

# PROJECT BRAND MANUAL

April 2018, version 1

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# **1. INTRODUCTION TO BRAND HARMONISATION**

# 1.1 BRANDING REQUIREMENTS

This manual is created for partners that are realising a project in the framework of the Interreg Italy-Croatia Programme, explaining how to use the visual identity of the Programme and gives concrete suggestions in relation with the most used communication items.

In the previous programming period 2007-2013 more than 80 brands were created to communicate European Territorial Cooperation (ETC) Programmes. In addition to these Programme brands, the co-financed projects created their own brands increasing the number of ETC brands to over 3000 across Europe. This resulted with low visibility and recognition towards stakeholders and prevented in building up the critical mass.

In the current Programming period 2014 – 2020, as a rule, main messages have to relate to Europe-wide cohesion policy key messages: harmonisation, simplification and result orientation<sup>1</sup>. Therefore, in this programming period European Territorial Cooperation Programmes all over the Europe have agreed to harmonise visual brand mark and a common brand name suitable in every language: Interreg. Interreg is now the brand name for European Territorial Cooperation and should be used publicly as widely as possible<sup>2</sup>.

This will eliminate the costs for project developing their own brands and at the same time

enhance the spill-over effects among similar projects. Harmonised branding will also enable the partnerships to dedicate more resources to the quality content production and addressing tailor- made information related to the project achievements to the right target groups, being able at the same time to save financial resources related to the creation of temporary project brands with already known sustainability problems and time-consuming technical questions. In addition, this will allow the coherent image appearance - in line with the Programme branding, and will strength the two-way dialogic communication between the Programme and the project, and facilitate information sharing between Programme stakeholders.

Harmonisation of the brand elements represents an essential asset in the realisation of the visual identity 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.

In this way, the Project Brand Manual communicates the importance of cooperating in the Interreg frameworks and explains how projects should use the visual identity in their communication. Details and instructions are duly described in this Project Brand Manual.

<sup>1</sup> For more information about Europe-wide key messages related to the reformed EU cohesion policy, please refer to: „Refocusing EU Cohesion Policy for Maximum Impact on Growth and Jobs: The Reform in 10 Points”, retrieved from the European Commission website at [http://europa.eu/rapid/press-release\\_MEMO-13-878\\_en.htm](http://europa.eu/rapid/press-release_MEMO-13-878_en.htm) in May 2015.

<sup>2</sup> The name Interreg was re-introduced and should be used in all public communication from Programmes, projects, institutions media etc., while European Territorial Cooperation remains the official name of the initiative and only this term should be used in all legal regulations and communications.

## 1.2 BRANDING INFRASTRUCTURE AND CONSTRUCTION WORKS

According to the Annex XII of the Regulation (EU) No 1303/2013, within six months after the approval of the project, each project partner should place a poster (of minimum A3 size) with information about the project including the financial support from the European Union and the project logo, at partner's premises, at a location readily visible to the public, such as an entrance area of a building. In order to help project partners to comply with this obligation, the Programme will provide a Poster template available for download on the Programme website. Where the total public support for a project carrying out infrastructure or construction works exceeds € 500.000,00 it is obligatory to establish **temporary billboards** during implementation. No later than three months after completion of the output/deliverable, projects have to put up a **permanent plaque** of significant size on the infrastructure or construction, or (if not possible) at a place nearby, readily visible to the public. In case of several infrastructure or construction measures carried out within one project, billboards or permanent plaques have to be placed on all of them.

In addition to information on the total public financial support received by the project and the contact details of the lead partner (name, address, e-mail and website), 25% of the available space on billboards and permanent plaques have to be made up of:

- Project logo
- Description of the main project objective and the objective of the supported activity including the address of the project website

Where it is not possible to place a billboard or permanent plaque on an infrastructure or construction, other appropriate branding measures have to be taken in order to display the public support.

Where the total public support for a project with infrastructure or construction works does not exceed €500.000,00 at least one poster (minimum size A3) has to be placed on the infrastructure or construction, or (if not possible) at a place nearby readily visible to the public.

The poster has to include information about the project as listed above.

## **2. BRAND ELEMENTS**

## 2.1 PROJECT LOGOS

In order to ensure harmonised visual identity of Interreg Programmes, Interact elaborated a specific Brand Design Manual that provides instructions on how to built each Programme logo. Starting from the details and the suggestions, the Italy-Croatia CBC Programme defined its own Logo that contain two elements: **logo block** and **graphic element**.

In addition, the Italy-Croatia Programme defined and designed project logo blocks and graphic element in relation to the Priority Axis they belong to. Consequently, each project is invited to use its own logo the ones, composed by the project acronym and graphic element in colour of the dedicated Priority Axis.

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 both Programme and project

elements.

The pre-defined logos for projects include all elements that are necessary for a successful branding of project activities:

- European Union emblem (EU flag and European Union label)
- Name of funding strand (Interreg)
- Programme name (Italy-Croatia)
- Project acronym (written bellow the Programme name and in the colour of the related thematic priority)
- 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.



## 2.2 LOGO SPECIFICATION

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be altered in any way.

### 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  $\frac{3}{4}$  of the basic unit. The European Union flag is always aligned with the base line of the space between the programme name and the project name. The European Union label is always aligned with the base line of the of the project name, and its height is equal to  $\frac{1}{5}$  of the cap-height (cap-h).

### Programme name

Whenever possible, the name should be 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  $\frac{1}{2}$  of a basic unit. Short programme names should be written at a cap-height (cap-h) that equals  $\frac{3}{4}$  of the 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 is recommended to increase this space whenever possible. The clear space around all sides must equal the length of the letter “e” of “Interreg”.

### Graphic element

The graphic element consists on a vertical wavy shape. The position is on the left side of the Interreg logo block ( $\frac{3}{4}$  e).

### Project acronym

The project acronym is written below the Programme name in Montserrat Regular, at x-height that is equal to  $\frac{3}{4}$  cap-height, with a letter spacing of -20.

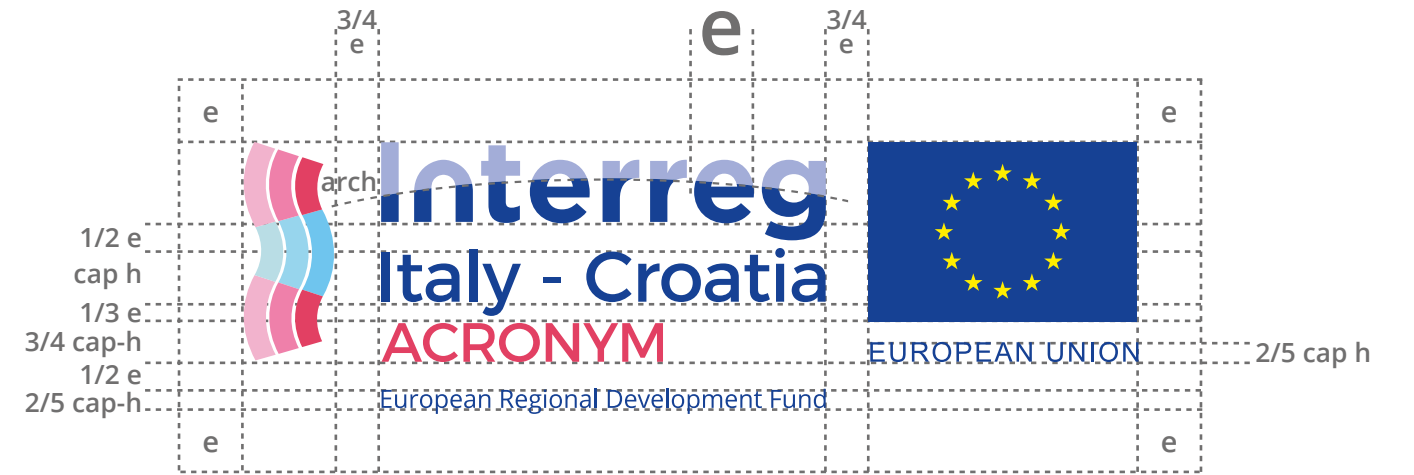
The distance from the baseline of the Programme name to the cap height of the project name is  $\frac{1}{3}$  e (where “e” stands for the basic unit). The colour has to match the colour of the project’s main thematic objective. Short names are more catchy, therefore convenient for use and easier to remember.

We strongly recommend limiting them to one line.

#### ATTENTION!

No other project identity is permitted, beside the characterisation provided by the Programme and mentioned above. Nevertheless, in some exceptional cases projects may develop brands for their products or solutions if sufficiently justified in the Application Form.





## 2.3 EXCEPTIONAL CASES

Projects may exceptionally develop specific branding and / or communication tools and solutions for their products that should be foreseen as an output of the communication work package for event campaigns, activities, products or services that are expected to sustain beyond the project duration, and well motivated in the Application Form.



## 2.4 LOGO SIZE

The size of the logo should be reasonable and recognizable. 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.

### 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



46 mm



46 mm



46 mm

## 2.5 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)
- Project acronym (written below the Programme name and in the colour of the related thematic priority)
- Characterization element (wave in colour of the with Priority Axis the project is belonging to)



### 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 and size smaller than the smallest logo size specified here. This rule applies to all logo versions.

On publications, the given project logo has to be placed on the front (or in exceptional cases authorized by the Programme on the back cover).

On websites, online and smartphone applications, social media and other digital platforms, the logo has to be positioned in a place which is visible without scrolling or clicking.

On other communication products such as conference bags, exhibition roll-ups or presentations, the logo has to be placed in a prominent place.

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

## 2.6 CORRECT AND INCORRECT 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.



### Grayscale logo

For single colour reproductions, a grayscale version of the logo should be used. This version should only be used whenever the 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.



Allowed logo use (not recommended): Standard logo on bright photo – enough contrast necessary!



Allowed logo use (not recommended): Standard logo on very light coloured background – enough contrast necessary!

## 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.



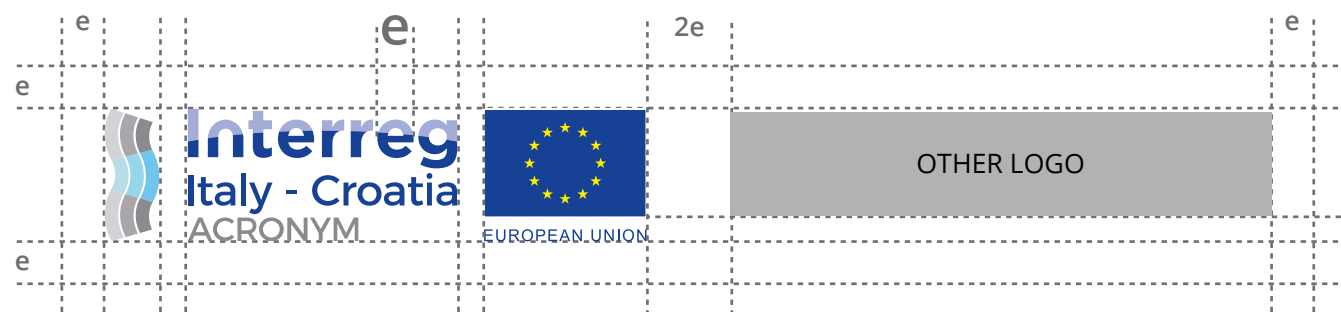
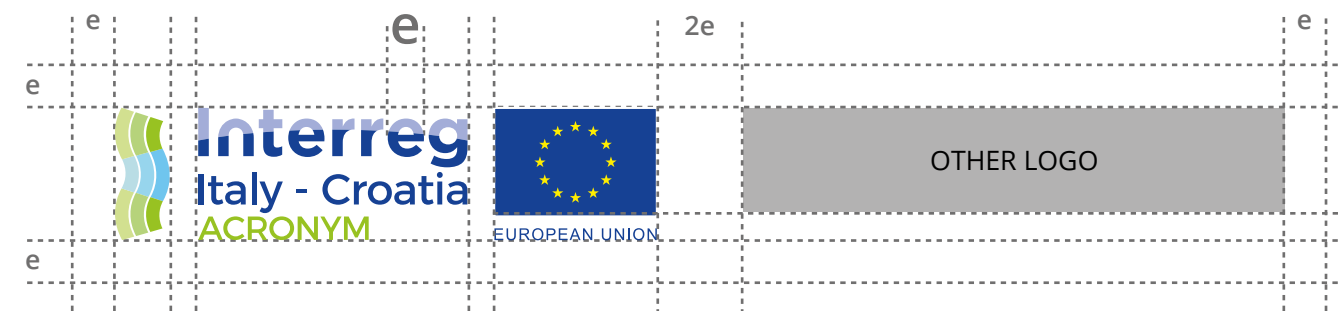
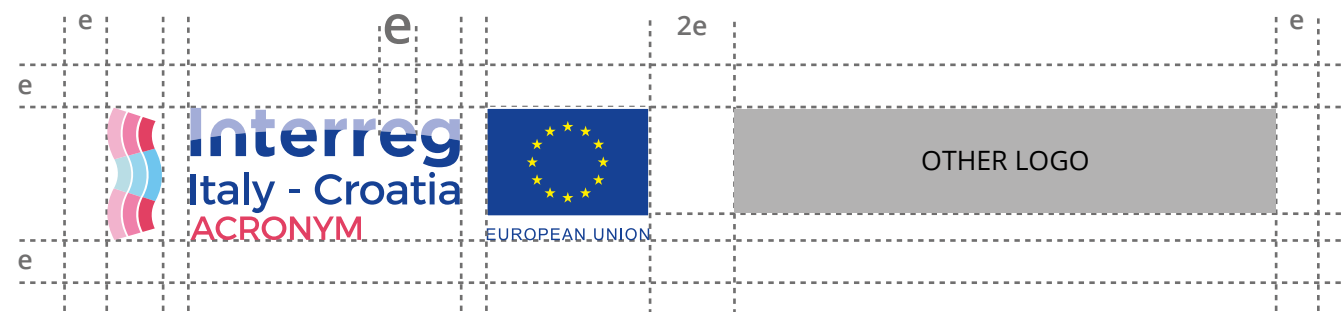
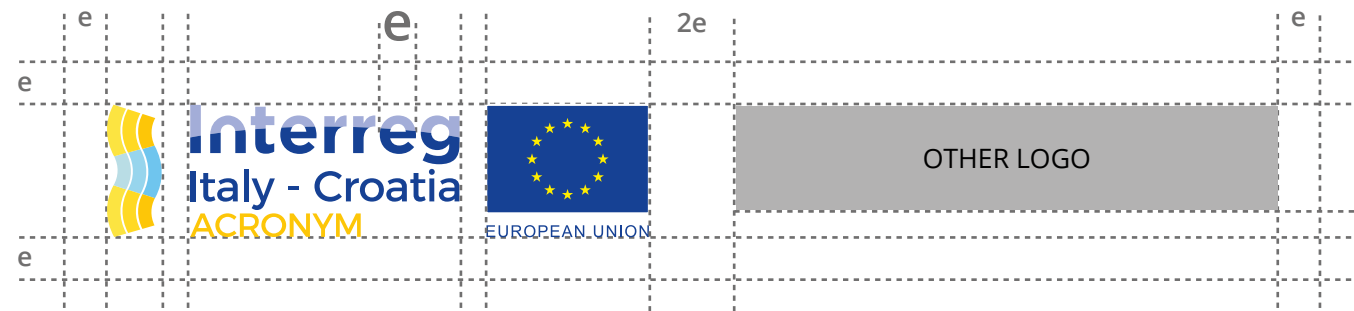
- 8** Do not use the logo on a coloured background - only exception are very light colours as specified on the previous page.

## Project logos in combination with other logos

The EU Commission Implementing Regulation No 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."

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

The maximum height of the logos should match the height of the EU flag and the maximum width should not exceed the Project logo (graphic element included and clear space area excluded).






## 2.7 LOGO COLOURS AND VERSIONS

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

### Interreg colours



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.

## Project logo colours

List of the palettes used for the visual graphic element to be inserted in each programme depending on the axis it belongs to.

### Blue innovation:

PANTONE:	CMYK:	RGB:	HEX:
■ 109 U	C 0 M 24 Y 93 K 0	R 253 G 198 B 8	# fdc608
■ 108 U	C 0 M 13 Y 88 K 0	R 255 G 217 B 36	# ffd924
■ 106 U	C 4 M 5 Y 81 K 0	R 251 G 228 B 67	# fbe443
■ 310 U	C 56 M 4 Y 1 K 0	R 111 G 196 B 233	# 6fc4e9
■ 2975 U	C 44 M 0 Y 6 K 0	R 151 G 212 B 232	# 97d4e8
■ 7457 U	C 32 M 2 Y 11 K 0	R 185 G 221 B 225	# b9dde1



### Safety and resilience:

PANTONE:	CMYK:	RGB:	HEX:
■ 206 U	C 4 M 86 Y 43 K 0	R 227 G 64 B 99	# e34063
■ 204 U	C 0 M 63 Y 11 K 0	R 244 G 129 B 162	# f481a2
■ 7430 U	C 2 M 41 Y 4 K 0	R 240 G 178 B 201	# f0b2c9
■ 310 U	C 56 M 4 Y 1 K 0	R 111 G 196 B 233	# 6fc4e9
■ 2975 U	C 44 M 0 Y 6 K 0	R 151 G 212 B 232	# 97d4e8
■ 7457 U	C 32 M 2 Y 11 K 0	R 185 G 221 B 225	# b9dde1



## Enviroment and cultural heritage:

PANTONE:	CMYK:	RGB:	HEX:
■ 382 U	C 49 M 0 Y 99 K 0	R 152 G 192 B 57	# 98c039
■ 380 U	C 36 M 0 Y 64 K 0	R 182 G 209 B 121	# b6d179
■ 379 U	C 24 M 0 Y 55 K 0	R 211 G 223 B 142	# d3df8e
■ 310 U	C 56 M 4 Y 1 K 0	R 111 G 196 B 233	# 6fc4e9
■ 2975 U	C 44 M 0 Y 6 K 0	R 151 G 212 B 232	# 97d4e8
■ 7457 U	C 32 M 2 Y 11 K 0	R 185 G 221 B 225	# b9dde1



## Maritime transport:

PANTONE:	CMYK:	RGB:	HEX:
■ COOL GRAY U9	C 46 M 37 Y 34 K 15	R 138 G 137 B 140	# 8a898c
■ 7538 U	C 40 M 32 Y 29 K 0	R 168 G 167 B 169	# a8a7a9
■ 538 U	C 21 M 15 Y 14 K 0	R 209 G 210 B 211	# d1d2d3
■ 310 U	C 56 M 4 Y 1 K 0	R 111 G 196 B 233	# 6fc4e9
■ 2975 U	C 44 M 0 Y 6 K 0	R 151 G 212 B 232	# 97d4e8
■ 7457 U	C 32 M 2 Y 11 K 0	R 185 G 221 B 225	# b9dde1



# 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 70	R 111 G 111 B 110	# 6f6f6e
■ C 0 M 0 Y 0 K 60	R 135 G 135 B 134	# 878786
■ C 0 M 0 Y 0 K 50	R 157 G 156 B 156	# 9d9c9c





### **3. PRIORITY COLOURS AND ICONS**

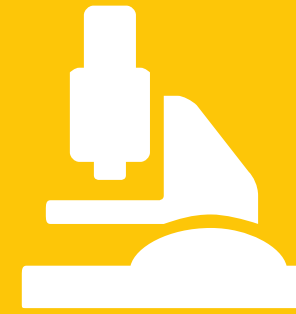


## 3.1 PRIORITY COLOURS

The colour scheme was developed for all Interreg programmes to clearly label their thematic priorities. 11 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.

The four Priority icons relevant for Interreg Italy-Croatia Programme are presented below.

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



ENVIROMENT AND CULTURAL HERITAGE



MARITIME TRANSPORT

## 3.2 PRIORITY ICONS

### Standard appearance (positive)

The Italy-Croatia Programme has taken over the colour scheme, that was developed for all Interreg programmes, aimed at labeling the chosen thematic priorities. 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, and 4 priority clours relevant for Interreg Italy-Croatia Programme are hereinafter defined:

Blue Innovation



Safety and resilience



Environment and cultural heritage



Maritime transport



### Negative appearance

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



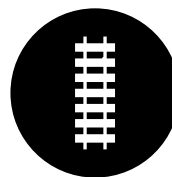
### Greyscale versions

In the case of greyscale applications the icons can also be used in black.



### Greyscale negative version

A greyscale negative version is also possible.



DOWNLOAD: Projects will be provided with the corporate design package including iconography, office and design templates

## 4. KEY VISUAL



## **5. TYPOGRAPHY**

# 5 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

### Acronym

For project acronym, the typeface Montserrat Regular has been chosen as it is visually similar to the Interreg logo

### For download:

[www.fontsquirrel.com/fonts/montserrat](http://www.fontsquirrel.com/fonts/montserrat)

<http://www.fontsquirrel.com/fonts/open-sans>

Typefaces	Typefaces Application
<b>Montserrat Regular</b>	logo extensions (programme names, acronyms)
<b>Arial</b>	European Union label, Office documents headlines
<b>Open Sans Regular</b>	typeface for publications (poster, billboard...)
<b>Calibri</b>	Office documents body text

## Corporate typefaces for Office documents and publications

The guidelines will help to give documents a more uniform appearance throughout the Programme.

Information about on minimum/maximum sizes will allow flexibility for varying document sizes.

The typeface for publications (such as Poster, billboard, plaque, and so on) 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.

Meanwhile, Calibri and Arial were chosen as the primary Programme font for the Office Documents because of its wide availability. The typeface has been released for free with Microsoft Office since 2000. It is also available in office software of other operating systems.

Projects are free to choose their typography (except for the projects logos). However they are encouraged to use similar fonts and sizes.

In the Office documents the Calibri font (12 pt) is suggested to use for the text while the Arial font is suggested for the titles, in the following versions.

### For download:

[www.fontsquirrel.com/fonts/open-sans](http://www.fontsquirrel.com/fonts/open-sans)

---

HEADLINE  
COVER TITLE

Capital letters min. 29/ max. 36 - Arial

■ 637 U C 70 M 0 Y 0 K 0 R 26 G 186 B 233 # 1abae9

---

Subtitle

Arial min.19/ max.26 – Arial

■ Black

---

HEADLINE 1

Capital letters Arial 16

■ 637 U C 70 M 0 Y 0 K 0 R 26 G 186 B 233 # 1abae9

---

HEADLINE 2

Capital letters Arial 14

■ 637 U C 70 M 0 Y 0 K 0 R 26 G 186 B 233 # 1abae9

---

HEADLINE 3

Standard letters Calibri 12

■ Black

---

Standard text

Calibri min. 11/ max 12

■ Black

---

*Quotes*

Calibri black, italic min. 11/ max 12

■ Black

---

Footnotes

Calibri min 7 /max 9

■ Black

---

## 6. GRID

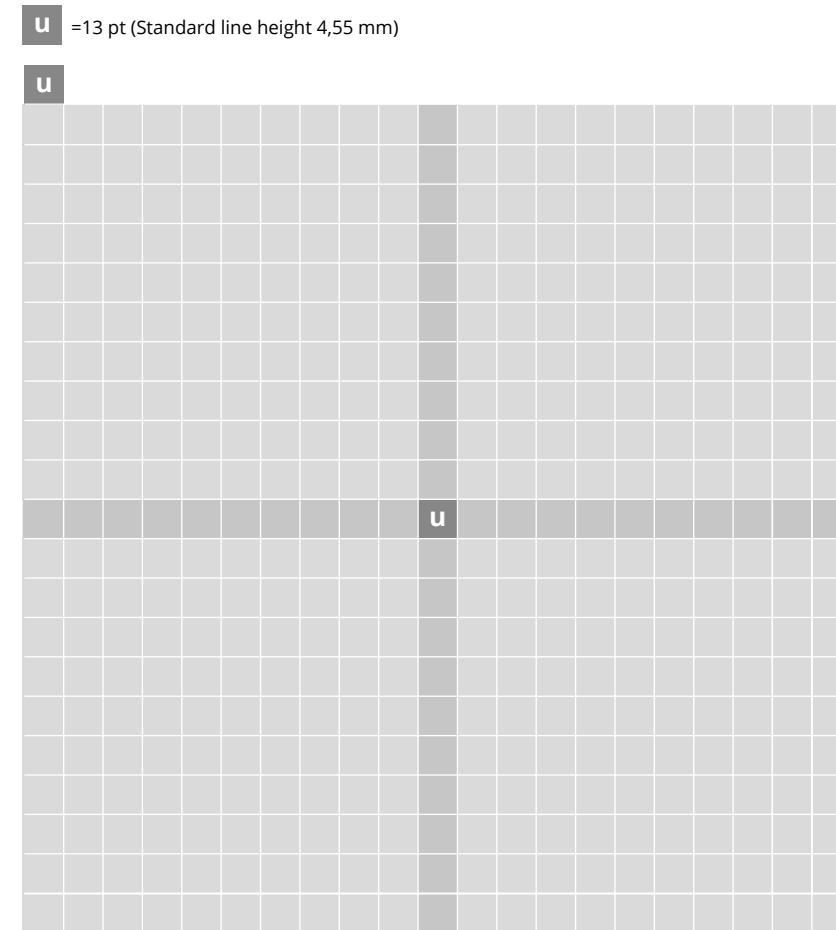


## 6. GRID

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).

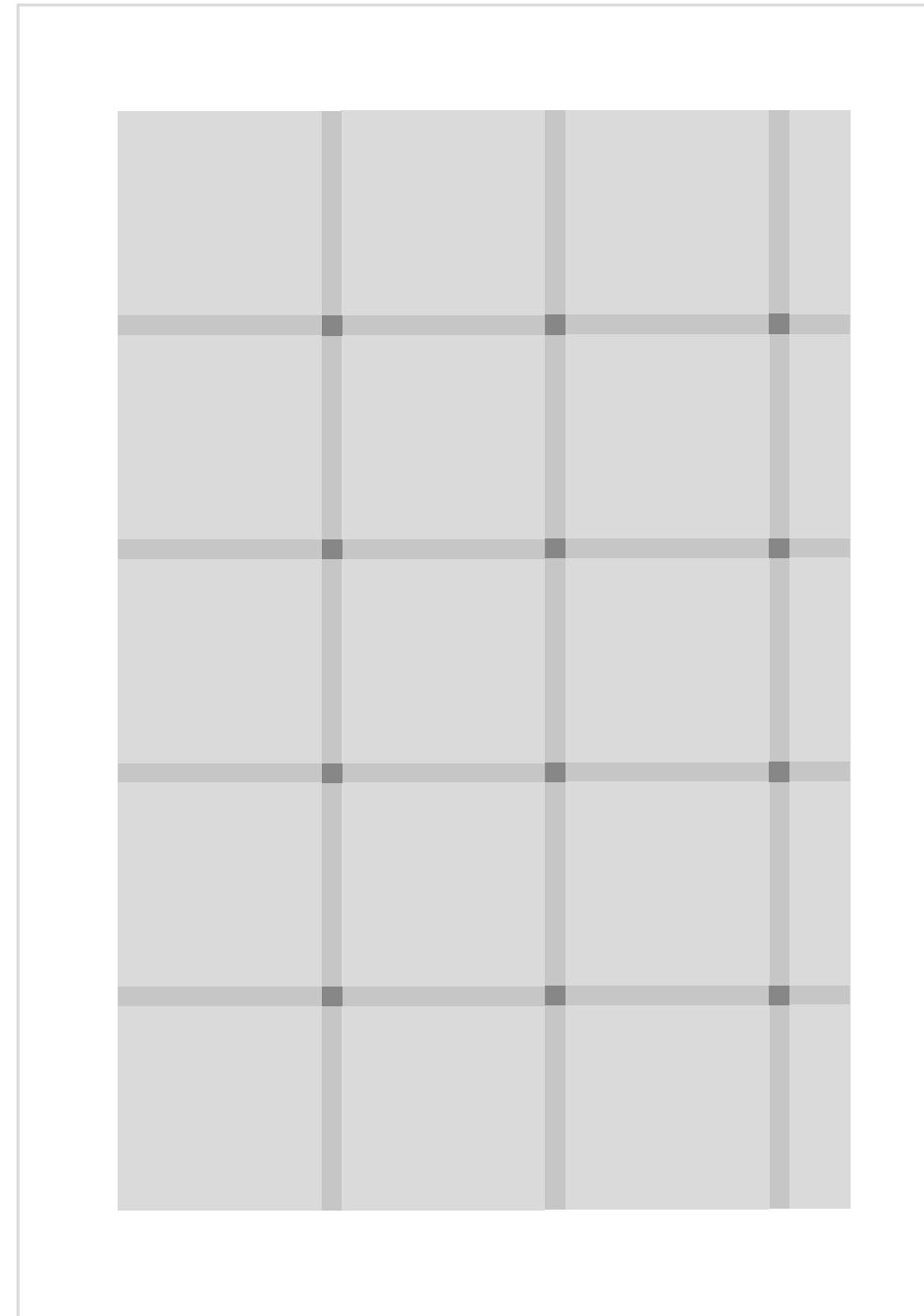


## A4 format

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



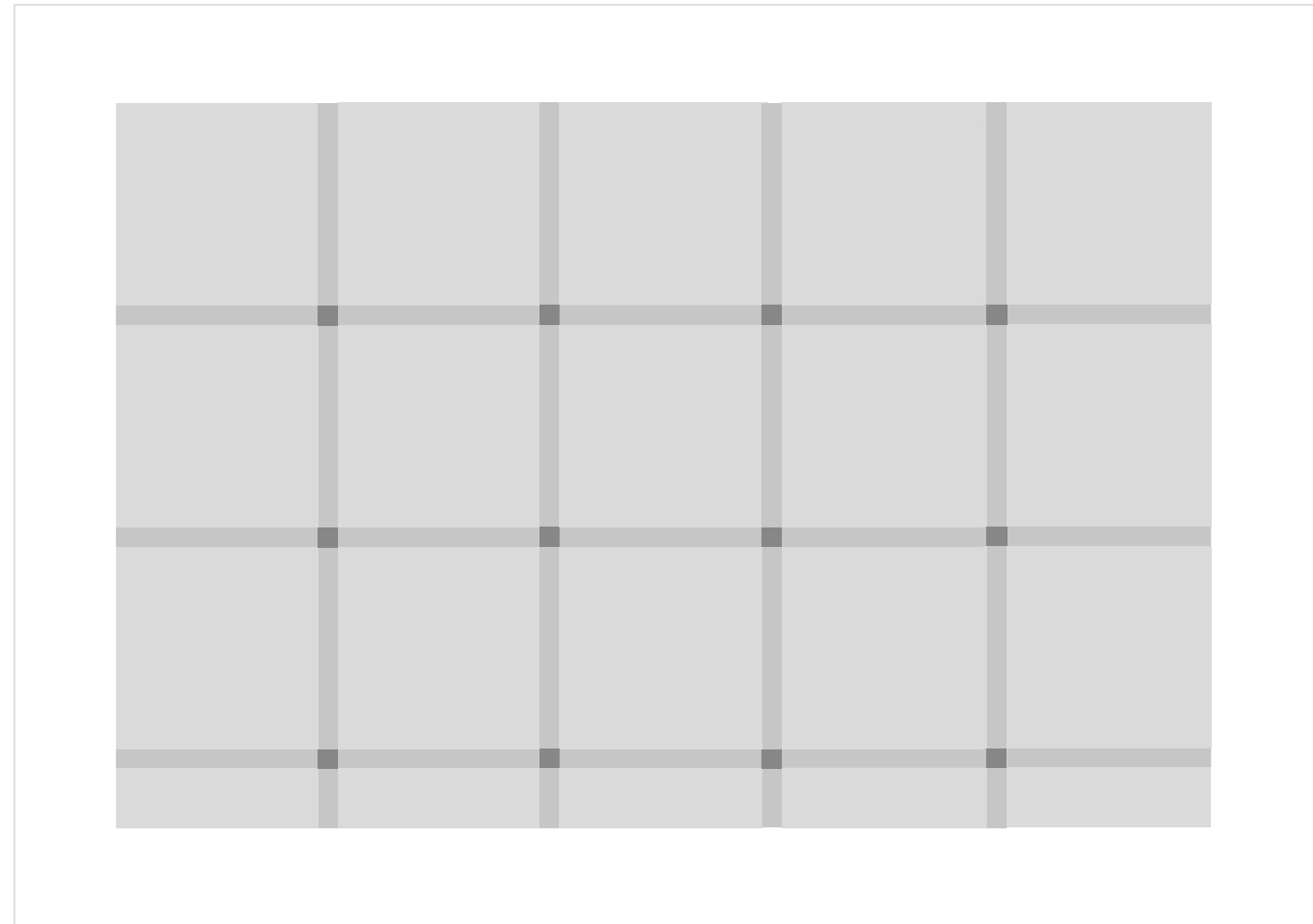
Centered grid in A4

## 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



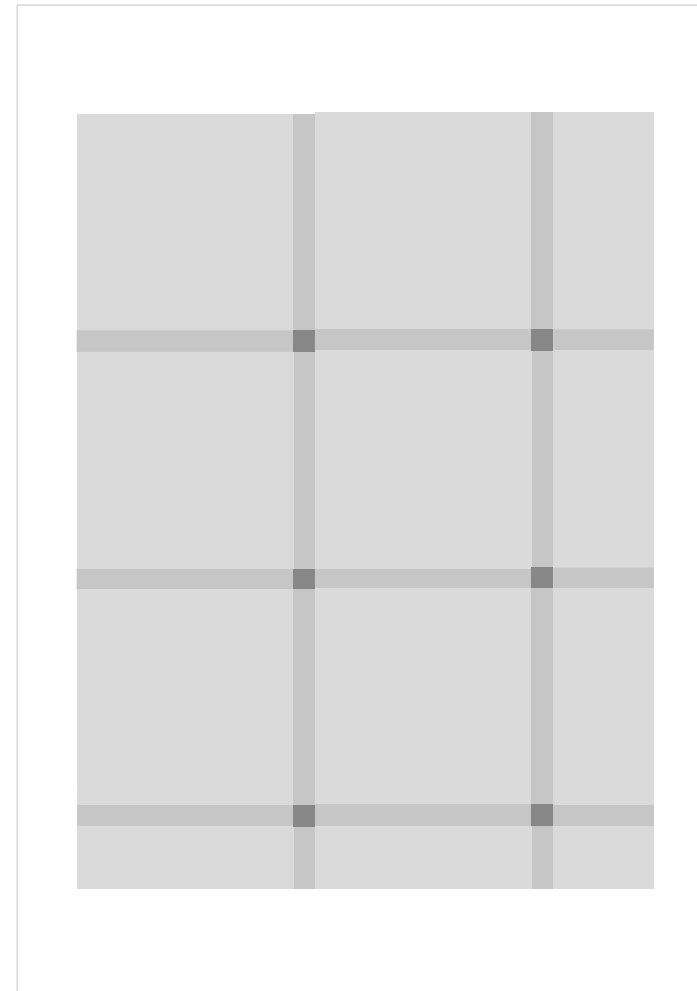
Landscape page spread with centered grid - also usable for posters, presentations, handouts.

## 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:

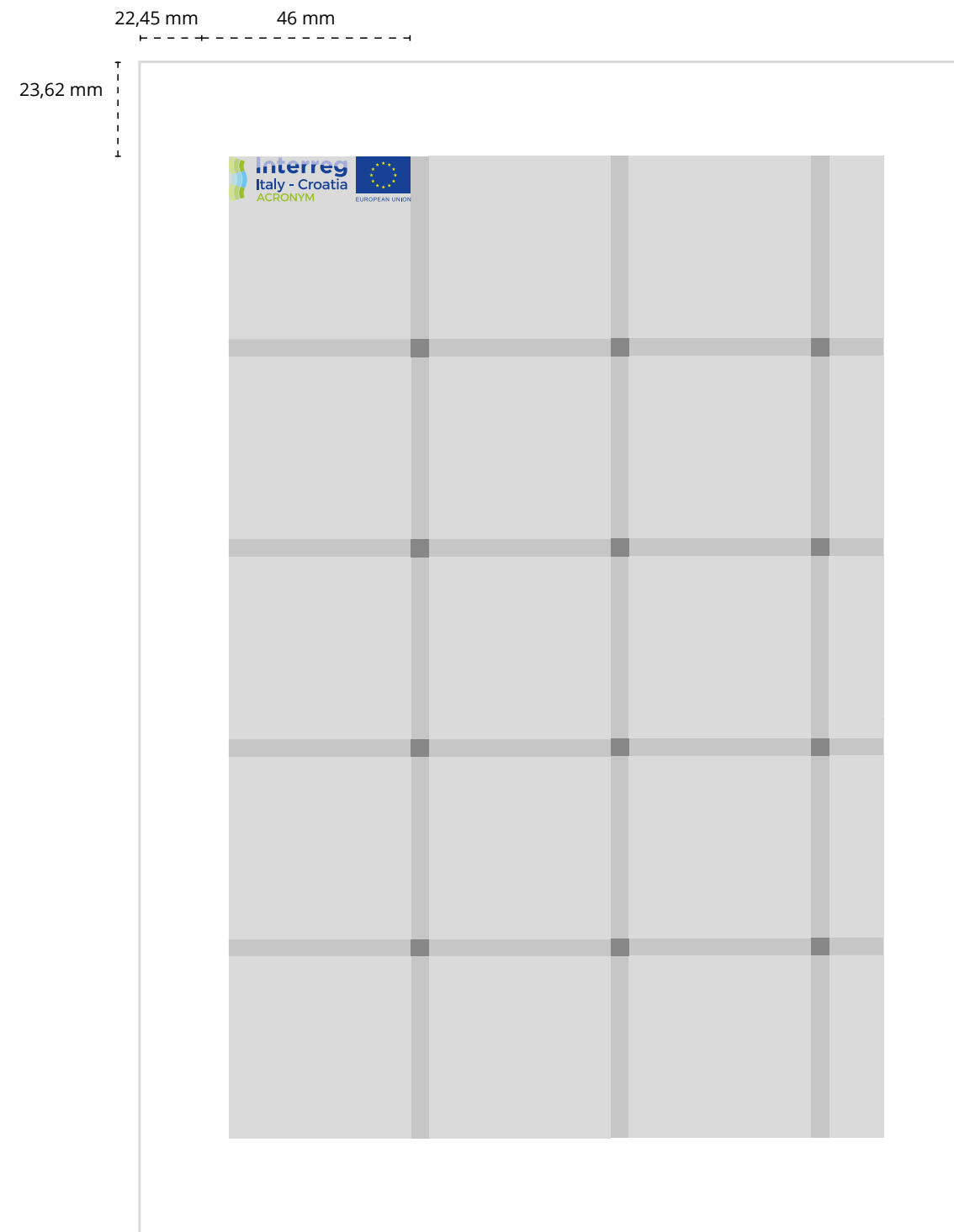
Top margin:	22,45 mm
Inside margin:	12,62 mm
Outside margin:	12,62 mm
Bottom margin:	22,45 mm



Single A5 page with centered grid

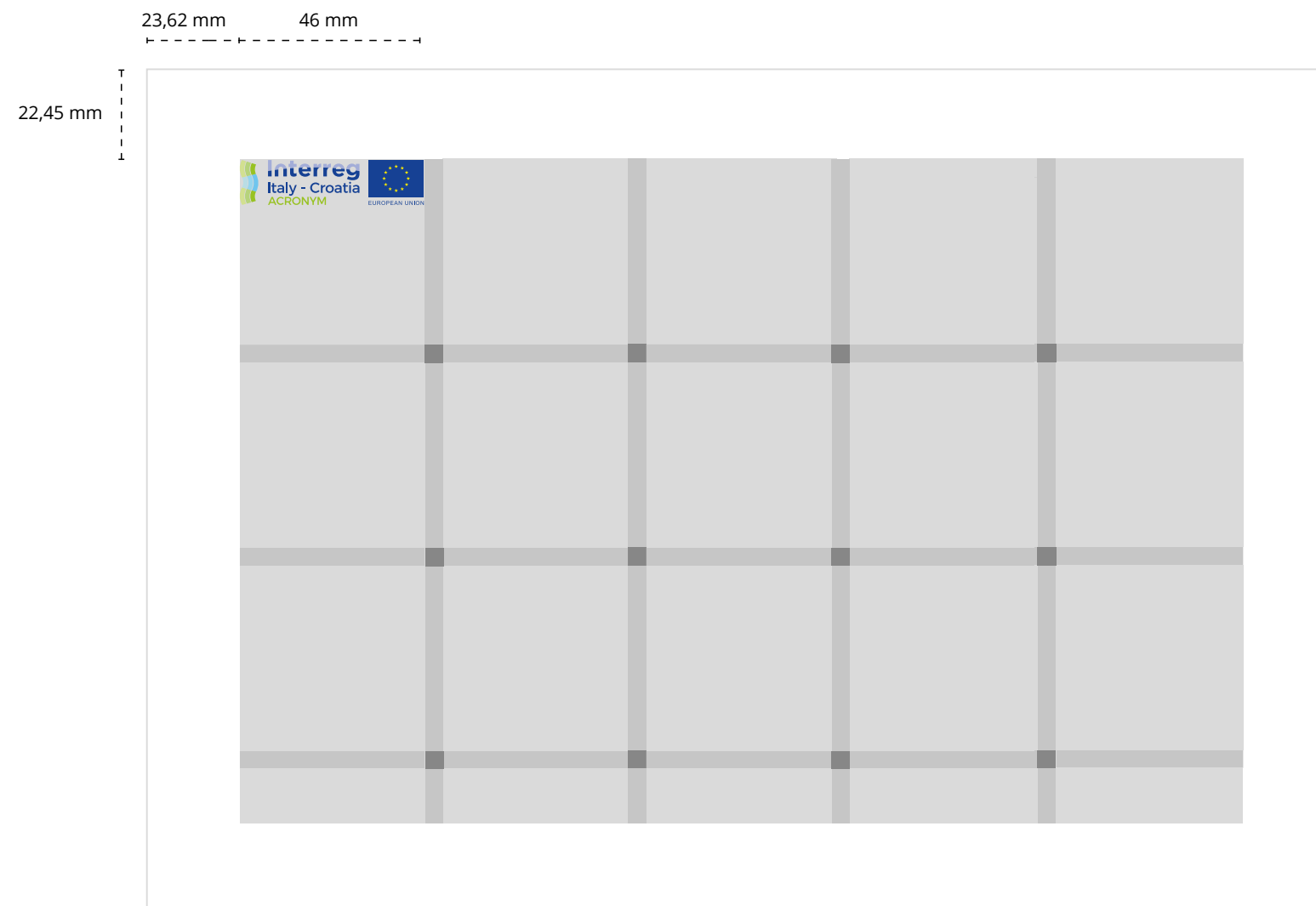
## Logo positioning on A4

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.



## **7. OFFICE TEMPLATES**

# 7.1 WORD

## Word vertical template

To retain synergy accross our external communication, it is important that the positions and specifications 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

The diagram shows a vertical A4 paper template with the following dimensions: a top margin of 22,45 mm, a central header area of 60 mm, and a bottom margin of 22,45 mm. The left margin is 23,62 mm. The content is as follows:

- Header:** Interreg Italy - Croatia ACRONYM logo and the European Union flag.
- Address:** Name, Street address, City, State Zip.
- Text:** 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.
- Body:** 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.
- Closing:** Kind regards.
- Signature:** Name and Surname, Qualification.
- Footer:** European Regional Development Fund and page number 1.





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



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



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

# Word horizontal template

Size Paper: A4 (297 mm x 210 mm)

Paper: White 80 gr

The diagram shows a word template on an A4 page. The page width is 297 mm, with 23.62 mm margins on both sides and a 60 mm central content area. The page height is 210 mm, with a 22.45 mm top margin. The content area contains the following elements:

- Logos for Interreg Italy - Croatia ACRONYM and the European Union.
- A title placeholder in light blue.
- Three paragraphs of Lorem Ipsum text.
- A decorative blue wave graphic at the bottom.
- Page number '1' at the bottom right.
- Text 'European Regional Development Fund' at the bottom left.

Font Title: Arial

Size font: 16 pt

Colour font: Light blue (#1abae9)

Font Text: Calibri

Size font: 12 pt

Colour font: Black

## TITLE

Lorem ipsum dolor sit amet, consectetur 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.

## TITLE

Lorem ipsum dolor sit amet, consectetur 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.

## TITLE

Lorem ipsum dolor sit amet, consectetur 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.









# 7.3 POWER POINT

## Powerpoint template

A template with brand identity and styles

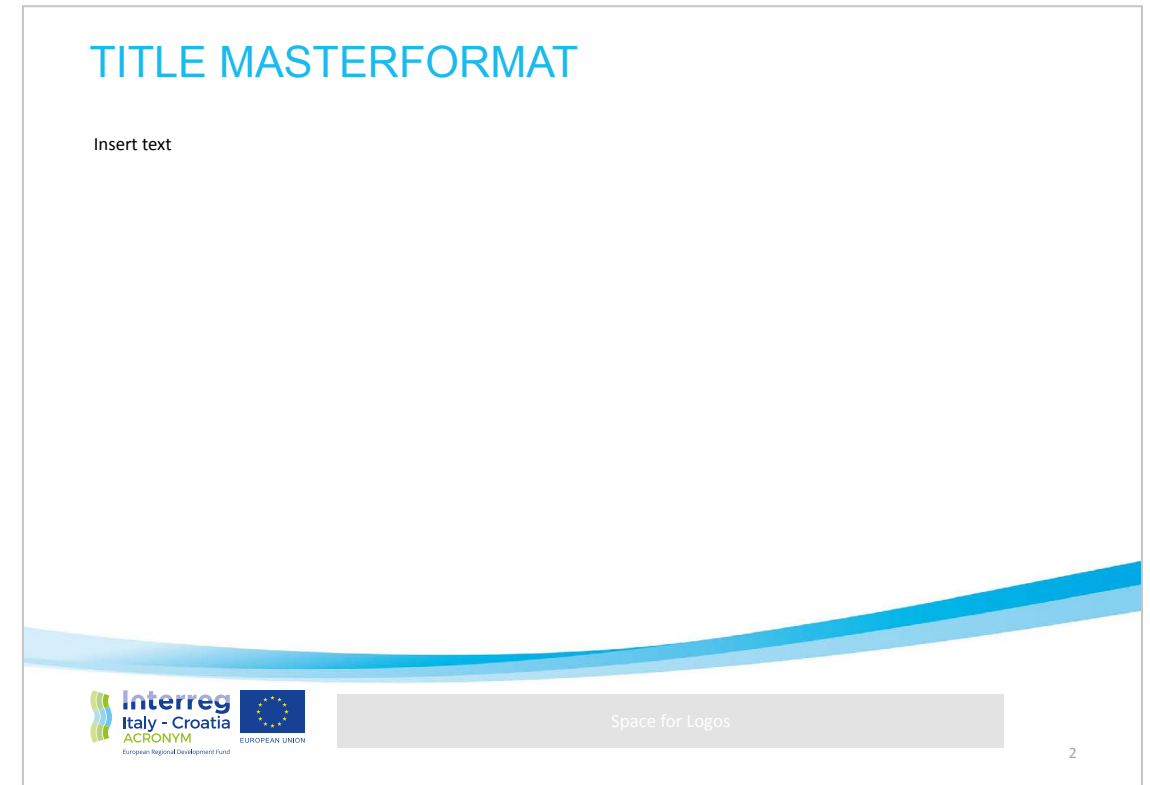


Interreg Italy - Croatia ACRONYM EUROPEAN UNION

# HEADLINE

Project acronym | Department | Name  
Meeting XY | Place | DD Mounth YYYY

European Regional Development Fund [www.italy-croatia.eu](http://www.italy-croatia.eu)



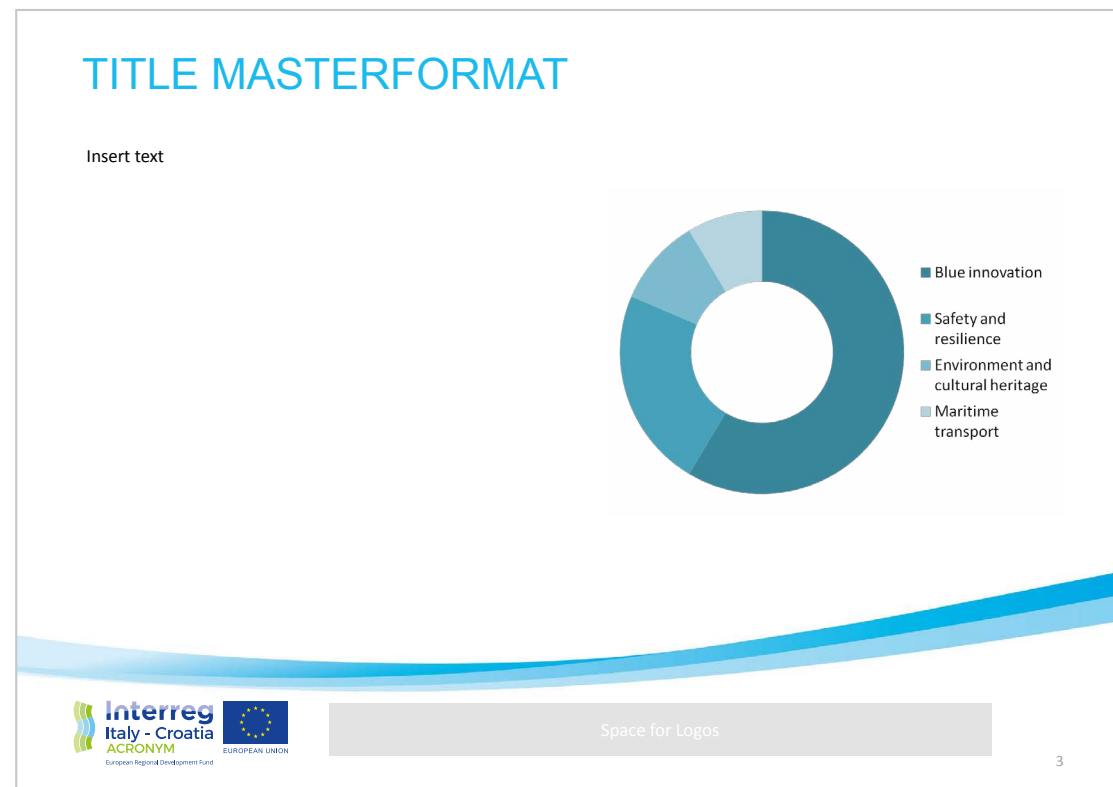
# TITLE MASTERFORMAT

Insert text

Interreg Italy - Croatia ACRONYM EUROPEAN UNION

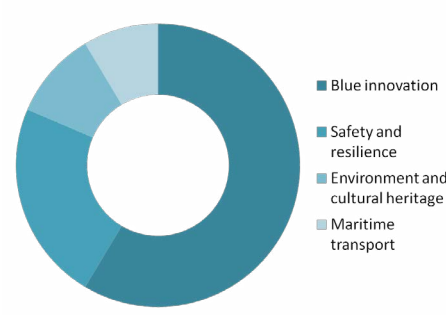
Space for Logos

2



# TITLE MASTERFORMAT

Insert text

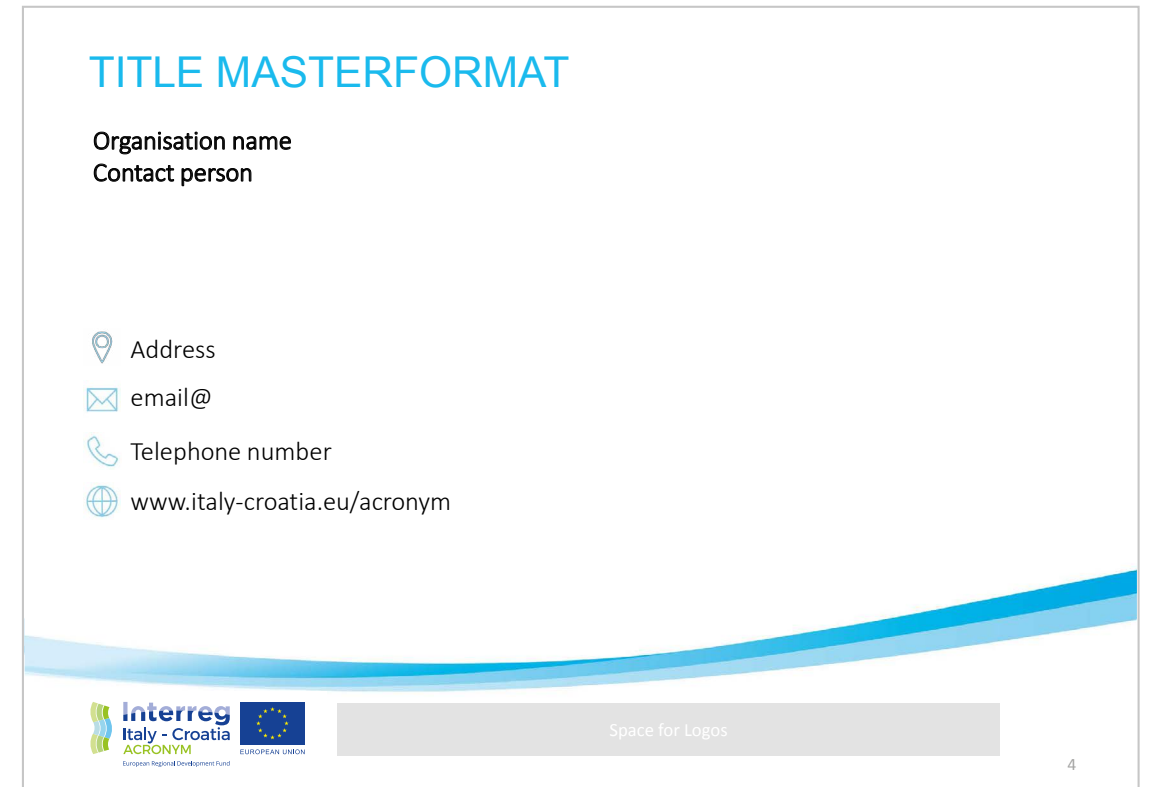


- Blue innovation
- Safety and resilience
- Environment and cultural heritage
- Maritime transport

Interreg Italy - Croatia ACRONYM EUROPEAN UNION

Space for Logos

3



# TITLE MASTERFORMAT

Organisation name  
Contact person

Address

email@

Telephone number

[www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)

Interreg Italy - Croatia ACRONYM EUROPEAN UNION

Space for Logos

4



## HEADLINE

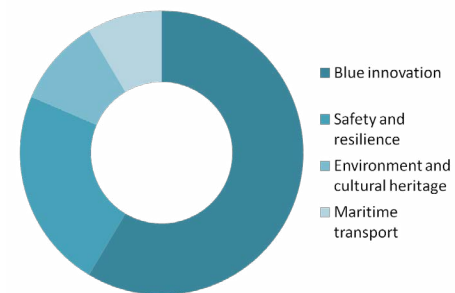
Project acronym | Department | Name  
Meeting XY | Place | DD Month YYYY

## TITLE MASTERFORMAT

Insert text

## TITLE MASTERFORMAT


Insert text




## TITLE MASTERFORMAT

Organisation name  
Contact person

 Address

 email@

 Telephone number

 [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)






## HEADLINE

Project acronym | Department | Name  
 Meeting XY | Place | DD Mounth YYYY


[www.italy-croatia.eu](http://www.italy-croatia.eu)

## TITLE MASTERFORMAT

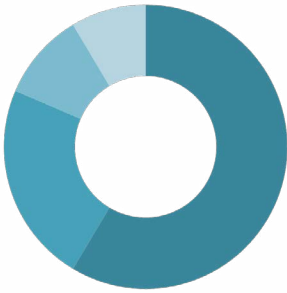
Insert text



Space for Logos



2

## TITLE MASTERFORMAT

Insert text



- Blue innovation
- Safety and resilience
- Environment and cultural heritage
- Maritime transport



Space for Logos

3

## TITLE MASTERFORMAT

**Organisation name**  
**Contact person**

 Address

 email@

 Telephone number

 [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



Space for Logos

4






## HEADLINE

Project acronym | Department | Name  
 Meeting XY | Place | DD Month YYYY


[www.italy-croatia.eu](http://www.italy-croatia.eu)

## TITLE MASTERFORMAT

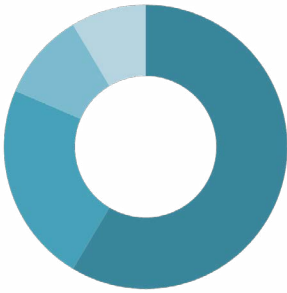
Insert text



Space for Logos



2

## TITLE MASTERFORMAT

Insert text



- Blue innovation
- Safety and resilience
- Environment and cultural heritage
- Maritime transport



Space for Logos

3

## TITLE MASTERFORMAT

**Organisation name**  
**Contact person**

 Address  
 email@  
 Telephone number  
 [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



Space for Logos

4

## **8. DESIGN TEMPLATES AND SAMPLE APPLICATION**

## 8.1 COMPULSORY ELEMENTS

### Project Poster

Within six months after approval of a project, project partners have to place at least one poster with information about the project (minimum print size A3), including the financial support from the ERDF, at a location readily visible to the public, such as the entrance area of a building. The Interreg Italy-Croatia project poster template is prepared in English.

Project partners are free to translate it in national languages or adapt it otherwise. However, only the unaltered template guarantees to be fully in line with regulatory requirements and is recommended for every project partner.

Each project is provided with own poster template in Indesign and PDF format. In both formats partners' logos should be added and other compulsory information indicated in mock-up should be fill out by the projects before the printing. We strongly suggest to use the typography font Open Sans. The layout of the content related to space for project short description / space for logos / contacts may be adapted to individual needs of each project.



The poster template features a blue background with a white dotted pattern and a large light blue circle. In the top left, there is a white circle containing the Interreg Italy-Croatia ACRONYM logo and the European Union flag. The large circle contains the text 'ACRONYM' and 'Project Full Name'. Below this, there is a yellow icon of a microscope. The bottom section contains three blue arrow-shaped boxes for 'PROJECT DURATION', 'ERDF', and 'TOTAL BUDGET'. To the right of these are sections for 'DESCRIPTION', 'PROJECT PARTNERS', and 'CONTACT'.

**Interreg**  
Italy - Croatia  
ACRONYM

EUROPEAN UNION

**ACRONYM**  
Project  
Full Name

**BRIEF SLOGAN (IF ANY)**  
(max 50 characters space included)

**PROJECT DURATION**  
XXXX - XXXX

**ERDF**  
XXXXXXXX

**TOTAL BUDGET**  
XXXXXXXX

**DESCRIPTION**  
(max 300 characters space included)

Please specify your project objectives , give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

**PROJECT PARTNERS**

Logos

**CONTACT**  
Name of institution  
Contact person  
Email

European Regional Development Fund

[www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



**ACRONYM**  
 Project Full Name

**BRIEF SLOGAN (IF ANY)**  
 (max 50 characters space included)

**PROJECT DURATION**  
 XXXX - XXXX

**ERDF**  
 XXXXXXXX

**TOTAL BUDGET**  
 XXXXXXXX

**DESCRIPTION**  
 (max 300 characters space included)

Please specify your project objectives , give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

**PROJECT PARTNERS**  
 Logos

**CONTACT**  
 Name of institution  
 Contact person  
 Email



**ACRONYM**  
 Project Full Name

**BRIEF SLOGAN (IF ANY)**  
 (max 50 characters space included)

**PROJECT DURATION**  
 XXXX - XXXX

**ERDF**  
 XXXXXXXX

**TOTAL BUDGET**  
 XXXXXXXX

**DESCRIPTION**  
 (max 300 characters space included)

Please specify your project objectives , give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

**PROJECT PARTNERS**  
 Logos

**CONTACT**  
 Name of institution  
 Contact person  
 Email



**ACRONYM**  
 Project Full Name

**BRIEF SLOGAN (IF ANY)**  
 (max 50 characters space included)

**PROJECT DURATION**  
 XXXX - XXXX

**ERDF**  
 XXXXXXXX

**TOTAL BUDGET**  
 XXXXXXXX

**DESCRIPTION**  
 (max 300 characters space included)

Please specify your project objectives , give short description on what is it all about, what are the positive effects of your project and any other relevant information you would like to share. Please avoid any technical jargon and use journalistic story-telling style.

**PROJECT PARTNERS**  
 Logos

**CONTACT**  
 Name of institution  
 Contact person  
 Email

## Temporary billboard / Permanent plaque

Where the total public support for a project carrying out infrastructure or construction measures exceeds EUR 500.000,00 it is obligatory to establish temporary billboards during implementation.

No later than three months after completion of the output/deliverable, projects have to put up a permanent plaque or billboard of significant size on the infrastructure or construction, or (if not possible) at a place nearby, readily visible to the public. In case of several infrastructure or construction measures carried out within one project, billboards or permanent plaques have to be placed on all of them.

The billboard template is available in portrait and landscape format. The sizes are 420 x 594 mm (A2). You can use either English or national language for the text of the billboard.

The permanent plaque should be done of solid and durable outdoor material (like plastics /steel etc.) and in minimum format of A4 (portrait/landscape).

Projects where the total public support for a project carrying out infrastructure or construction measures doesn't exceed EUR 500.000 are advised to place in any case temporary billboard, while no plaque after the work completion is necessary.

The plaque/billboard template is available in four Programme priority designs in ppt format. In addition each project that carry out infrastructure or construction exceeding EUR 500.000,00 is provided with its own plaque template in Indesign and PDF format. In both formats should be edit the compulsory information indicated in mock-up before the printing. We strongly suggest to use the typography font Open Sans.

**Interreg**  
**Italy - Croatia**  
ACRONYM

EUROPEAN UNION

**PROJECT FULL NAME**

**DESCRIPTION**  
(Max 300 characters space included)  
Description of the main project objective and the objective of the supported activity, avoid any technicism and using simple understandable style

**ORGANIZATION** XXXXXXXX

**PROJECT DURATION** XXXX - XXXX

**CONTACT PERSON** XXXXXXXX

**ERDF** XXXXXXXX

**TOTAL BUDGET** XXXXXXXX

European Regional Development Fund [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)

**Interreg**  
**Italy - Croatia**  
ACRONYM

EUROPEAN UNION

**PROJECT FULL NAME**

**DESCRIPTION**  
(Max 300 characters space included)  
Description of the main project objective and the objective of the supported activity, avoid any technicism and using simple understandable style

**ORGANIZATION** XXXXXXXX

**PROJECT DURATION** XXXX - XXXX

**CONTACT PERSON** XXXXXXXX

**ERDF** XXXXXXXX

**TOTAL BUDGET** XXXXXXXX

European Regional Development Fund [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



**Interreg**  
Italy - Croatia  
ACRONYM



EUROPEAN UNION

 PROJECT FULL NAME

**DESCRIPTION**  
(Max 300 characters space included)  
Description of the main project objective and the objective of the supported activity, avoid any technicism and using simple understandable style

 ORGANIZATION  
XXXXXXXX

 PROJECT DURATION  
XXXX - XXXX

 CONTACT PERSON  
XXXXXXXX

 ERDF  
XXXXXXXX

 TOTAL BUDGET  
XXXXXXXX

European Regional Development Fund [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



**Interreg**  
Italy - Croatia  
ACRONYM



EUROPEAN UNION

 PROJECT FULL NAME ed on Ea Sea-way project

**DESCRIPTION**  
(Max 300 characters space included)  
Description of the main project objective and the objective of the supported activity, avoid any technicism and using simple understandable style

 ORGANIZATION  
XXXXXXXX

 PROJECT DURATION  
XXXX - XXXX

 CONTACT PERSON  
XXXXXXXX

 ERDF  
XXXXXXXX

 TOTAL BUDGET  
XXXXXXXX

European Regional Development Fund [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)



## 8.2 NON COMPULSORY ELEMENTS

### Project Roll-Up Banner and leaflets

Projects are free to elaborate the text, images and other design elements for the roll-up and leaflets layout, while respecting the rules for the logo usage and positioning as set out in this project brand manual.

Tip: it might be useful to indicate your project's area and partners' location on the map.



Example of the Programme roll-up.

# 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

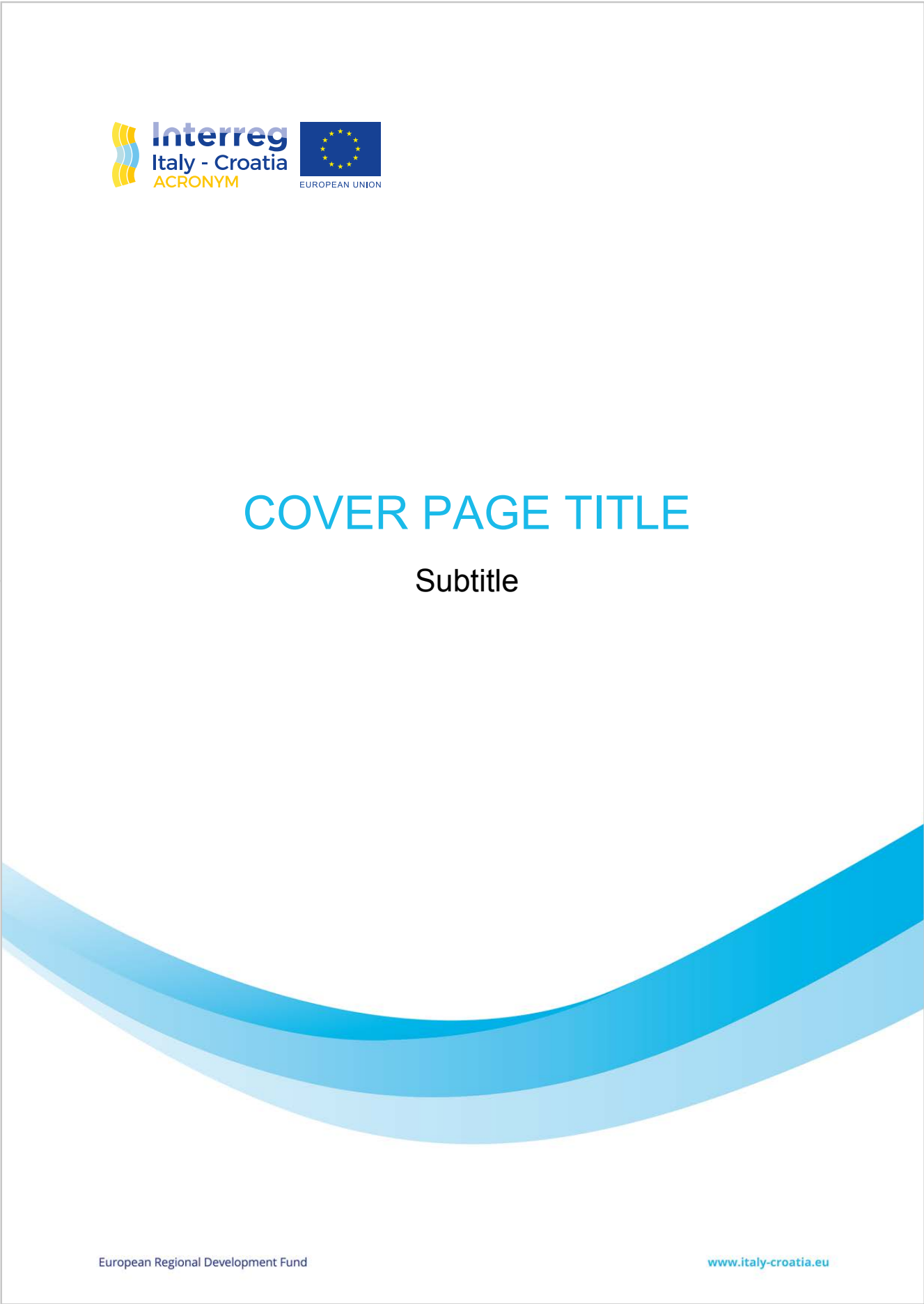
Size font: 30 pt

Colour font: Light blue (#1abae9)

Font Subtitle: Arial

Size font: 16 pt

Colour font: Black





# COVER PAGE TITLE

Subtitle



# COVER PAGE TITLE

Subtitle



# COVER PAGE TITLE

Subtitle

## Layout for invitations

The Programme provides the template for the event/workshop invitations for project partners. The project logo version - free of reference to the ERDF - is placed in the left upper corner, while the ERDF reference is placed in the left lower corner. In case the projects should require additional space for partners' - organizing institution logos - the logo version carrying the ERDF reference as integral part of the project logo may be used.

Each project is provided with own invitation template in InDesign, PDF. In the mentioned formats event/workshop organizing partner/institution may upload logos and other compulsory information, indicated in mock-up, should be fill out before the printing. We strongly suggest to use the typography font Open Sans.



The image shows a template for an invitation card. The top half features a decorative blue background with a white dotted pattern. On the left, there is a white circle containing the Interreg Italy - Croatia ACronym logo and the European Union flag. To the right, a large blue circle contains the text "NAME OF THE EVENT" and a yellow icon of a microscope. Below this, the text "NAME OF ORGANIZER" is followed by "is pleased to invite you to the:". Below that, "NAME OF THE EVENT" is written in yellow. Then, there are two fields: "WHEN" with a calendar icon and "WHERE" with a location pin icon, both followed by "XXXXXXX". Below these is the section "PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT". At the bottom, it says "The registration will be closed on 'date and hour'" and "Online registration form: [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)". The footer contains "European Regional Development Fund" and a grey box labeled "LOGOS".

**NAME OF THE EVENT**

**NAME OF ORGANIZER**

is pleased to invite you to the:

**NAME OF THE EVENT**

**WHEN**  
XXXXXXX

**WHERE**  
XXXXXXX

**PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT**

The registration will be closed on "date and hour"

Online registration form: [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)

European Regional Development Fund

LOGOS



**NAME OF THE EVENT**



**NAME OF ORGANIZER**

is pleased to invite you to the:

**NAME OF THE EVENT**

 **WHEN**  
XXXXXXX

 **WHERE**  
XXXXXXX

**PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT**

The registration will be closed on “**date and hour**”

Online registration form: [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)

European Regional Development Fund **LOGOS**



**NAME OF THE EVENT**



**NAME OF ORGANIZER**

is pleased to invite you to the:

**NAME OF THE EVENT**

 **WHEN**  
XXXXXXX

 **WHERE**  
XXXXXXX

**PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT**

The registration will be closed on “**date and hour**”

Online registration form: [www.italy-croatia.eu/acronym](http://www.italy-croatia.eu/acronym)

European Regional Development Fund **LOGOS**



**NAME OF THE EVENT**



**NAME OF ORGANIZER**

is pleased to invite you to the:

**NAME OF THE EVENT**

 **WHEN**  
XXXXXXX

 **WHERE**  
XXXXXXX

**PARTICIPANTS AND SHORT DESCRIPTION OF THE EVENT**

The registration will be closed on “**date and hour**”

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European Regional Development Fund **LOGOS**

# 8.3 SAMPLE APPLICATIONS

## Pen, pencils and USB



## 9. 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](http://www.italy-croatia.eu)

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