BRAND BOOK
INTERREG NORTH-WEST EUROPE

PROJECTS
2021-2027

Interreg
North-West Europe

Co-funded by
the European Union

INTRODUCTION

Interreg North-West Europe (NWE) seeks to promote a green, smart and just transition for all NWE territories with the aim to support a balanced development and make all regions more resilient. Along with the other Interreg programmes, the NWE Programme wants to send a strong message on the shared objective of reducing, if not removing, the obstacles created by national borders within the EU and between the EU and its neighbours.

To reinforce this message and mobilise new projects and organisations towards this objective, programmes and their projects must be visible and communicate their shared identity.

The aim of the harmonised Interreg brand is to provide this visibility at all levels and towards the widest audience, to support and enhance the coherence in communication of all Interreg programmes and the impact of each single programme.

The Interreg Brand Strategy and the Interreg Brand Narrative were developed by Interact and are the basis of this harmonised Interreg branding. They are both available online: www.interact-eu.net/library.

Based on these documents, the Interreg **NWE Brand Book for projects** provides guidance for NWE projects on how to communicate on their activities towards their target audiences.

Project partners must consult section *5.9.6 EU rules projects must comply with* of the Interreg NWE Programme Manual and send the following visual identity guidelines to their professional graphic designer, should they create communication elements going beyond this brand book and the templates provided.

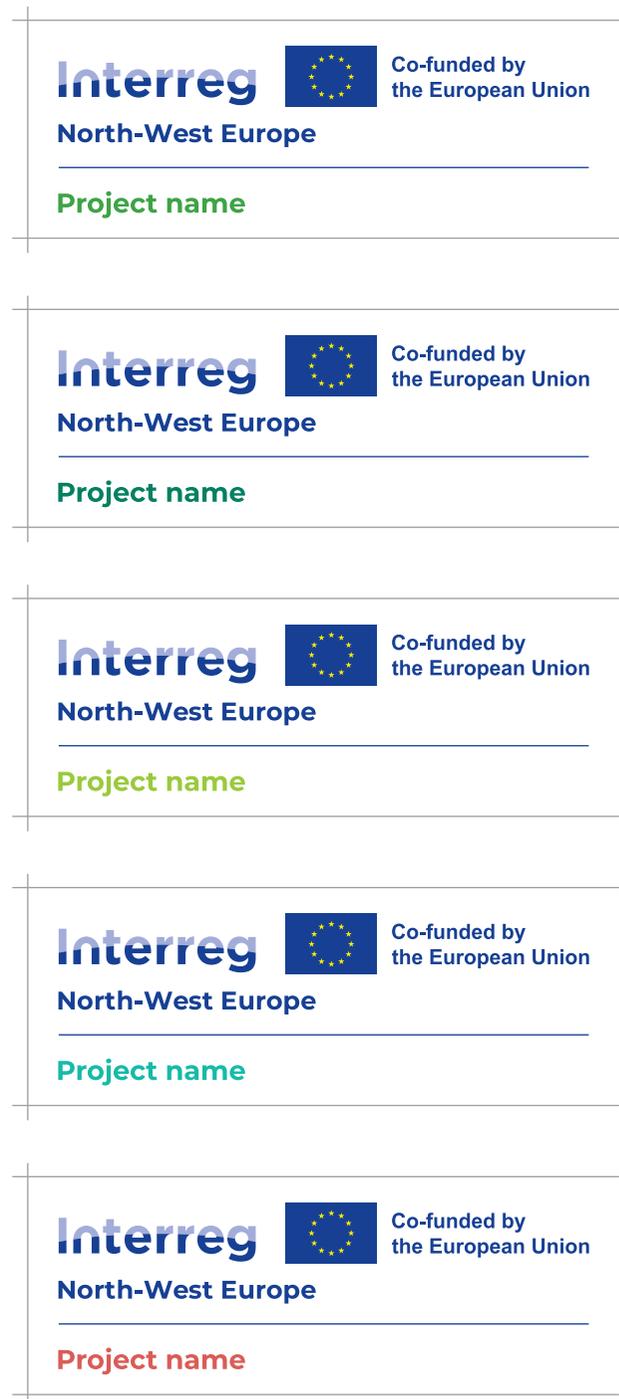# 1. PROJECT BRAND

2. TEMPLATES

1.1

PROJECT LOGO

The project logo is composed of the Interreg North-West Europe programme logo, as described in the **Programme Brand Book 2021-2027**, and the project name. The five following logos are derived from the five Programme priority colours (see section 1.4).

A thin line divides the NWE logo from the project name and acts as a reminder that the project name is an annexed element to the Programme logo. In addition, the typeface Montserrat Bold was chosen specifically for project names as it is visually similar to the Interreg logo.

Projects shall use their name written in Montserrat Bold in the colour of the Programme priority they address

How to create your logo?

1 / Install the Montserrat Font on your computer.
2 / Use the provided file and type in your project name using the right priority colour.
3 / Vectorize the text to prevent any problem.

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Project name

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Project name

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Interreg
North-West Europe
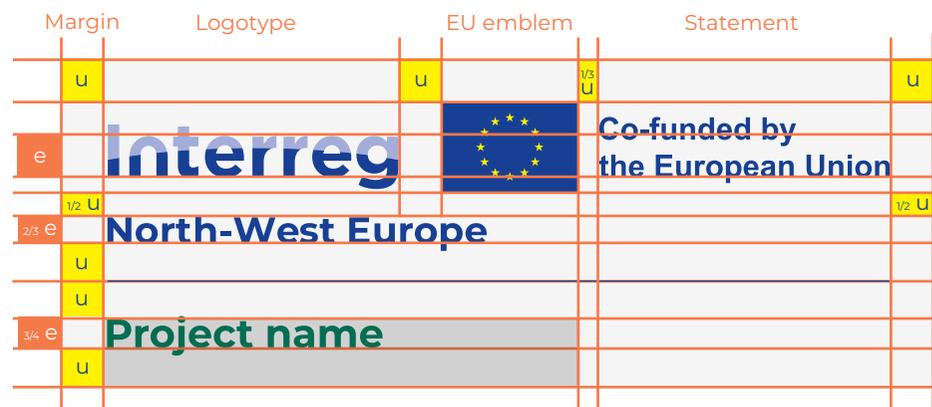Co-funded by
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Project name

LOGO SPECIFICATION

The standard placement for project names is below the Interreg logo, separated by a thin straight line. The project name is positioned against the top left corner of the project custom area.

The **basic unit (u)** used for the definition of the brand composition equals half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand, within which no other graphic elements or logos may be placed.

The project name cannot go beyond the right end of the EU flag. The font size should not be bigger than ¾ "e" nor smaller than 2/3 "e". In both cases the first capital letter is used as reference. If the project name cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the project's custom area.

Margin   Logotype   EU emblem   Statement

u   u   ⅓ u   u

e   **Interreg**   Co-funded by the European Union

½ u   ½ u

⅔ e   **North-West Europe**

u

u

¾ e   **Project name**

u

LOGO SIZE

Interreg

North-West Europe

Co-funded by the European Union

Project name

52,5 mm
smallest logo width

It is essential to respect the minimum logo size. The appearance of a logo varies greatly according to the medium it is used on. Therefore, minimum sizes for print, screen and video are specified.

The smallest logo width of 52,5mm refers to the width of the Interreg logotype and the EU emblem - excluding the statement "co-funded by the European Union " and the margins.

The brand should not be used in any size smaller than the smallest size specified here.

→ *The minimum height of the EU emblem must be 1 cm. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.*

Media		Smallest logo width
Print A4 portrait	210*297 mm	52,5 mm
Print A4 landscape	297*210 mm	52,5 mm
Print A5 portrait	148*210 mm	52,5 mm
Print A5 landscape	210*148 mm	52,5 mm
Print Business card	85*55 mm	26,25 mm
Print Sign (Plaque) portrait	Any large format (A2+)	52,5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	52,5 mm
Screen Smartphone	960*640 px	240 px
Screen Tablet	1024*768 px	240 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px
Powerpoint 16:9	254*142,88 mm	52,5 mm
Video FullHD	1920*1080 px	300 px
Video HD	1280*720 px	300 px
Video SD	1050*576 px	240 px

LOGO USE

COLOUR LOGO / BACKGROUND COLOUR

Ideally, the logo should only be used on white or light backgrounds. If the background is dark, use the logo with a white background, so that it can be read. Since the project name is in colour, it is recommended to always add a white background as presented on the following pages.

The colour used for the project name in the following examples refers to Priority 2, Energy transition. Each project must use the colour of the Programme priority it addresses.

Interreg

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Project name

LOGO USE

COLOUR LOGO /
BACKGROUND PHOTO

With photos, the logo must be used in colour.
It is therefore advisable to use a photo with
a plain, light background. If the photo is too
dark or too detailed and prevents the logo
from being readable, the logo should be used
on a white background.

LOGO USE

COLOUR LOGO /
BACKGROUND PHOTO
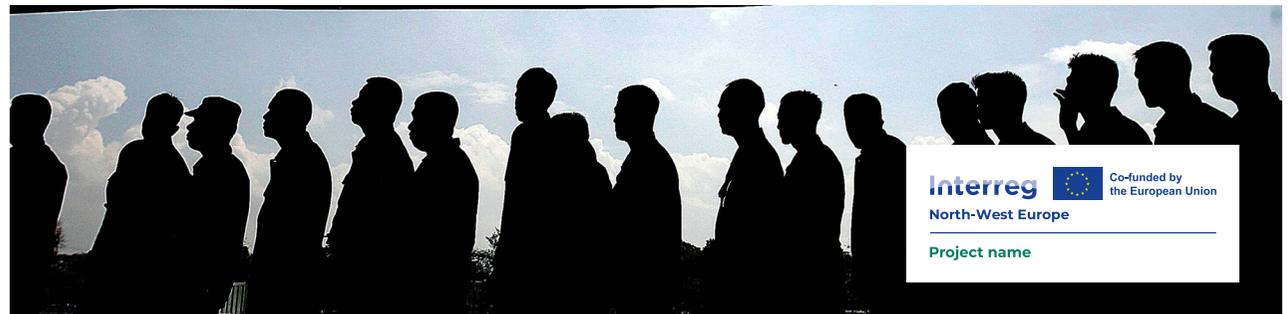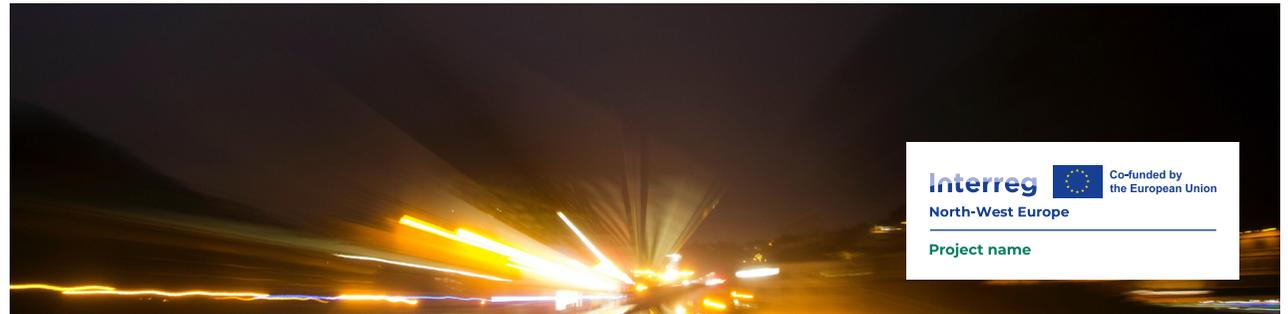
LOGO USE

COLOUR LOGO / BACKGROUND PHOTO

LOGO USE

UNAUTHORISED VERSIONS

1 / Do not rotate the logo. The only correct use of the mark is horizontally, at a 0° angle.

2 / Do not distort, stretch, tilt, or alter the logo in any way.

3 / Do not use outlines around the logo elements.

4 / Do not use the logo in any colour other than the standard colour version.

5 / Do not change the composition of the logo elements.

6 / Do not add or remove elements of the logo.
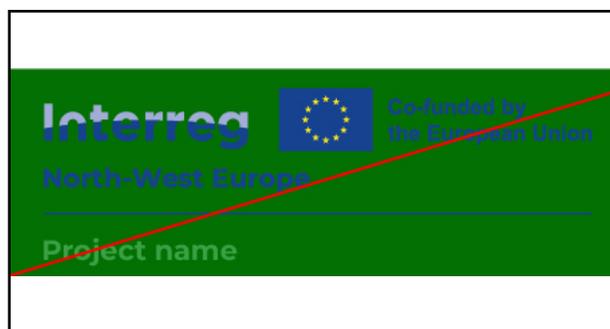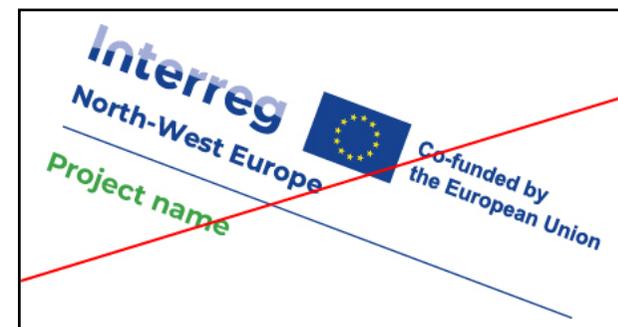
LOGO POSITIONING

Whatever the format (A3, A4, A5) and orientation (landscape or portrait), logo positioning must always respect 3 rules:

1 / The logo must always be readable and visible. The logo must not disappear in a corner of the page: the width of the logotype + EU emblem is equivalent to a fourth (1/4M) of the page width (M).

2 / Always leave a margin around the logo, do not stick it to an edge. The width of the EU emblem (F) is used to determine the size of all external margins.

3 / Always position the logo in a corner and directly against the margin lines.

F
F
F

Interreg
North-West Europe
Co-funded by
the European Union
Project name

1/4 M

M

F
F

Interreg
North-West Europe
Co-funded by
the European Union
Project name

1/4 M

M

Interreg
North-West Europe
Co-funded by
the European Union
Project name

F
F

1/4 M
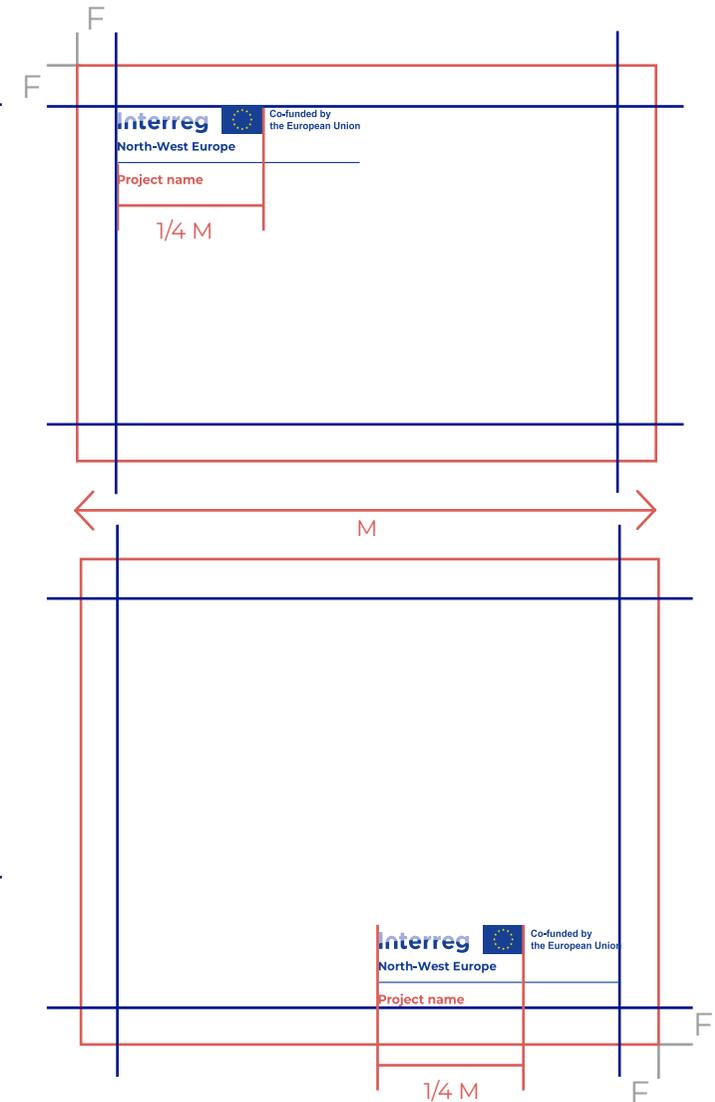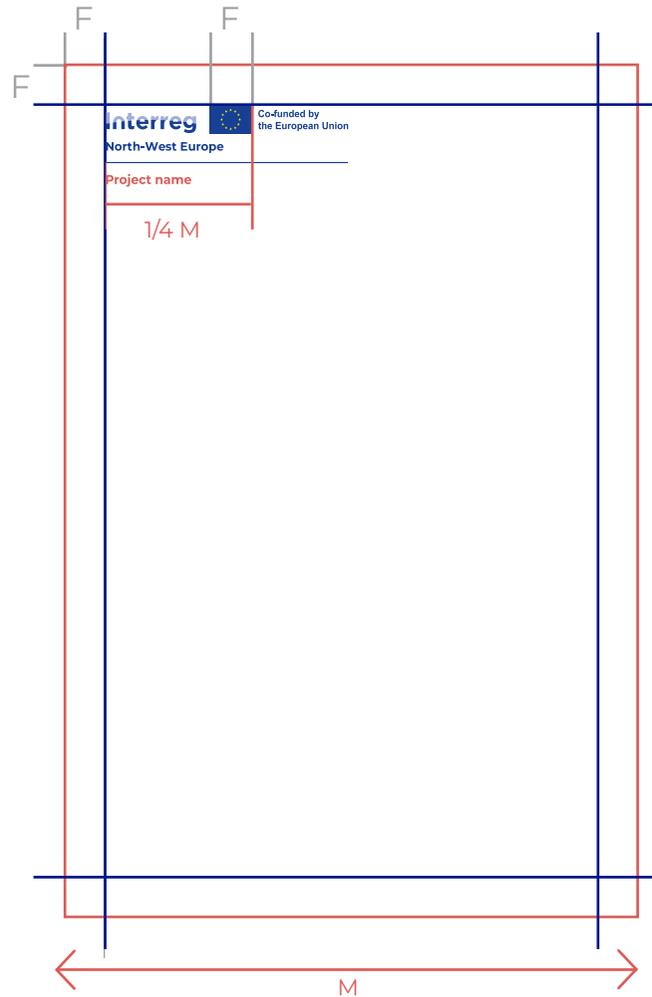
1.2

BRANDING PRODUCTS OR SOLUTIONS DEVELOPED BY A PROJECT - EXCEPTIONAL

Projects may exceptionally develop brands for their products or solutions if sufficiently justified in the application form. The product or solution logos should incorporate the colour of the Programme priority addressed by the project.

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PRODUCT/SOLUTION LOGO

Interreg
North-West Europe
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PRODUCT/SOLUTION LOGO

Interreg
North-West Europe
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PRODUCT/SOLUTION LOGO

Interreg
North-West Europe
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PRODUCT/SOLUTION LOGO

Interreg
North-West Europe
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PRODUCT/SOLUTION LOGO

1.3

PROGRAMME PRIORITIES

PROGRAMME PRIORITY ICONS

The icons have been designed to work together as a series, using similar iconography, shapes, and line weights. Each icon has a dedicated colour according to the Programme priority colours.

Climate and environment

Energy transition

Circular economy

Innovation and resilience

Inclusive society

PROGRAMME PRIORITIES

PROGRAMME PRIORITY ICONS BLACK & WHITE

In case of greyscale applications, icons can also be used in black and white.

Climate and environment

Energy transition

Circular economy

Innovation and resilience

Inclusive society

1.4

INTERREG LOGO COLOURS

The colours of the Interreg North-West Europe logo are derived from the European flag and must not be altered. They are also the key colours of the Interreg brand and are used to identify the brand beyond the logo in all visual communication.

#003399

R: 0 G: 51 B: 153
C: 100 M: 80 Y: 0 K: 0

#9FAEE5

R: 159 G: 174 B: 229
C: 41 M: 30 Y: 0 K: 0

#FFCC00

R: 255 G: 204 B: 0
C: 0 M: 0 Y: 100 K: 0

PROGRAMME COLOURS

ADDITIONAL COLOURS

The Interreg North-West Europe Programme also developed additional colours. These can be used for highlights (i.e. in charts).

#2e5c9a
R: 46 G: 92 B: 154
C: 88 M: 63 Y: 12 K: 1

#609bc4
R: 96 G: 155 B: 196
C: 65 M: 29 Y: 11 K: 1

#98bcd6
R: 152 G: 188 B: 214
C: 45 M: 17 Y: 10 K: 0

#f57a49
R: 245 G: 122 B: 73
C: 0 M: 63 Y: 72 K: 0

#f5946e
R: 245 G: 148 B: 110
C: 0 M: 52 Y: 56 K: 0

#a7a2ab
R: 167 G: 162 B: 171
C: 37 M: 33 Y: 24 K: 6

PROGRAMME COLOURS

PRIORITY COLOURS

The colour scheme was developed to clearly label the thematic priorities. The colours were chosen in accordance with the Interreg Brand Design Manual 2021-2027 to support and enhance the coherence in communication of all Interreg programmes. Consequently, project names within project logos should be written in the colour of the thematic priority they address.

Climate and environment
#3EA346

R: 62 G: 163 B: 70
C: 75 M: 7 Y: 92 K: 0

Energy transition
#038061

R: 3 G: 128 B: 97
C: 85 M: 25 Y: 70 K: 10

Circular economy
#9aca3c

R: 154 G: 202 B: 60
C: 48 M: 0 Y: 89 K: 0

Innovation and resilience
#18baa8

R: 24 G: 186 B: 168
C: 72 M: 0 Y: 43 K: 0

Inclusive society
#da5c57

R: 218 G: 92 B: 87
C: 10 M: 75 Y: 60 K: 1

1.5

TYPOGRAPHY

OPEN SANS

The generic typeface for all applications, from body text to headlines, is Open Sans. It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms. The following rules apply for all print publications and stationery applications.

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

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

OPEN SANS BOLD
OPEN SANS SEMI BOLD
OPEN SANS REGULAR
OPEN SANS ITALIC

TYPOGRAPHY

VOLLKORN

As an alternative serif typeface to Open Sans, Vollkorn was chosen. It can be used alone or in combination with Open Sans. The following rules apply for all print publications and stationery applications.

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

ABCDEF
abcdef
01234567

Headline 1
VOLLKORN BOLD
20/24

Headline 2
VOLLKORN BOLD
12/16

Headline 3
VOLLKORN BOLD
8/12

Headline 4
VOLLKORN REGULAR
8/12

Text body
VOLLKORN REGULAR
8/12

Quote/remark/emphasis
VOLLKORN ITALIC
8/12

Footnote
VOLLKORN ITZLIC
6/8

VOLLKORN BOLD
VOLLKORN REGULAR
VOLLKORN ITALIC

LOREM IPSUM DOLOR

SIT AMET, CONSECTETUR ADIPISCING ELIT

Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Mi eget mauris pharetra et ultrices neque ornare aenean. Sodales neque sodales ut etiam sit amet nisl. Sed ullamcorper morbi tincidunt ornare massa eget egestas. Lobortis scelerisque fermentum dui faucibus. Egestas diam in arcu cursus euismod quis viverra.

Sed arcu non odio euismod lacinia at quis risus sed. Magna fermentum iaculis eu non diam phasellus. Ut lectus arcu bibendum at varius vel pharetra vel. Libero justo laoreet sit amet cursus sit amet dictum sit. Posuere urna nec tincidunt praesent semper. Feugiat nibh sed. Lorem ipsum dolor sit amet consectetur adipiscing elit. Nunc consequat interdum varius sit amet mattis vulputate.

"Sed elementum tempus egestas sed sed risus pretium. Nisl nisi scelerisque eu ultrice".

2.1

TEMPLATES

Projects are provided with templates that ensure compliance both with European regulations and Programme requirements.

The following chapter includes templates for compulsory elements laid down in the Common Provisions Regulation (EU) 2021/1060 and additional templates including:

1 / Project website

2 / Project roll-up banner

3 / Project flyer

4 / PowerPoint presentation

5 / Project newsletter.

COMPULSORY ELEMENTS AS PER EUROPEAN REGULATION

PROJECT POSTER

During project implementation all project partners are required to put up an A3 poster at a location readily visible to the public (such as the entrance area of an organisation's headquarters or office building). It should include the following information: objectives, financial support from Interreg NWE, project start and end dates, and the number and origin of partners. The poster can be either printed or digital.

How to create your poster?

1 / Install the Montserrat and Open Sans fonts on your computer.
2 / Use the provided **InDesign files** and select the template corresponding to your priority.
3 / Replace the project name, text, and image according to your project.
4 / Specify your project area on the map.

COMPULSORY ELEMENTS AS PER EUROPEAN REGULATION

PERMANENT PLAQUE OR BILLBOARD

For any infrastructure and work, or equipment purchases, projects are required to put up a durable plaque or billboard visible to the public on site. The plaque or billboard should be put up as soon as the investment starts, or the equipment is purchased and installed.

The permanent plaque or billboard must be of significant size (minimum of 1x1 m) and displayed at a location readily visible to the public.

How to create your permanent plaque?

1 / Install the Montserrat and Open Sans fonts on your computer.
2 / Use the provided **InDesign files** and select the template corresponding to your priority.
3 / Replace the project name and text according to your project.
4 / Specify your project area on the map.

2.2

ADDITIONAL PROGRAMME TEMPLATES

PROJECT WEBSITE

The Interreg NWE 2021-2027 website will host one dedicated webpage per project. The project websites are built on Odoo, a flexible CMS that allows the websites to be more adaptable to the needs of each project.

The Programme will grant projects access information (username and password) and guidance on how to produce and upload content (textual and audiovisual) to their pages. A basic, standard structure for all projects will be provided from the beginning of the project activities.

Projects will be in charge of keeping their websites updated. The Programme expects projects to take ownership of their webpage and modify content according to the projects' communications strategies. Projects must post (at least) an average of one update per month.
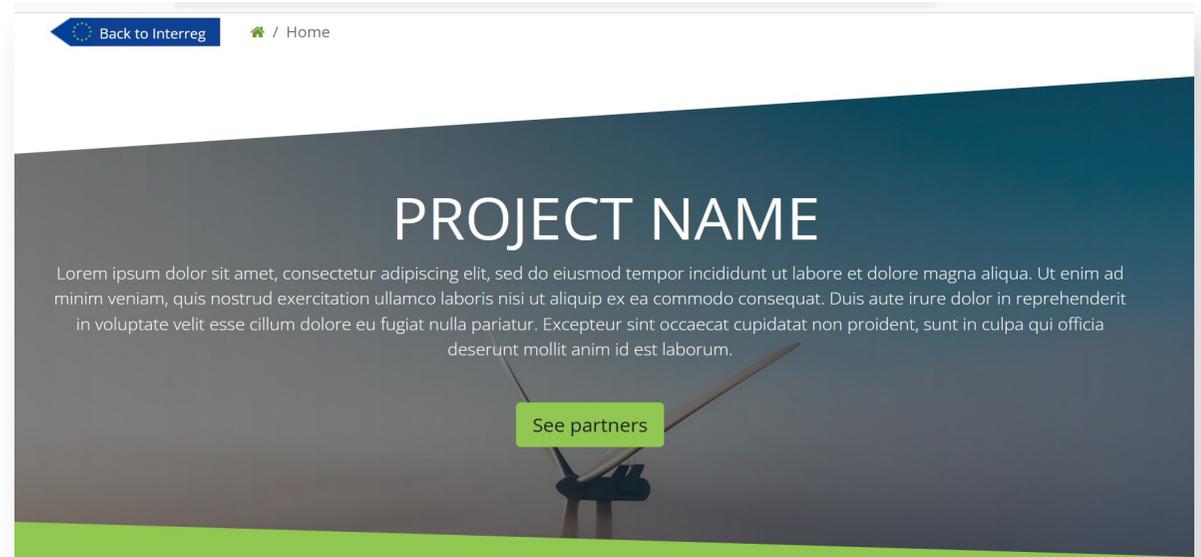
ADDITIONAL PROGRAMME TEMPLATES
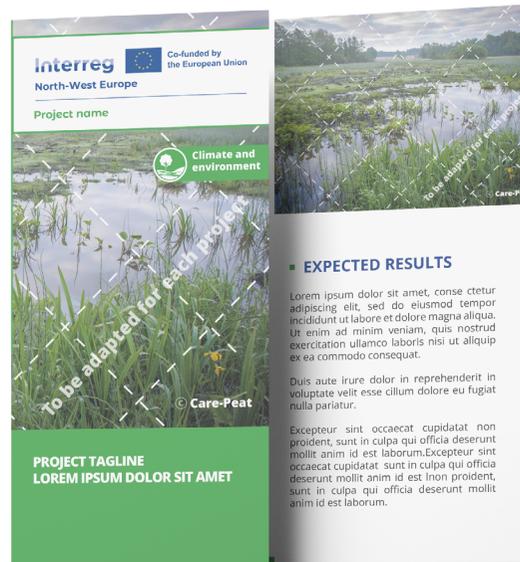
PROJECT ROLL-UP BANNER

How to create your roll-up banner?

1 / Install the Montserrat and Open Sans fonts on your computer.
2 / Use the provided **InDesign file** and select the template corresponding to your priority.
3 / Replace the project name, text, and image according to your project.
4 / Specify your project area on the map.

ADDITIONAL PROGRAMME TEMPLATES

PROJECT FLYER

How to create your project flyer?

1 / Install the Montserrat and Open Sans fonts on your computer.
2 / Use the provided **InDesign file** and select the template corresponding to your priority.
3 / Replace the project name, text, and images according to your project.
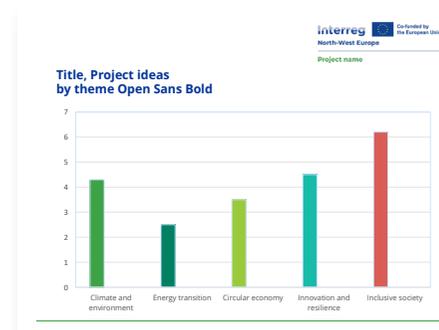4 / Specify your project area on the map.

ADDITIONAL PROGRAMME TEMPLATES

POWERPOINT PRESENTATION

How to create your PowerPoint presentation?

1 / Install the Montserrat and Open Sans fonts on your computer.
2 / Open the provided PowerPoint file and replace the logo with your project logo by selecting the *View* tab and clicking *Slide Master.*
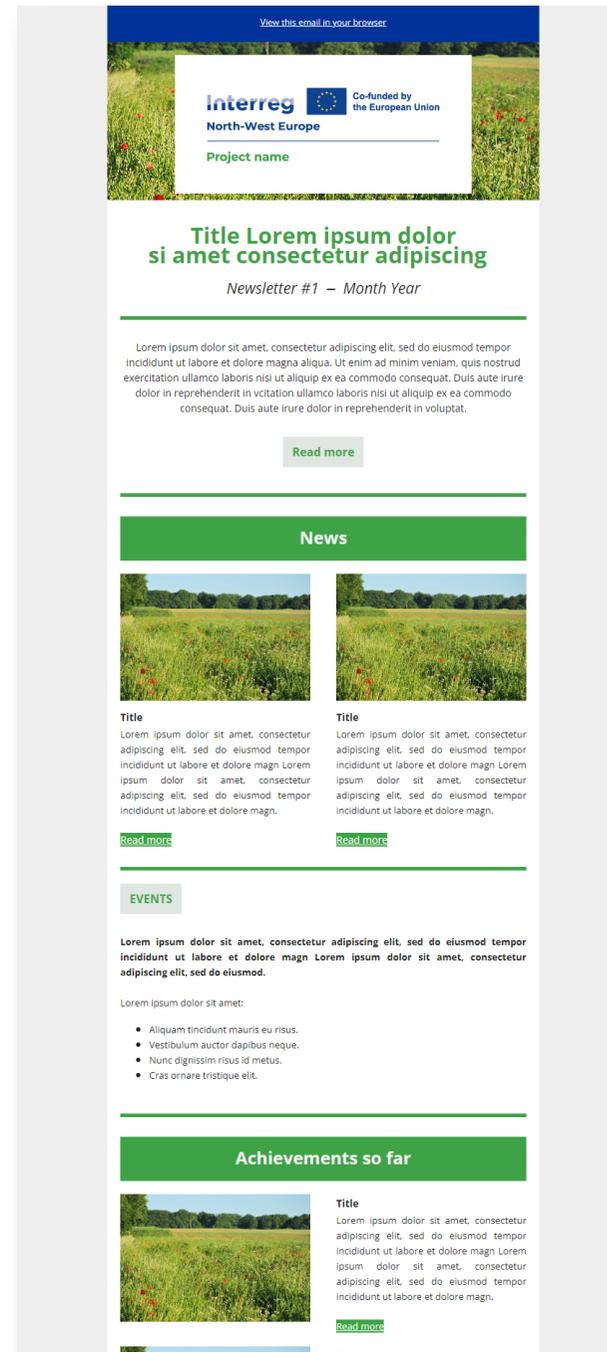
ADDITIONAL PROGRAMME TEMPLATES

PROJECT NEWSLETTER

How to create your project newsletter?

1 / Select the **HTML template** corresponding to your priority and import it in your emailing software.
2 / Replace the logo according to your project.

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Brand Book
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POLYDEA