

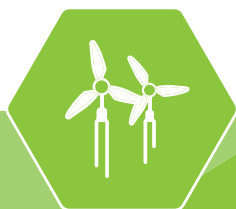
**Interreg
Europe**



Co-funded by
the European Union

Interreg Europe Programme Manual

2022-2027



1. Branding	3
Interreg Europe logo block	4
Exclusion zone	6
Logo block size requirements	7
Use on backgrounds	8
Additional branding elements	9
Typefaces	10
Interreg Europe topics	12
Coulour palette	13
2. Design Templates	14
Stationery	15
Business card	16
Word template	17
Excel template	18
Powerpoint template	19
Social media templates	20
Programme poster	21
Asset library	22
EU map	23

**Interreg
Europe**



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

The source files are available in electronic formats for direct editing in Adobe Illustrator, Adobe Indesign, Word, Excel and Powerpoint.

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

**Interreg
Europe**



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1. Programme **branding**

2022-2027



The Interreg Europe

logo block

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 modified in any way.

The proportion and relationship of size between the logo elements must not be altered in any way.

Note: Only the first letters of the words 'Interreg' and 'Europe' are capitalised.

Interreg
Europe

Interreg Europe logo block



Co-funded by
the European Union

EU emblem and funding reference

The statement "Co-funded by the European Union" must always be written in Arial Bold. The whole statement must be positioned to the right of the

EU emblem and broken into 2 lines with "Co-funded by" on the first line and "the European Union" on the second. The statement is vertically aligned to the middle of the flag.

Full colour logo block version

4 color logo block

Whenever possible the logo should be represented in full colour version.

A white outline must be placed around the EU Flag. The outline equals to 1/25th of the EU Flag height.

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1-colour versions

Black & white logo block

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

The width of the EU Flag outline equals to 1/25th of the EU Flag height.

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

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Negative logo block

For single colour reproductions or engravings on a very dark background, a white version of the logo should be used.

The width of the EU Flag outline equals to 1/25th of the EU Flag height.

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

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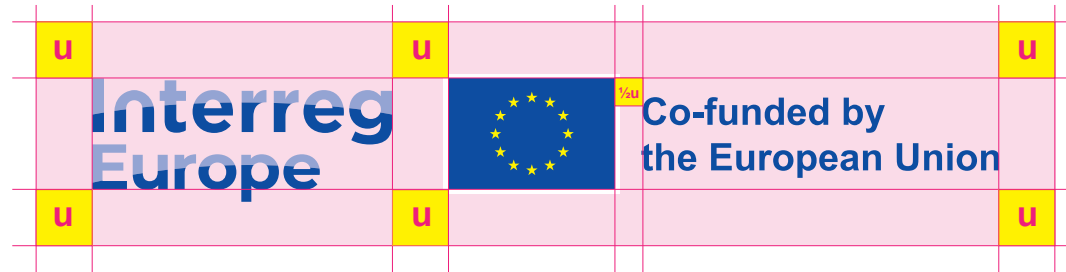
Exclusion zone

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 must 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 half of the height of the EU Flag.**

($u = 1/2$ height of EU Flag)

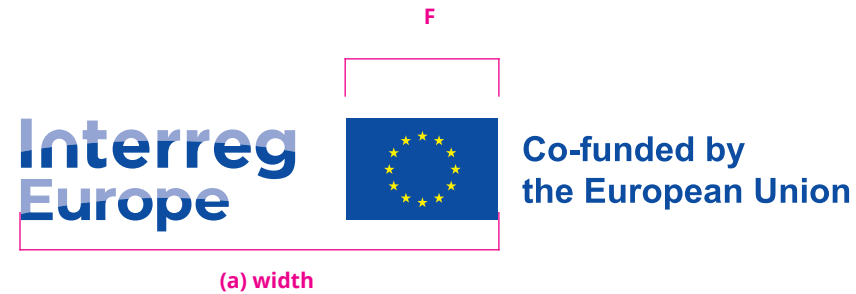


$u = 1/2$ height of EU emblem = protection area

**The white border around the EU emblem
= $1/25$ of the height of the emblem**

Logo block size requirements

The width (a) used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the funding statement nor the margins.



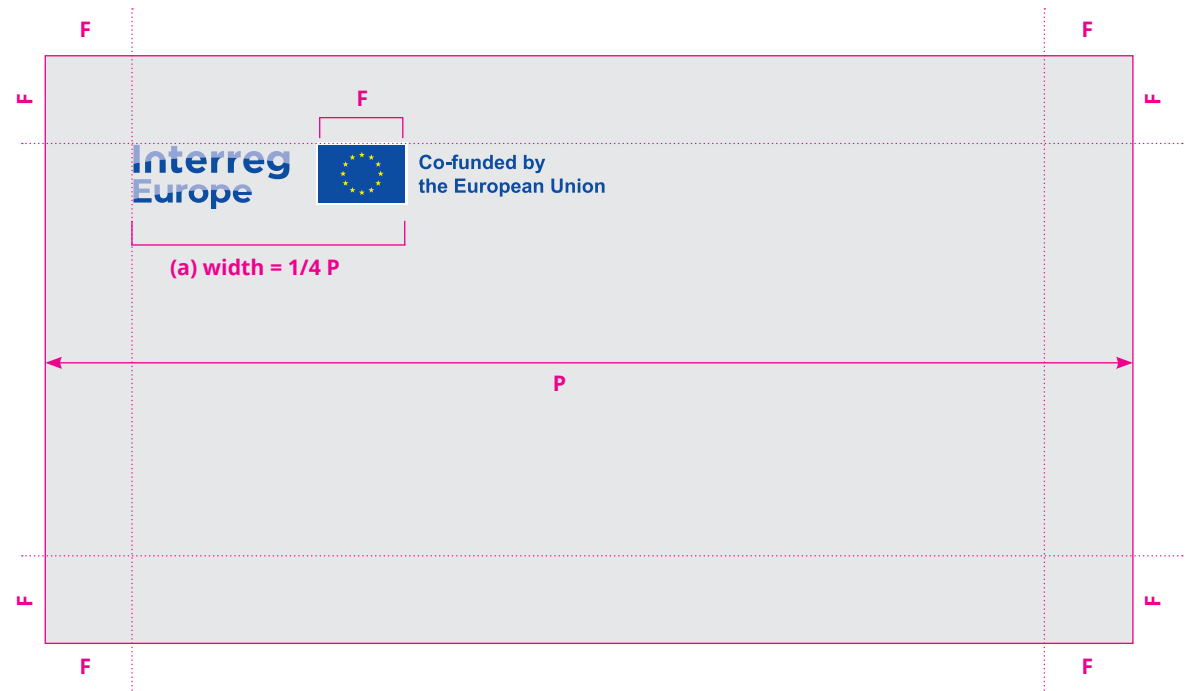
Minimum size

The minimum width (a) must never be less than 35.1 mm.

Margins & sizing

As a general rule, the width must be equal to 1/4 of the total format width (P).

Once the width (a) has been defined the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.



Logo use on backgrounds

[1] Standard logo block

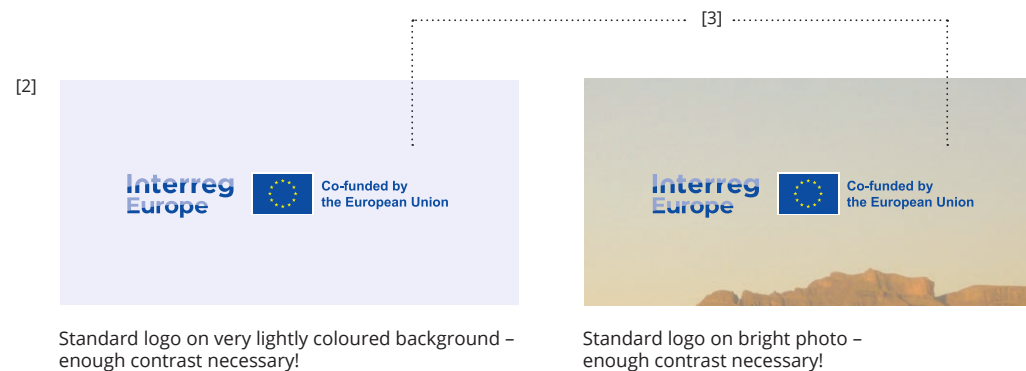
[2] Acceptable use on background

(not recommended)

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

[3] Please Note: **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 EU emblem rectangle.**

[4] **In exceptional cases, the negative monochrome logo version may be used** on very dark (uniform) backgrounds.



**Additional branding elements:
hexagon, colour line & 3D Star element**

Hexagon

The hexagon, with slightly rounded corners, is a repetitive element of the visual identity.

It is encouraged to use the hexagon shape in presentations, infographics and even for framing images. **The proportion and rotation of the hexagon must not be altered in any way.**

60° angle



Interreg Europe topics colour line



The coloured line, composed by the 6 topic colours in specific order can be used to highlight and reinforce the visual identity on various supports. **The order in which the colours appear must not be altered.**

Interreg Europe 3D Star element

Row 1

Row 2



The size and proportions of this graphical texture can be dynamically adjusted. In order to create a 3D effect, each second row is composed by mirrored elements. Its usage should be restricted to cover or back pages with a limited amount of text. For individual topics, the respective colour element can be used to create a monochrome texture.

In case of borderless printing, please ensure careful trimming and prepare the bleed area correctly - c.f. example of business card on P.16



Typefaces

Typefaces must never be distorted in any way.

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>

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

Open sans:

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

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

Exception:

The original corporate Typeface, Open Sans, is embedded in the Powerpoint templates and should be used for presentations.

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 & @ ! ? %

Interreg Europe topics

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

**SMART, GREEN, CONNECTED,
SOCIAL, CITIZENS, GOVERNANCE**

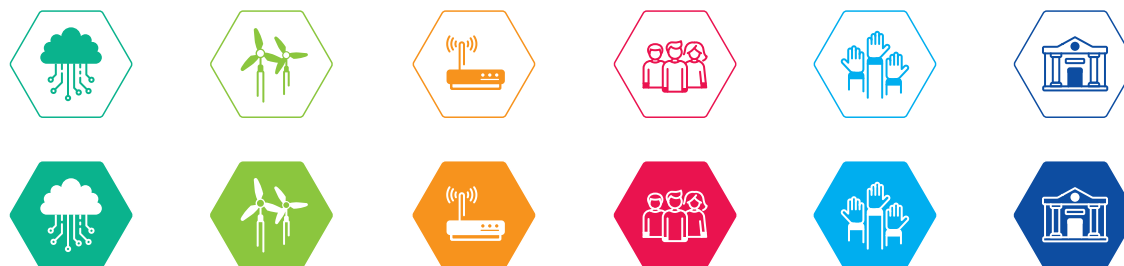


They illustrate the topic in reference to the European Commission policy.


















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

The topic icons are available from Interreg Europe. Do not modify nor create other icons for the topics.

Icons are available in positive and negative colour versions, with and without integrated topic titles.



The colour palette

Topics						Logo block		Neutral accent colours		
										
R:0 G:169 B:132	R:149 G:193 B:31	R:243 G:146 B:0	R:229 G:0 B:70	R:0 G:159 B:227	R:0 G:51 B:153	R:159 G:174 B:229	R:255 G:204 B:0	R:26 G:23 B:27	R:150 G:148 B:140	R:216 G:214 B:204
#00a984	#95c11f	#f39200	#e50046	#009fe3	#003399	#9FAEE5	#FFCC00	#1a171b	#96948c	#d8d6cc
C: 80 M: 0 Y: 60 K: 0	C: 50 M: 0 Y: 100 K: 0	C: 0 M: 50 Y: 100 K: 0	C: 0 M: 100 Y: 60 K: 0	C: 100 M: 0 Y: 0 K: 0	C: 100 M: 80 Y: 0 K: 0	C: 41 M: 30 Y: 0 K: 0	C: 0 M: 0 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 100	C: 5 M: 5 Y: 15 K: 50	C: 5 M: 5 Y: 10 K: 15
PMS: 3268 C	PMS: 368 C	PMS: 151 C	PMS: 192 C	PMS: 2995 C	PMS: Reflex Blue	PMS: 2716 C	PMS: Yellow	PMS: Black	PMS: 403 C	PMS: 400 C
Topic accent										
										
R:74 G:182 B:152	R:173 G:205 B:101	R:247 G:169 B:65	R:235 G:92 B:98	R:50 G:190 B:240	R:58 G:114 B:184					
#4ab698	#adcd65	#f7a941	#eb5c62	#32bef0	#3a72b8					
C: 68 M: 0 Y: 50 K: 0	C: 40 M: 0 Y: 73 K: 0	C: 0 M: 40 Y: 80 K: 0	C: 0 M: 76 Y: 52 K: 0	C: 67 M: 0 Y: 0 K: 0	C: 80 M: 51 Y: 0 K: 0					

Topic accent colours are used for the 3D Star element texture and various other visual elements.

The topic accent colours must only be used in conjunction with the main topic colours and cannot be used as stand-alone colours.

Topic accent colours are not to be used in case of PMS printing.

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2. Design templates

2022-2027

Interreg Europe stationery

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

Size: A4 (210mm x 297mm)

Minimum 90g/sqm

Recycled paper only

4-colour process



Les Arcuriales - Entrée D, 5e étage
45 rue de Tournai
59000 Lille - FRANCE

Tel: +33 328 144 100
Fax: +33 328 144 109
www.interreguurope.eu

Business card

Size: 55mm x 85mm

Minimum 300g/sqm

Recycled paper only

4-colour process

Front

**Interreg
Europe**



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Kim Smith
Communication Officer

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T.: +33 3 28 14 41 123
www.interregeurope.eu

Les Arcuriales 5/D
45 rue de Tournai
F-59000 Lille

Back



Word vertical & horizontal template

A Word template with brand identity and styles is available in vertical and horizontal version.

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SMART
GREEN
CONNECTED
SOCIAL
CITIZENS
GOVERNANCE



INTERREG EUROPE THEMATIC PRIORITIES LIST:

1. **SMART**
2. **GREEN**
3. **CONNECTED**
4. **SOCIAL**
5. **CITIZENS**
6. **GOVERNANCE**

This is a neutral text block

Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

INTERREG EUROPE THEMATIC PRIORITIES BOXES:

SMART

Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

GREEN

Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CONNECTED

Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

SOCIAL

Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CITIZENS


Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

GOVERNANCE

Type text here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Excel vertical & horizontal template

An Excel template with brand identity and styles is available in vertical and horizontal version.

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Title of table

Description	Value
SMART	12345
GREEN	12345
CONNECTED	12345
SOCIAL	12345
CITIZENS	12345
GOVERNANCE	12345
Subtotals	74070
Something 1	12345
Something 2	12345

Row height should be 0.7 cm min.
Use as few outlines as possible
Highlight totals by using Bold
Take the necessary time to format and review the outlines once the table is completely done

Les Arcuelles - Entrée D, 5^e étage
45 rue de Tournai
59000 Lille - FRANCE

Tel: +33 (0) 3 28 14 41 00
Fax: +33 (0) 3 28 14 41 09
www.interregeurope.eu

GIE GECOTTI-PE
SIRET: 451 382 287 000 22
VAT/TVA: FR 04451382287

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Title of table

Description	Value 1	Value 2	Subtotals
SMART	12345	12345	12345
GREEN	12345	12345	12345
CONNECTED	12345	12345	12345
SOCIAL	12345	12345	12345
CITIZENS	12345	12345	12345
GOVERNANCE	12345	12345	12345
Subtotals	74070	74070	74070
Something 1	12345	12345	12345
Something 2	12345	12345	12345
Grand total			172830

Row height should be 0.7 cm min.

Use as few outlines as possible

Highlight totals by using Bold

Take the necessary time to format and review the outlines once the table is completely done

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Follow us on social media:   

Powerpoint template

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

An extensive Powerpoint template is available.

The included vectorial assets can be resized and recolored inside Powerpoint. Please watch out not to distort any of the elements.

SLIDE 1

Co-funded by the European Union

Title of the presentation

Name of Presenter
Policy Officer | Interreg Europe Secretariat
07 JULY 2021 | 45 Minutes

Title of Event
Location

Follow us on social media:

SLIDE 11

Example of a Project

LP-DEV'UP
Centre-Val de Loire (FR)

Improving the effectiveness of the regional innovation smart specialisation strategies (RIS3) through the management of the entrepreneurial discovery process.

1.61 M ERDF
Apr 2016 - Mar 2021

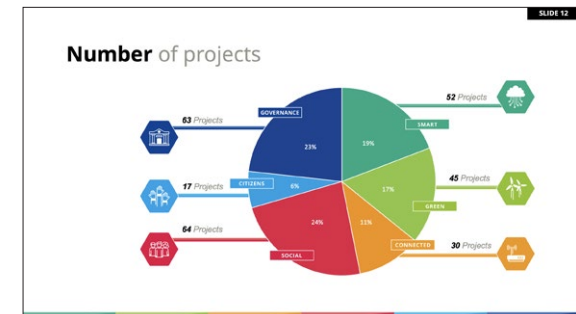
www.interreg-europe.eu/bayem/EDP

SLIDE 6

Evolution in focus

2021 - 2027
6 thematic priorities - 1 cross cutting priority on capacity building

Concentration principle (80%)

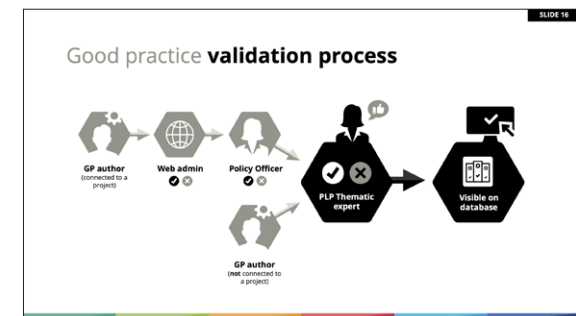


SLIDE 13

Thematic priorities

Overview

Follow us on social media:



Social media templates

Templates are available for all major social media platforms: Facebook, Twitter, Instagram, YouTube, LinkedIn.

Whenever there is no profile banner, EU-funding must be included within the profile image (i.e. Instagram).

Please open and use the “Asset Export” function in the template files.

Profile image with profile banner



Profile image must include EU-funding if no banner image is available



Interreg Europe programme poster

A programme poster is available. It must be printed in **A3 size minimum**.

Interreg Europe  Co-funded by the European Union

Sharing solutions for better regional policies

29 COUNTRIES
379 MEUR FUNDS AVAILABLE

Interreg Europe helps governments, public and private non-profit institutions at all levels improve their regional development policies, including their Structural Funds programmes. Our cooperation projects and the Policy Learning Platform create a unique policy learning environment for sharing experience and good practices in **six areas**:

-  SMART
-  GREEN
-  CONNECTED
-  SOCIAL
-  CITIZENS
-  GOVERNANCE

www.interregurope.eu Follow us on social media:     

Asset library & Icons

An extensive asset library including **icons and graphical elements** is **available in vectorial format**.

Usage of the various elements is encouraged.

The colour and size of each element can be easily changed within the different applications (i.e. Powerpoint, Word, ...).

The elements must never be distorted.

A similar style shall be kept if new icons are created.

	<i>Icons</i>	<i>Assets (extract)</i>
Projects		
Policy Learning Platform		
Knowledge hub		
Expert support		
Good practice database		
Matchmaking session		
Policy helpdesk		
Peer review		

EU Map

An EU Map is available in **various versions** (including/excluding country names and/or extra-continental areas).

