

# Interreg Europe Graphic Book

## Contents

Branding	1
Typography	8
Colour palette	10
Use of the origami	11
Four Topics	14
Project identity	15
Stationery	20
Templates	22
Internet guidelines	27
Map	28
Annex: Mood Book	29



*Sharing solutions for  
better regional policies*

**Interreg  
Europe**



European Union | European Regional Development Fund

**This is the official and only version of the Interreg Europe branding.**

**It is available in electronic formats such as Adobe® Illustrator eps to import directly into your print documents, or PNG for electronic-only versions. No other format is acceptable.**

This branding, as a key component of the successful identity of Interreg Europe, represents its core image values and its missions.

## The logo block, the slogan and the origami

**Please note that the letters and shapes used have been specifically created to achieve an appropriate relationship, character and personality and therefore must not be recreated in any way.**

The proportion and relationship of size between the three key elements may not be altered in any way.

The core Interreg Europe brand is made of three components:

1. the logo block
2. the slogan
3. the origami

Programme slogan 'Sharing solutions for better regional policies' should be used when possible. There is no predefined positioning of it.

Note: Only the first letters of the programme title 'Interreg Europe' are capitalised when it is written in the text.

### [1] Interreg Europe logo block



#### EC & ERDF reference

Reference to European Union and European Regional Development Fund should always accompany the logo block, except for small sized use.

### [2] Interreg Europe slogan



### [3] Interreg Europe origami

The origami may be used on its own as an endorsement of the brand, but is never a replacement of the full logo.

For example, the origami may be used as an illustration, the background of a poster or in a Power Point presentation.

### Preferred use

**Placement:**

The origami [1] and the slogan [2] may be used as an endorsement of the brand, but never as a replacement of the full logo.

Their position is flexible see examples page 11.



### Full origami + logo block version



### 1-colour versions:

**Blue logo**

For single colour reproductions in Pantone, a Reflex blue version of the logo (see colour section page C.1) should be used.

This version should only be used whenever 4-colour process is not available.

**Black logo**

For single colour reproductions, a black version of the logo should be used.

This version should only be used whenever 4-colour process is not available.



**Greyscale origami + logo block**



**Monochrome origami + logo block**



## Logo size

### [1] Size over 47 mm length

No maximum size is set, providing the logo placement is respectful of the exclusion zone (page A.5).



### [2] Size under 47 mm length

Under 47 mm length use small size logo block in 1 colour without slogan.



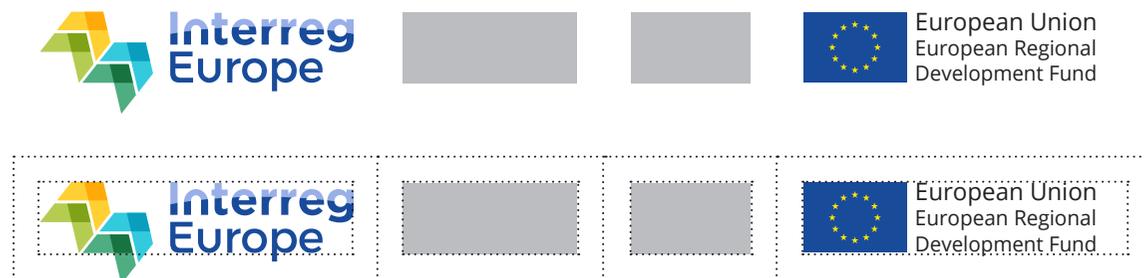
### [3] Minimum size

The logo should never be reproduced under the size of 20 mm.



## Use with partners

Along with other organisations related to the ERDF, in order not to duplicate identical components (EU emblem, reference to ERDF), a simplified version is available. Do not use out of this case.



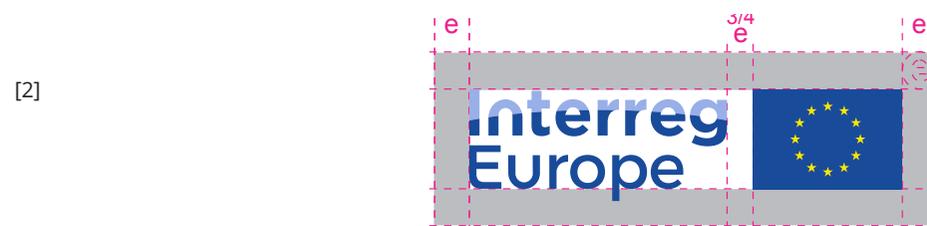
## Exclusion zone

To allow the Interreg Europe identity to have prominence and to be seen clearly, it is essential that the logo is contained within an exclusion zone.

No text or other visual elements should appear within this space.

To make calculation as easy as possible, the following method of measuring should always be applied: whatever the size of the logo the clear space around all sides must equal the length of the letter "e" of "Interreg".

The exclusion zone is applicable to large size [1] as well as small size [2] of the logo.



## Correct logo use against backgrounds

### [1] Standard logo block

### [2] Blue logo

### [3] Black logo

### [4] Allowed logo use against background (not recommended)

Using the standard logo block on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.

[5] 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.



Ideal logo use:  
Standard logo on white background



Allowed logo use:  
Blue or black logo for monochrome applications



Standard logo on very lightly coloured background – enough contrast necessary!



Standard logo on bright photo – enough contrast necessary!

## Improper uses

[1] Do not use any other typographic elements in addition to the logo in 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.

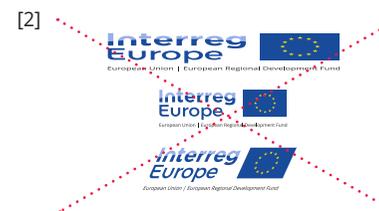
[4] Do not rotate the logo.

[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 invert the logo or use the logo in any other colour than the standard full colour version or in black or blue on monochrome applications.

[8] Do not use the logo on a coloured background - only exception are very light colours as specified on the previous page.



## Corporate typefaces

### Montserrat

For programme and project identity (see page 15), the typeface Montserrat has been chosen as it is visually similar to the Interreg logo.

### Open Sans

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. Both typefaces are available for free, including web font kits.

The fonts can be downloaded:

#### Montserrat:

<http://www.google.com/fonts/specimen/Montserrat>

Montserrat

<http://www.fontsquirrel.com/fonts/montserrat>

#### Open sans:

<http://www.google.com/fonts/specimen/Open+Sans>

Open+Sans

<http://www.fontsquirrel.com/fonts/open-sans>

#### Typeface

### Montserrat Regular

#### Logo extensions (programme names, project names)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.  
+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

#### Typeface

### Open Sans Bold

#### Overall communication (body text, headlines, etc.)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.  
+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

### Open Sans Semibold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.  
+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

### Open Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.  
+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

### Open Sans Italic

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.*  
+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %

## MS Office processing typefaces

### Arial

Arial has been selected as the primary corporate typeface of Interreg Europe because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.

Please note that these fonts must not be condensed, expanded or digitally manipulated in any way.

### Typeface colour

For most uses, typeface colour must be black on white background.

### Arial Bold

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.**

**+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %**

### Arial Bold Italic

***Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.***

***+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %***

### Arial Regular

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.**

**+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %**

### Arial Italic

***Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.***

***+ / 1 2 3 4 5 6 7 8 9 0 & @ ! ? %***

## Colour palette

The Interreg Europe colour palette consists of seven unique colours.

### Do not create extra colours.

All graphics should be made from this series of colours.

### Proofing

Do NOT use a printout of this page as an accurate guide to the palette colours.

Use professional swatches and proofing solutions such as Pantone, Cromalin, EFIPrint, etc.

## Greyscale palette

A series of grey completes the colour palette for secondary uses such as web page footer, text block backgrounds and black/white uses of the origami.



### PANTONE

Reflex Blue U	2716 U	Yellow U	PMS 109 U	PMS 382 U	PMS 347 U	PMS 3115 U
---------------	--------	----------	-----------	-----------	-----------	------------

### CMYB Offset printing

C 100 M 80 Y 00 B 00	C 41 M 30 Y 00 B 00	C 00 M 00 Y 100 B 00	C 00 M 24 Y 93 B 00	C 49 M 00 Y 99 B 00	C 81 M 13 Y 76 B 01	C 71 M 00 Y 19 B 00
-------------------------	------------------------	-------------------------	------------------------	------------------------	------------------------	------------------------

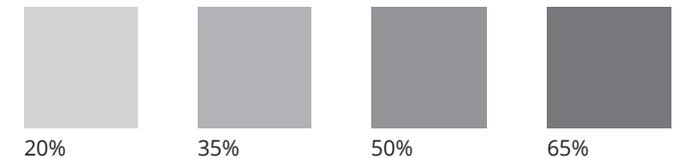
### RGB

R 00 G 51 B 153	R 159 G 174 B 229	R 255 G 204 B 00	R 253 G 198 B 8	R 152 G 194 B 34	R 21 G 153 B 97	R 28 G 184 B 207
--------------------	----------------------	---------------------	--------------------	---------------------	--------------------	---------------------

### HEX

#003399	#9FAEE5	#FFCC00	#fdc608	#98c222	#159961	#1cb8cf
---------	---------	---------	---------	---------	---------	---------

### Greyscale



## Use of the origami

### Aligned version

In the horizontal version of the full logo [1] the origami is displayed on the left with the EU emblem on the right.



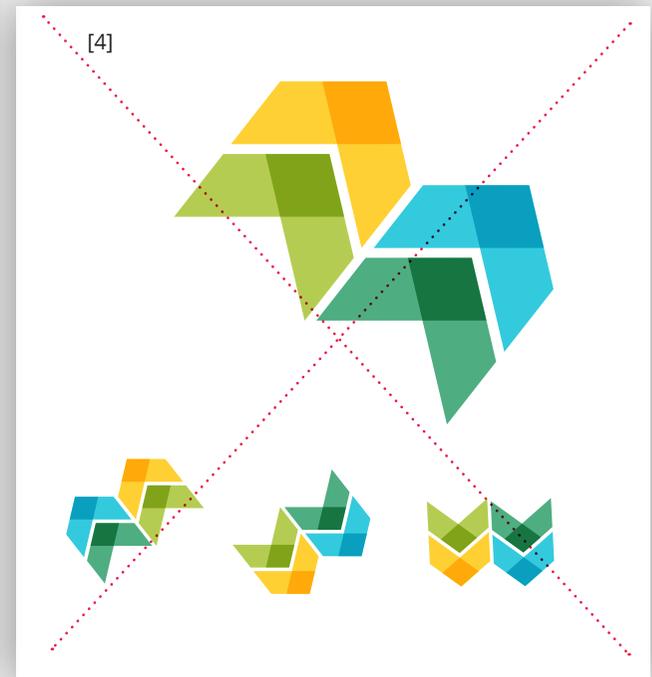
### As an illustration

With the simple version of the logo, the origami is a graphical element which must be freely displayed in the page or screen in size and placement, preferably above the logo and to the right.



### Forbidden use of the origami

The origami must never be displayed alone, nor upside down, mirrored, or with other colours [4].



## Against background

The same specifications than for the logo block apply to the origami.



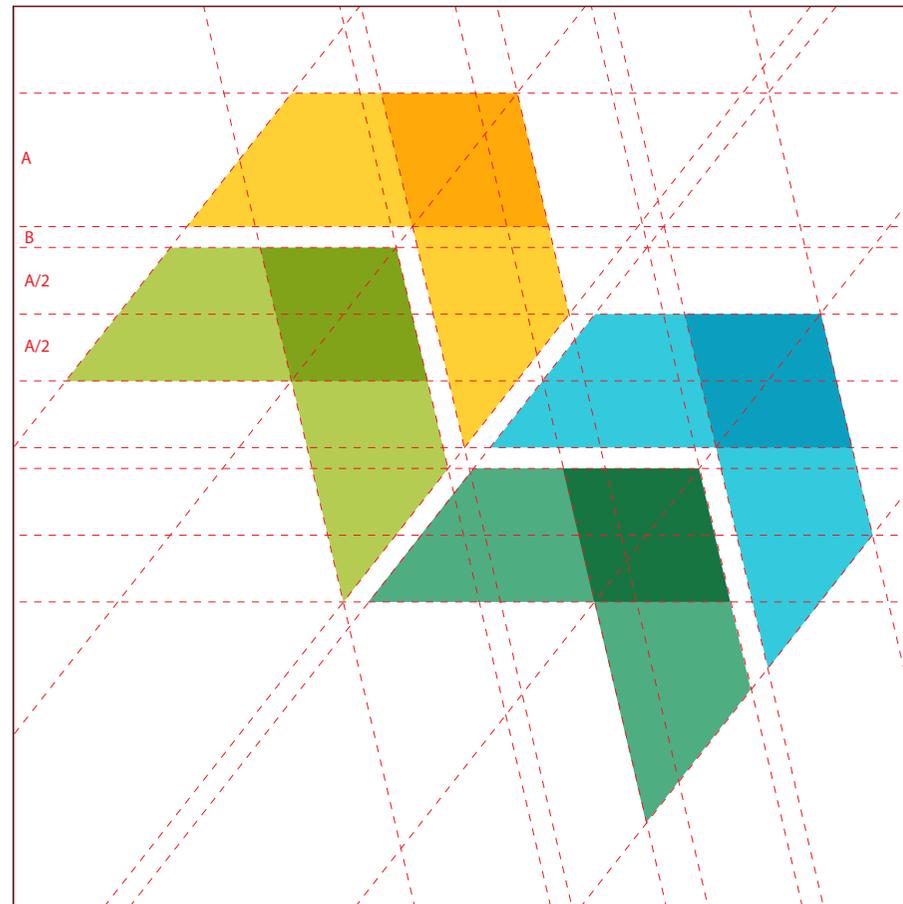
Standard logo on very lightly coloured background – enough contrast necessary!



Standard logo on bright photo – enough contrast necessary!

## Construction grid

Information how the origami element is designed.



## The origami colour palette

The origami colour palette consists of four unique colours.

The four colours are the ones of the four Interreg Europe topics (see next page).

### Do not create extra colours.

All graphics should be made from this series of colours.

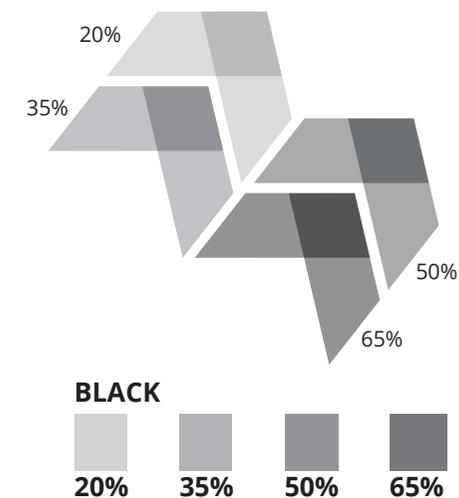
### Proofing

Do NOT use a printout of this page as an accurate guide to the palette colours.

Use professional swatches and proofing solutions such as Pantone, Cromalin, EFIPrint, etc.

See Pantone PMS, 4-colour process, RGB and Hexa colour specifications on page 10.

80% opacity



**ORANGE**  
80%



**LIGHT GREEN**  
80%



**DEEP GREEN**  
80%



**BLUE**  
80%

## Interreg Europe four topics

Interreg Europe competency is presented by 4 topics, each having its own icon:

1. Research and innovation
2. SME competitiveness
3. Low-carbon economy
4. Environment and resource efficiency

They should illustrate the topic as a reference to the European Commission policy.

All graphics or main headline colours in the compound of each topic should be made from the colour of the topics (see colour palette).

Icons for reproduction are available from Interreg Europe. Do not modify nor create other icons.

See Pantone PMS, 4-colour process, RGB and Hexa colour specifications on page 10.

[1]



**ORANGE**  
100%

[2]



**BLUE**  
100%

[3]



**LIGHT GREEN**  
100%

[4]



**DEEP GREEN**  
100%

# Interreg Europe Project Identities

## The Project branding



**This is the official and only version of the Interreg Europe PROJECT branding.**

**It is available in electronic formats such as Adobe® Illustrator eps to import directly into your print documents, or PNG for electronic-only versions. No other format is acceptable.**

This branding, as a key component of the successful identity of Interreg Europe, it is mandatory that stakeholders comply to the following recommendations.

The project acronym stands on maximum 2 lines, 11 characters per line.

## Project brand block

Projects funded by Interreg Europe have an identity in the form of a PROJECT BRAND BLOCK in relation with the THEME they belong to.

1. The related topic colour origami
2. The Project acronym in Monserrat aligned right
3. Interreg Europe brand

Project identities are using the topic colours as defined on page 10.

**No other Project identity is permitted.**

All graphics or main headline colours should be made from the series of colours of the related topic.

Documents for reproduction are available from Interreg Europe. All new documents created should follow these guidelines.

### Proofing

Do NOT use a printout of this page as an accurate guide to the palette colours.

Use professional swatches and proofing solutions such as Pantone, Cromalin, EFIPrint, etc.

[1] The origami related topic colour

[2] Project acronym in Open Sans regular

[3] Interreg Europe Brand

**SMART+**  
Interreg Europe

**EnergecitEE**  
Interreg Europe

**LoCaRe**  
Interreg Europe

**CREATIVE METROPOLES**  
Interreg Europe

**Project acronym should be placed on 1 or 2 lines, 11 symbols max in each line.**

## Project brand + EU emblem and ERDF references

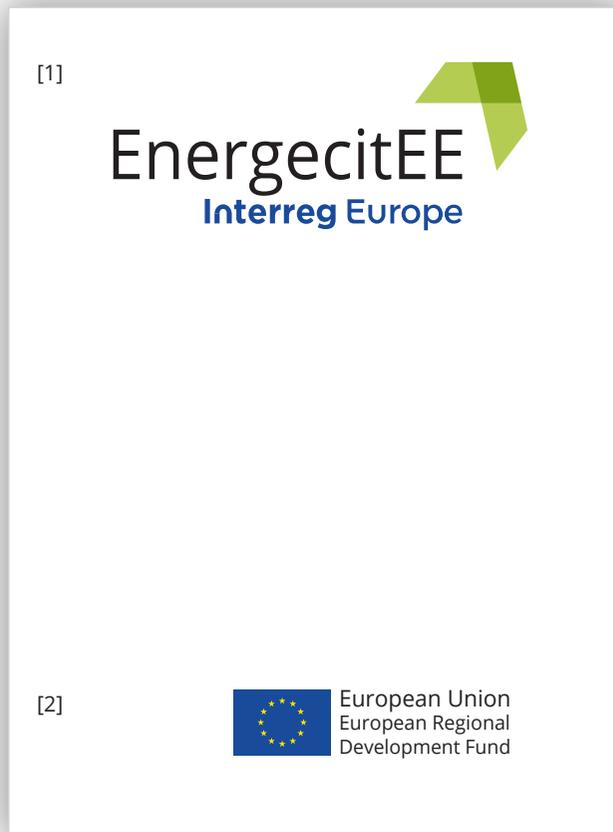
### Construction grid

The Project identity is designed with the maximum 2 lines, 11 characters per line.

**Interreg Europe project identity [1] comes complete with the European Union emblem and reference to the European Regional Development Fund [2].**

The placement of [2] is free, except for small size when EU emblem is on the same line [3], or when underneath [4].

Special position is acceptable when Project identity stands with logos of different organisations [5].



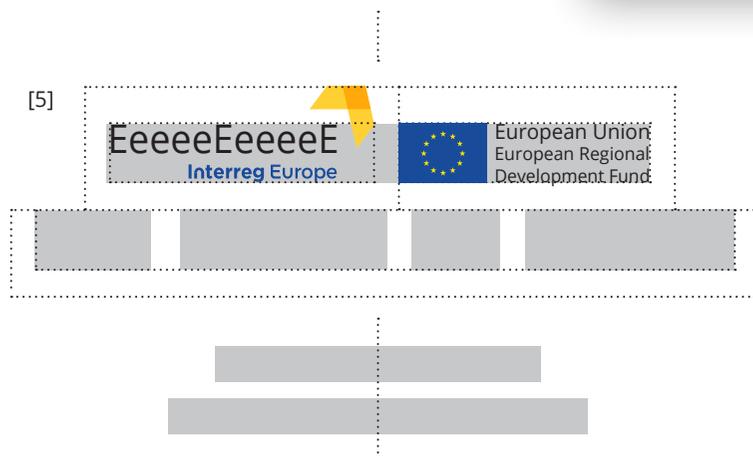
[3]



[4]



[5]



## Small size versions

Ideally the smallest version of the Project identity should not result in the brand name "Interreg Europe" being smaller than 20 mm.



## Against background

The same specifications than for the logo block apply to the Project identities.



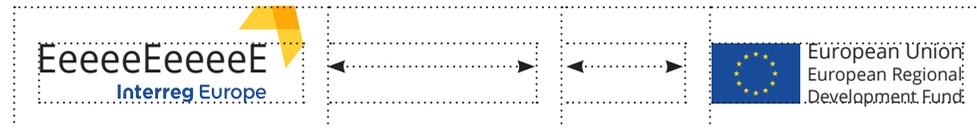
Standard logo on very lightly coloured background – enough contrast necessary!



Standard logo on bright photo – enough contrast necessary!

## Use with partners

Along with other organisations related to the ERDF, in order not to duplicate identical components (EU emblem, reference to ERDF), a simplified version is available. Do not use out of this case.



### B/W versions

For limited use when no colour option is available, a black/white version is available.



### Greyscale version

Project identity are using the topic shades of grey as defined on page C.1.

# Interreg Europe Stationery

## Letterhead template

To retain synergy accross our external communication, it is important that the positions and specifications of the various printed elements on the stationery range are kept without any alterations.

Size: A4 (210mm x 297mm)

Stock: white 90gsm

4-colour process

All text colour: Black

Word processing:  
Body text typeface  
in Arial

Size: 10 pt

Colour: BLACK

210 >

INTERREG Europe Contact person  
Title

Receiver's name  
Company  
Address  
Address  
Zip code – city

Date : Month Day Year  
RE : Lorem ipsum dolor sit amer

Dear Sir,

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commod Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat

Yours sincerely,  
[signature]

hendrerit in vulputate  
pro eros et accumsan  
luis dolore te feugait

suscipit lobortis nisl ut  
rerit in vulputate velit  
eros et accumsan et  
dolore te feugait nulla  
r suscipit lobortis nisl  
hendrerit in vulputate  
pro eros et accumsan  
luis dolore te feugait

suscipit lobortis nisl ut  
rerit in vulputate velit  
eros et accumsan et  
dolore te feugait nulla  
r suscipit lobortis nisl  
hendrerit in vulputate  
pro eros et accumsan  
luis dolore te feugait

suscipit lobortis nisl ut  
rerit in vulputate velit  
eros et accumsan et  
dolore te feugait nulla  
r suscipit lobortis nisl  
hendrerit in vulputate  
pro eros et accumsan  
luis dolore te feugait

Interreg Europe | Page 2 / 2

< 297  
8 >  
< 275

Interreg Europe  
www.interregueurope.eu  
interregueurope

Secretariat  
Les Arcuiales Entrée D, 5<sup>e</sup> étage  
45 rue de Tournai, 59000 Lille, France

T: +33 (0) 3 28 14 41 00  
F: +33 (0) 3 28 14 41 09  
info@interregueurope.eu

GEIE GECOTTI  
SIRET: 451 382 287 000 22  
VAT / TVA: FR 04451382287

## Business card

Horizontal

Size: 85mm x 55mm

Stock: white 250gsm

4-colour process



Vertical

Size: 55mm x 85mm

Stock: white 250gsm

4-colour process



# Interreg Europe Templates

## Word vertical template

A template with brand identity and styles is available from the Communication department of Interreg Europe.



Interreg Europe  
European Union | European Regional Development Fund



Sharing solutions for better regional policies

### Title of publication

Name, person  
Position  
Institution  
Institution

**Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.**

### Chapter 1 in Title 1

Normal (body text) - Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam,  
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

### Title 2

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi

Body text normal with lineheight 1:  
suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.  
quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

### Title 3

suscipit lobortis nisl ut aliquip ex autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi

---

Interreg Europe | Title of memorandum | 1 / 11

## Word horizontal template

A template with brand identity and styles is available from the Communication department of Interreg Europe.



European Union | European Regional Development Fund

*Sharing solutions for better regional policies*



### Title of publication

Date  
 Name, person  
 Position  
 Institution  
 Institution

**Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.**

### Chapter 1 in Title 1

Normal (body text 1.5) - Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Normal (body text simple) - Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

### Title 2

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi

---

Interreg Europe | Title of memorandum | 1 / 12





# Powerpoint template

Overhead presentations are part of the identity of Interreg Europe. Correctly using this template will convey a consistent image of the programme.



Interreg Europe  
European Union | European Regional Development Fund

Sharing solutions  
for better regional policies

## Title of presentation

Venue and date

Marie Labas  
Project officer at the Joint Secretariat  
Interreg Europe  
m.labas@interreg-europe.eu

Modifiez le style du titre

Quote block #2

Quote text

6

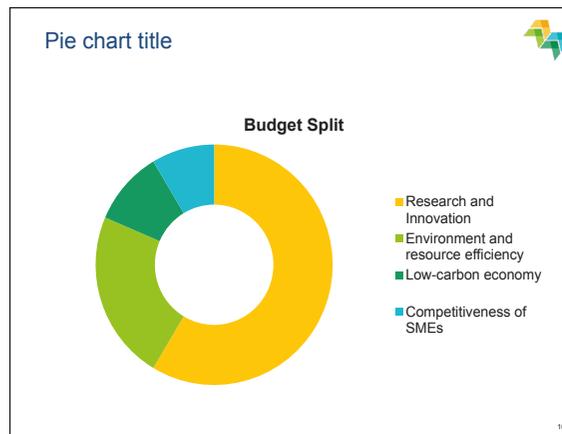


Table title

Head	Head	Head	Head	Head
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00
Data	00,00	00,00	00,00	00,00

Legend

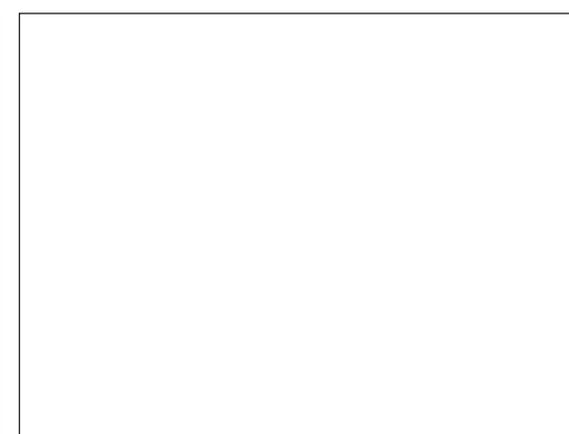
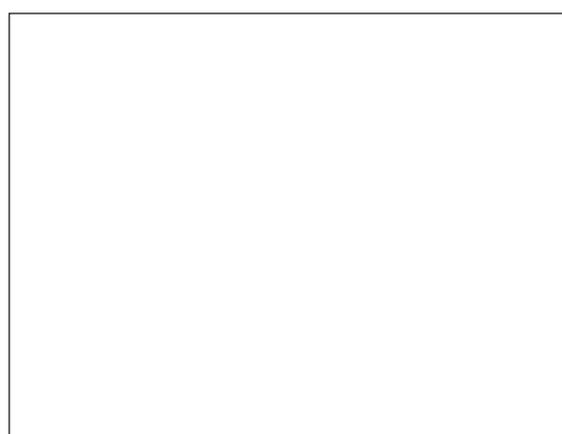
12

Competitiveness of SMEs

Sub title correct here

Here comes any component: video, picture, graphic, table...

20



# Internet guidelines




European Union | European Regional Development Fund

Regions of Europe sharing solutions

Programme Projects Good practice Contact Platforms Interreg Europe



## Environment and resource efficiency

● ● ● ●

### Register to our new event



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mini.

MORE >

### How to access the free databases?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mini.

MORE >

### Regional Development Funds in detail

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mini.

### Policy Learning Platforms



Research and Innovation



Competitiveness of SMEs



Environment and resource efficiency



Low-carbon economy

### Find Partners

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad mini.

LEARN >

Joint Secretariat: ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod





# Map

