

Interreg



Co-funded by
the European Union

Northern Periphery and Arctic

Project design guide



Introduction

This design guide is meant as a supporting tool for producing visual communication in line with the Interreg visual identity and the programmes unique visual characteristics. It will hopefully reduce the projects' efforts and costs for developing professional communicative material.

The overall purpose of a common visual identity is to communicate unity and simplify recognition of the projects as part of the Interreg programme. It will accentuate the perception of cooperation towards a common purpose.

INTERREG IS THE MOTHER BRAND

The design directives regarding the Interreg brand, including the EU emblem (flag), are the cornerstones of our visual identity. The guidelines here around these elements are picked directly from the Interreg brand manual.

THE PROGRAMME CHARACTERISTICS

Complimentary to the Interreg visual identity, the programme utilises specific design elements and templates. This to distinguish the programme and its projects from other Interreg programmes.

Interreg programme logo

The Interreg brand in conjunction with the programme name is configured as shown. Placing, proportions and distances are defined as shown below and must not be altered.

CLEAR SPACE AREA

A clear space of at least 1 "u" in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed. The unit "u" equals half the height of the EU emblem (flag).

LOGOTYPE COLOURS

These colours are the same as the EU corporate colours.

Reflex blue

Pantone: Reflex Blue
 CMYK: 100.80.0.0
 HEX: 003399
 RGB: 0.51.153

Light Blue

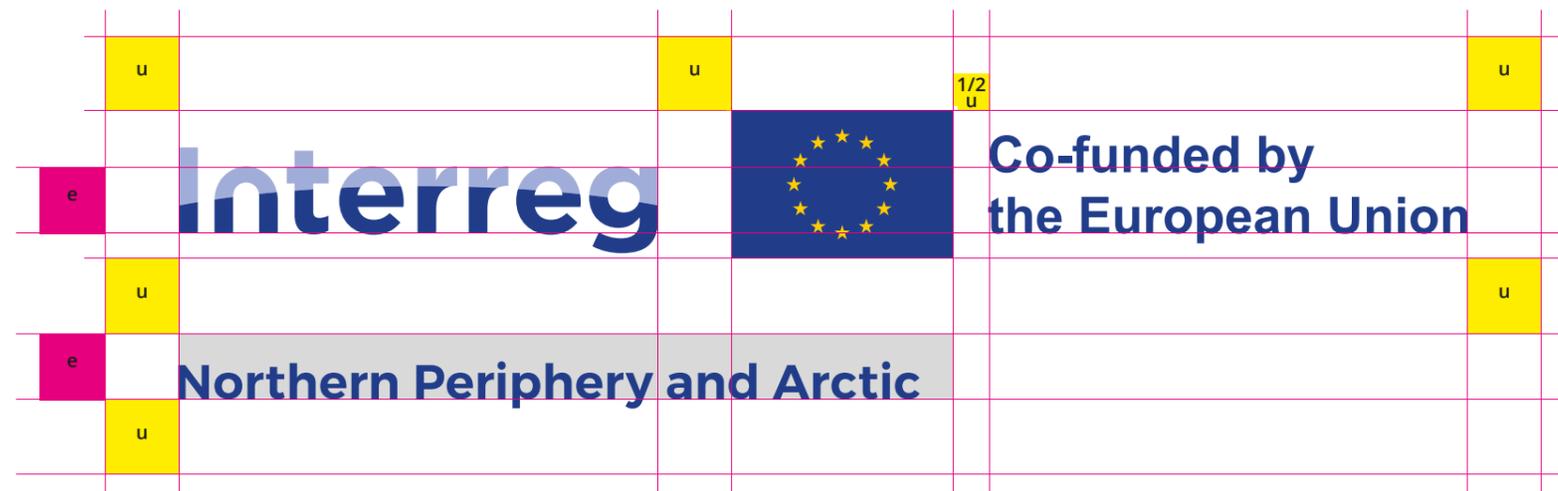
Pantone: 2716
 CMYK: 41.30.0.0
 HEX: 9FAEE5
 RGB: 159.174.229

Yellow

Pantone: Yellow
 CMYK: 0.0.100.0
 HEX: FFCC00
 RGB: 255.204.0



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Programme project logo

If there is a need for placing the project name in conjunction to the programme logo, follow the principles below. It is possible to place the project name either below or to the right of the programme logo

1. FONT TYPE AND SIZE

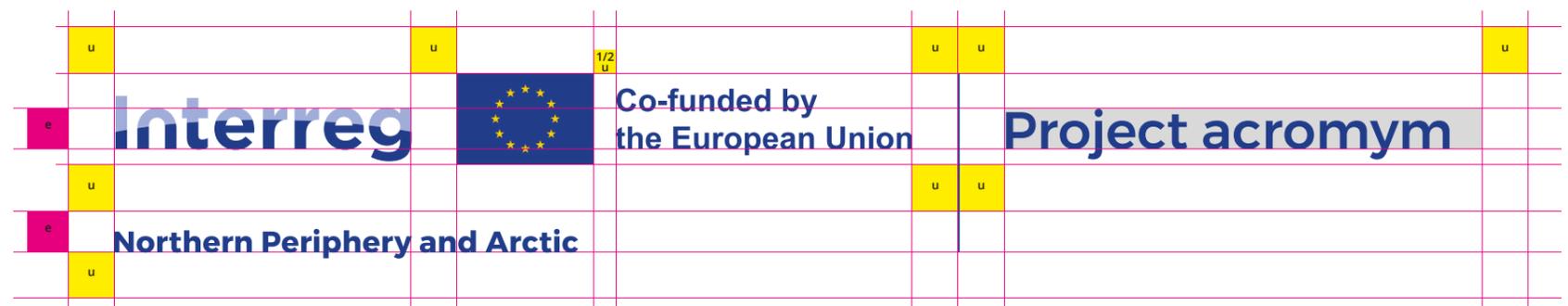
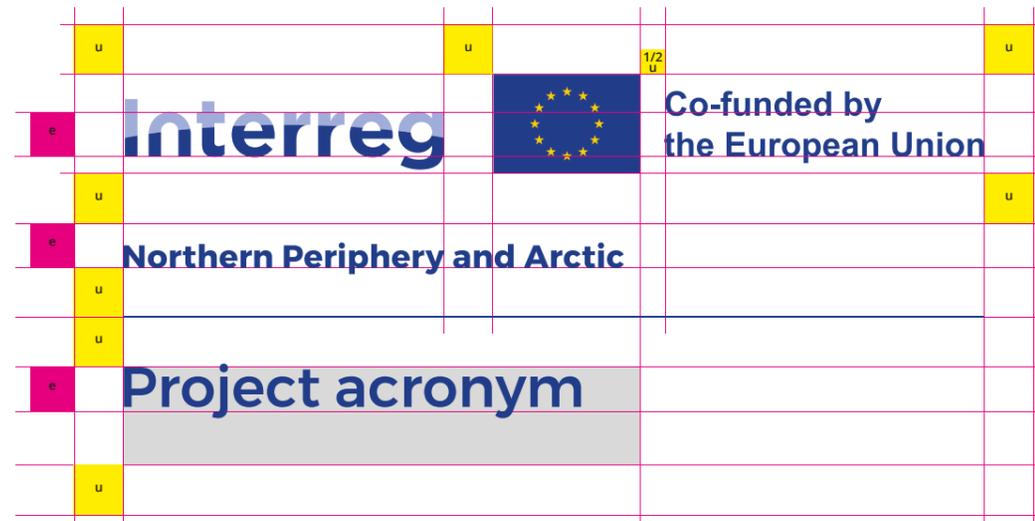
Write the name in Montserrat Medium in the colour of the thematic objective. The project name cannot exceed the width of the grey custom area as shown. Additionally, the font size should not be bigger than 1 “e” nor smaller than ½ “e”. In both cases the first capital letter is used as reference. The name is positioned against the top left corner of the custom area.

2. PROJECTS’ CUSTOM AREA

WIDTH: when placing the name below the programme logo as shown in the upper figure, the width defined for the project name is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border of the emblem). **HEIGHT:** its maximum height is equivalent to the height of the EU Emblem (not including the white border).

CLEAR SPACE AREA

Clear space rules apply as with the programme logo (see page 3).



Logotype – colour versions

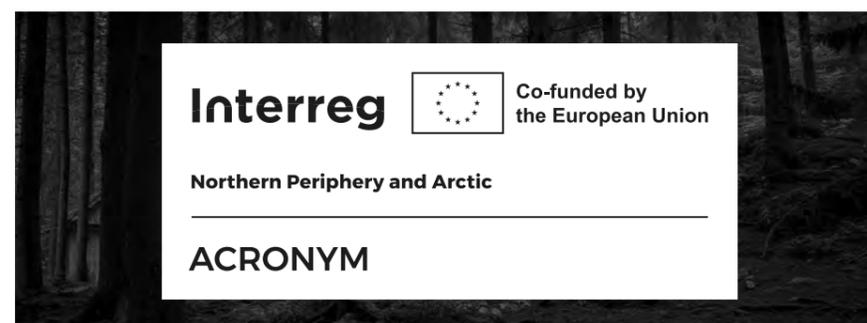
There are four colour versions of the programme logo.

The standard version is the full colour version and can be used against white or light backgrounds. When placed on dark or busy backgrounds it must be in a white rectangle, in a size matching *at least* the free space defined on page 3.

White and colour version can be used against dark background when above solution with a white rectangle is not possible due to space restrictions, context, or because it would cover an important element of the background image.

Monochrome versions (with black or white text) can be used when colour printing is not available or preferred. These versions should only be used whenever full colour is not available.

The rules for applications of monochrome version on light vs dark background remain the same as specified above - with the logo preferably being placed in a white rectangle whenever used on busy backgrounds.



Logotype size and placement

MINIMUM SIZE

The appearance of the logotype varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the logotype is the width of the Interreg logotype + EU emblem. The brand should not be used in any size smaller than the smallest size specified here.

Minimum sizes

Print A4 portrait	38,1 mm
Print A4 landscape	38,1 mm
Print A5 portrait	38,1 mm
Print business card	35,1 mm
Screen smartphone and tablet	240 px
Screen desktop	300 px
Powerpoint 16:9	32,6 mm
Video full HD	300 px
Video HD	300 px
Video SD	240 px

SIZE AND PLACEMENT

Following rules applies for size and placement in a document. Top left corner as shown here is the preferred placement.

1. Size of the brand

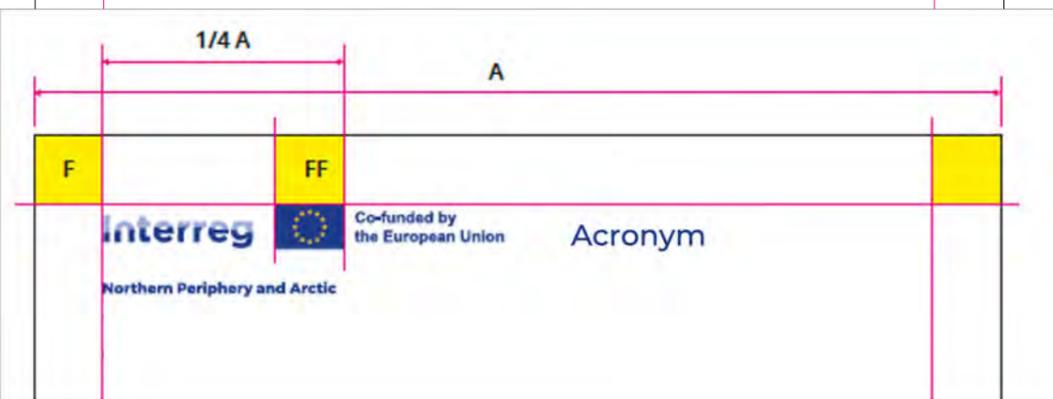
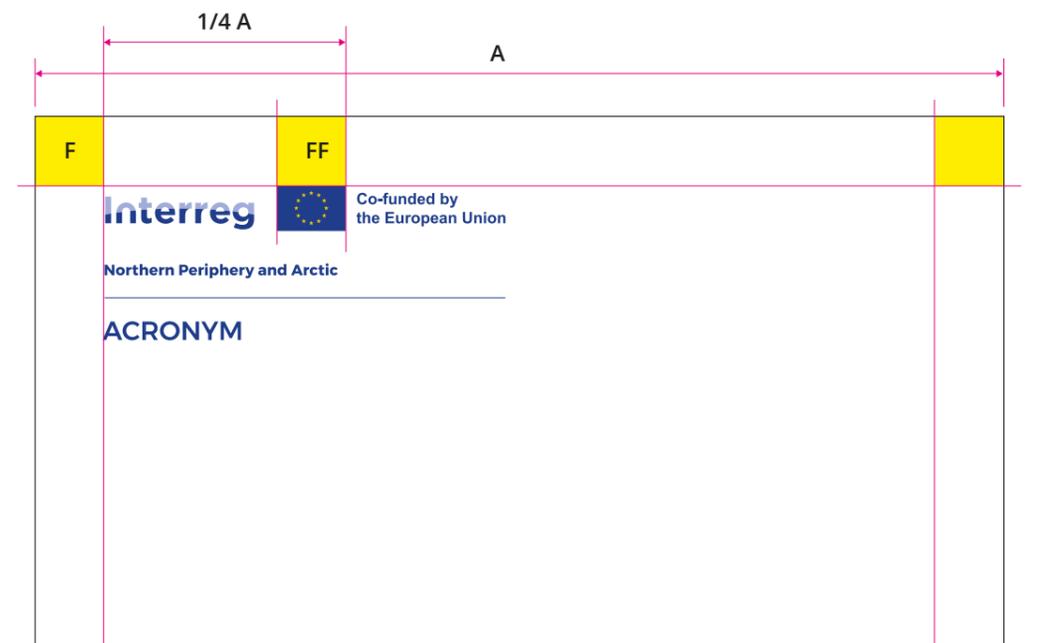
The width of the logotype + EU emblem - without the statement - is equivalent to a third ($\frac{1}{4}A$) of the page's entire width (A).

2. Size of the margins

Once calculated the width of the brand ($\frac{1}{4}A$) in relation to the width of the page (A), the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.



ACRONYM



Colours

Besides from the Interreg logo colors the programme uses a few specific colours and gradients. The colours are used for backgrounds, boxes and for highlighting text or call-to-action elements.

COLOUR SYSTEMS

Pantone

Solid printing colours

CMYK

Process colour printing

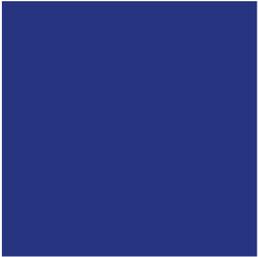
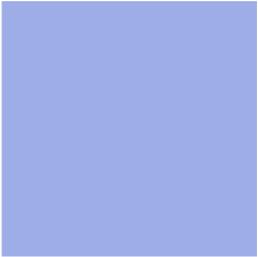
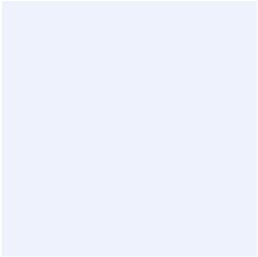
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

RGB

Colours for screen display
R = Red, G = Green, B = Blue
(Red / Green / Blue)

HEX

Colours for screen display, similar to RGB,
This system is preferably employed for designing websites

					
Pantone	BLUE 072 C	2716 C	299 C	656 C	384 C
CMYK	100.91.0.0	41.30.0.0	82.15.0.0	9.3.0.0	40.4.84.0
RGB	0.15.159	159.174.229	23.160.228	236.243.252	174.199.72
HEX	000F9F	9FAEE5	17A0E4	ECF3FC	AEC748
					
CMYK	100.70.0.50 to 92.82.0.3	91.80.0.0 to 71.57.0.0			
RGB	5.18.114 to 50.24.198	54.39.201 to 99.115.229			

Typography

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 is optimized for print, web, and mobile interfaces, and offers excellent legibility.

The shown recommendations apply for all visual applications. The font is available for free for example from Google Fonts.

FALLBACK FONT

When for technical reasons it is not possible to use Open Sans, **Arial** (Bold, Regular and Italic) can be used as substitute.

Heading and subheading: **Open Sans Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!@&***

Heading and subheading alternative: **Open Sans Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!@&***

Body text: **Open Sans Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!@&*

Quote, remark, emphasis or footnotes: **Open Sans Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890?!@&**

Programme mascot

The Ptarmigan bird is the mascot for our programme. It's used together with our colours as a unique design element in our visual communication. Note that the mascot should not be confused as the official logo for the Interreg programme, but rather as a complementing decor.

The mascot comes in two versions. One with the tail lines continuing to the bottom left and right, and one with one tail line cut off.

The mascot should not be cropped close to, or across the birds body. Never place the mascot too close to other logotypes, decors or graphics. Always allow for free space around the birds body.

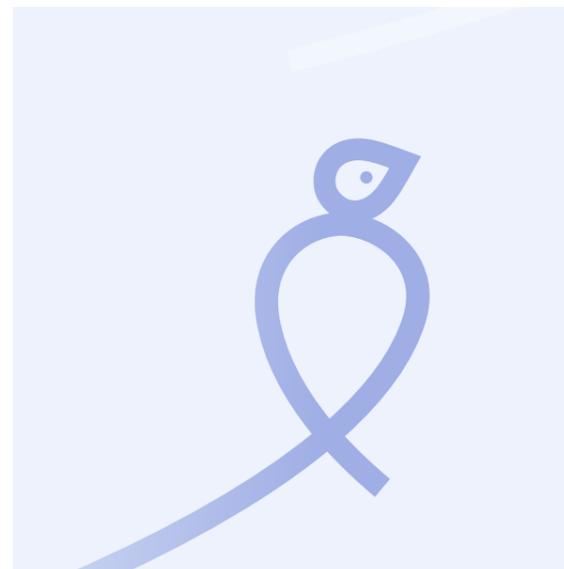
COLOUR VERSIONS

The mascot with **white gradient fill** is the primary version. It can be used on dark or colored backgrounds as well as on images. For white or extremely bright backgrounds an alternative **light blue version** is used.

The mascot is never used in black or any other colour than shown here.

On the following pages you can see varied examples of how the mascot is applied.

The mascot is available in different file formats such as PNG and EPS.



Project posters A3 – portrait format

Use this template for creating the mandatory A3 poster.
This template can be used for paper print or digital screens.

This template should not be changed in its design, but only updated with a project image, content and relevant priority.
The recommended typeface Open Sans is used throughout.

There are 3 templates, one for each priority. Follow the instructions to edit the template.

The template is available for Adobe Indesign and Word.



Project posters A3 – landscape format

Use this template for creating the mandatory A3 poster.
This template can be used for paper print or digital screens.

This template should not be changed in its design, but only updated with a project image, content and relevant priority.
The recommended typeface Open Sans is used throughout.

The template is available for Word and Adobe Indesign.



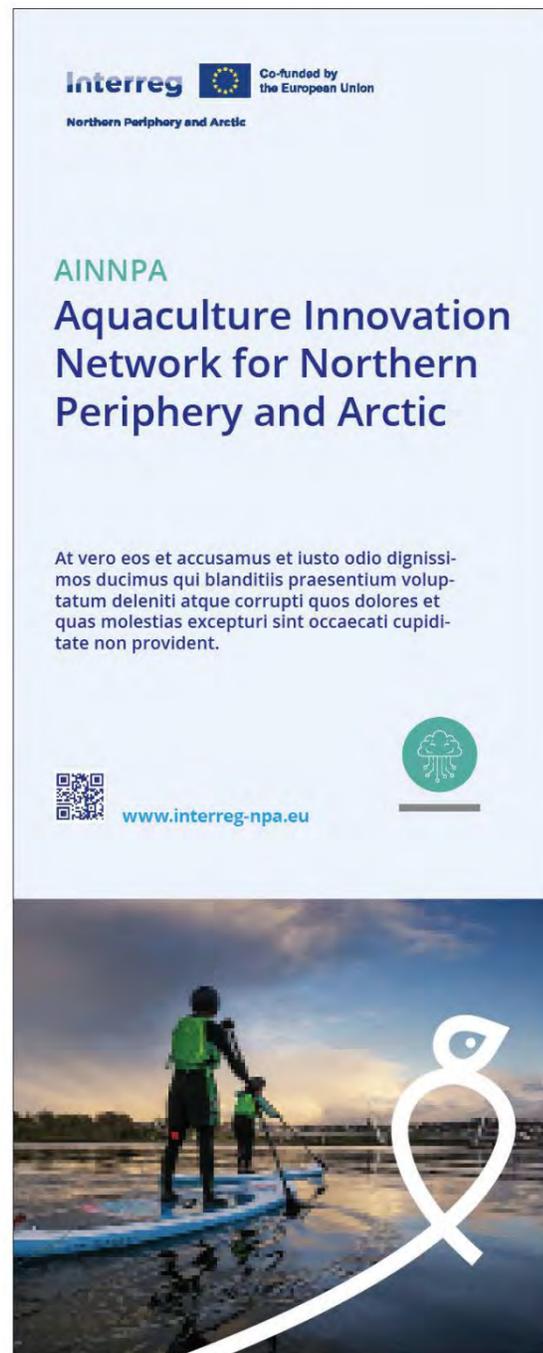
Project roll-ups

Rollups should be designed using the templates shown here. Besides from a describing text about the project, priority icon, financial information should be included.

Placement of programme logo and mascot decor should not be changed. The recommended typeface Open Sans is used throughout.

Note that when creating rollups the main text message should be placed at eye level for convenient reading. If an image is wanted this should be placed at the bottom as shown, preferably with the mascot decor on top.

The templates are available for Adobe Indesign.



Power Point

The Power Point template is available for each priority.

Replace the placeholder with your combined project logo. Ideally, change the logo in the **Slide Master** to ensure that it is displayed consistently throughout the whole slide deck. The project acronym can be blue or the same colour as the project priority.

From the Slide Master, it is also possible to change the images and delete unnecessary slide templates.



Programme map

The map showing the programmes participating regions is available in different file formats including editable formats such as Adobe Illustrator.

