INTRODUCTION

This manual contains rules and guidelines for the correct use of Interreg Alpine Space corporate design elements for project communication.

It describes all project logo versions and gives indications regarding the use of the ERDF claim and the Alpine Space graphic elements.

All rules and guidelines have been developed in accordance with the communication requirements stated by the European Commission in regulation (EU) No 1303/2013.

Guidelines
The project logo must be placed on all material published and on all files/presentations shown to the public. This includes not only promotional material, but also documents such as invitations, presentations or agendas.

Together with the logo, the reference to the European Regional Development Fund (ERDF) must be visible on all materials and documents as listed above. Please note that measures that do not respect these requirements will be considered as ineligible for ERDF co-financing.

Logo
The Alpine Space project logo is made of:
- The EU emblem
- The reference to the European Union
- The Interreg Alpine Space mention
- A reference to the project: project name for the simple logo and project design element for the customised logo

Projects must choose between the creation of a simple or customised logo.

In case of doubt or special requests please contact the JS communication manager.
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OPTION 1: SIMPLE LOGO

If the simple logo design is used as a project logo the following rules apply:

**Logo specification**

**Basic unit**
The basic unit used for definition of the logo composition is the width of the letter "e".

**European flag**
The space between the logotype and the European flag equals ¾ of the basic unit. The height of the flag is the same as the letter "l".

**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 ½ of the basic unit.

**Colour**
The project name has to be written in the colour corresponding to the priority of the project. See colours on page XII.

**Clear space area**
Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos may be placed. Likewise, this zone has to be observed for the positioning distance to the page margins. This clear space area is the minimum clear space – it is recommended to increase this space wherever possible.

**ERDF reference**
The logo also exists in a version with the text “European Regional Development Fund” written below it in Montserrat Regular, Reflex Blue. The height of this line is the same as for “European Union” under the flag. This version of the logo has to be chosen if “European Regional Development Fund” is not written elsewhere on the page where the logo is shown. The distance between the baseline of the fund and the baseline of the programme name should be ½ of the basic unit.

The font Montserrat Regular can be downloaded here: www.fontsquirrel.com/fonts/montserrat
OPTION 2: CUSTOMISED LOGO

Version without ERDF reference

Logo specification:
See next page

Version with ERDF reference

Logo specification:
See next page
OPTION 2: CUSTOMISED LOGO

Option 2 should be chosen if a project wants to develop a customised logo with own design element. In this case, the size of the project logo has to match the space given and must be placed either below or on the right side of the Interreg programme logo. The project name should appear in the project logo.

Logo specification

Basic unit
The basic unit used for definition of spaces is the width of the letter “e” in the Interreg logo. 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 ¾ of the basic unit. The height of the flag is the same as the letter “I”.

Relative size of the project logo
The project logo can be placed to the right or below the Interreg programme logo. If placed to the right, it should be placed at a distance of one basic unit from the Interreg programme logo. It should have the same width as the European flag. The programme logo must not be taller than three times the height of the EU flag (h) included in the Interreg logo.

If it is placed below the Interreg logo, the project logo should be placed at a distance of ½ of the basic unit. It should have the same height as the EU flag (h) and the same width as the word Interreg in the Interreg logo.

Clear space area
Around the logo there must be a clear space of at least one basic unit in height and width. Within this area no other graphic elements or logos may be placed. Likewise, this zone has to be observed for the positioning distance to the page margins.

ERDF reference
The logo also exists in a version with the text “European Regional Development Fund” written below it in Montserrat Regular, Reflex Blue. The height of this line is the same as for “European Union” under the flag. This version of the logo has to be chosen if “European Regional Development Fund” is not written elsewhere on the page where the logo is shown. The distance between the baseline of the fund and the baseline of the programme name should be ½ of the basic unit.
EXAMPLES

Option 1: Simple logo

Interreg Alpine Space AlpClusters2020

Option 2: Customised logo

Project logo placed below the Interreg programme logo

Interreg Alpine Space AlpClusters2020

Project logo placed to the right of the Interreg programme logo

Interreg Alpine Space AlpClusters2020
The appearance of a logo varies according to the media. Minimum logo sizes for print and screen media are set. The logo should always be bigger than the smallest logo size specified here or of the same width.

<table>
<thead>
<tr>
<th>Media</th>
<th>smallest logo width</th>
<th>ideal logo width</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A4 portrait</td>
<td>38.1 mm</td>
<td>80.4 mm</td>
</tr>
<tr>
<td>A4 landscape</td>
<td>38.1 mm</td>
<td>80.4 mm</td>
</tr>
<tr>
<td><strong>Screen</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Smartphone</td>
<td>240 px</td>
<td>300 px</td>
</tr>
<tr>
<td>Tablet</td>
<td>240 px</td>
<td>300 px</td>
</tr>
<tr>
<td>Laptop/Desktop</td>
<td>300 px</td>
<td>400 px</td>
</tr>
<tr>
<td><strong>Powerpoint 16:9</strong></td>
<td>32.6 mm</td>
<td>68.8 mm</td>
</tr>
</tbody>
</table>

**Interreg Alpine Space**

**Alpine Space**

**Project Name**

38.1 mm smallest Logo width

38.1 mm smallest Logo width
CORRECT USE OF THE LOGO

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 very light background.

Greyscale logo
For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour can not be used / the material is produced in single colour.

Black and white logo
The black and white logo should only be used if there is no possibility to use greyscale.

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 rectangle.

Allowed logo use:
Greyscale logo for monochrome applications

Allowed logo use:
Black and white logo if greyscale is not possible.

Allowed logo use:
Standard logo on very light coloured background – enough contrast necessary!

Use of the project logo together with other logos (e.g. project partner logos)
Please note that if other logos are displayed in addition to the project logo, the EU emblem (EU flag inside the Interreg logo) shall have at least the same size, measured in height or width, as the biggest of the other logos.

In case the flag inside the Interreg logo is too small for this purpose, projects can use a separate EU flag in addition to their logo.
In addition to the project logo, all communication materials and products must display a statement acknowledging the European Regional Development Fund (ERDF) as a co-financing source. Projects must make sure to insert the reference to the ERDF in all documents and products.

They may either use the sentence "This project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme" (cf. SC article 7) or include the ERDF reference directly in the project logo with the text "EUROPEAN REGIONAL DEVELOPMENT FUND" [see corporate design manual page IV-VII]. In that case, the height of this line (height of the capital letters) is the same as for "European Union" under the flag.
LOGO COLOURS

The logo colours are derived from the European flag and must not be changed. They are the central brand colours of the Interreg corporate design and they allow to identify the brand also beyond the logo in all visual communication. The colours are defined for all colour systems.

Explanation

Pantone
Spot colours

CMYK
Process-colour printing, 100 colour gradations per channel
C = cyan, M = magenta, Y = yellow, K = black

RGB
Colour sample for monitor display with 256 gradations per channel
R = red, G = green, B = blue

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reflex Blue</td>
<td>Reflex Blue</td>
<td>100/80/0/0</td>
<td>0/51/153</td>
</tr>
<tr>
<td>Light Blue</td>
<td>2716</td>
<td>41/30/0/0</td>
<td>159/174/229</td>
</tr>
<tr>
<td>Yellow</td>
<td>Yellow</td>
<td>0/0/100/0</td>
<td>255/204/0</td>
</tr>
</tbody>
</table>
For project simple logos (see page IV) the name of the project should be written in the colour of the matching programme priority.

<table>
<thead>
<tr>
<th>Alpine Space priority name</th>
<th>EU Thematic objective</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority 1: Innovation</td>
<td>Research and innovation</td>
<td>109 U</td>
<td>0/24/93/0</td>
<td>253/198/8</td>
</tr>
<tr>
<td>Priority 2: Low carbon</td>
<td>Low-carbon economy</td>
<td>347 U</td>
<td>81/13/76/1</td>
<td>21/153/97</td>
</tr>
<tr>
<td>Priority 3: Liveable</td>
<td>Environment and resource efficiency</td>
<td>382 U</td>
<td>49/0/99/0</td>
<td>152/194/34</td>
</tr>
<tr>
<td>Priority 4: Well-governed</td>
<td>Better public administration</td>
<td>3145 U</td>
<td>87/32/35/16</td>
<td>60/116/134</td>
</tr>
</tbody>
</table>

**Examples**

**Project logo under the priority Innovation (priority 1)**

![Interreg Alpine Space Project name](image)

**Project logo under the priority Well-governed (priority 4)**

![Interreg Alpine Space Project name](image)
COOPERATION AREA

The following maps may be used when referring to the Alpine Space cooperation area.

With region names
Without region names
Please note that the following design element is part of the **programme corporate design** only. It is not intended for project use.

NB! Please **do not** use this element.