



Interreg Atlantic Area Programme

# Brand Design Manual

## CONTENTS

1. INTRODUCTION .....	1
2. BRAND ELEMENTS.....	2
2.1 The programme logo.....	2
2.2 Logo colours .....	3
2.3 Logo use .....	4
2.4 Incorrect logo use .....	5
2.5 Combination with other logos .....	6
2.6 Logo size.....	7
2.7 Typeface.....	8
3. THEMATIC OBJECTIVES .....	9
3.1 Colours for the thematic objectives.....	10
4. INTEGRATED PROJECT BRANDING .....	11
4.1 Project logo use.....	12

## 1. INTRODUCTION

### Interreg Atlantic Area Programme 2014-2020

This manual consists of a guide for the correct use and application of the Interreg Atlantic Area Programme 2014-2020 corporate design elements.

For this programming period, territorial cooperation programmes across Europe agreed to harmonize their brands based on the development of the **Interreg** brand with a common logo adapted to each Programme identity, with the aim of increasing visibility and recognition of Interreg funds and results. The logo of Interreg Atlantic Area Programme was then created in line with the «Interreg Brand Design Manual».

The adoption of the visual identity here presented is intended to highlight the transnational nature of the programme and reinforce the values of cooperation in a common territorial area, which invests in the thematic areas of innovation, resources efficiency, territorial risks and biodiversity.

The creation of this identity is a communication tool available to both programme bodies and projects partners. It provides several solutions for the correct use of the programme logo and its thematic objectives and also options for the use of project logos with guidance on the ERDF claim.

All rules and guidelines were developed in accordance with the requirements stated by the European Commission in Regulation (EU) N° 1303/2013 (Annex XII, Article 2.2) that establishes the responsibilities of the beneficiaries regarding information and communication measures and in Implementation Regulation (EU) N° 821/2014, that defines the rules to comply with EU visibility and ERDF support.

## 2. BRAND ELEMENTS

### 2.1 The programme logo

The elements of the Interreg Atlantic Area logo represent a unit which is composed by several elements: the standard Interreg logo, the reference to the Atlantic Area and the symbol representing seabirds' wings linked with the Atlantic Ocean, a common element of the Atlantic regions. It is also composed by the European Union flag and the mention to the ERDF fund.

The logo 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 "l".

#### European Union reference

The EU 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.



## 2.2 Logo colours

The logo colours are derived from the previous Atlantic Area brand identity, the Interreg brand identity and the European flag. These colours must not be changed.

### Explanation:

**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 Hex code is preferably used for designing websites.

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

Colour	Pantone	CMYK	HEX	RGB
	Reflex Blue	100/80/0/0	#003399	0/51/153
	2716 C	41/30/0/0	#9FAEE5	159/174/229
	Yellow	0/0/100/0	#FFCC00	255/204/0
	Processed Blue C	100/10/0/10	#0093D0	0/147/208

## 2.3 Logo use

### Standard logo

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 light background.

### Greyscale logo / black and white logo

For single colour reproductions, a greyscale or black and white logo versions should be used. These versions can only be used whenever full colour is not available.

### Negative logo

The negative logo should be used whenever using reflex blue or black background.

### Coloured backgrounds

The use of the standard logo on coloured backgrounds is allowed but not recommended. Please note that 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 rectangle.

### Standard logo



### Greyscale logo



### Black and white logo



### Negative logo



### Coloured backgrounds



## 2.4 Incorrect logo use

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not cut the logo.
3. Do not rotate the logo.
4. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
5. Avoid coloured backgrounds as much as possible - only exception are light colours as specified on the page before. If the logo needs to be placed on a dark background, it has to be in the negative form.

1.



2.



3.



4.

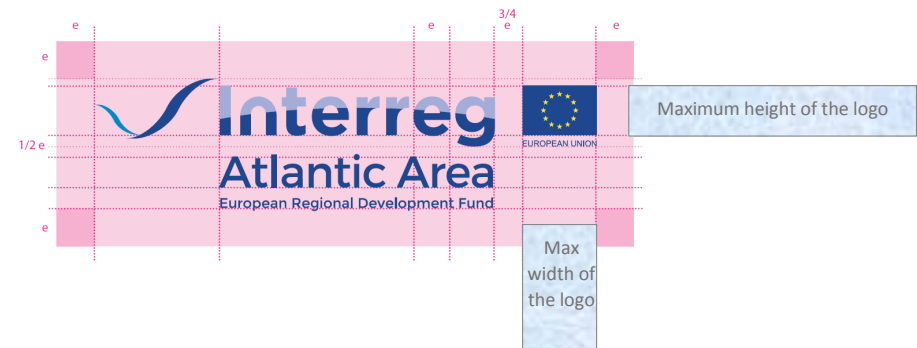


5.



## 2.5 Combination with other logos

Article 4, point 5 of the EU Commission Implementing Regulation (EU) N° 821/2014 defines that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”



Example:



## 2.6 Logo size

The minimum usable size of the Interreg logo is 38.1 mm. The minimum usable Atlantic Area logo size is 50.4 mm. In special cases (for the production of small items) when there is no larger space for placing the logo, an exceptional use is allowed and accepted.

For those cases, if the mention 'European Regional Development Fund' under the logo 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.

This version is exceptionally allowed to be used when small-sized logo for very small items apply.

### Standard logo



### Exceptions just for small items





## 2.7 Typeface

For programme and project logos (programme and project name) and the reference to the European Regional Development Fund, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

This typeface is free and can be downloaded here:

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

The typeface for all other applications from body text to headlines is Calibri. It has a neutral appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It is optimized for print, web and mobile interfaces and has excellent legibility characteristics in its letterforms.

**Note:** The reference to the **European Union** under the flag uses the typeface Arial as described in Article 4, point 4 of the Commission Implementing Regulation (EU) N° 821/2014. This should not be changed.

### Typeface

### Typeface Application

#### Montserrat Regular

logo extensions (programme name, project names, ERDF)

#### Calibri Sans Font Family

overall communication (body text, headlines, etc.)

#### Calibri Bold

#### Calibri Regular

#### *Calibri Italic*

### 3. THEMATIC OBJECTIVES

Four thematic objectives were strategically selected by the Atlantic Area Programme to help deliver Europe 2020 goals within the Atlantic regions. The use of these symbols is not compulsory but strongly recommended as they are represented in the Interreg brand design by a system of colours and icons. These invariable colours and icons should be used whenever these objectives are communicated, especially towards beneficiaries and potential beneficiaries.

#### Standard appearance (positive)

The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the thematic objective it represents.

#### Negative appearance

It is also possible to use the icons in negative versions. In this case the icons should be placed in circles.



### 3.1 Colours for the thematic objectives

The colour scheme was developed to clearly label the thematic objectives. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and logo colours of Interreg.

**Explanation:**

**Pantone:** Spot colours.





**CMYK:** Process-colour printing, 100 colour gradations per channel

(C = cyan, M = magenta, Y = yellow, K = black)

**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)

Colour	Pantone	CMYK	HEX	RGB
	109 C	0/24/93/0	#fdc608	253/198/8
	347 U	81/13/76/1	#159961	21/153/97
	206 U	4/86/43/0	#e34063	227/64/99
	382 U	49/0/99/0	#98c222	152/194/34

## 4. INTEGRATED PROJECT BRANDING

Projects can decide to adopt the Interreg Atlantic Area logo as their project logo. The logo of the project creates a brand association with the programme, making clear that the project is funded by Interreg Atlantic Area with the support of the European Union.

This integrated project logo is not compulsory but is highly recommended to strengthen the identity and support of the programme and of the European Union.

The integrated project logo assures the compliance with communication requirements of the Commission in regards with EU visibility and ERDF support, as stated in Regulation (EU) N° 1303/2013 (Annex XII, Article 2.2) and in Implementation Regulation (EU) N° 821/2014.

The colour of the project name needs to match the colour of the thematic priority the project belongs, as specified in section 3.

The project logo must be displayed in all printed or digital communication materials, placed in a visible position and it can never be smaller than any other logo included in the same material.

In cases where it is not possible to display the project logo, projects shall use the sentence *“This project is co-financed by the European Regional Development Fund through the Interreg Atlantic Area Programme”*.



## 4.1 Project logo use

For the integrated project logo almost the same rules are applied as when using the programme logo, as specified in sections 2 and 3.

### Project name

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.

Editable projects logos (in EPS format) are available for download at [www.atlanticarea.eu](http://www.atlanticarea.eu).

### Minimum size

Section 2.5 specifies logo size and exceptions allowed. For very small items where the mention 'European Regional Development Fund' is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances. The project name can be placed in front of the programme logo. This version is exceptionally allowed to be used when small-sized logo or very small items apply.

### Combination with other logos

The same rules as described in section 2.5 applies when a project logo is combined with other logos.



Exceptions just for small items:

