



sailing  
together

**Interreg**



Co-funded by  
the European Union

**South Baltic**

**Interreg South Baltic Programme  
2021-2027**

**BRAND BOOK**

# Brand Book

The brand design is more than a logo.

It consists of characteristic elements such as colours, typefaces and a structure to help layout pages: the grid.

Only the combination of all these elements will result in optimum brand recognition.

Every European Territorial Cooperation (Interreg) programme seeks to develop valuable projects that have a real impact on the life of European citizens.

For these programmes to attract new people and new projects, they have to be visible. Programmes exist all over the European Union and in neighbouring countries, covering every region of Europe. They offer a unique network for projects directly targeted at improving our lives and economic development in our regions and making our environment safer and more sustainable.

The unified Interreg branding is the visual interpretation of the Brand Strategy and Brand Narrative.

We invite you to consult both of these documents at

The harmonised Interreg brand provides greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level, providing large-scale evidence that cooperation in Europe brings people closer, makes economies stronger and helps to preserve better our environment.

This document will help you to use the brand of the Interreg South Baltic Programme or/and to establish your project's visual identity.

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# 1. Brand

The new Interreg brand is designed to provide a robust and easily recognisable identity that favours an easy combination with other logos in co-branding situations.

In order not to interfere with other pictorial design elements and to give the EU emblem a graceful presence, a purely typographic solution without any other graphic elements was chosen.

The following pages outline a few simple rules for using the brand.

Please, take time to understand how to apply these rules so the brand always appears clear and consistent.

The brand consists of the following elements: **the logotype (1)** with the coloured arch inside, **the EU emblem (2)** and **the statement (3)**.

The brand 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.

The elements of the brand represent a unit which is defined as invariable.

The composition of the brand elements follows specific rules and must not be changed.

> **Always use the digital brand files provided and do not try to recreate or modify the brand in any way.**

# 1 Interreg

## South Baltic

2



3

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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.

### 1. FLAG

The height of the **flag** (EU emblem) sets the tone for the height and placement of all other elements. The width of the EU emblem is proportional to its height at a ration of **3/2** and such proportions may never be changed.

### 2. STATEMENT

The **statement** “Co-funded by the European Union” must always be written in Arial Bold. The whole statement must be positioned to the right of the EU emblem and broken into 2 lines with “Co-funded by” on the first line and “the European Union” on the second. The statement is vertically aligned to the middle of the flag.

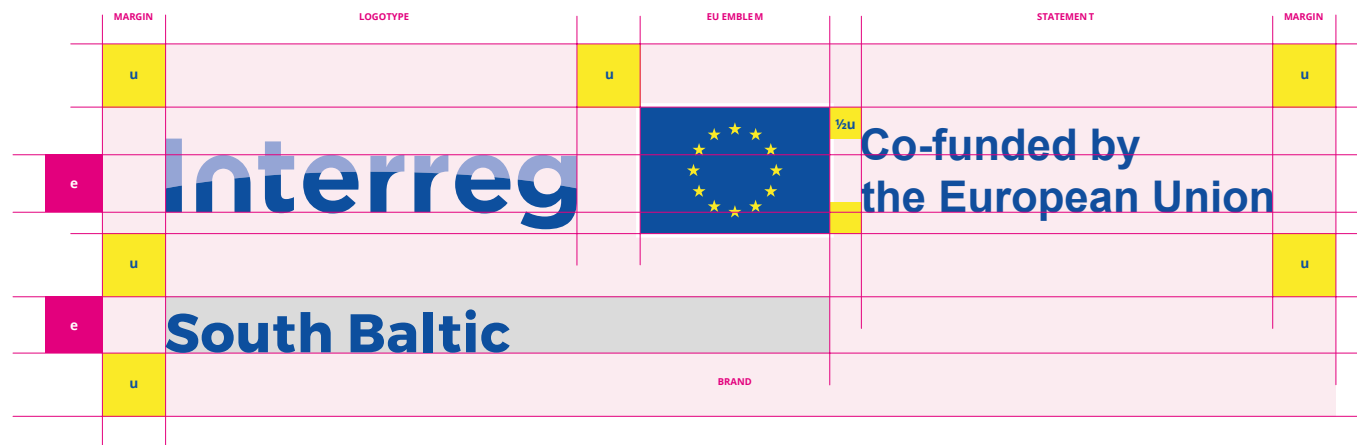
### 3. SPACING

The space between the logotype and the EU emblem equals **1 “u”**.

The space between the EU emblem and the statement equals **½ “u”** - not including the white border.

A **clear space** of **at least 1 “u”** in height and width must remain around the brand.

Within this area, no other graphic elements or logos may be placed.



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A negative colour version can be used when necessary. However, the colours of the EU flag remain unchanged.

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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.

The rules for applications on light vs dark background remain the same as specified on page 8 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

> **The EU emblem must be applied in white with a black border measuring 1/25 of the height of the rectangle.**

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# Interreg



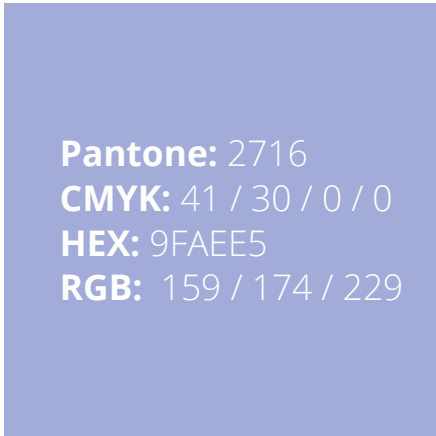
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## South Baltic







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



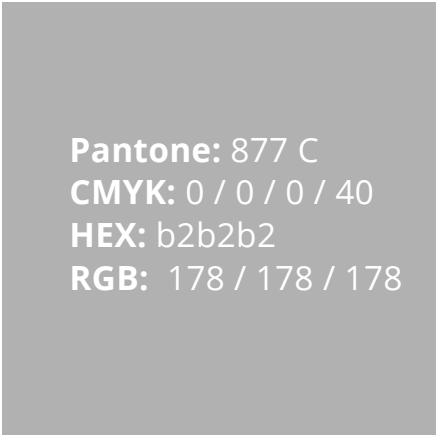
**Pantone:** 2716  
**CMYK:** 41 / 30 / 0 / 0  
**HEX:** 9FAEE5  
**RGB:** 159 / 174 / 229



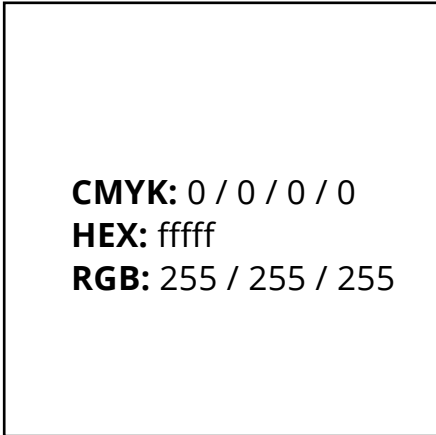
**Pantone:** Yellow  
**CMYK:** 0 / 0 / 100 / 0  
**HEX:** FFCC00  
**RGB:** 255 / 204 / 0



**Pantone:** Black  
**CMYK:** 0 / 0 / 0 / 100  
**HEX:** 000000  
**RGB:** 0 / 0 / 0



**Pantone:** 877 C  
**CMYK:** 0 / 0 / 0 / 40  
**HEX:** b2b2b2  
**RGB:** 178 / 178 / 178



**CMYK:** 0 / 0 / 0 / 0  
**HEX:** ffffff  
**RGB:** 255 / 255 / 255

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.

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### 1. STANDARD BRAND (IDEAL BRAND USE)

The standard brand is the full colour version in the colour codes specified on page 9.

### 2. BACKGROUND COLOR

Ideally the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to page 11-13.

> According to EU regulations Common Provisions Regulation (CPR), Annex VIII the EU emblem always comes with a white border around the rectangle. The width of the border is 1/25 of the height of the rectangle.



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**STANDARD BRAND: APPLICATION  
ON DARK BACKGROUNDS**

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.



To maintain the readability of the brand, in the negative version, it is allowed to use the logo on dark, plain backgrounds or on pictures with a calm, strong saturation.



### 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.

The rules for applications on light vs dark background remain the same as specified on page 10 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

> **The EU emblem must be applied in white with a black border measuring 1/25 of the height of the rectangle.**



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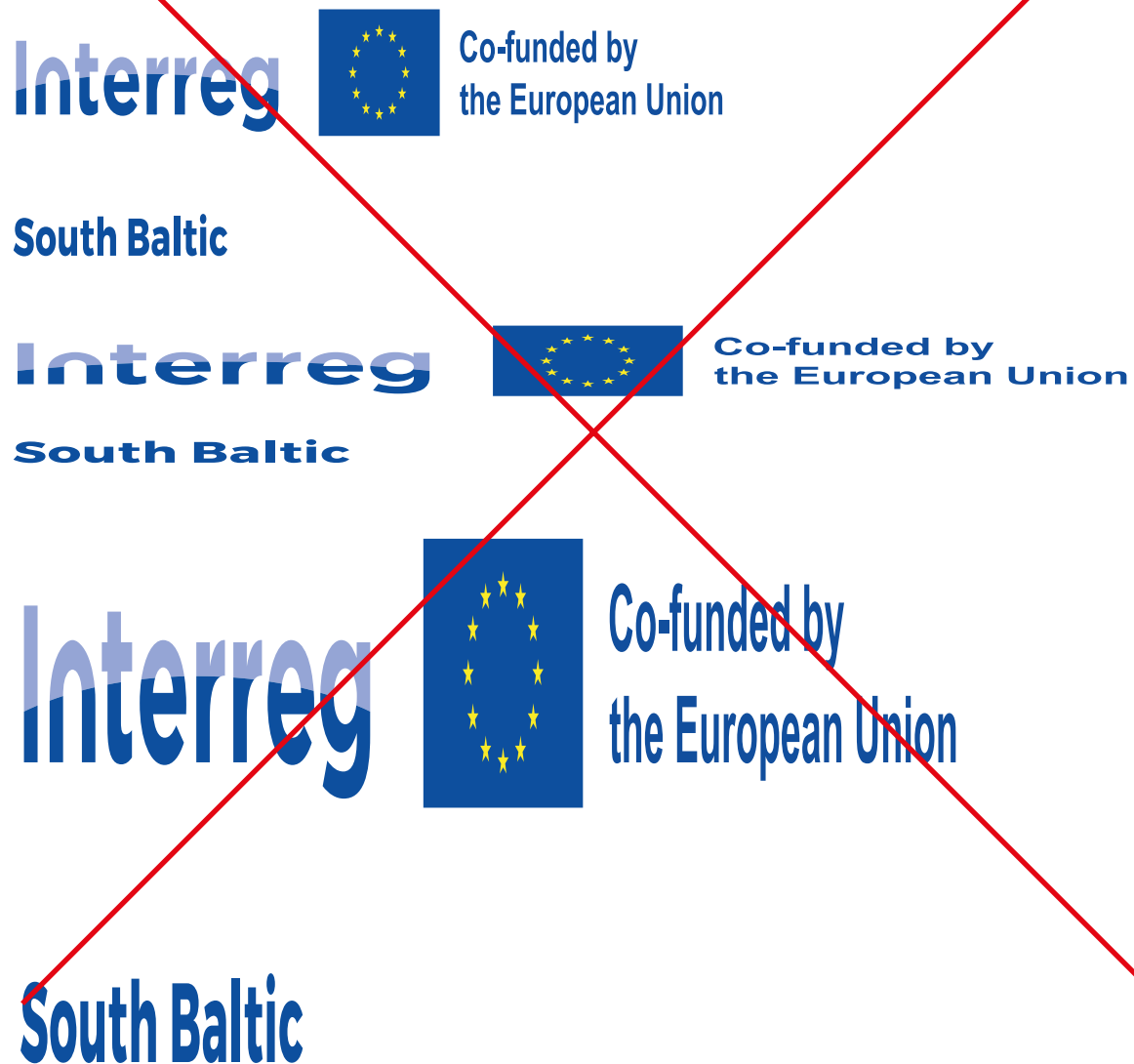


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It is unacceptable to use the logo with no spacing on the background. Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.



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

**South  
Baltic Interreg**



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

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



## 2. Programme priorities

The Interreg South Baltic Programme has defined four priorities for the 2021–2027 period.

These are represented by an invariable system of colours to be used across all projects whenever these objectives are communicated.

 **INNOVATIVE**

**A smarter Europe  
- innovative and smart  
economic transformation**

 **SUSTAINABLE**

**A greener,  
low-carbon Europe**

 **ATTRACTIVE**

**A more social Europe  
- implementing the European Pillar  
of Social Rights**

 **ACTIVE**

**A better Interreg  
governance**

### INNOVATIVE

**CMYK:** 72 / 0 / 43 / 0

**HEX:** 18BAA8

**RGB:** 24 / 186 / 168

### SUSTAINABLE

**CMYK:** 48 / 0 / 89 / 0

**HEX:** 9ACA3C

**RGB:** 154 / 202 / 60

#### 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)

### ATTRACTIVE

**CMYK:** 10 / 75 / 60 / 1

**HEX:** DA5C57

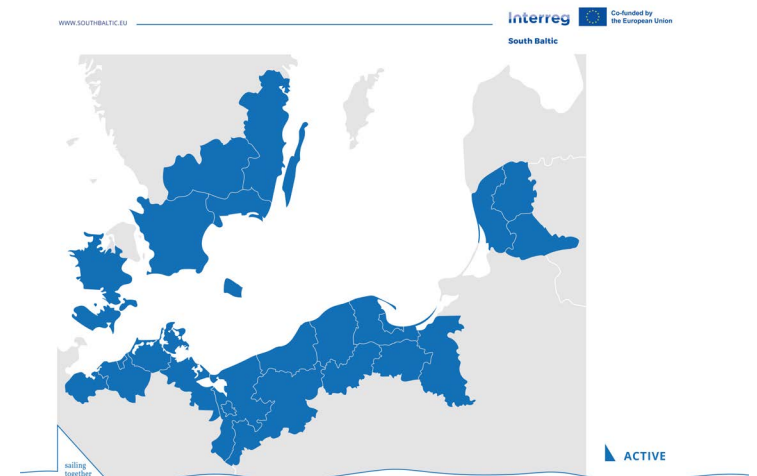
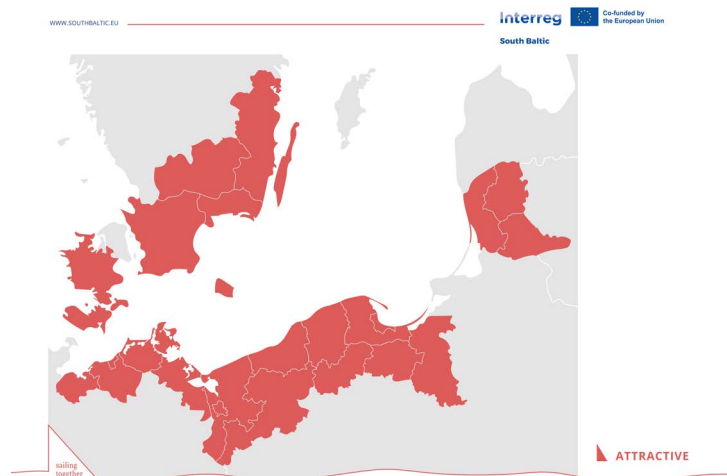
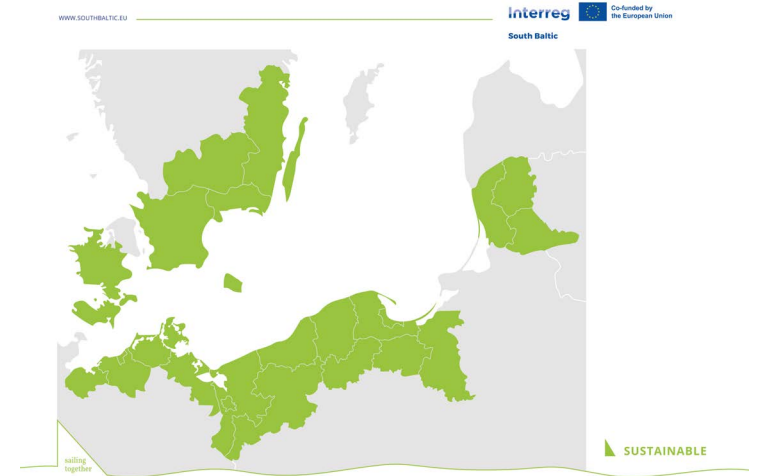
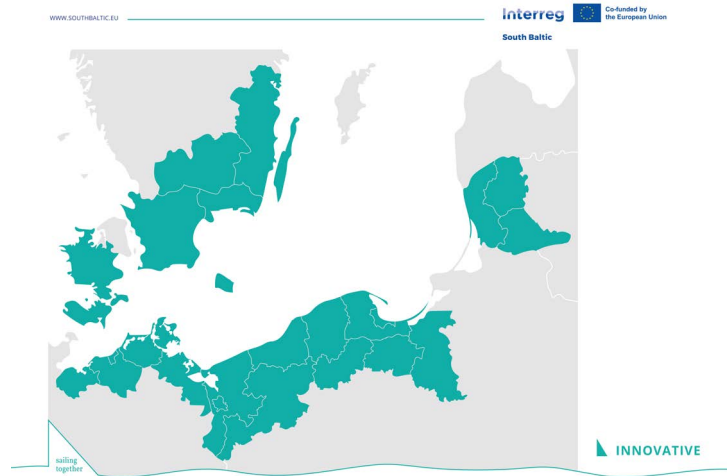
**RGB:** 218 / 92 / 87

### ACTIVE

**CMYK:** 87 / 51 / 0 / 0

**HEX:** 0E6EB6

**RGB:** 14 / 110 / 182



The area of the Programme in the colours of priorities. It is recommended to use the maps in information and promotional materials for relevant priorities.

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## 3. Typefaces

## Open Sans

The generic typeface for all applications, from body text to headlines, is **Open Sans**. It has a neutral yet friendly appearance suitable for all applications while its wide variety of weights and styles makes it very versatile. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms. The following rules apply for all print publications and stationery applications.

> These typefaces are available for free, including web font kits and can be downloaded for instance here:  
<https://www.fontsquirrel.com/fonts/open-sans>

### Open Sans Regular

AaAaBbCcCcDdEeEeFfGgHhIiJjKkLlLlMmNnNnOoOoPpRrSsSsTtUuWwXxYyZzZzZz  
1234567890  
!@#\$%^&\*()

### Open Sans Bold

AaAaBbCcCcDdEeEeFfGgHhIiJjKkLlLlMmNnNnOoOoPpRrSsSsTtUuWwXxYyZzZzZz  
1234567890  
!@#\$%^&\*()

### Open Sans Italic

AaAaBbCcCcDdEeEeFfGgHhIiJjKkLlLlMmNnNnOoOoPpRrSsSsTtUuWwXxYyZzZzZz  
1234567890  
!@#\$%^&\*()

### Open Sans Bold Italic

AaAaBbCcCcDdEeEeFfGgHhIiJjKkLlLlMmNnNnOoOoPpRrSsSsTtUuWwXxYyZzZzZz  
1234567890  
!@#\$%^&\*()

# **4. How to use a project name in combination with the Interreg South Baltic brand**

Project names/logos are not a part of the Interreg South Baltic logo but rather should be considered as an annexed element. As such, **the Interreg South Baltic logo should always appear any time the project name or logo is used.**

### 1. FONT TYPE & SIZE

Projects are free to develop their own logo. Alternatively, they should simply use their **name written in Montserrat Bold in the colour of their thematic objective.** The project name cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than **1 "e"** nor smaller than **½ "e"**. In both cases the first capital letter is used as reference. In the event that the name cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the projects' custom area.

### 2. PROJECTS' CUSTOM AREA

**WIDTH:** the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).

**HEIGHT:** its maximum height is equivalent to the height of the EU Emblem (not including the white border).

### 3. STANDARD PLACEMENT

The standard placement for project names/logos is below the Interreg logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.



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Project name



A

#### 4. HORIZONTAL PLACEMENT

Alternatively, project names/logos can be positioned to the left or right side of the Interreg logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

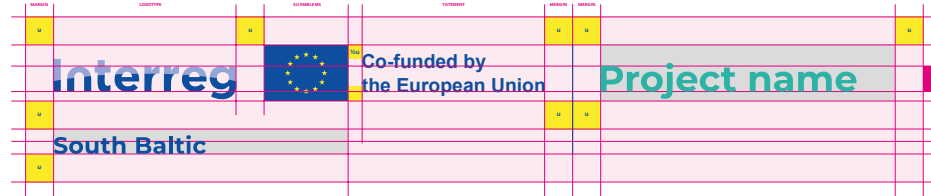
> **Project names/logos can never be positioned above the Interreg South Baltic logo.**

When the project name/logo is placed to the right of the Interreg logo (A), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters. When the project name/logo is placed to the left of the Interreg South Baltic logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

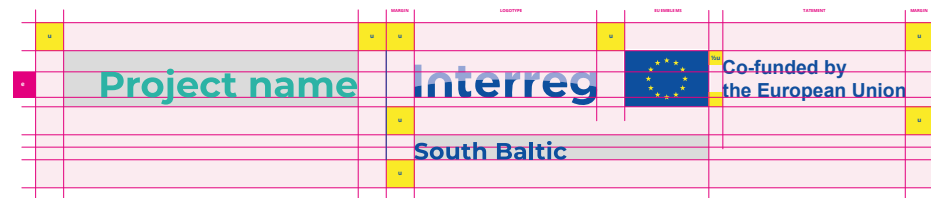
#### 5. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the Interreg South Baltic brand from the project name.

This line is positioned exactly **1 “u”** below the Interreg South Baltic brand and **1 “u”** above the project custom area. It covers the entire width of the brand, not including the margin areas.



B



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# 5. Visual identification

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The inspiration for the key visual and the visual identity package for the Interreg South Baltic Programme 2021-2027 is an art work created by a painter and a graphic designer, Magda Beneda, located in Gdańsk.

The graphic presents sailing boats on the sea. The sailing boats symbolise project partners sailing together on the Baltic sea – the common heritage that we all care for.

The bottom right corner of the graphic is complemented by a blue right-angled triangle in the form of a sail, with the words „sailing together”. This phrase is a motto for the new programming perspective.



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Complementary elements to the visual identity are waves and sails in the form of thin lines. They are analogical to the key visual. These elements should be used based on a priority colour defined by the Programme (see page 19).



 **INNOVATIVE**

 **MONOCHROME**

 **SUSTAINABLE**

 **GENERAL**

 **ATTRACTIVE**

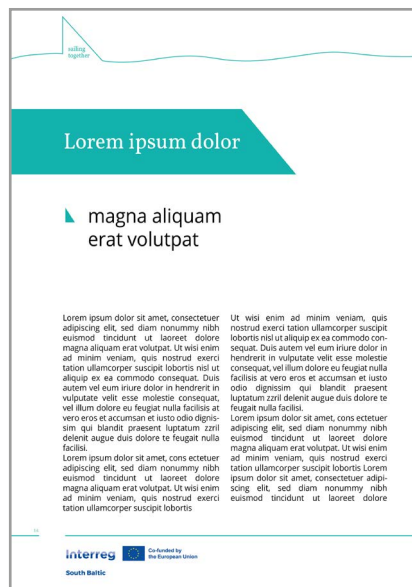
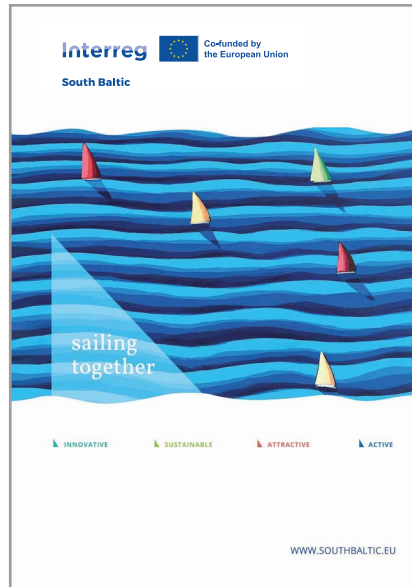
 **ACTIVE**

### Bullet points

The right-angled triangles in four colours, covering priorities of the Programme, were designed as bullet points.

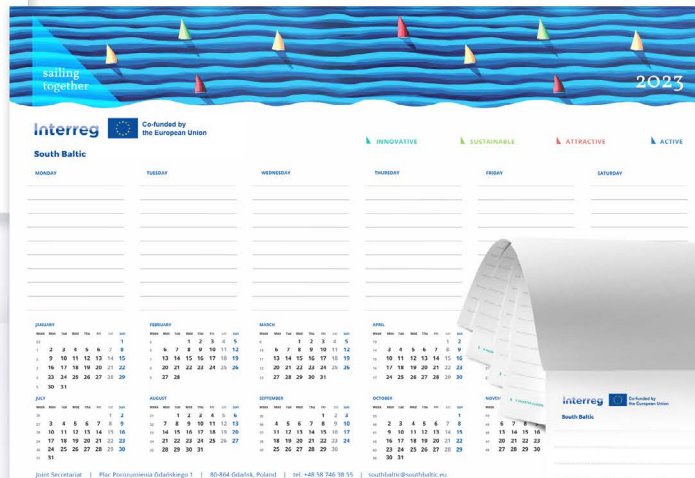
The bullet points should be used according to priority colour or in a Reflex Blue in general materials or in black for monochrome materials.

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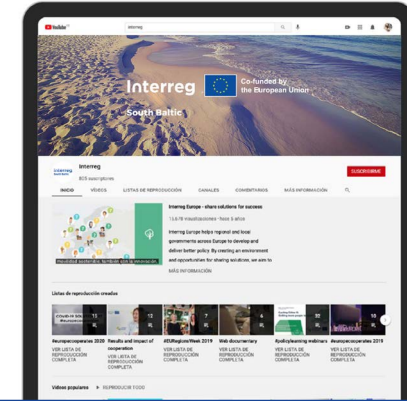
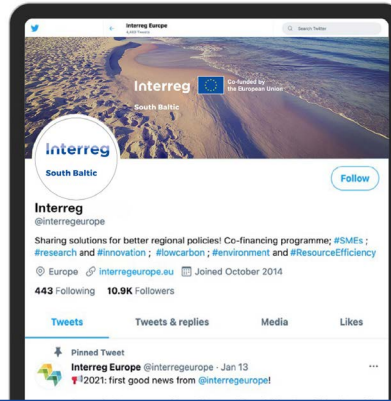
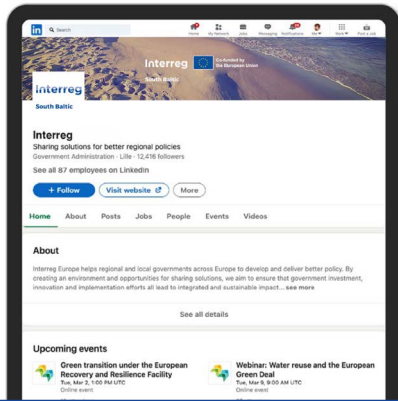


Examples of publications  
manual  
guidelines for beneficiaries

sailing together



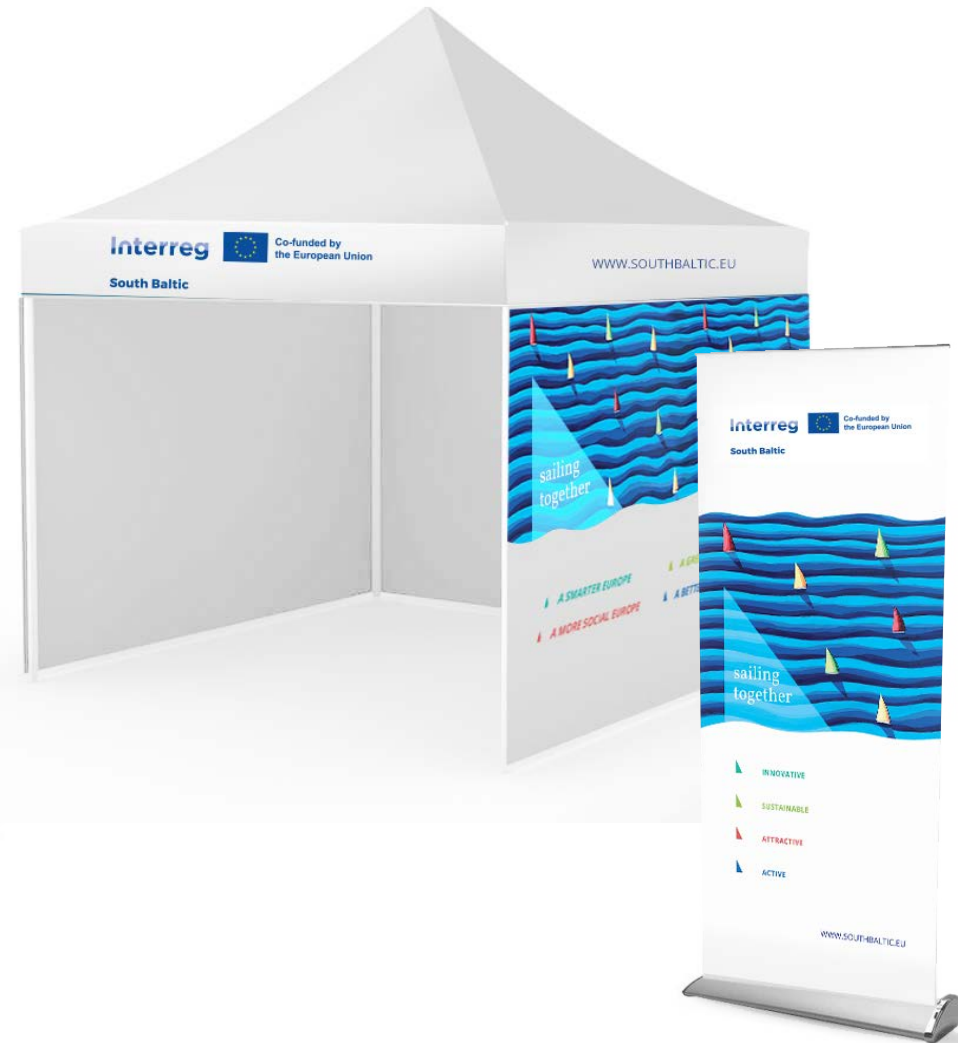
Stationery  
envelope  
letterhead  
calendar  
notebook



Social media  
 banner image  
 avatar  
 posts



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**Promotional materials**

- roll up
- winder
- wall
- tent



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