Interreg
Danube Transnational Programme

EUROPEAN UNION

Danube Transnational Programme

visual identity guidelines for projects

content

Introduction

Danube Transnational Programme 2014-2020

The Danube Transnational Programme is a financing instrument of the European Territorial Cooperation (ETC), better known as Interreg.
The Danube Transnational Programme (DTP) promotes economic, social and territorial cohesion in the Danube Region through policy integration in selected fields.

The Danube Transnational Programme (2014-2020) is built around four thematic priority axes:
1. Innovative and socially responsible Danube region
2. Environment and culture responsible Danube region
3. Better connected and energy responsible Danube region
4. Well-governed Danube region

The programme will invest EUR 202,1 million from the ERDF and EUR 19,8 million from IPA II for transnational projects in the Danube basin territory. Eligible partners will, therefore, come from 9 EU countries - Austria, Bulgaria, Croatia, the Czech Republic, Germany (only Baden-Württemberg and Bayern), Hungary, Romania, Slovakia, Slovenia; and 5 non-EU countries - Bosnia and Herzegovina, the Republic of Moldova, Montenegro, Serbia, part of Ukraine.

This manual has been designed to ensure that - throughout the 7 years of operation of the Danube Transnational Programme (DTP) - both the members of programme bodies and the representatives of the projects can prepare their communication materials in a strictly coherent way. This manual includes the usage rules of the communication elements aimed at promoting the visual identity of the Danube Transnational Programme. Additionally, a series of materials are provided as examples.

All project representatives are called to strictly follow the guidelines included in this manual for all their communication materials. Apart from the visual materials, any document, relating to the implementation of an operation in the framework of the Danube Transnational Programme which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the project/activity was supported by the programme and the EU funding. The manual sets requirements for internal and external use.

It provides guidelines for the usage of the programme logo as well as for some communication materials such as posters, plaques, billboards and other tools used to highlight the EU contribution and the programme participation.

It is essential that all visual appearance and communication at project level reflect the global objective of the Danube Transnational Programme of promoting economic, social and territorial cohesion in the Danube region. This aim is put in practice through the development of transnational partnerships involving national, regional, local authorities and other relevant actors, on matters of strategic importance for the area.

Moreover, all the visual materials under the Danube Transnational Programme "umbrella" must raise the awareness of the EU funding.

These visual identity guidelines are in line with the obligations of beneficiaries regarding information and communication measures included in:
Annex XII, section 2.2 of EC Regulation 1303/2013:
http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0320:0469:EN:PDF

1. Compliance with the DTP visual guidelines

Projects that have been funded by the European Union
within the framework of the Danube Transnational
Programme must comply with the visual identity
guidelines of the Danube Transnational Programme in all
their communication materials.
Moreover, they have to strictly follow the requirements
in terms of communication included both in the Subsidy
contract and in the Annex XII, section 2.2 of EC
Regulation 1303/2013:

http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0320:0469:EN:PDF

1.1. Guidelines for the usage of the European Union logo

The common branding for all EU-funded actions is the EU emblem.

Whatever the size, scope or objectives of an action, the EU flag must be prominently displayed on all materials produced by the Programme bodies or implementing partners together with a reference to the European Union (to be placed under the EU flag).

In case of the Danube Transnational Programme, the EU emblem has already been included in the programme logo, thus no further display of this emblem is needed.

Rules and donwloads for the European Union flag can be found at:
http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

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1.2. Project logos and visual identity

The Regulation (EU) No 1303/2013 (Annex XII, Article 2.2) requires all beneficiaries to follow a number of rules regarding the use of the logo of the European Union and the respective fund. The logo must be always visible in a prominent place and with a comparable size to other logos used. The Danube Transnational Programme logo already respects all the programme requirements, and all approved projects are obliged to use it on all their communication materials (both hard copy and electronic as well as to display it in events).

DTP projects are not allowed to develop their own project logo. Developing a logo is costly, it has a limited lifetime and so many logos bring confusion to the audience. For this reason and in order to limit costs, projects will share the programme's brand just adding the project acronym below in the colours of the priority each project belongs to.

A specific logo might exceptionally be considered for an output/result with a lifetime going beyond the project if well justified in the application form and approved by the Joint Secretariat.

The Joint Secretariat will help the projects in fulfilling all the requirements included in this Visual Identity Manual and it will support them constantly in all their communication activities.

1.2.1. DTP logo used as project logo

The logo of the project plays a role of utmost significance in creating brand association regarding visual communication. The logo of the project should not be recreated in any circumstance. Only the logo version presented in this manual is the correct one, only this one should be used and only in English.

The logo of the Danube Transnational Programme was created in line with the regulations of the Interreg Brand Design Manual. The visual appearance of the logo makes it clear that the DTP is a EU funded Programme and it is part of the European Territorial Cooperation (ETC).

The logo's specific appearance is given by the chosen symbol that complements the obligatory elements.

The project logo must be always included in all communication materials produced both at programme and project level. It must be placed in a central and visible top position of the material (in the first/main page) and it can never be smaller than any other logo included in the same material.

Except very specific cases, all projects funded by the programme are not allowed to create their own logo. They have to use instead the programme logo including the reference to the project acronym below (see image). This reference needs to be written in the colour of the matching thematic priority the project belongs to.

1.2.2. Logo specification

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 two thirds of the basic unit. The height of the flag is the same as the letter "I".

European Union reference
The European Union reference 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 reference is set in Arial.

Clear space area
A clear space of at least one basic unit in height and width must remain 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.
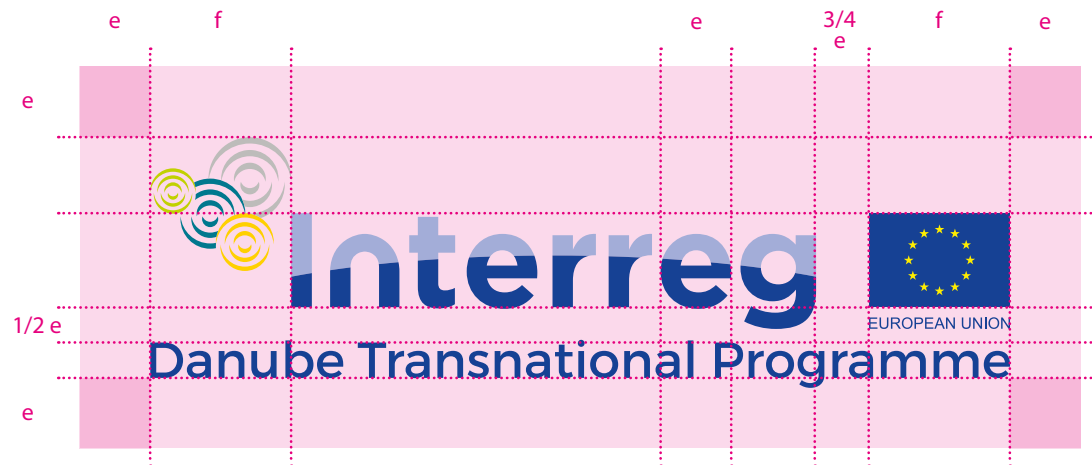
1.2.2. Logo specification

Project acronym

For the project acronym also the typeface Montserrat was chosen as it is visually similar to the Interreg logo. 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 1/2 of the basic unit. The colour has to match the colour of the project's main thematic priority.
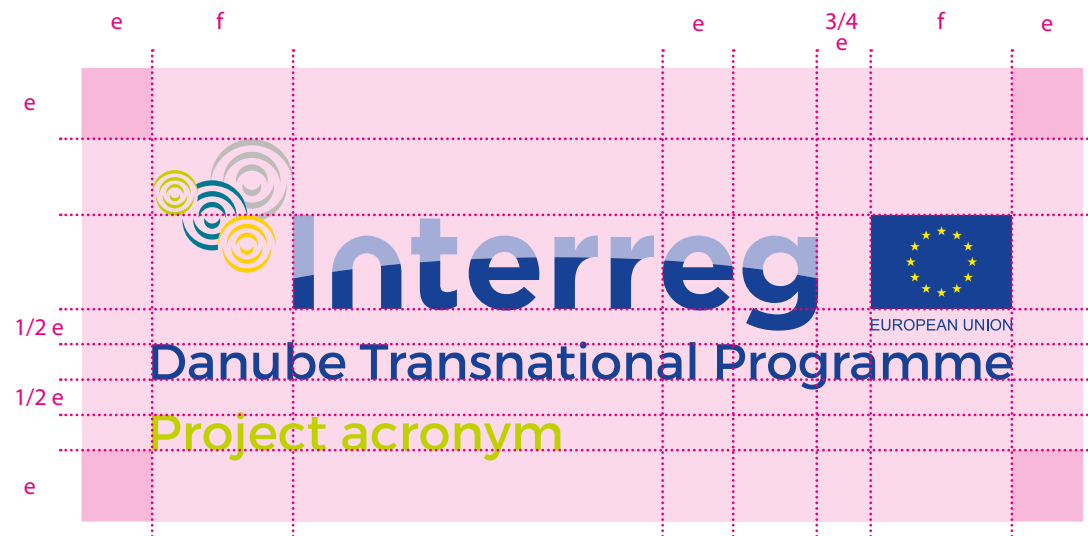
1.2.3. Logo use

Standard logo / Full colour version
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 / Black and white logo / 1-colour logo
For single colour reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-color version of the logo cannot be applied.

Negative logo
This version of the logo should be used whenever we are using reflex blue background.

Standard logo

Greyscale logo

Black and white logo

1-colour logo

Negative logo

1.2.4. Logo size

The minimum usable size of the Interreg logo is 38,1 mm.
From this data we get the minimum usable DTP logo size as 45,5 mm.

In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted.

For those cases, if the mention 'European Union' under the EU flag is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances. Otherwise, if it is visible according to the used material and the quality of the printing, it should be included.

Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.

Exceptions just for small items:

1.2.5. Logo colours

The colour scheme was developed to clearly label the thematic priorities axes of the programme. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and colours of Interreg.
Except very specific cases, all projects funded by the programme are not allowed to create their own logo.
They have to use instead the programme logo including the reference to the project acronym. This reference needs to be written in the colour of the matching thematic priority the project belongs to.

Pantone:
Spot colours. For special printing, the PANTONE colour scale will be used.

CMYK:
Process-colour printing, 100 colour gradations per channel.
C = cyan, M = magenta, Y = yellow, K = black
The CMYK colours code will be used for all printed materials.

Hex:
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

RGB:
Colour sample for monitor display with 256 gradations per channel R = red, G = green, B = blue
On the website and other electronic applications, the RGB colour scale, created through graphic software colour conversion, will be used.

Colour	Pantone	CMYK	HEX	RGB	Priority
	Reflex Blue	100/80/0/0	003399	0/51/153	
	2716 C	41/30/0/0	FFCC00	159/174/229	
	Yellow	0/0/100/0	9FAEE5	255/204/0	
	109 C	0/24/93/0	#fdc608	253/198/8	*Innovative and socially responsible Danube region*
	382 C	49/0/99/0	#98c222	152/194/34	*Environment and culture responsible Danube region*
	Cool Gray 4 C	12/8/9/23	#bbbcbc	187/188/188	*Better connected and energy responsible Danube region*
	3145 C	87/32/35/16	3c7486	60/116/134	*Well-governed Danube region*

1.2.6. Symbol

The symbol in the programme logo represents splashes in the water, thus being clearly linked to the Danube river. This symbol shows how different projects from different countries can create something together putting their individual know-how into a common goal and how the impact of their results can be multiplied and linked to other project results.

1.2.6.1. Symbol use

Standard symbol / Full colour version
The standard symbol is the full colour version. This version should be used whenever possible. It is rarely used without the logo. Contrary to the full colour logo version, the full colour symbol can be used on both white and reflex blue backgrounds

Greyscale symbol
The greyscale symbol version is used when we want to reach a watermark effect. This is used partly on printed materials and on internal documents. It is always used on white background.

Negative symbol
This version of the symbol should be used whenever we are using reflex blue background.

Standard appearance

Greyscale versions
Pantone Cool Gray 4 C 30 %

Negative appearance
white 20 %

1.2.6.2. Symbol colours

The colour scheme of the symbol, the 4 colours of the 4 splashes, are determined according to the 4 colours of the priorities covered by the Danube Transnational Programme.

Priority	Colour	Pantone	CMYK	HEX	RGB
Innovative and socially responsible Danube region		109 C	0/24/93/0	#fdc608	253/198/8
Environment and culture responsible Danube region		382 C	49/0/99/0	#98c222	152/194/34
Better connected and energy responsible Danube region		Cool Gray 4 C	12/8/9/23	#bbbcbc	187/188/188
Well-governed Danube region		3145 C	87/32/35/16	3c7486	60/116/134

1.3. Typography

For programme and project logos (programme and project name) and the reference "Programme co-funded by the European Union" the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

The font can be downloaded here:

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

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 font must not be changed.

Typeface

Montserrat Regular

Typeface Application

logo extensions
(programme names, project names, reference to the funding)

1.4. Fund mention

In all communication tools and activities, the reference to the funding by the European Union must be clearly indicated.

EU funding to the project is granted from three different funds: European Regional Development Fund (ERDF), Instrument for Pre-Accession Assistance II (IPA II) and European Neighbourhood Instrument (ENI). Considering this, the general reference "Project co-funded by the European Union" needs to be included in small size in all communication materials. Whenever possible (i.e. written documents), the specific funds should be mentioned.

This reference to the European EU funding should be written in the typeface Montserrat.
In the case of Word and PPT documents, Monserrat font can be substituted by Cambria

The colour of the text can be
· white
· reflex blue
· grey (CMYK 0.0.0.50)

As for the position, the fund mention must be placed on the left bottom of the page. In case the slogan is already placed there, it can be written under the name of the project or vertivally on the right hand side of the layout.

Project co-funded by the European Union

2. Application of the Visual Identity

This chapter provides a series of layouts for different communication materials in line with the visual identity rules mentioned in the previous chapter. The list of examples not being exhaustive, the project visual requirements apply to all communication materials produced at project level in written, online, electronic or audio/visual formats.

The correct implementation of the guidelines will imply a consistent and coherent visual identity for the Danube Transnational Programme.

2.1. Posters

Size: A/1, 594 x 841 mm

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2.b).

The poster needs to stay visible for the whole duration of the project. The production costs of the poster need to be budgeted.

Some posters used at programme level (see images) can be used as examples for the production of posters at project level. However, it is the responsibility of the Lead partner to adapt its content including at least the project name and the financial support from the EU.
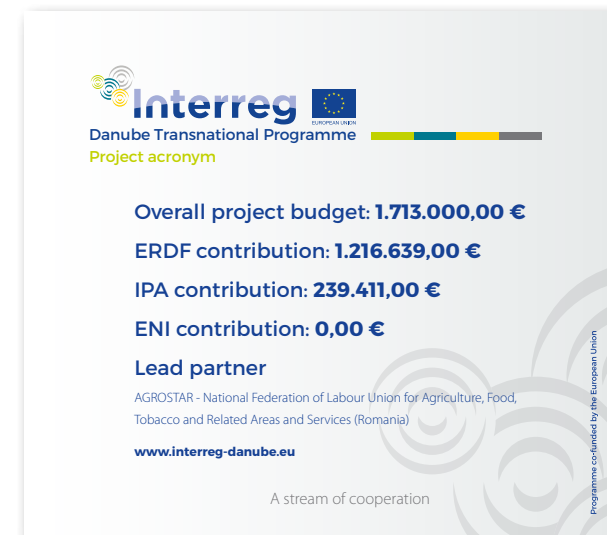
2.2. Stickers

In case of equipment purchasing, stickers will be used in a visible place; the stickers will contain the following mandatory information:
- the Programme's logo and website address,
- the European Union's logo and the reference European Union,
- the budget of the project,
- the name of the project.

A sticker should be placed on every piece of equipment.
Recommended dimensions: minimum 1/16 of the most visible surface of the equipment.

For rain or sunshine protection, a PVC sticker with UV polishing is recommended.

Interreg
Danube Transnational Programme
Project acronym

Overall project budget: **1.713.000,00 €**

ERDF contribution: **1.216.639,00 €**

IPA contribution: **239.411,00 €**

ENI contribution: **0,00 €**

Lead partner

AGROSTAR - National Federation of Labour Union for Agriculture, Food, Tobacco and Related Areas and Services (Romania)

www.interreg-danube.eu

A stream of cooperation

Programme co-funded by the European Union

2.3. Billboards

Size: 4000 x 2450 mm

During the implementation of an operation consisting in the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500.000, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation.

Every billboard must mention at list the project name, the project budget and the name of the beneficiary. It must also include the programme logo with the project acronym on it.

Interreg
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Danube Transnational Programme

Project name

Beneficiary: name
Project value: sum
Start of the project: date
End of the project: date

Programme co-funded by the European Union

2.4. Plaques

No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfills the following criteria:
a) the total public support to the operation exceeds EUR 500 000;
b) the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.
The plaque or billboard shall state the name and the main objective of the operation.

Every plaque must mention at least the project name, the project budget and the name of the beneficiary. It must also include the programme logo with the project acronym on it.
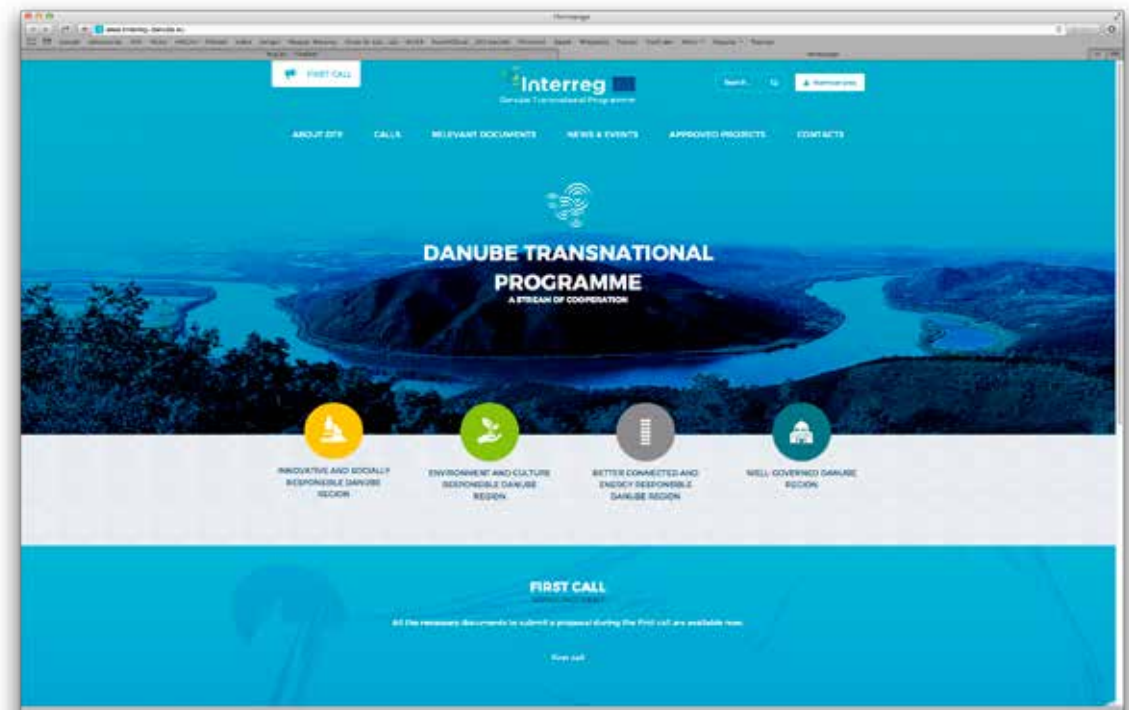
2.5. Website

The Danube Transnational Programme website will host one website per project (www.interreg-danube.eu). The integrated system of programme and project websites will facilitate the monitoring of project activities and it will save financial and human resources.
The Joint Secretariat will give projects access information (username and password) and guidance on how to produce and upload content to their webpages. The project webpages will have the same structure for all projects allowing some flexibility to create new sub-sections according to the projects' requests. All projects need to update their webpages regularly with content designed to attract new visitors during the whole project implementation.

The micro-sites will include:

• Pre-filled information fields with data from the application form: partnership, budget, etc.
• Dynamic information to be filled in manually by projects: project summary, project results, news and events, etc.

DTP projects are not allowed to create their own website but to use the one hosted in the programme website. In exceptional cases, projects might still develop a separate website for tools or products with a life reaching beyond the project and being a project output itself and not a simple communication tool. The development of such a separate website will be subject to approval during the assessment of the project and a specific justification will be required. In the event that this separate website is approved, the project will be required to follow the programme's visual guidelines.

2.6. Newsletter

As for the online newsletter a layout proposal has been designed.

Newsletters will be issued when specified in the communication plan of the project. Newsletters are sent regularly, with always updated content. A regular newsletter is a key tool to inform the relevant target audiences about the evolution of the project implemented in the framework of the Danube Transnational Programme.

The Newsletter can be mailed in electronic format or be published on the website.
Templates for newsletters can vary according to the subject covered, but the cover page should clearly identify the Programme. The upper banner of the newsletter will be constant.

In the proposed layout the upper banner and the footer would be constant while the contents is variable.

Templates for online newsletters for projects are provided by the programme website to all Lead partners through their project webpages. The cover page should clearly identify the project as being part of the EU-funded Danube Transnational Programme.

2.7. Event materials

The programme and project representatives who organise or participate in events such as conferences, fairs and exhibitions, in connection with the implementation of operations in the framework of the Danube Transnational Programme should display the EU flag and the Programme logo on all the documents, publications, presentations or other materials made available during the event. The beneficiary shall ensure that those taking part in an operation have been informed of the EU funding. Moreover, it is recommended to take pictures to document the progress of the projects and events.

2.8. Online communication

The general requirements mentioned in this Manual
are applicable to all online communication (such as the
website, newsletters, etc.).