



INTERREG'S 30 YEARS CELEBRATION

Branding guidelines

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INTRODUCTION

The European Territorial Co-operation objective (more widely known as Interreg) is financed by the European Regional Development Fund (ERDF) and supports cross-border, transnational and interregional co-operation programmes. The aim of these Interreg programmes is to support the construction of a common European space by overcoming the effects of borders and by bringing Europeans closer together, in order to solve common problems and facilitate the sharing of joint assets and ideas.

What makes these programmes unique is that they finance projects based on multi-national partnerships. Staff members of these programmes facilitate the development and implementation of projects and, very importantly, communicate about their added value (what those projects have collectively achieved for citizens) with relevant target audiences and stakeholders.

Interreg will celebrate its 30th anniversary in 2020. For this, a logo and branding have been designed. These general branding guidelines define the rules for an appropriate and coherent use of the logo and visual identity by the variety of programmes, organisers and partners involved with the celebration.

The visual identity of the 30th anniversary consists of a logo and a branding based on three topics that will articulate the campaign:

- Contributing to Youth development,
- Contributing to a Green and climate resilient environment,
- Everyone has a Neighbour.

BRAND ELEMENTS

Interreg's 30th anniversary branding consists of a logo and other elements to create a visual identity of celebration, while transmitting fundamental concepts of the European project all with the same graphic style. Thus, in addition to the logo, a central icon has been designed with the "together" tagline and three thematic icons for each of the topics that articulate the communication campaign throughout 2020.

1. THE GENERAL LOGO

This logo represents the intersections between the different European regions. Interreg encourages the intersection of regions through cooperation because an intersection is the common area which two elements share, the meeting point, and it is this that unites us.



The designed logo will always accompany the Interreg logo (or others), and will not be displayed independently.

1.1 LOGO VERSIONS

Horizontal versions (diferent colours)



Vertical version (diferent colours)



1.2 GRAPHIC RULES APPLYING TO THE LOGO

Clear space

The rule of clear space remains the same as in the Interreg branding guideline.

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.



Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.

The minimum reproduction size is 60mm in width for the horizontal version of the logo (1), and 30mm in width for the vertical version of the logo (2).



1.2 GRAPHIC RULES APPLYING TO THE LOGO

Colour scheme

	Pantone	CMYK	RGB	HEX
	Pantone P 142-5 C	60/0/63/0	112/188/126	#70BB7E
	Pantone P 104-8 C	100/68/0/0	0/82/161	#0051A0
	Pantone P 52-14 C	0/78/65/8	220/81/73	#DC5148
	Pantone P 17-6 C	0/30/71/0	251/190/91	#FABD5B

Correct logo use

In addition to the rules established in the Interreg logo manual, the following uses of the 30th anniversary logo will be avoided.



1.3 INTEGRATION WITH OTHER LOGOS

As we mentioned earlier, the 30 years logo will always be accompanied by other logos.

The combination with other logos will always be done taking the European Union flag as a reference, that is, **the height of the 30 years logo will coincide with the height of the European Union flag.**



1.4 TYPOGRAPHY

The typeface for logo and all applications from body text to headlines is Source Sans Pro. It has a neutral yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile.

Source Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

With the exception of the logo and branding icons, this typeface is not mandatory for use in the development of materials developed by programmes or other institutions that participate in the organisation and dissemination of the 30th anniversary, if they prefer to maintain the use stipulated by their manuals identity. **However, to reinforce the visual identity of the celebration, we recommend using this typeface as widely as possible with this objective.**

The fonts can be downloaded here:
<https://fonts.google.com/specimen/Source+Sans+Pro>

HEADLINE 1
SOURCE SANS
PRO BOLD
30/30

Headline 2
Source Sans Pro Regular
18/21,6

Headline 3
Source Sans Pro Regular
14/ 16,8

Text body
Source Sans Pro Regular
10/13

Quote/remark/emphasis
Source Sans Pro Italic
10/12

Footnote
Source Sans Pro Italic
8/9,9

ABCDEFGH
ijklmn
1234567890
!@#\$%^&*()

ABCDEFGHijklmn
1234567890
!@#\$%^&*()

ABCDEFGHijklmn
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2. BRANDING ELEMENTS

Interreg's 30th anniversary branding consists of a logo and other elements to create a visual identity of celebration. Thus, in addition to the logo, a central icon has been designed with the "together" tagline and three thematic icons for each of the topics that articulate the communication campaign throughout 2020.

The three topics are as follows:

- Contributing to Youth development,
- Contributing to a Green and climate resilient environment,
- Everyone has a Neighbour.

These elements will be used to create the visual identity of the celebration, that is, to convey the idea that this year we should all rejoice in the achievements made by cooperation. In addition, **each of the thematic icons will allow us to associate any event, activity, publication, section, text, etc. to one of the three topics that the European Union wishes to highlight and make visible.**

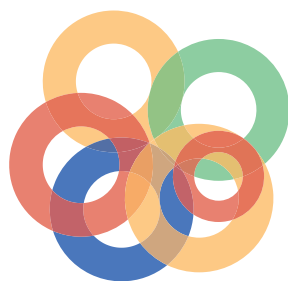


2.1 BRANDING VERSIONS

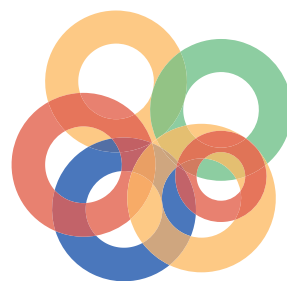
Usable versions of the icons.

You can also use the icons without the texts when it is not necessary or when its use is simply decorative.

There are not black/white or grayscale versions.



together



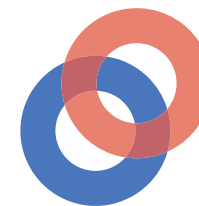
green connections
neighbour cohesion
youth cooperation



green connections



neighbour cohesion



youth cooperation

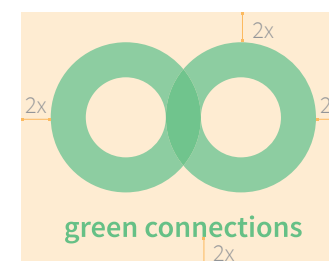
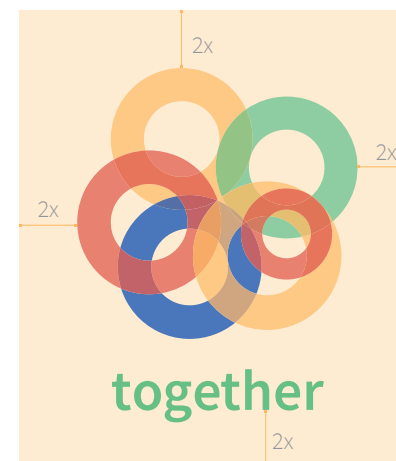
2.2 GRAPHIC RULES APPLYING TO THE ICONS

Clear space

A clear space of at least one basic unit in height and width must remain around the icon. 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 rule of clear space is to allow a space around the icon equivalent to $2x$, with x being the size of a lowercase letter x of the same size as the icon text.

When the icon is used as a decorative element, the clear space rules will not apply.



2.2 GRAPHIC RULES APPLYING TO THE ICONS

Minimum size

Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility.



2.2 GRAPHIC RULES APPLYING TO THE ICONS

Correct icons use

The icons are not logos. Therefore, they should not be used as logos or be part of other logos.



The icons are not part of other logos



Stretching



Change of the space between elements



Change of the font face



Change of the colours



Introduce new elements

APPLICATIONS

This section shows how to apply the logo and icons on different materials. A section is also dedicated to how to adapt them to the materials developed by Interact.

3. APPLICATIONS

PUBLICATIONS



Cover

Topic icon (optional)

Title and subtitle space
(green colour 30%)

Photos and
text space

Logos space



Back cover

Topic icon (optional)



Together icon



Review text
space

Contact information,
editorial, etc.

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excepere erchit odis voluptatquas magnimet fugit, omnismet quas mo dis ex et min pla ex
cepror ad eatum, ulpa del is voluptis ad qui con exernam, nobitas sitaepel incim sit omnim
que reperro restrum rest, utat.

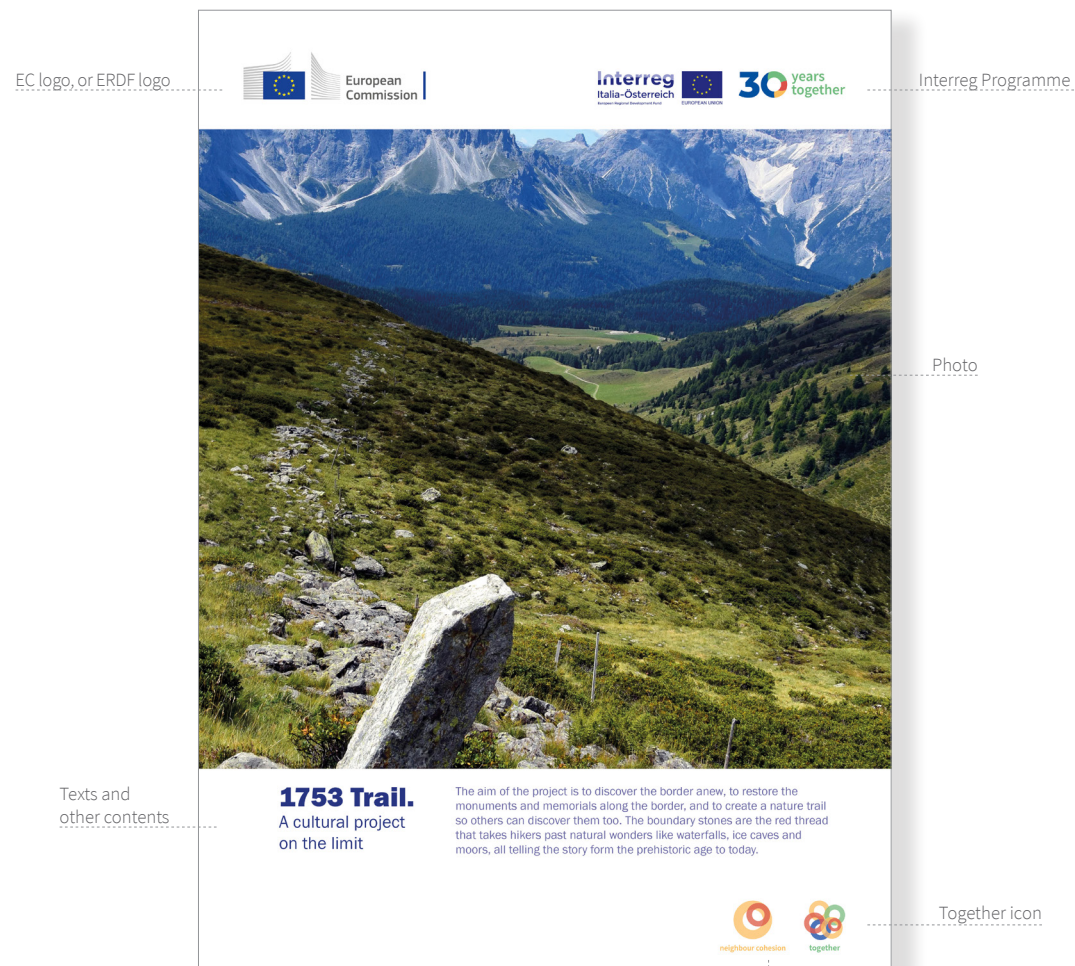
Nem. Itaque volum expilibus se landigent estis dereseccio bla conihit ium qui cum et imus
cupient iuntis solupti untioreratem faccupa voluptat.
Lab inveclec tionescid eat.
Udandam, sitorum expedic temporeped que nia quiduntio que sintur sam, qui quo qui di-
tas aut ma nes maion ressi ommosandit digendandis nihilis eos nossit, solor sitiore peditate
simoluptam.

www.interreg.eu
www.interact-eu.net

3. APPLICATIONS

PROJECT POSTER. VERTICAL VERSION

The photograph should cover the entire width of the poster. The height can be adjusted at the bottom depending on the amount of text or other contents you want to add. In no case should the lower part of the photograph be above the vertical half of the poster.



Topic icon (optional)

3. APPLICATIONS

PROJECT POSTER. HORIZONTAL VERSION

EC logo, or ERDF logo and
Interreg Programme



Photo

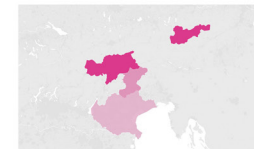


1753 Trail. A cultural project on the limit

The aim of the project is to discover the border anew, to restore the monuments and memorials along the border, and to create a nature trail so others can discover them too. The boundary stones are the red thread that takes hikers past natural wonders like waterfalls, ice caves and moors, all telling the story from the prehistoric age to today.

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Texts and
other contents



Together icon



Topic icon (optional)

3. APPLICATIONS

BANNER



3. APPLICATIONS

ROLL-UP

The roll-up banner features a decorative graphic in the top right corner consisting of overlapping circles in red, blue, orange, and green. The main text is centered and reads: **BUILDING THE LARGEST NETWORK OF REGIONS AND CITIES AROUND THE WORLD**. Below this, a light green horizontal bar contains the text **CULTURAL HERITAGE CONFERENCE**. Further down, the event details are listed: **Brussels**, **Conference Centre**, and **April 20, 2020**. The bottom section, labeled as 'Logos space', contains the European Commission logo, the Interreg logo, and the '30 years together' logo. A final light green bar at the bottom contains the social media hashtags **#Interreg30** and **#CooperationYear**, and the website **www.interreg.eu**.

Event title

**BUILDING THE
LARGEST NETWORK
OF REGIONS AND CITIES
AROUND THE WORLD**

Event information

CULTURAL HERITAGE CONFERENCE

Brussels
Conference Centre
April 20, 2020

Logos space

European Commission | Interreg | 30 years together

#Interreg30
#CooperationYear
www.interreg.eu

3. APPLICATIONS

PERSONAL CARD



3. APPLICATIONS

INVITATION



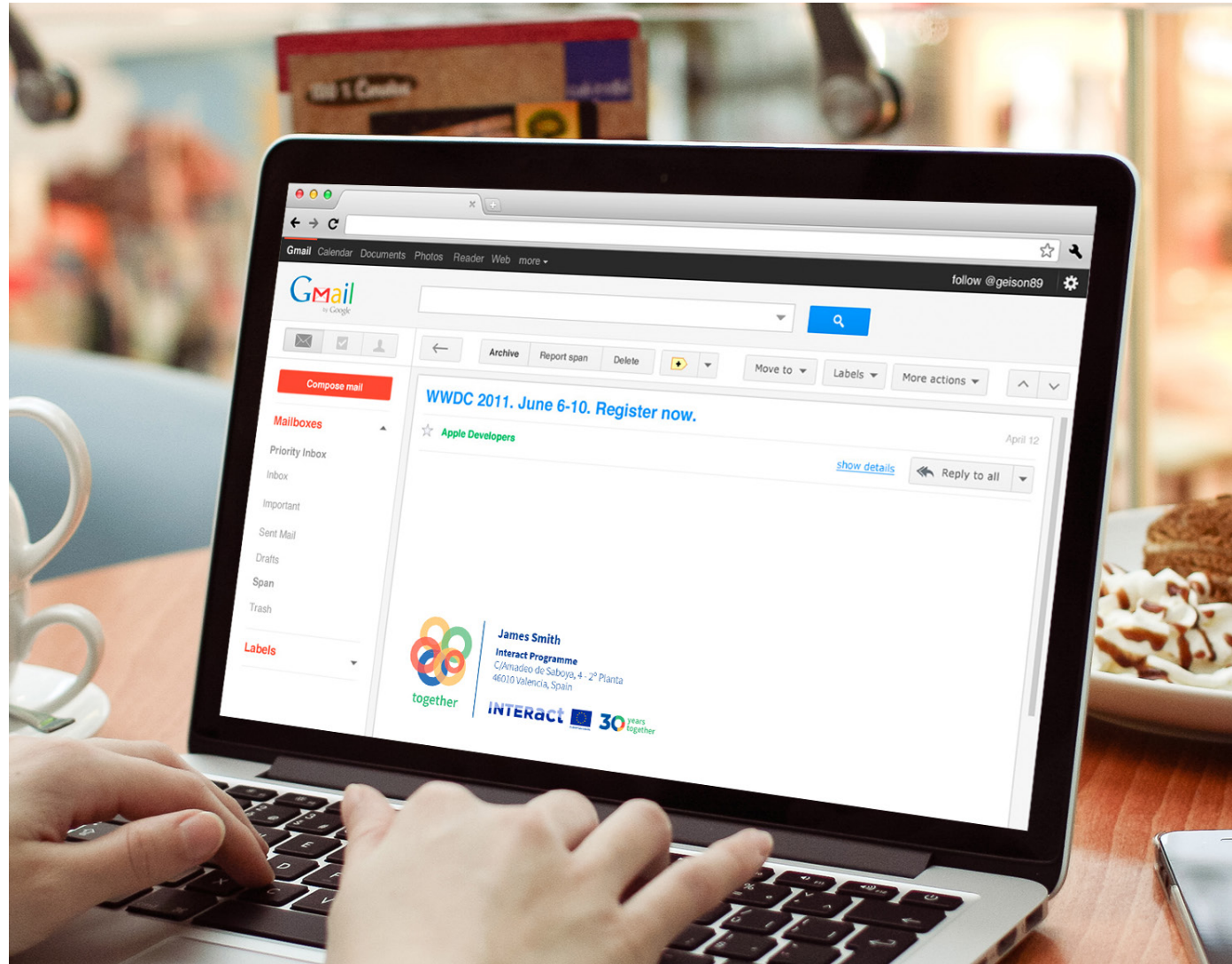
3. APPLICATIONS

SOCIAL MEDIA



3. APPLICATIONS

E-MAIL SIGNATURE



3. APPLICATIONS

EC DAY WEB

The screenshot shows the website <https://www.ecday.eu>. At the top left is the logo for 'EUROPEAN COOPERATION DAY' with the tagline 'Sharing borders, growing closer'. To its right is the '30 years together' logo. A 'Log-in' button is in the top right. A navigation menu includes 'Events', 'About', 'Memories', 'Quizzes EU', 'Materials', 'Social Hub', and 'Co-organizers'. The main content area features a map of Europe with several red and blue location pins. Below the map is a list of events:

- 20 Aug** Networking workshop for Latvian cities/municipalities – my city in Europe
Saldus novads, Latvia
- 28 Aug** Annual event in the renowned Ultra Trail of Mont Blanc (UTMB®) running event!
France-Italy
- 30 Aug** Interreg at the Europe Forum in Turku
Turku, Finland
- 06 Sep** European Cooperation Day with the INTERREG South Baltic Programme –

The 'ABOUT' section is partially visible, with the heading 'ABOUT European Cooperation Day'. The text below reads: 'We commemorate the **European Cooperation Day** (also known as "EC Day") on **21 September** every year. But why do we celebrate

At the bottom right, there is a graphic with the text 'EUROPE IS' and a silhouette of a person with arms raised. The Windows taskbar is visible at the very bottom of the screenshot.

3. APPLICATIONS

T-SHIRTS



3. APPLICATIONS

COTTON BAG



3. APPLICATIONS

TEA / COFFEE CUP



3. APPLICATIONS

WATER BOTTLE



3. APPLICATIONS

SEED BAG / NUTS BAG



3. APPLICATIONS

SOLAR POWER BANK



3. APPLICATIONS

SLIDCARD



3. APPLICATIONS

TRAVEL CARD



3. APPLICATIONS

STATIONERY



3. APPLICATIONS

PEN



4. INTEGRATION IN TO INTERACT DOCUMENTS

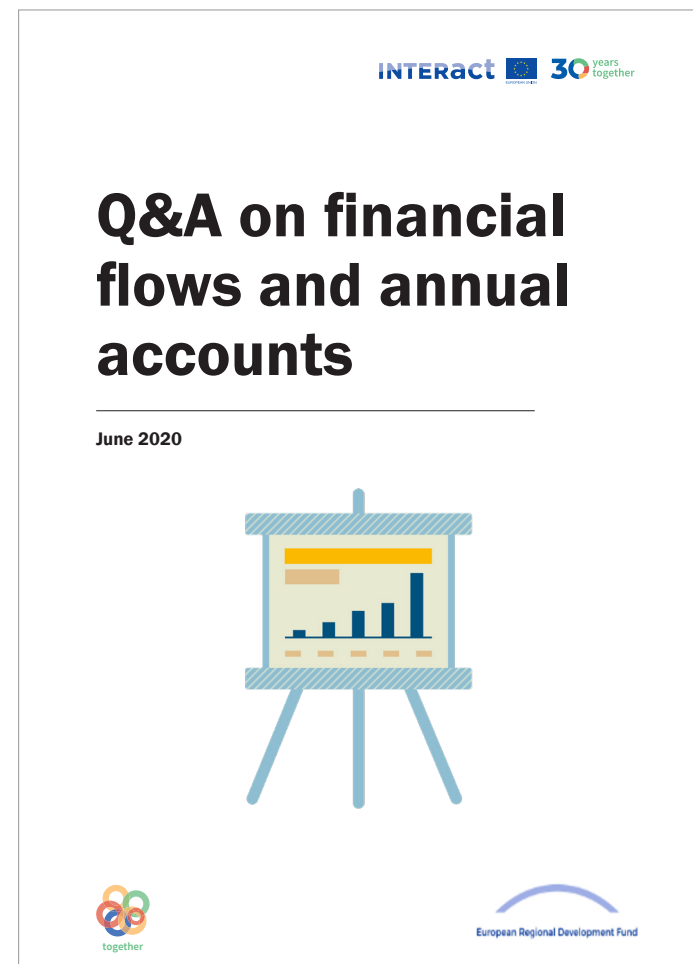
TITLE PAGE OF DOCUMENTS AND AGENDA

As a general rule, the Interact logo should always be accompanied by the 30th anniversary logo.

The size of the Interact logo will remain the same size in height, although it will be longer by adding the anniversary logo.

We will also add the general icon in the lower left corner. The height will be the same as that of the ERDF arc.

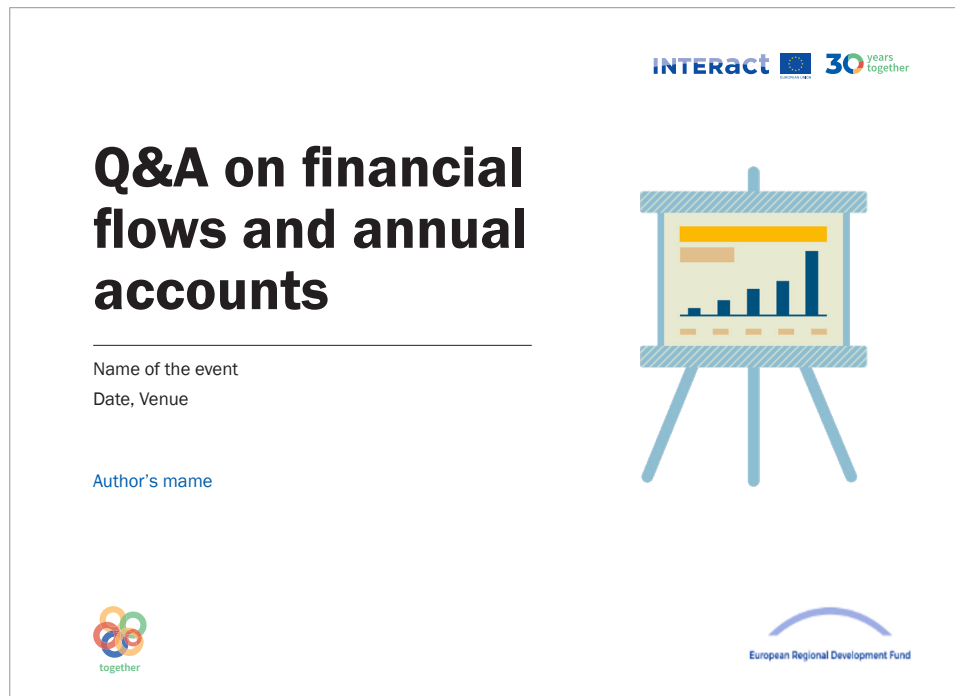
This integration will also apply for agenda title page.




Title page

4. INTEGRATION IN TO INTERACT DOCUMENTS

POWERPOINT PRESENTATIONS




The title slide template features the INTERACT logo and the 30 years together logo in the top right corner. The main title, "Q&A on financial flows and annual accounts", is prominently displayed on the left. Below the title, there are fields for the event name, date, and venue, followed by the author's name. A central graphic of a presentation board with a bar chart is positioned on the right. At the bottom, the logos for the "together" initiative and the European Regional Development Fund are included.


INTERACT  **30 years together**


Q&A on financial flows and annual accounts

Name of the event
Date, Venue

Author's name



 **together**


European Regional Development Fund

Title page



The standard slide template features the INTERACT logo and the 30 years together logo in the top right corner. The slide title is positioned on the left. The main content area contains a paragraph of placeholder text and a bulleted list of three items.

INTERACT  **30 years together**

Slide title

Dita vendel intiur, optioreset, volupta erchit, omnisto restis mod qui andipsam aspientis prorem. Rernaturem imin conserf eribusciatem volor moluptiscit, quiam voluptatur sinulpa excepere erchit odis voluptatquas magnimet fugit, omnisimet quas mo dis ex et min pla exceptor ad eatum, ulpa del is voluptis ad qui con exernam, nobitas sitaepel incim sit omnim que reperro restrum rest, utat.


- Nem. Itaque volum explibus se landigent estiis dereseccio bla comnihil ium qui cum et imus cupient iuntis solupti untioreratem faccupata voluptat.
- Lab invelec tionescid eat.
- Udandam, sitionum expedic temporeped que nia quiduntio que sinctur sam, qui quo qui ditas aut ma nes maion ressi ommosandit digendandis nihilis eos nossit, solor sitioe peditate simoluptam.

Standard slide

4. INTEGRATION IN TO INTERACT DOCUMENTS

STATIONERY

For the stationary (Letterheads, Meeting minutes, Press releases, Reports, Vacancy announcement, Certificate of attendance) the same criteria will apply as in the case of title page.

INTERACT  **30 Years Together**

Title of the meeting
Date
Venue
Country



Minutes

Participants

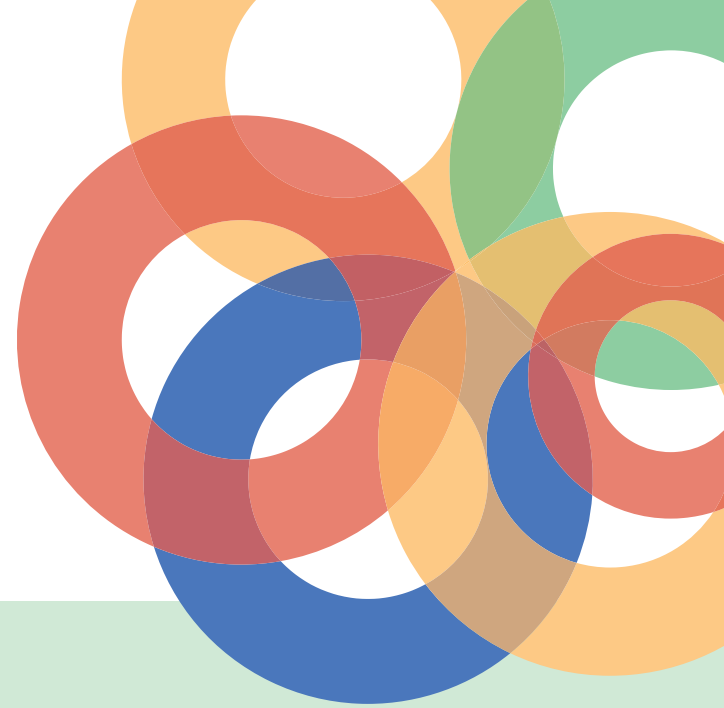
Agenda topics

Dita vendel intiur, optioreset, volupta erchit, omnisto restis mod qui andipsam aspientis prorem. Rernaturem imin conserf eribusciatem volor moluptiscit, quiam voluptatur sinulpa excepere erchit odis voluptatquas magnimet fugit, omnisimet quas mo dis ex et min pla excepror ad eatum, ulpa del is voluptis ad qui con exernam, nobitas sitaepel incim sit omnim que reperro restrum rest, utat.

- Nem. Itaque volum explibus se landigent estiis dereseccio bla omnihil ium qui cum et imus cupient iuntis solupti untioreratem faccupa voluptat.
- Lab invelec tionescid eat.
- Udandam, sitorum expedic temporeped que nia quiduntio que sinctur sam, qui quo qui ditas aut ma nes maion ressi ommosandit digendandis nihilis eos nossit, solor sitiore peditate simoluptam.

Example: meeting minutes



INTERREG'S 30 YEARS CELEBRATION

