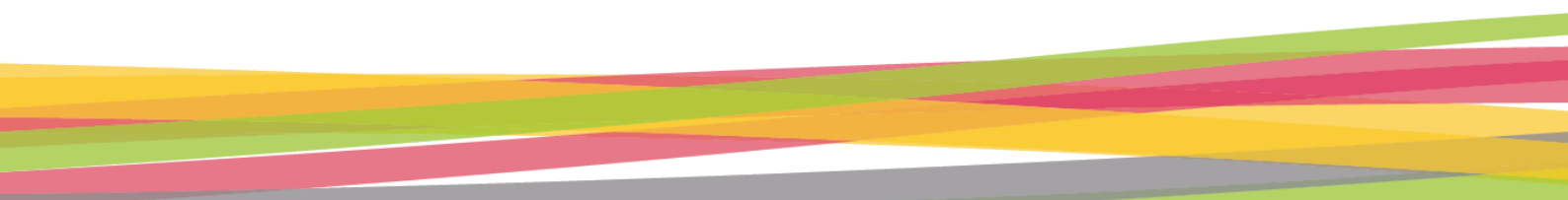


Interreg
North Sea Region
European Regional Development Fund



Joint branding project guide

Updated October 2017



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1 Introduction

By accepting an EU grant, you have agreed to promote the work of the European Union in the North Sea Region. Our Fact Sheet 25 provides concise information about key requirements for project communication.

The purpose of this guide is to help you to meet the requirements and promote your project whilst creating visibility for the Interreg support.

2 The project logo

Your public-facing materials must include specific elements and clearly state that the project is EU funded. We have made this task easier by providing a project logo which includes the mandatory references. You are *required* to use this logo in communicating your project.



The logo includes your project acronym in the priority colour applicable to your project (section 7).

In addition to the project acronym, the logo includes the EU flag as well as a reference to the European Union, the North Sea Region Programme and the

European Regional Development Fund. Using this logo across your website and materials thus ensures compliance with several basic visibility requirements.

Your project logo is available for print and online purposes in four colour versions: Full colour, greyscale, black on white, and white on transparent background.

Note: The EU emblem (flag) needs to always be clearly visible and placed in a prominent position across all materials. On websites, it needs to be displayed in full colour version and placed so that it is visible without scrolling - this applies to mobile devices too.

3 Using additional visual elements

Projects wishing to make use of an additional visual element may do so at their own expense. For example, you may display additional graphic elements or other logos, such as partner logos. You should however make sure to comply with European Commission requirements, the key points being:

1. The EU emblem (the flag) must remain prominent.
2. No additional logo or other visual element should be both taller and wider than the EU flag.

4 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 never be 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

5 Poster and billboard/plaque

It is mandatory for all project beneficiaries to put up a project poster in a place visible to the public. You can download a ready-to-use poster that meets all the requirements through our online monitoring system. This option is visible next to your approved project in the 'applications' list.

You are also free to design your own poster; if you wish to do this, please refer to Fact Sheet 25 for requirements applying to posters.

In addition, some projects need to put up a billboard or plaque (please refer to Fact Sheet 25). We provide a template plaque that meets the EU requirements, however you may create your own design.

If you choose to develop your own design, please note that it must include: 1. The project name 2. The main objective of your project 3. The EU flag 4. Reference to the European Union 5. Reference to the European Regional Development Fund. These five elements must cover at least 25 % of the plaque.

The plaque template is available here: <http://www.northsearegion.eu/key-documents/downloads/>

6 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>









7 Priority colours

The North Sea Region Programme colour scheme is based on a harmonised labelling of thematic objectives across Interreg Programmes. Our four priorities are using the colour 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

8 Priority icons

Thematic objectives are also assigned a graphic label, shown in the priority icons 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/>

9 Additional information

More details are available in **Fact Sheet 25 on publicity requirements** and the **Interreg Brand Design Manual**. Both documents are available here:

northsearegion.eu/key-documents/key-documents-by-relevance/communication-managers/.

For further details on EU visibility requirements, please refer to the implementing regulation (EU) No 821/2014 (art. 4 § 5) and implementing regulation (EU) No 1303/2013 (Annex XII).

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