

Interreg



Co-funded by
the European Union

Alpine Space

CORPORATE DESIGN MANUAL FOR PROJECTS

Version 1 - July 2022

21/27



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 EU reference and the graphic elements of the Interreg Alpine Space programme.

All rules and guidelines have been developed in accordance with the communication requirements stated by the European Commission in regulations (EU) 2021/1059 and 2021/1060.

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 support by the European Union** 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.

In case of doubt or special requests, please contact the JS communication manager:

Clotilde Mahé
+43 (0) 662 8042 3711
clotilde.mahe@alpine-space.eu

Index



Project logo
specifications

4

Logo colours

6

Correct use of
the logo

8

Incorrect use of
the logo

11

Priority colours

12

Statement on the
Interreg support

14

Maps

14

Illustrations

15

Project posters

16

Project logo specifications

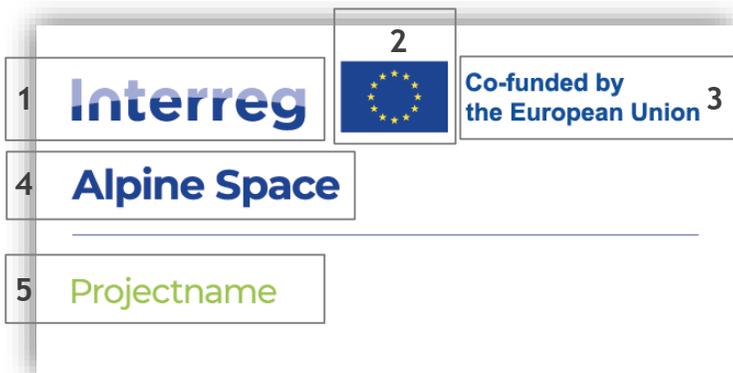


ELEMENTS

The project logo consists of the following elements:

- 1) The Interreg logotype
- 2) The EU emblem (flag)
- 3) The statement “Co-funded by to the European Union”
- 4) The Alpine Space programme name
- 5) The project name

The composition of the logo elements follows specific rules and must not be changed. **Always use the digital files provided and do not try to recreate or modify the logo in any way.**



BASIC UNIT

The **basic unit (u)** used for the definition of the brand composition is calculated in reference to the half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand.

SPACING

The logo is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

A **clear space of at least 1 “u”** in height and width must remain around the logo. Within this area, no other graphic elements or logos may be placed.

COMBINATION

If other logos are displayed in addition to the project logo, the European Union emblem (flag) shall have at least the same size, measured in height or width, as the biggest of the other logos.

Project logo specifications

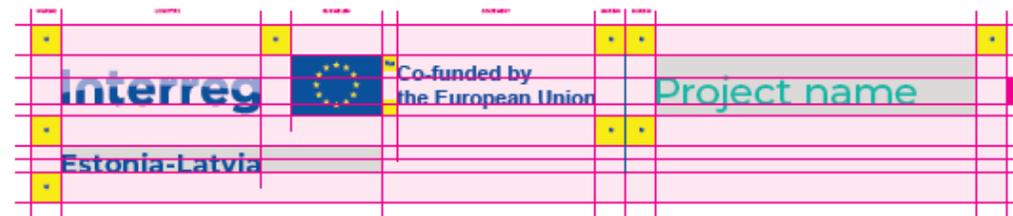


PLACEMENT

The standard placement for project names is **below the Interreg logo**, separated by a thin straight line in Reflex Blue (see EU main corporate colours on page 8).

When the standard placement is not possible, the landscape version of the logo with the project name to the **right side of the Interreg logo** can be used, as long as the two are separated by a thin straight line.

Project names/logos can never be positioned above the Interreg logo.



Logo colours



The brand colours are derived from the EU main corporate colours and must not be changed.

The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour.

PANTONE
Spot colours

CMYK
Process-colour printing C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / 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
(Red / Green / Blue)

Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

Colour
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

Colour
Yellow
Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 / 204 / 0

Colour Black
Pantone Black
CMYK 0 / 0 / 0 / 100
HEX 000000
RGB 0 / 0 / 0

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX ffffff
RGB 255 / 255 / 255

Logo colours



Policy objectives colours were developed for all Interreg programmes to label thematic priorities.

The policy objectives colours that are relevant for the Interreg Alpine Space projects are defined on the right.

Project names should always use the colour of the matching thematic objective, as described here.

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

POLICY OBJECTIVE 1: A SMARTER EUROPE PROMOTING INNOVATIVE AND SMART ECONOMIC TRANSFORMATION

PRIORITY 3: Innovation and digitalisation supporting a green Alpine region

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

POLICY OBJECTIVE 2: A GREENER, LOW-CARBON EUROPE

PRIORITY 1: Climate resilient and green Alpine region

PRIORITY 2: Carbon neutral and resource sensitive Alpine region

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

SPECIFIC OBJECTIVE 1: A BETTER COOPERATION GOVERNANCE

PRIORITY 4: Cooperatively managed and developed Alpine region

Correct use of the logo



STANDARD BRAND (IDEAL BRAND USE)

The standard brand is the full colour version in the colour codes specified on page 6.

BACKGROUND COLOUR

To ensure its visibility against coloured backgrounds, the brand should always be used in a white rectangle, with its size matching at least the clear space as specified on page 4.

MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.



Correct use of the logo



SIZE

The appearance of a brand 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 brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins.

The brand should not be used in any size smaller than the smallest size specified here.

The minimum height of the EU emblem must be 1 cm (except for specific items, like pens or business cards).



MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

Correct use of the logo



SIZE

Three constant rules define the usage of the size of the Interreg brand, which applies to all formats and supports - whether print or digital, small or large, vertical or horizontal.

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).

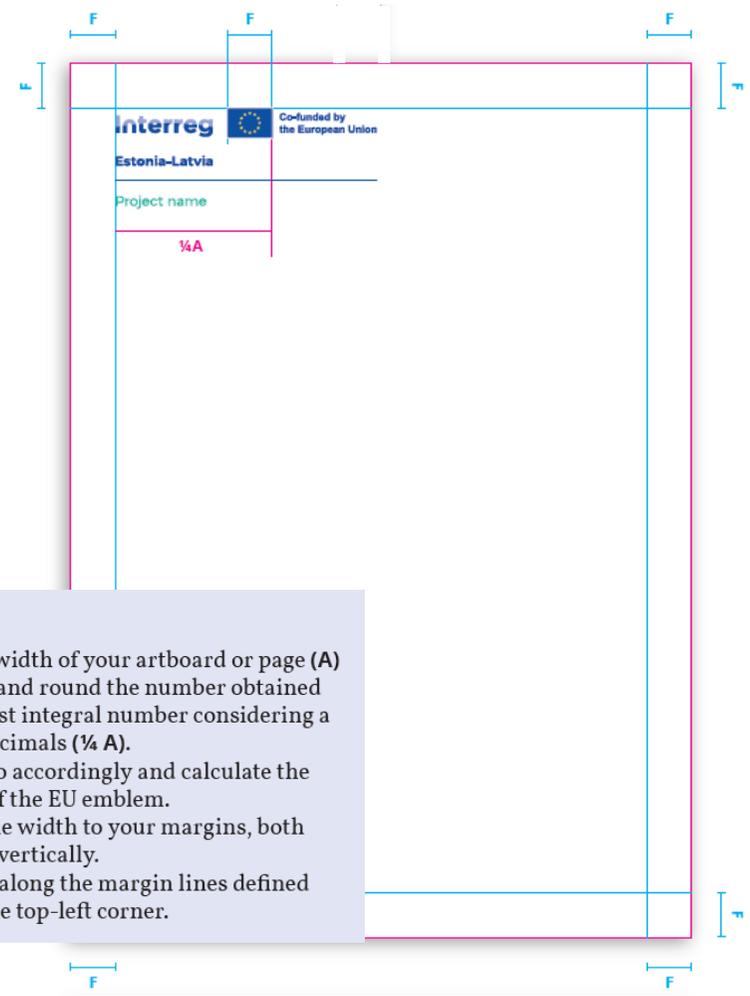
2. SIZE OF THE MARGINS

Once the width of the brand ($\frac{1}{4} A$) has been calculated 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.

3. BRAND POSITIONING

The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.

If a smaller version of the brand has to be used in order to coexist with other logos or elements, this rule does not have to be applied. Here, the rule of minimum sizes prevails.



INSTRUCTIONS

1. Calculate the width of your artboard or page (A)
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals ($\frac{1}{4} A$).
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined - preferably on the top-left corner.

Incorrect use of the logo



1 Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.

2 Do not invert, distort, stretch, slant or modify the brand in any way.

3 Do not cut the brand.

4 Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.

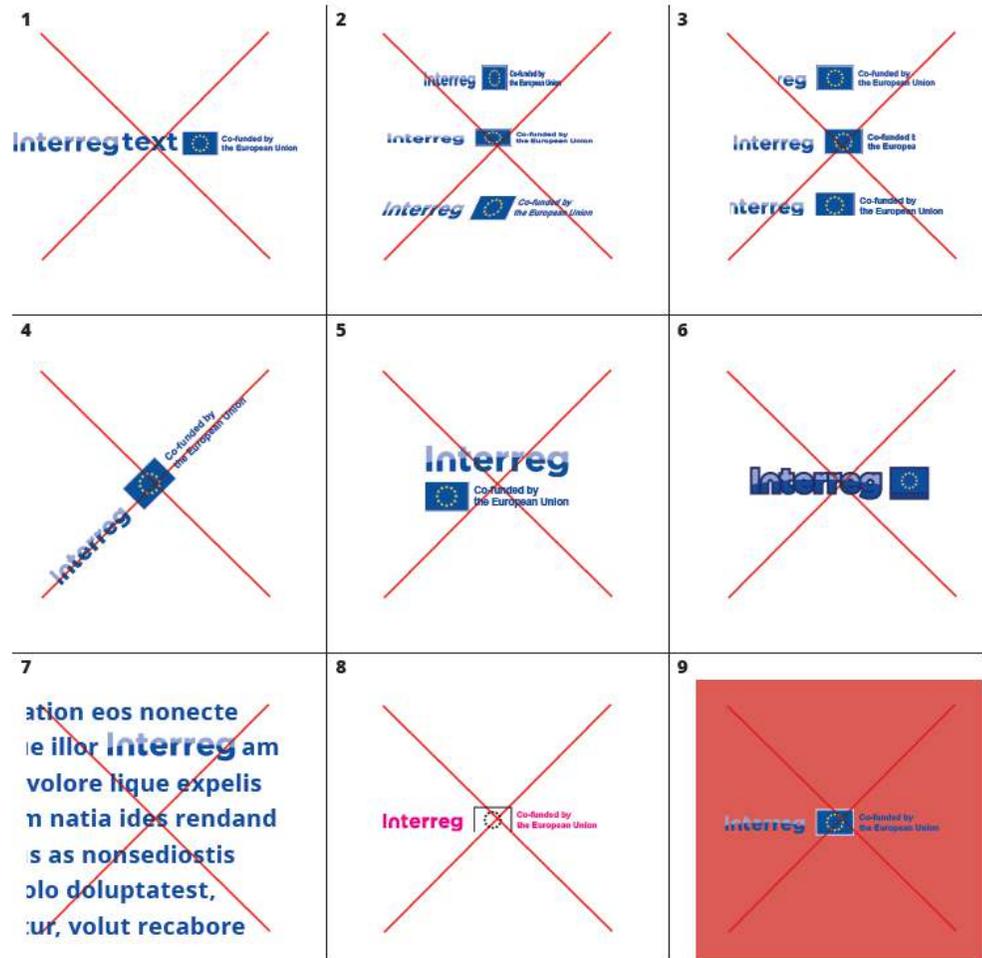
5 Do not change the composition of the brand elements. They are invariable.

6 Do not use outlines around the brand.

7 Do not use the brand in body text. Instead, in body, text use just the word Interreg set in the font of the body text.

8 Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.

9 Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.



Priority colours



In addition to the policy objective colours, the Interreg Alpine Space programme has defined priority colours. As we are not using icons, communication about priorities will mainly rely on bolder colours usage in combination with the proposed illustrations (see page 15).

CMYK

Process-colour printing C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / 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
(Red / Green / Blue)

PRIORITY 1: Climate resilient and green Alpine region

CMYK 74 / 14 / 71 / 2
HEX #429c69
RGB 66 / 156 / 105

PRIORITY 2: Carbon neutral and resource sensitive Alpine region

CMYK 54 / 8 / 90 / 0
HEX #8ab53f
RGB 138 / 181 / 63

PRIORITY 3: Innovation and digitalisation supporting a green Alpine region

CMYK 45 / 0 / 55 / 0
HEX #9dcc8f
RGB 157 / 204 / 143

PRIORITY 4: Cooperatively managed and developed Alpine region

CMYK 42 / 8 / 8 / 0
HEX #9fcce3
RGB 159 / 204 / 227

Statement on the Interreg support



In addition to the project logo, a statement highlighting the support from an Interreg fund should be displayed in a visible manner on all documents and communication material intended for the general public or for participants to projects events or activities.

Projects may use for instance the sentence “This project is co-funded by the European Union through the Interreg Alpine Space programme” (cf. SC article 7) in addition to the Interreg reference included directly in the project logo with the text “Co-funded by the European Union”.

The only funding statement to be used in the programming period 2021-2027 is “Co-funded by the European Union”, with no reference to specific funds.

Maps



The maps with a geographic outline of the programme area are a key visual. Drawn with or without country and region borders they match different communication needs.

The following maps may be used when referring to the Alpine Space cooperation area. They are provided to approved projects as digital files.



Illustrations



Illustrations are part of the digital files package that will be provided to approved projects to illustrate their project priority. Projects should only use the illustration of the project priority.



Project posters



Each project must produce a poster (minimum size A3 or equivalent electronic display) with information about the project, the project logo and information about the ERDF co-funding of the project. This poster must be displayed at each project participant's partner's premises, at a location readily visible to the public, such as the entrance area of a building.

The programme will provide each contracted project with a template with the minimum requirements of the poster. The projects are free concerning the rest of the design.



WWW.ALPINE-SPACE.EU

REFERENCES

Regulations (EU) 2021/1059 and 2021/1060

Interreg Brand Design Manual 2021 - 2027, October 2021

Interreg Alpine Space Corporate design manual 2021-27, July 2021