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.

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.

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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

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   - Logo specification
   - Logo colours
   - Logo use
   - Logo size

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   - Typefaces
   - Typeface application
   - Typeface application - alternative font

3. **Grid**
   - Grid in use
   - Logo positioning

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   - Colours
   - Icons

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   - Logo specification
   - Logo additions
   - Logo size

2. **Logo used as project logo**
   - Logo specification
   - Logo size

3. **Logo in addition to project logo**
   - Specification for project logos
   - Logo position

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</tr>
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<td>2.3.2. Logo position</td>
<td>46</td>
</tr>
</tbody>
</table>
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 Volkorn 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 2/3 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.
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 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 “I”).

**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 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.
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.

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>CMYK</th>
<th>HEX</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflex Blue</td>
<td>Reflex Blue</td>
<td>100/80/0/0</td>
<td>003399</td>
<td>0/51/153</td>
</tr>
<tr>
<td>Light Blue</td>
<td>2716</td>
<td>41/30/0/0</td>
<td>9FAEE5</td>
<td>159/174/229</td>
</tr>
<tr>
<td>Yellow</td>
<td>Yellow</td>
<td>0/0/100/0</td>
<td>FFCC00</td>
<td>255/204/0</td>
</tr>
</tbody>
</table>
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.
**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.

<table>
<thead>
<tr>
<th>Media</th>
<th>smallest logo width</th>
<th>ideal logo width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print A4 portrait</td>
<td>210*279 mm</td>
<td>38,1 mm</td>
</tr>
<tr>
<td>Print A4 landscape</td>
<td>279*210 mm</td>
<td>38,1 mm</td>
</tr>
<tr>
<td>Print A4 portrait</td>
<td>148*210 mm</td>
<td>38,1 mm</td>
</tr>
<tr>
<td>Print Business card</td>
<td>85*55 mm</td>
<td>35,1 mm</td>
</tr>
<tr>
<td>Print Sign (Plaque) portrait</td>
<td>Any large format (A2+)</td>
<td>short side/6 mm</td>
</tr>
<tr>
<td>Print Sign (Plaque) landscape</td>
<td>Any large format (A2+)</td>
<td>long side/6 mm</td>
</tr>
<tr>
<td>Screen Smartphone</td>
<td>960*640 px</td>
<td>240 px</td>
</tr>
<tr>
<td>Screen Tablet</td>
<td>1024*768 px</td>
<td>240 px</td>
</tr>
<tr>
<td>Screen Laptop/Desktop</td>
<td>1920*1080 px</td>
<td>300 px</td>
</tr>
<tr>
<td>Powerpoint 16:9</td>
<td>254*142,88 mm</td>
<td>32,6 mm</td>
</tr>
<tr>
<td>Video FullHD &amp; HD</td>
<td>1920*1080 px</td>
<td>300 px</td>
</tr>
<tr>
<td>Video SD</td>
<td>1050*576 px</td>
<td>240 px</td>
</tr>
</tbody>
</table>
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.
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

**Headline 2**
Open Sans Bold
12/16

**Headline 3**
Open Sans Bold
8/12

**Headline 4**
Open Sans Semibold
8/12

**Text body**
Open Sans Regular
8/12

**Quote/remark/emphasis**
Open Sans Italic
8/12

**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.

<table>
<thead>
<tr>
<th>Headline 1</th>
<th>Headline 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vollkorn Bold</strong> 20/24</td>
<td><strong>Vollkorn Bold</strong> 12/16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Headline 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vollkorn Bold</strong> 8/12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Headline 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vollkorn Regular</strong> 8/12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Text body</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vollkorn Regular</strong> 8/12</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quote/remark/emphasis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vollkorn Italic</strong> 8/12</td>
</tr>
</tbody>
</table>

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

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
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
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
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.
Logo positioning on A4 landscape format

Logo positioning on a business card

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

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 harmonious 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.

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

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

**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 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.
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 logo-type. 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.

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.
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 3/4 of the basic unit. The height of the flag is the same as the letter “I”.

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 1/2 of a basic unit. Short programme names should be written at a cap-height (cap-h) that equals 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.
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 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 1/2 of a basic unit. Short programme names should be written at a cap-height (cap-h) that equals 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 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 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) 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 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 base line 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 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.

<table>
<thead>
<tr>
<th>Media</th>
<th>smallest logo width</th>
<th>ideal logo width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print A4 portrait</td>
<td>210*279 mm</td>
<td>38,1 mm</td>
</tr>
<tr>
<td>Print A4 landscape</td>
<td>279*210 mm</td>
<td>38,1 mm</td>
</tr>
<tr>
<td>Print A4 portrait</td>
<td>148*210 mm</td>
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</tr>
<tr>
<td>Print Business card</td>
<td>85*55 mm</td>
<td>35,1 mm</td>
</tr>
<tr>
<td>Print Sign (Plaque) portrait</td>
<td>Any large format (A2+)</td>
<td>short side/6 mm</td>
</tr>
<tr>
<td>Print Sign (Plaque) landscape</td>
<td>Any large format (A2+)</td>
<td>long side/6 mm</td>
</tr>
<tr>
<td>Screen Smartphone</td>
<td>960*640 px</td>
<td>240 px</td>
</tr>
<tr>
<td>Screen Tablet</td>
<td>1024*768 px</td>
<td>240 px</td>
</tr>
<tr>
<td>Screen Laptop/Desktop</td>
<td>1920<em>1080 px, 2560</em>1440 px</td>
<td>300 px</td>
</tr>
<tr>
<td>Powerpoint 16:9</td>
<td>254*142,88 mm</td>
<td>32,6 mm</td>
</tr>
<tr>
<td>Video FullHD &amp; HD</td>
<td>1920<em>1080 px, 1280</em>720 px</td>
<td>300 px</td>
</tr>
<tr>
<td>Video SD</td>
<td>1050*576 px</td>
<td>240 px</td>
</tr>
</tbody>
</table>
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.
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.

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.
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 3/4 of the basic unit. The height of the flag is the same as the letter “I”.

**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 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, 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 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 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 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, 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 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 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 2/5 of the basic unit “e”.

---

Interreg
ABC Programme
Project Name

EUROPEAN UNION

European Regional Development Fund
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.

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<tr>
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<td>1050*576 px</td>
<td>240 px</td>
</tr>
</tbody>
</table>
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.

If 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.
Contact for all Interreg branding and co-branding issues:
INTERACT Point Viborg
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Jernbanegade, 22
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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