PROGRAMME BRAND MANUAL

July 2018

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1. INTRODUCTION

In order to ensure high visibility and a harmonised visual identity of European Union Cohesion Policy, Articles 115-117 and Annex XII of the Common Provisions.

Regulation (EU) No 1303/2013 as well as Articles 4 and 5 of the Commission Implementing Regulation (EU) No 821/2014 provide a set of instructions for Programme communication activities. For this reason, Interreg across Europe agreed to harmonise their brands. Details and instructions are summarised in this Programme Brand Manual. Harmonisation of the brand elements represents an essential asset in the realisation of the corporate image of the Interreg Italy-Croatia CBC Programme. Due to the need to make the visual identity coherent, all Interreg organise a set of rules that include brand elements, templates and sample application.

It is important to define who you are and how you get the stakeholders, in order to be in line with the other European Interreg visual identities and to be easily recognized.

In this way, the Programme Brand Manual represents Programme mission and vision and at the same time shares and communicates the importance of cooperating in the Interreg frameworks.

The Programme Brand Manual provides complete information about the use of the Programme Logo to the Programme management system, such as the Managing Authority, the Joint Secretariat, the Monitoring Committee, the Audit Authority, the Certifying Authority and the National Authorities that manage, coordinate and supervise the implementation of the Programme.

2. BRAND ELEMENTS

2.1 LOGO

In order to ensure harmonised visual identity of Interreg Programmes, Interact elaborated a specific *Brand Design Manual* that gives instructions on how to construct each Programme Logo. Starting from the details and the rules given, the Italy-Croatia CBC Programme defined its own Logo that contain two elements: logo block and graphic element. More details are given in the following sections.

Interreg Italy-Croatia logo block

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

European flag and European Union label
The space between the logotype and the European flag equals 3/4 of the basic unit. The European Union flag is aligned with the baseline of the Programme name, if the logo is used with fund label (ERDF).
Otherwise, if the logo is used without reference to the fund, the height wording European Union is equal to 2/5 cap-h. The European Union label is aligned with the base line of Programme name.

Programme name
Whenever possible, the name is aligned with the Interreg logotype, depending on the length of the name. The font size should be chosen accordingly. The maximum length of the Programme name is marked by the total length of the Interreg logo without the flag. The distance between the cap-height (cap-h) of the Programme name and the baseline of the Interreg logotype should always be 1/2 of a basic unit.

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 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.

Graphic element

SEA BORDER SHARED WAY CONNECTION

Due to the central role played by the sea in the Italy-Croatia Programme, a graphic element with waves was chosen.

The graphic element, through its wavy shape, recalls the waves of the Adriatic sea and the shared sea border that connect Italian and Croatian coasts.

The vertical position of the visual element gives greater unity and solidity to the logo.
The position is on the left side of the Interreg logo block (at the end of the clear space of 3/4 e).

1/3 e

18°

1/3 e
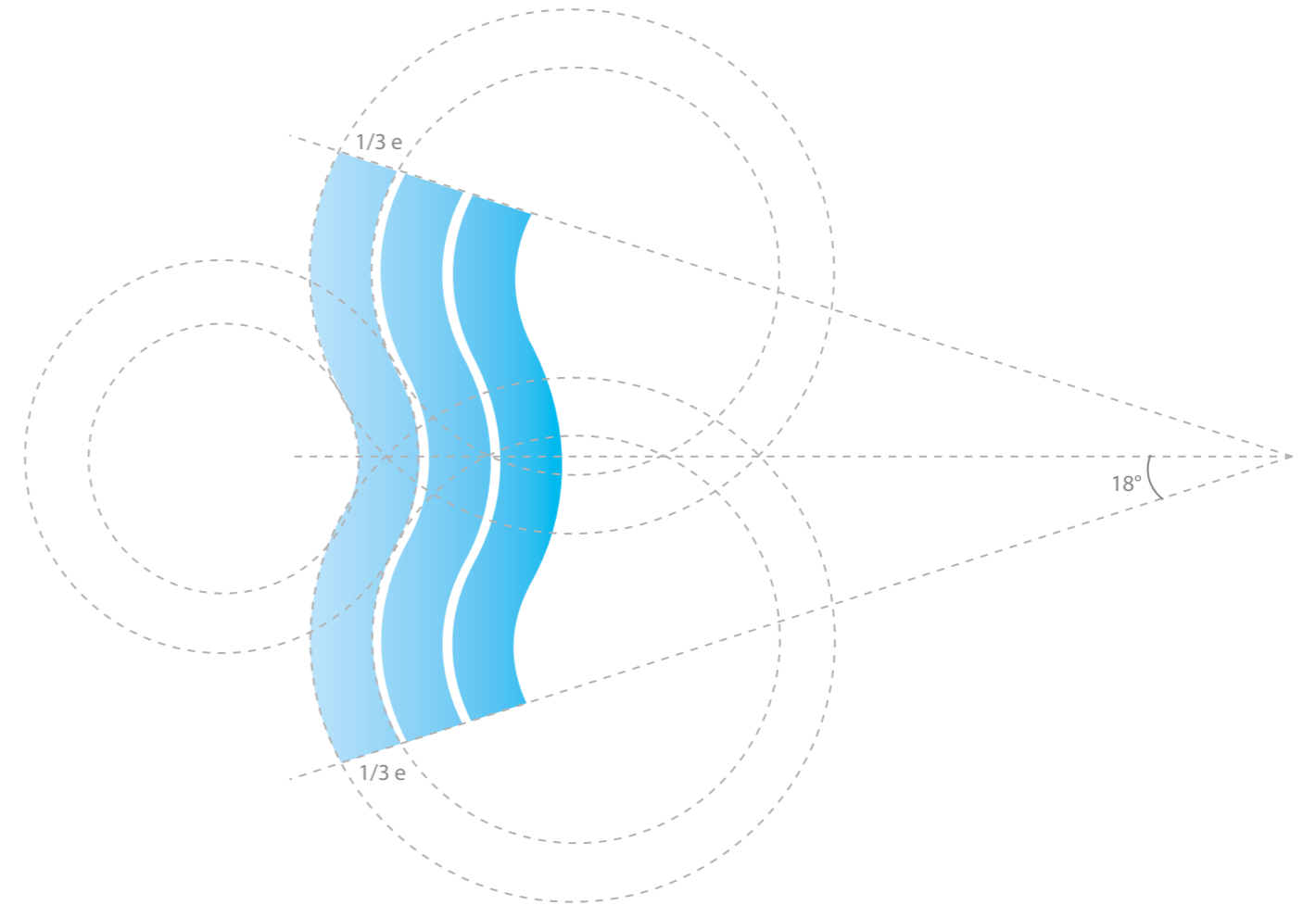
Construction grid

This section contain the information on how the Interreg Italy-Croatia logo is designed.

The Interreg Italy - Croatia logo consists of the combination of two elements:

1. the logo block composed of:
• European Union emblem (EU flag and European Union label)
• Name of funding strand (Interreg)
• Programme name (Italy-Croatia)

2. the wave graphic element as logo characterization

Logo versions

The Interreg Italy-Croatia logo exists in two versions with the text "European Regional Development Fund" written below or without it. The logo is the most important element of the visual identity and all project activities and material have to be branded with the given project logo. All project communication measures have to be branded with a logo combining EU elements with Programme elements.
The pre-defined logo includes all elements that are necessary for a successful branding of Programme activities:
• European Union emblem (EU flag and European Union label)
• Name of funding strand (Interreg)
• Programme name (Italy-Croatia)
• Characterization element (wave in colour of the with Priority Axis the project is belonging to)
• Fund label (European Regional Development Fund) | * not always

ATTENTION! Each project logo exists in two versions: with or without the fund label (ERDF)

Version 1| with the text "European Regional Development Fund" written below it. 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 anywhere else on the page where the logo is shown.

Version 2| without the text "European Regional Development Fund" written below it.

* If the option to make reference to the fund separately from the logo is chosen, this reference should be written in Open Sans. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and legible, but no smaller than 7.5 points.

For download:
www.fontsquirrel.com/fonts/open-sans

Version 1

Version 2

2.2 LOGO SIZE

Minimum and maximum size

The logo should never be reproduced under the size of 46 mm.
No maximum size is set, providing the logo placement is respectful
of the clear space area around the logo.
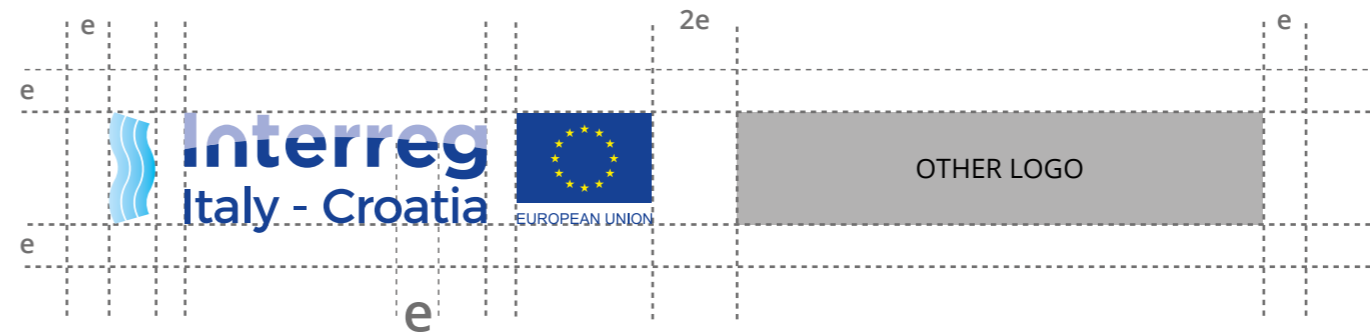

46 mm

Clear space area

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 should 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 length of the letter
"e" of "Interreg".

Use with other logos

Other logos may only be placed to the right of the Interreg Italy-
Croatia logo.
The distance between the logos is 2 times "e".

Logo in small scale versions

For very small spaces, with an available print area of less than 11 mm in height or 46 mm in width, and where due to the small size the logo would be too small to be readable, small-scale variations of the project logo have been developed. These include:

• European Union emblem (EU flag and European Union label)
• Name of funding strand (Interreg)
• Name of Programme (Italy-Croatia)

ATTENTION!

If the print area available for the logo is smaller than 46 mm in width, the use of small scale versions is allowed. Small-scale versions do not have to include the fund label. However, it is obligatory to include the European Union label. Which of the versions below has to be used depends on printing method, communication needs and production materials. The same applies to colour options. Please consult the communication unit when in doubt.

Logo for print, screen and video

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here. This rule applies to all logo versions.

Media		smallest logo width	ideal logo width
Print A4 portrait	210*279 mm	46 mm	80,4 mm
Print A4 landscape	279*210 mm	46 mm	80,4 mm
Print A4 portrait	148*210 mm	46 mm	55 mm
Print Business card	85*55 mm	46 mm	55 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint 16:9	254*142,88 mm	46 mm	68,8 mm
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px

2.3 CORRECT USE OF THE LOGO

The standard logo is the full colour version. This version should be used whenever it is 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.

Grayscale logo

This version should only be used whenever full colour is not available.

Black and white logo

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

White logo

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

Allowed logo use against background (not recommended)

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on the background have to be very light (however it is possible only if there is no alternative).
The width of the border must be 1/25th of the height of the rectangle.

Improper uses

1 Do not use any other typographic elements in addition to the logo in the same line. It is allowed to use program and project names in the lines below the logo only according to the rules specified later in this manual.

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

3 Do not cut the logo.

4 Do not rotate the logo.

5 Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.

6 Do not use outlines around the logo.

7 Do not invert the logo or use the logo in any other colour than the standard full colour version or in grayscale on monochrome applications.

8 Do not use the logo on a coloured background - only exception are very light colours as specified on the previous page.

2.4 PAY-OFF

The pay-off of the Programme "FROM SHARED RESOURCES TO JOINT SOLUTIONS" should be used when possible. There is no default position of it.
The Museo Sans 700 font is also used for the slogan in the Italic version. It is always witten in capital letters.

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

It must always be written in capital letters.
Moreover, the sentences are of two different colours (see colours section).

The Interreg Programme Italy-Croatia has decided to use a phrase that values its work.
The slogan should be inserted in/on the most relevant communication means and materials when the size allows it.

For download:
https://www.fontsquirrel.com/fonts/museo

Museo Sans 700

ABCDEFGHILMNOPQRSTUVWYZ
1234567890
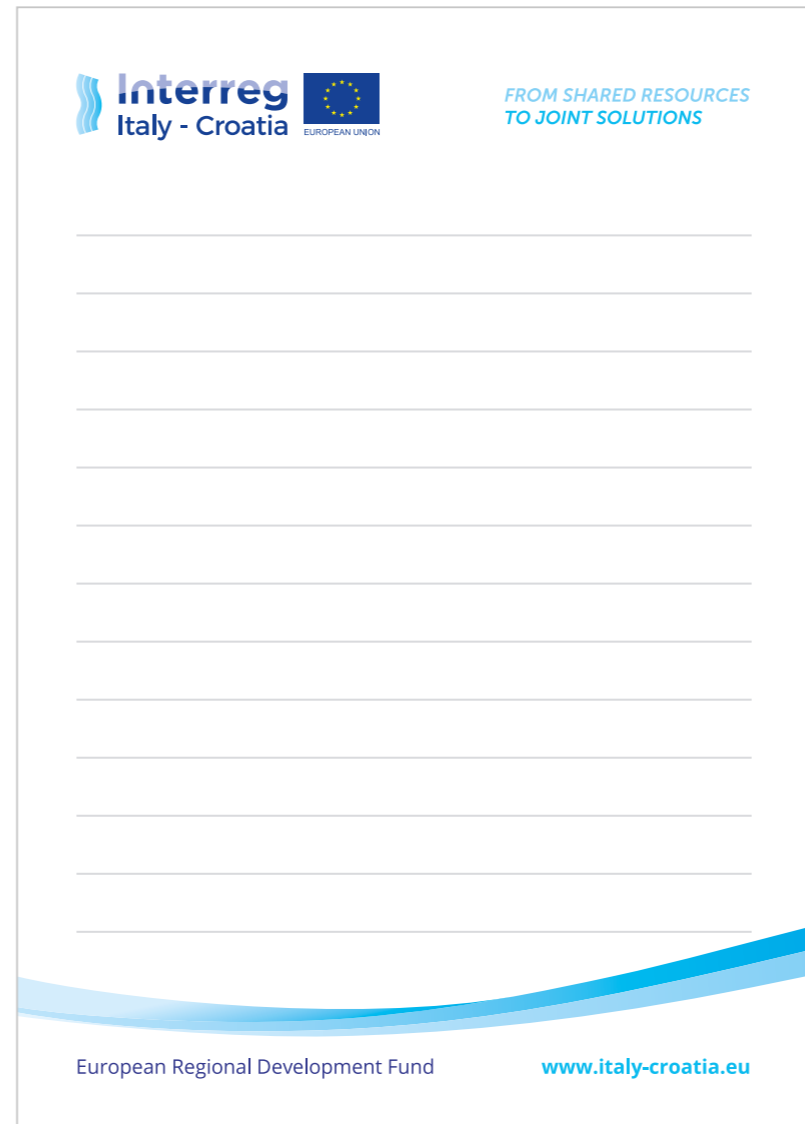
2.5 KEY-VISUAL

In order to give more expression and movement to the coordinated image it was chosen to add to the logo a key visual.

The shape of the wave is reproduced with different shades and modalities, as you can see below.

The key visual is adapted according to the support.

2.6 COLOURS

Interreg colours

Interreg
Italy - Croatia
EUROPEAN UNION

COLOURS:	PANTONE:	CMYK:	RGB:	HEX:
Reflex Blue	■ Reflex Blue	**C** 100 **M** 80 **Y** 0 **K** 0	**R** 0 **G** 51 **B** 153	**#** 003399
Light Blue	■ 2716	**C** 41 **M** 30 **Y** 0 **K** 0	**R** 159 **G** 174 **B** 229	**#** 9FAEE5
Yellow	■ Yellow	**C** 0 **M** 0 **Y** 100 **K** 0	**R** 255 **G** 204 **B** 0	**#** FFCC00

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

Hex: Yellow System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites.

Visual graphic element palette

The colours of the visual graphic element is a shade of blue.

PANTONE:	CMYK:	RGB:	HEX:
306 U	C 80 M 0 Y 0 K 0	R 0 G 176 B 230	# 00b0e6
7457 U	C 30 M 0 Y 0 K 0	R 188 G 228 B 246	# bce4f6

Pay-off palette

The colours of the pay-off are the following.

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

PANTONE:	CMYK:	RGB:	HEX:
637 U	C 70 M 0 Y 0 K 0	R 26 G 186 B 233	# 1abae9
2975 U	C 50 M 0 Y 0 K 0	R 131 G 207 B 240	# 83cff0

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

Hex: Yellow System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites.

Greyscale palette

A range of greys completes the colour palette for secondary uses such as web page footer, text block backgrounds and black/white.

The colour of the visual graphic element is made of a shade of grey.

CMYK:	RGB:	HEX:
■ **C** 0 **M** 0 **Y** 0 **K** 80	**R** 87 **G** 88 **B** 90	**#** 57585a
▢ **C** 0 **M** 0 **Y** 0 **K** 20	**R** 217 **G** 218 **B** 219	**#** d9dadb

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

Hex: Yellow System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites.

Priority icons

The icons were designed for all Interreg programmes and projects to work well together as a series, using similar iconography, forms and line weights. The standard use of icons is in the colour of the related programme priorities. They illustrate the topic as a reference to the European Commission policy. The priority icons concerning the Interreg Italy-Croatia Programme are the following:

• Priority Icon 1 releated to Priority Axis 1 Blue Innovation
• Priority Icon 2 releated to PA 2 Safety and resilience
• Priority Icon 3 releated to PA 3 Environment and cultural heritage
• Priority Icon 4 releated to PA 4 Maritime transport

It is not allowed to modify or create other icons.

Priority icons colours

The colours of the individual axes are shown here:

PANTONE:	CMYK:	RGB:	HEX:
Blue Innovation			
109 U	C 0 M 24 Y 93 K 0	R 253 G 198 B 8	# fdc608
Safety and resilience			
206 U	C 4 M 86 Y 43 K 0	R 227 G 64 B 99	# e34063
Environment and cultural heritage			
382 U	C 49 M 0 Y 99 K 0	R 152 G 194 B 34	# 98c222
Maritime transport			
Cool Gray U9	C 46 M 37 Y 34 K 15	R 138 G 137 B 140	# 8a898c

BLUE INNOVATION

SAFETY AND RESILIENCE

ENVIREMENT AND CULTURAL HERITAGE

MARITIME TRANSPORT

2.7 TYPOGRAPHY

Programme logo typefaces

Interreg logotype
Interreg logotype should be set in Montserrat Regular

European Union label
Following the regulation, the "European Union" labelling is set in Arial

Programme name
The Programme name should be set in Montserrat Regular, with a letter spacing of -20

European Regional Development Fund
For the reference to the European Regional Development Fund, the typeface Open Sans was chosen as it is visually similar to the Interreg logo

For download:
www.fontsquirrel.com/fonts/montserrat

Corporate typefaces

The typeface for all other applications from body text to headlines is Open Sans.

It is a very clean and versatile font. This typeface can be easily read also on small screens.
It is a typeface optimized for readability through print, web and mobile interfaces.

Open Sans Bold is used for titles, whereas Open Sans Regular is used for texts.

In the office documents the Calibrì font was used for the text while the Arial font was used for the titles.

For download:
www.fontsquirrel.com/fonts/open-sans

Montserrat Regular

ABCDEFGHILMNOPQRSTUVWYZ
1234567890

Arial

ABCDEFGHILMNOPQRSTUVWYZ
1234567890

Open Sans Regular

ABCDEFGHILMNOPQRSTUVWYZ
1234567890

Calibri

ABCDEFGHILMNOPQRSTUVWYZ
1234567890

2.8 GRID

To keep proportions and layouts consistent throughout the visual identity, Interreg Italy-Croatia suggests the use of a unified grid system. Using this grid, it is possible to create layouts for all applications and document sizes.

The grid is based on the 13 pt line height that is defined as the standard typographic line height of a text body.

Therefore, the smallest unit (u) is a square measuring 13 pt (4.55 mm) in height and width. A basic layout element (46 mm) consists of 10 units (u) in height and width. Several vertical basic layout elements can form a text column of 10 units width. Basic layout elements are always separated from each other by one unit (u).

u =13 pt (Standard line height 4,55 mm)
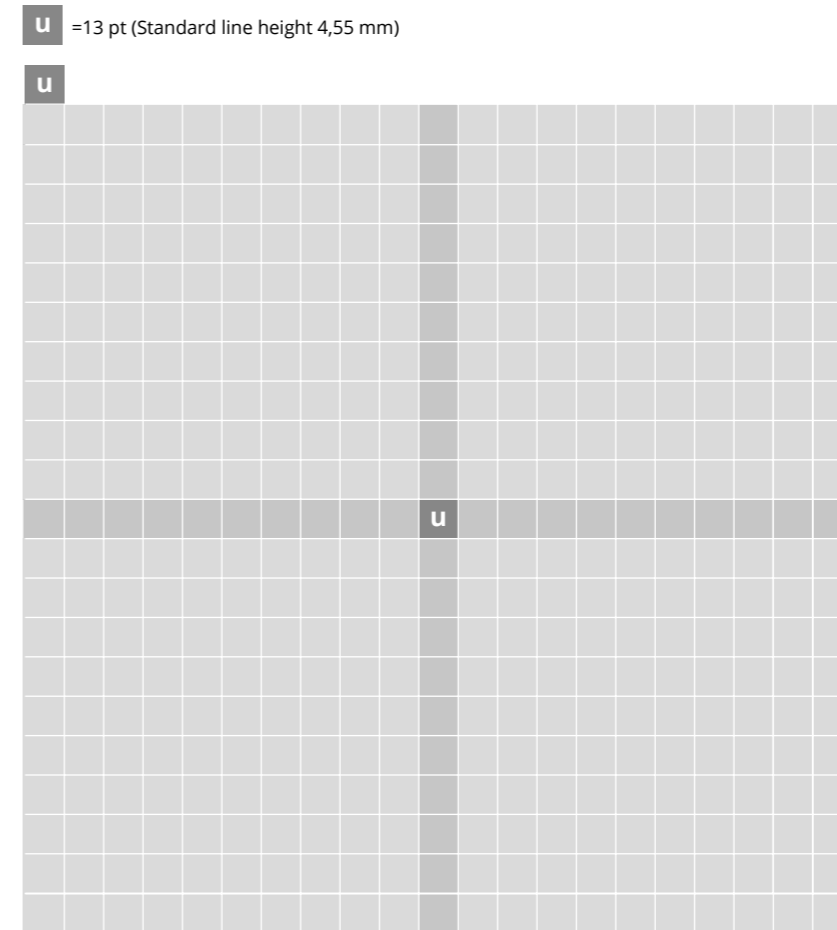
A4 format

On an A4 format the grid offers about 3 columns, each one basic unit wide (46 mm), consisting of 5 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (13 pt, 4.55 mm).

Centered grid position on a single A4 page:

Top margin:	23,62 mm
Inside margin:	22,45 mm
Outside margin:	22,45 mm
Bottom margin:	23,62 mm
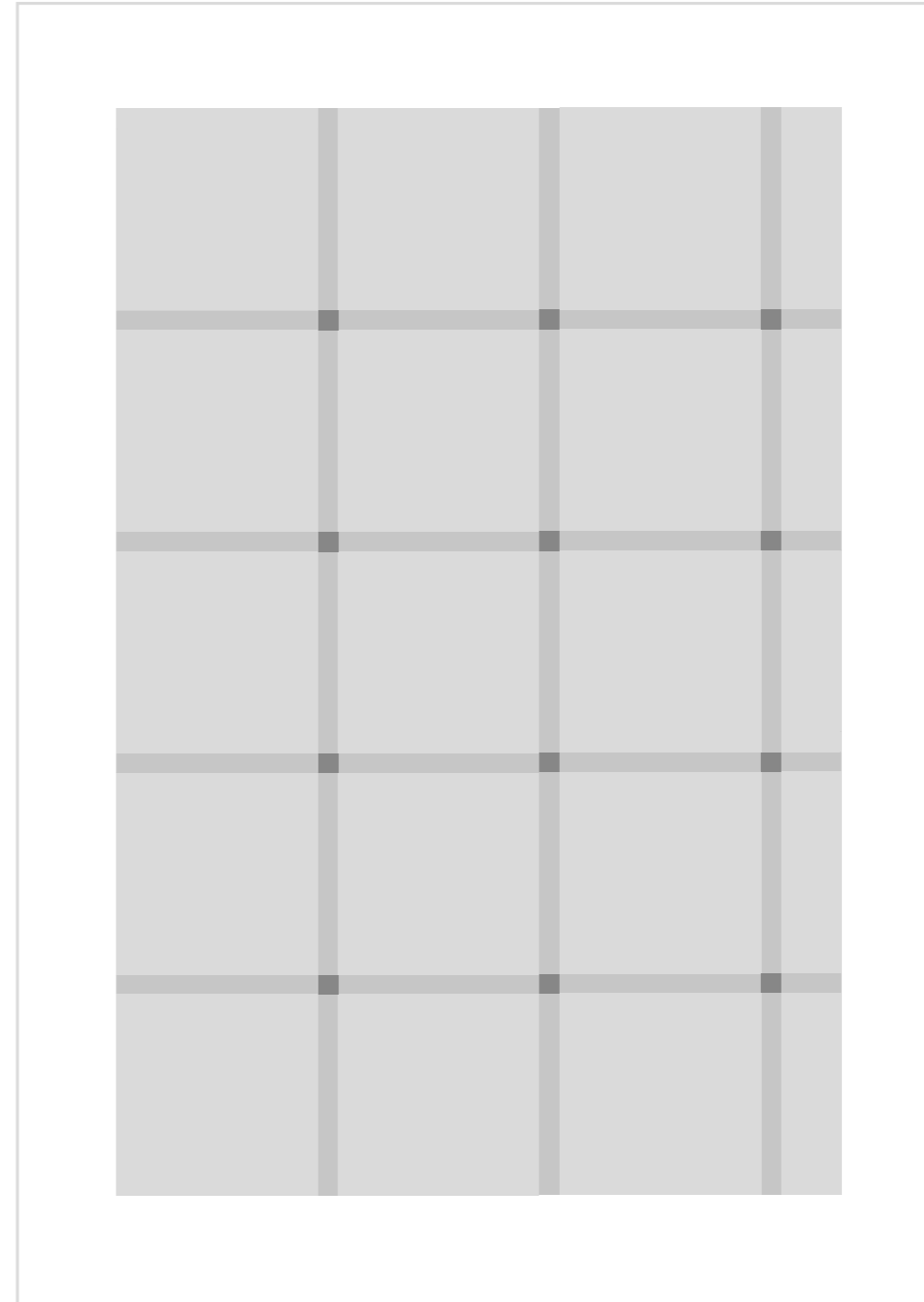
Centered grid in A4

A4 landscape format

On a landscape A4 format the grid offers 5 columns, each one basic unit wide (46 mm), consisting of about 3 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (13 pt, 4.55 mm).

Centered grid position on a single landscape A4 page:

Top margin: 22,45 mm
Inside margin: 23,62 mm
Outside margin: 23,62 mm
Bottom margin: 22,45 mm
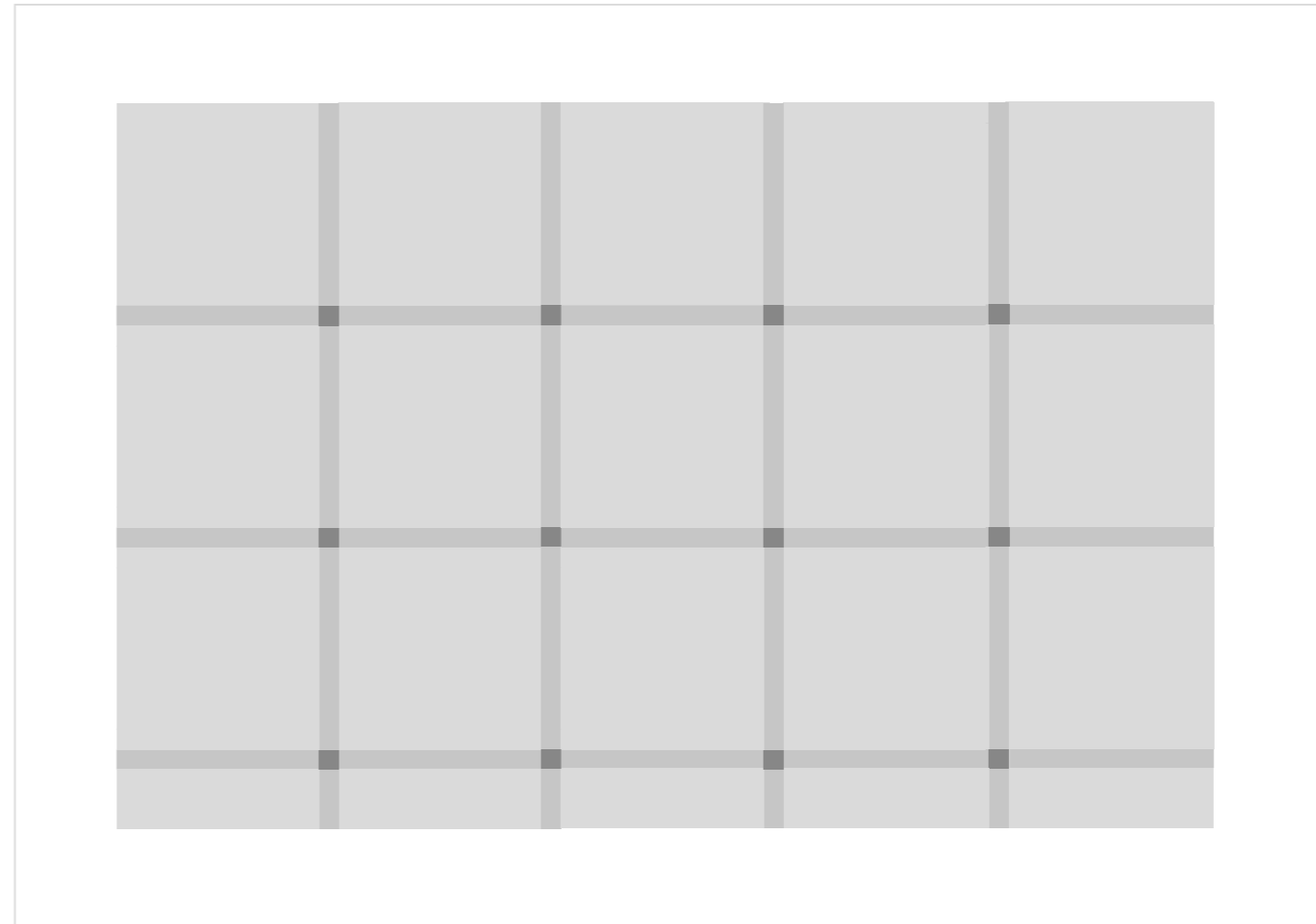
Landscape page spread with centered grid - also usable for posters, presentations, handouts.

A5

On A5 format the grid offers about 2 columns, each one basic unit wide (46 mm), consisting of about 3 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (13 pt, 4.55 mm).

Centered grid position on a single landscape A4 page:

Top margin:	22,45 mm
Inside margin:	12,62 mm
Outside margin:	12,62 mm
Bottom margin:	22,45 mm
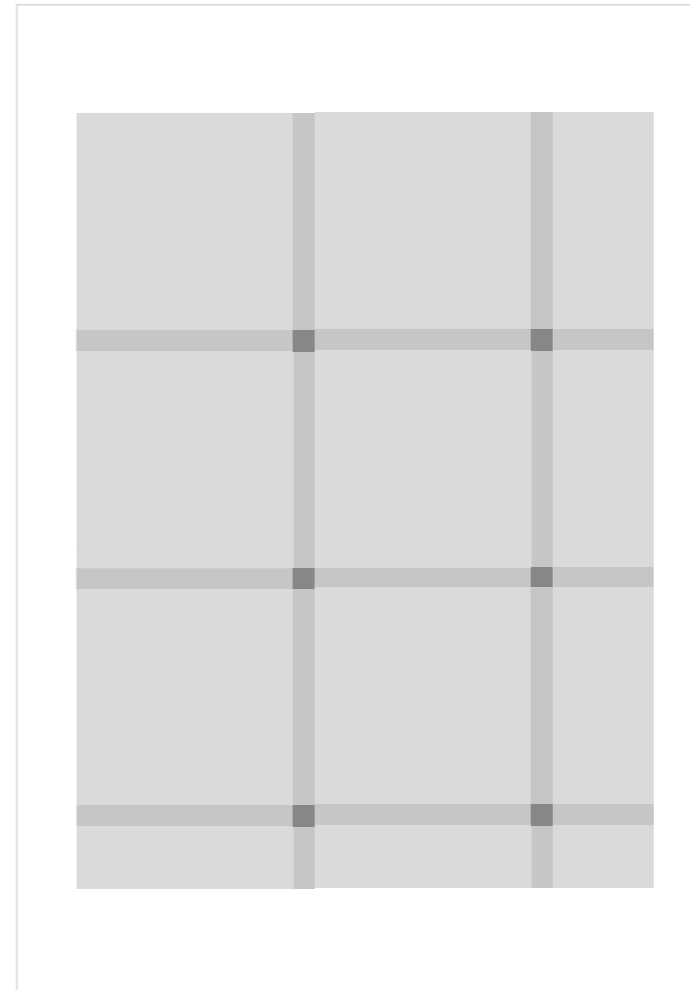
Single A5 page with centered grid

Logo positioning on A4

The width of a basic layout element also defines the smallest logo size (46 mm). Its position should be aligned with the grid.
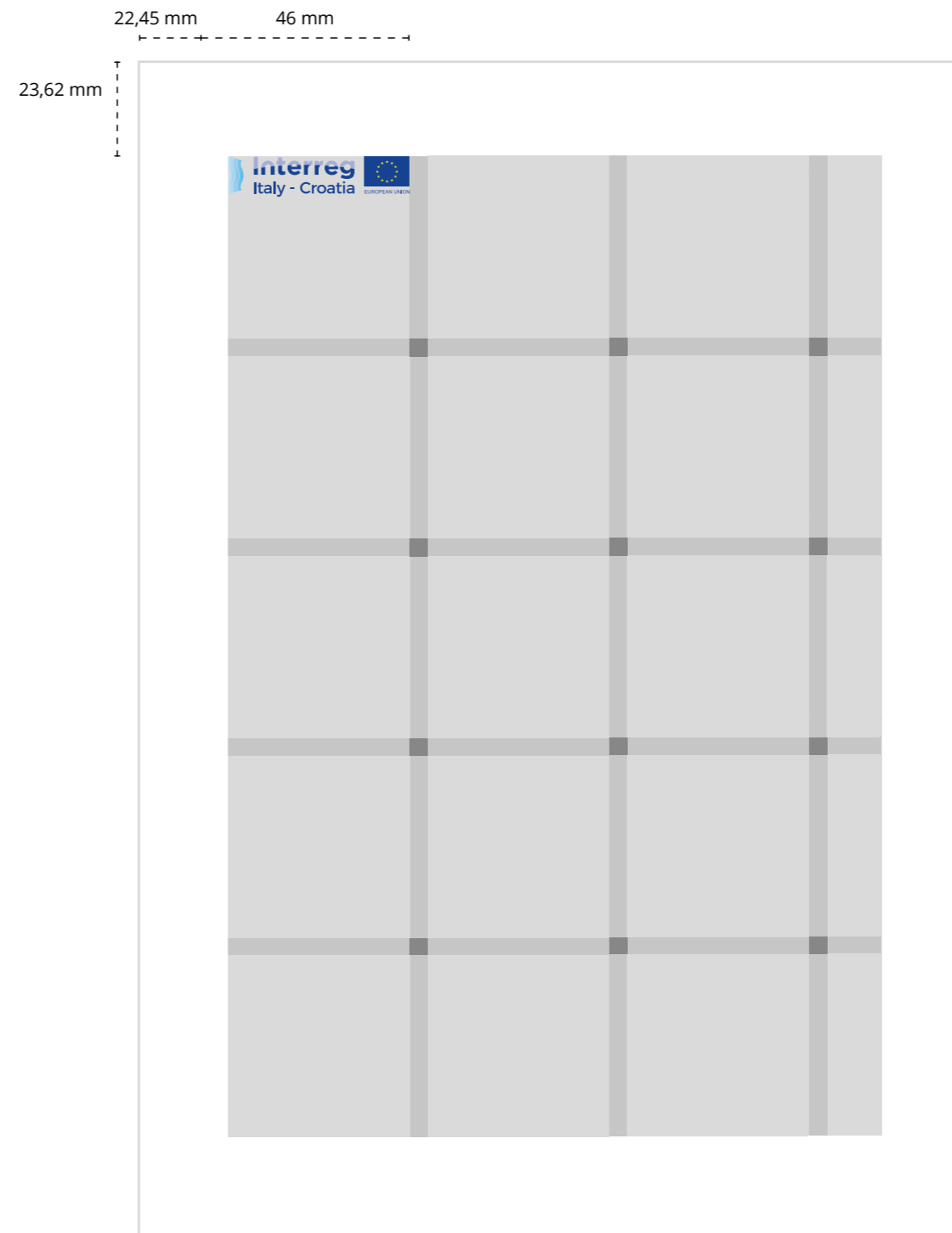
Logo positioning on A4
landscape format

The width of a basic layout element also defines the smallest logo size (46 mm). Its position should be aligned with the grid.
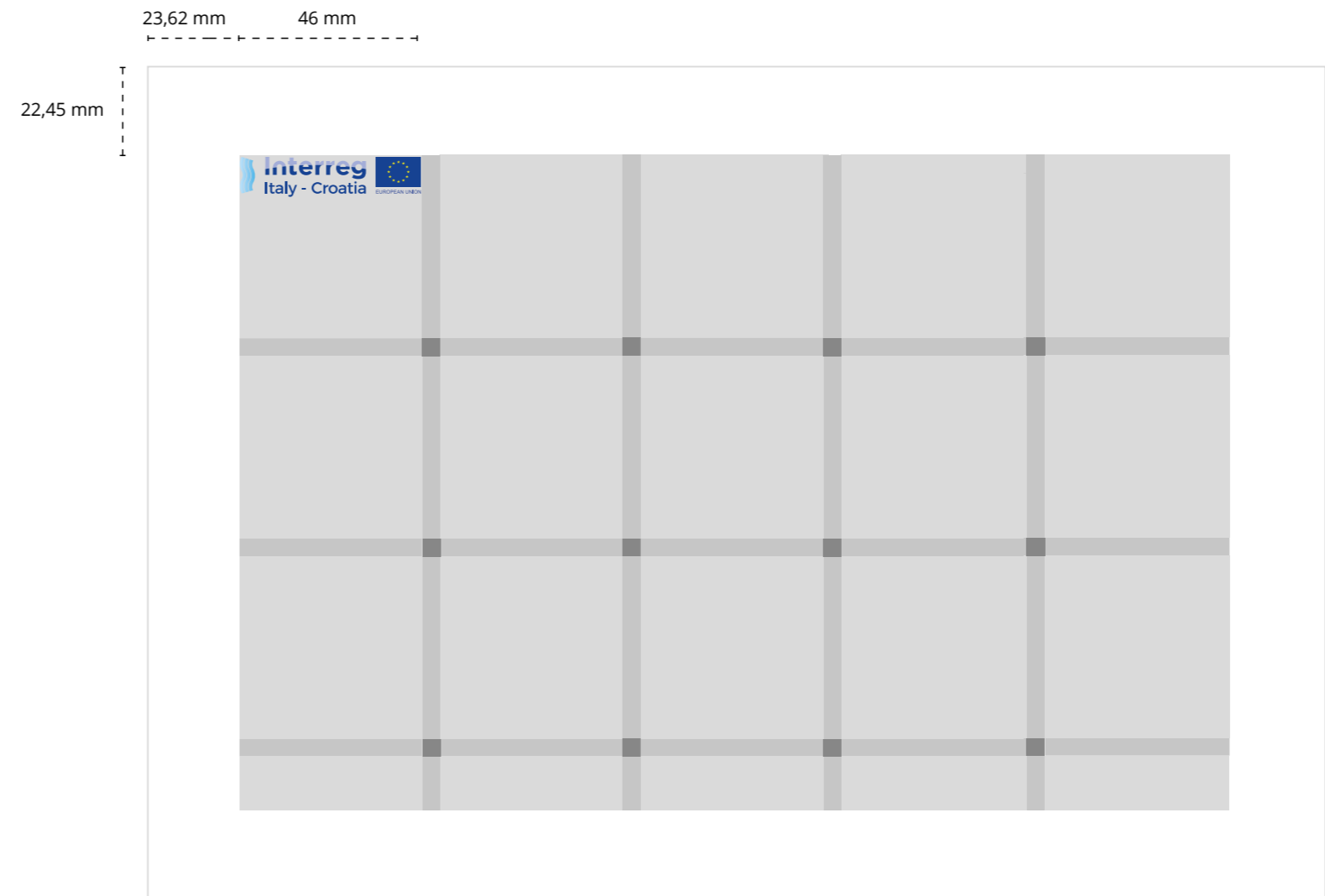
3. OFFICE TEMPLATES

Word vertical template

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

Size Paper: A4 (210mm x 297mm)

Paper: White 80 gr

Font Text: Calibri

Size font: 12 pt

Colour font: Black

22,45 mm   60 mm   22,45 mm

23,62 mm

Interreg
Italy - Croatia EUROPEAN UNION

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

Name
Street address
City, State Zip

City, Date

Subject: Lorem ipsum dolor sit amet

Dear,
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.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Kind regards.

Name and Surname
Qualification

European Regional Development Fund

1

Word horizontal template

Size Paper: A4 (297 mm x 210 mm)

Paper: White 80 gr

Font Title: Arial

Size font: 16 pt

Colour font: Light blue (#1abae9)

Font Text: Calibri

Size font: 12 pt

Colour font: Black

23,62 mm   60 mm   23,62 mm

22,45 mm

Interreg
Italy - Croatia
EUROPEAN UNION

FROM SHARED RESOURCES TO JOINT SOLUTIONS

TITLE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.

Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus.

Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna.
 Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus.

1

European Regional Development Fund

Excel vertical template

A template with brand identity and styles.

Font Title: Arial

Size font: 16 pt

Colour font: Light blue (#1abae9)

Font Text: Calibri

Size font: 12 pt

Colour font: Black

23,62 mm

Interreg
Italy - Croatia
EUROPEAN UNION

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

TITLE TABLE

Head	Head	Head	Head	Head	Head	Head	Head
Data	Data	Data	Data	Data	Data	Data	Data
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European Regional Development Fund

1

Excel horizontal template

A template with brand identity and styles

23,62 mm | 60 mm | 23,62 mm

22,45 mm

Font Title: Arial

Size font: 16 pt

Colour font: Light blue (#1abae9)

Font Text: Calibri

Size font: 12 pt

Colour font: Black

Interreg
Italy - Croatia
EUROPEAN UNION

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

TITLE TABLE

Head	Head	Head	Head	Head	Head	Head	Head	Head	Head	Head	Head	Head
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data
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Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data
Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data	Data

European Regional Development Fund

1

Powerpoint template

A template with brand identity and styles

4. DESIGN TEMPLATES AND SAMPLE APPLICATIONS

Report covers and press kit

A template with brand identity and styles.

Format 1: 210 x 297 mm

Format 2: 420 x 297 cm

Font Title: Arial

Size font: 30 pt

Colour font: Light blue (#1abae9)

Font Subtitle: Arial

Size font: 16 pt

Colour font: Black

Interreg
Italy - Croatia
EUROPEAN UNION

FROM SHARED RESOURCES
TO JOINT SOLUTIONS

COVER PAGE TITLE

Subtitle

European Regional Development Fund

www.italy-croatia.eu
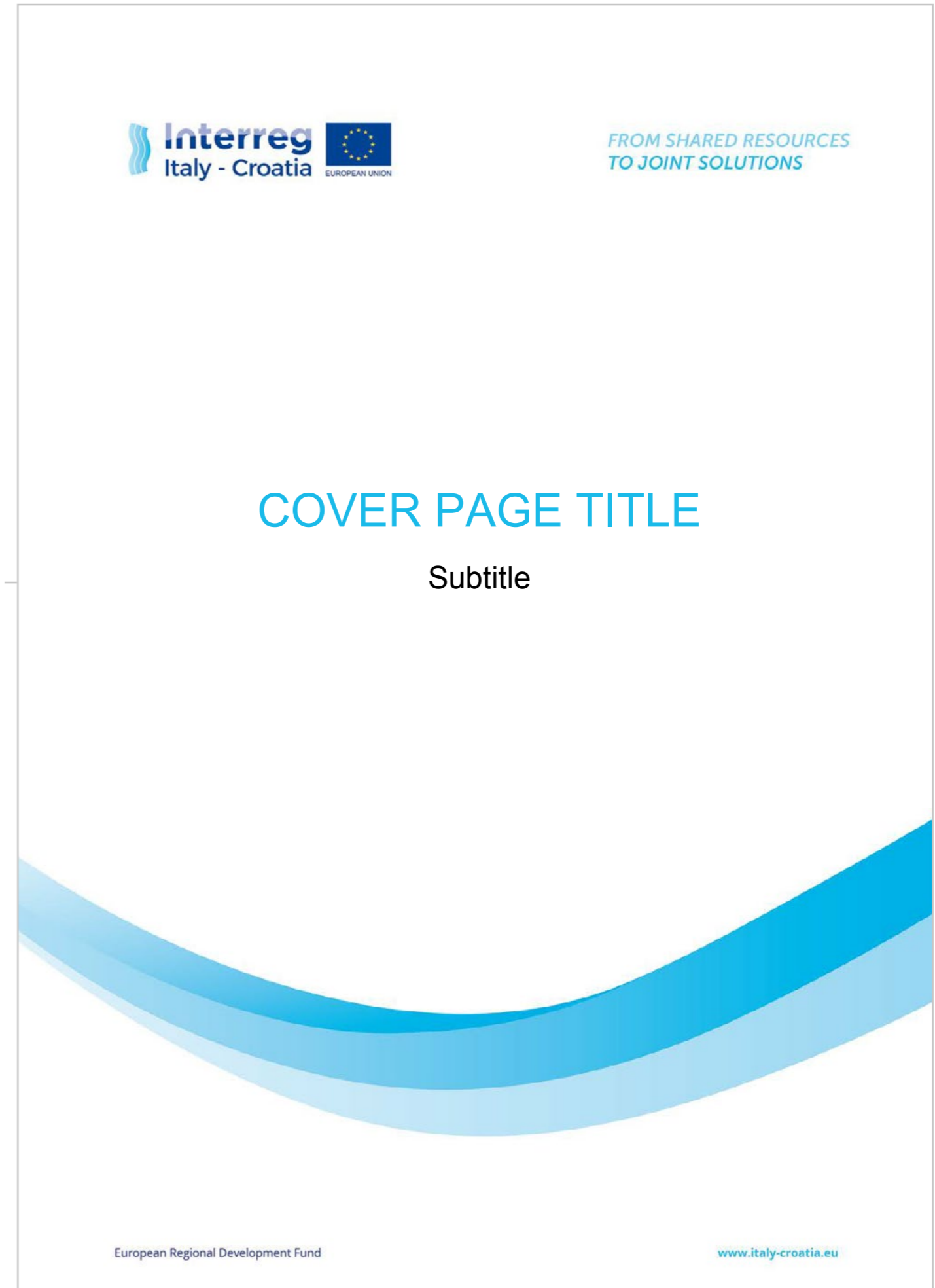
Business card

A template with brand identity and styles.

Format: 85 x 55 mm

LUCA ROSSI
Project Manager
Joint Secretariat – Branch Office Zadar
Interreg Italy – Croatia CBC Programme

Lorem ipsum dolor sit amet

lorem.ipsum@arr.hr

+000 27 987 110

Block Notes

A template with brand identity and styles.

Format: 85 x 55 mm
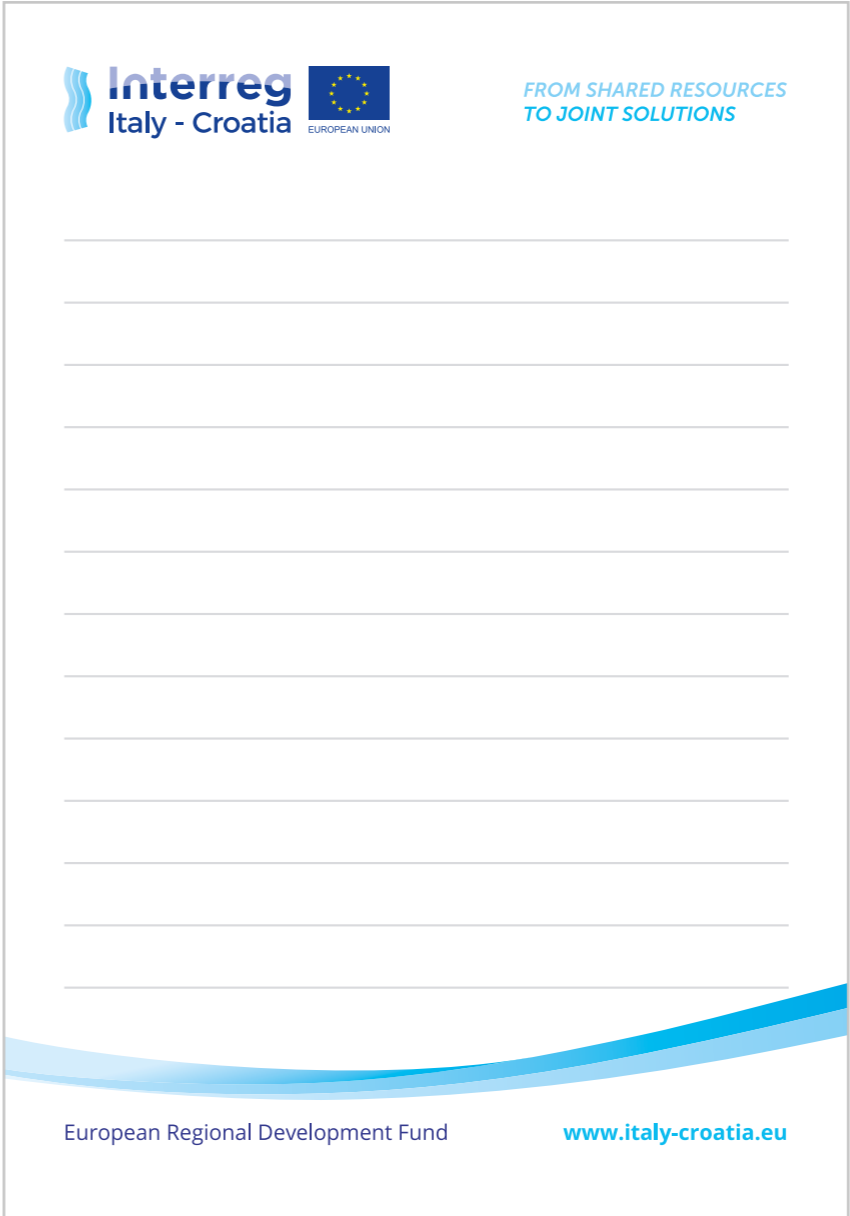
Post-it

A template with brand identity and styles.

Format 1: 76 x 76 mm

Format 2: 126 x 76 mm

Envelopes

A template with brand identity and styles.

Format: C4 | 229 x 324 mm

TO: _____

_____

_____

_____

_____

Pen, pencils and USB

A template with brand identity and styles.
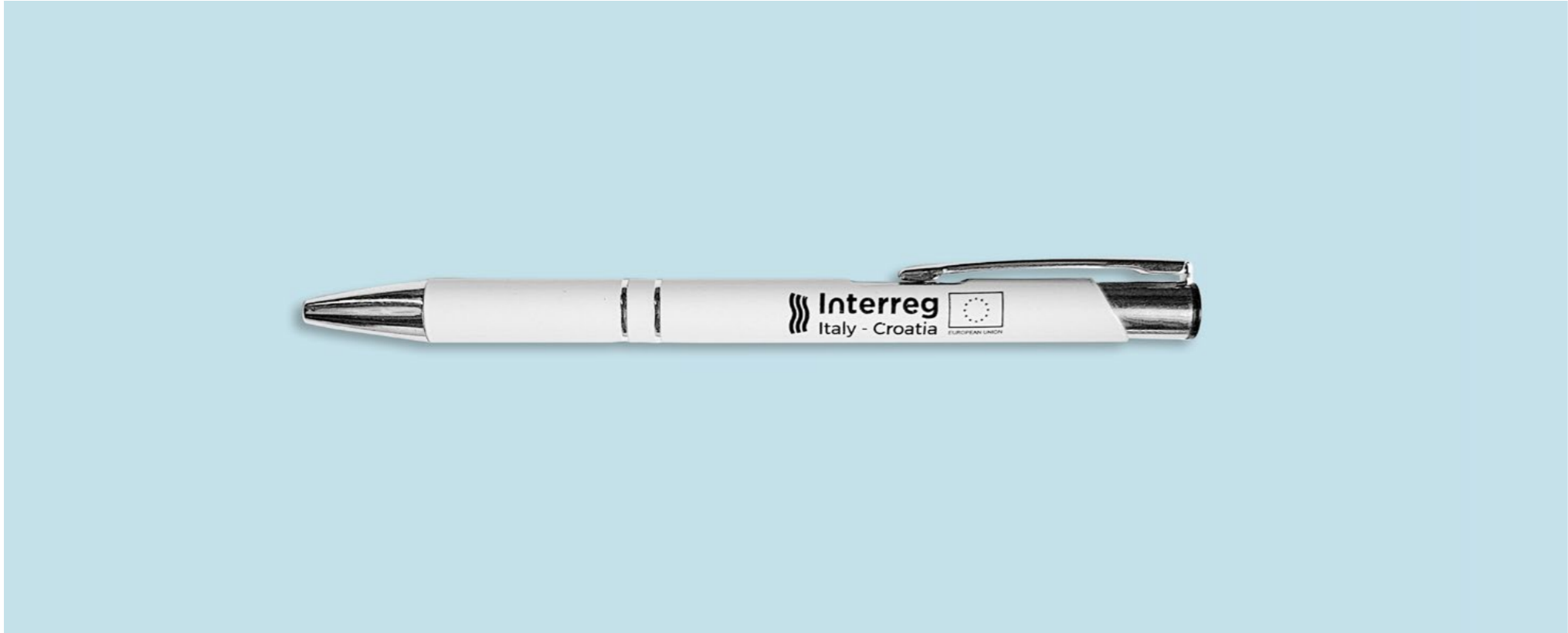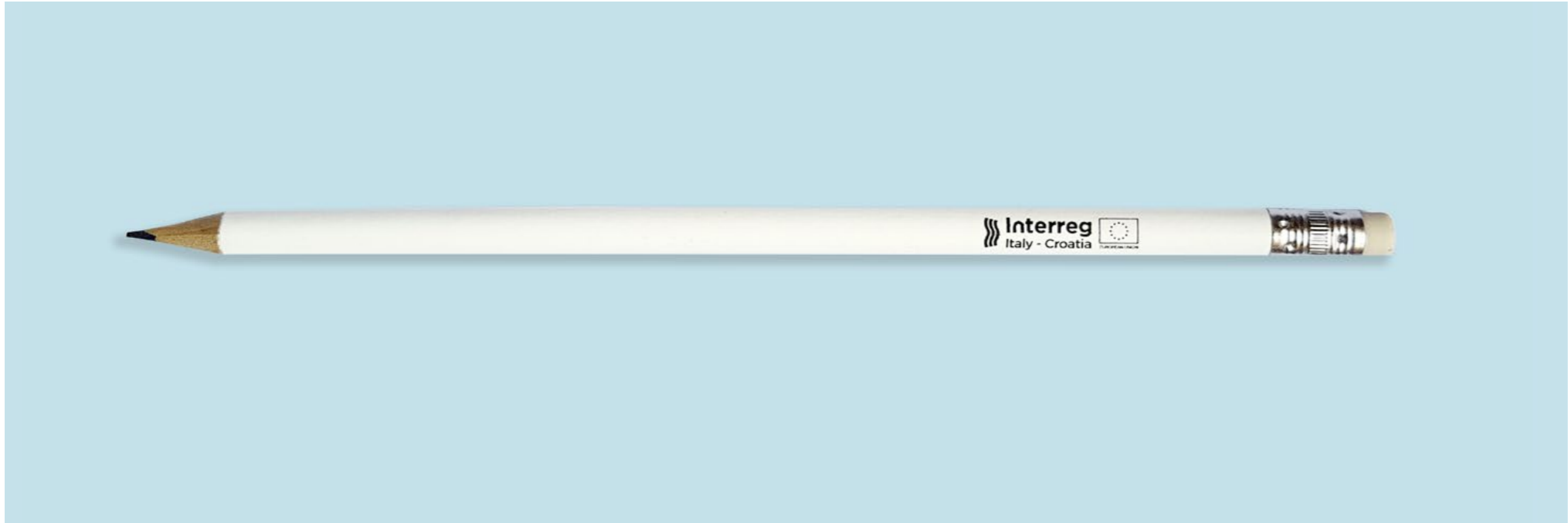
Calendar

A template with brand identity and styles.

Format: A3 | 420 x 297 mm

Spiral notebook

A template with brand identity and styles.

Format: 148 x 210 mm

Indoor Totem

A template with brand identity and styles.

Format: 450 x 2000 x 500 mm

Outside Totem

A template with brand identity and styles.

Format: 700 x 2000 mm

Roll-up

A template with brand identity and styles.

Format: 80 x 200 mm

PVC banner

A template with brand identity and styles.

Format: 500 x 100 mm

PVC banner

A template with brand identity and styles.

Format: 1,80 x 8 m

5. CONTACTS

For any other material or gadgets, please do not hesitate to contact the Joint Secretariat – Communication Unit, that can give you appropriate suggestions in relation to the specific element your project would like to produce.

Interreg CBC Italy-Croatia
www.italy-croatia.eu

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