

**Interreg**  
CENTRAL EUROPE



Co-funded by  
the European Union

# PROGRAMME BRAND BOOK

Version  
02/2023



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# VISION, MISSION & VALUES

## VISION, MISSION & VALUES

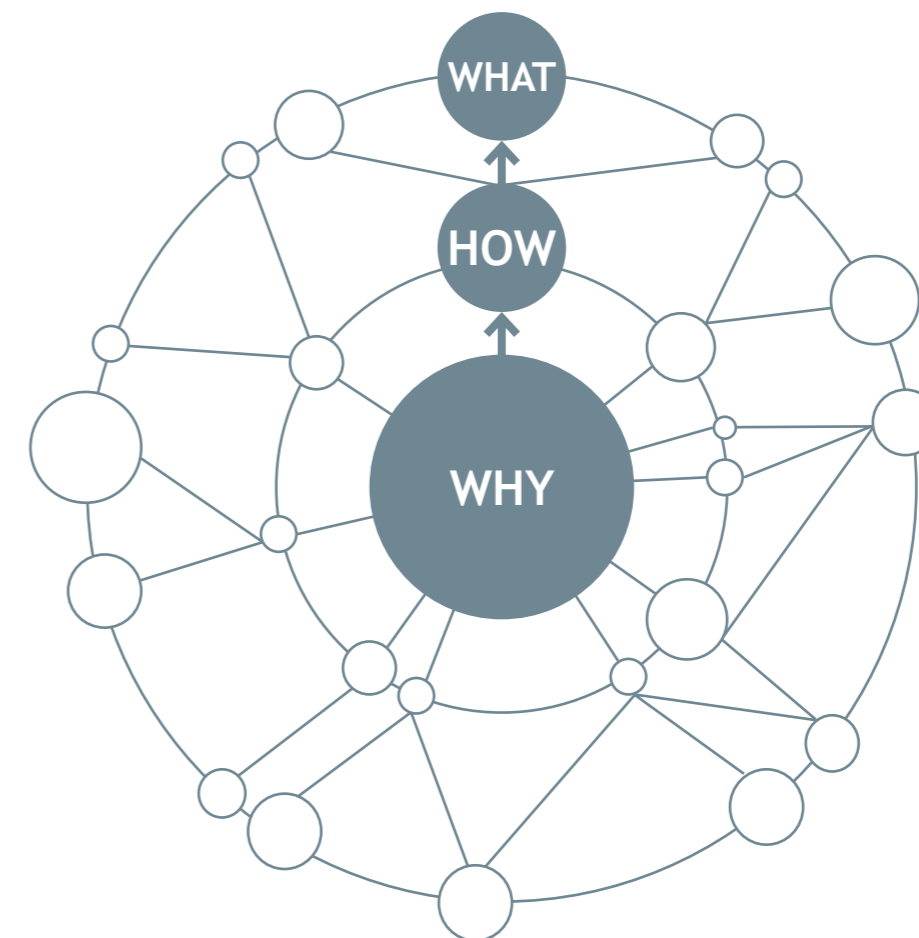
Central European regions and cities are facing numerous challenges that know no borders and cannot be solved alone. They call for more concerted action at all geographical and governance levels, to ensure better perspectives for all people, communities and places in Europe. Our regions need more actions that will contribute to sustainable development and to keep Europe closer together.

ges and supports transnational cooperation between regions facing common challenges which cannot be solved alone. These challenges include among others economic transition processes, climate change, and the long-term socioeconomic consequences of the Covid-19 pandemic. Based on shared needs and a common identity, the programme aims for a common culture of cooperation.

The Interreg CENTRAL EUROPE Programme vision is a united central Europe that cooperates - to become smarter, greener, better connected and more integrated. Based on shared needs and a common identity in an area long divided by the "Iron Curtain", the programme aims for a trustful culture of cooperation beyond administrative borders.

Cooperation is central for cities and regions to become more resilient and attractive places to live and work in. In practical terms, the programme brings together public organisations, the private sector and civil society. It finances transnational projects developing, testing and implementing solutions that are urgently needed in central Europe.

The programme mission is to bring regions and cities together beyond borders to find fitting solutions for their citizens in a fair and equal way everywhere. It encoura-



- WHY?**  
To make regions more resilient to common challenges that know no borders and which cannot be solved alone.
- HOW?**  
By bringing together public organisations, the private sector and civil society.
- WHAT?**  
We finance transnational projects, which develop, test and implement valuable solutions.

# PROGRAMME LOGO

Programme logo  
 Logo specifications  
 EU requirements for programme/project logo use  
 Variations of programme logo  
 Incorrect logo usage

## PROGRAMME LOGO

Every Interreg programme seeks to develop valuable projects that have a real impact on the lives of European citizens. 70+ Interreg cooperation programmes 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.

A shared Interreg brand provides a greater visibility for Interreg at all levels and towards the widest audience, demonstrating that Interreg makes a difference both locally and at European level. From the past experience, the shared Interreg brand has been delivering a harmonised, consistent appearance and shared identity that Interreg CENTRAL EUROPE Programme aims to follow in the new programming period 2021-2027.

The programme logo is therefore based on the joint Interreg branding and strictly follows the [Operational guidelines](#) for the recipients of EU funding on the use of the EU Emblem, published by the European Commission in March 2021.

The 2021-2027 version of the logo ensures continuity with the programme logo used so far, and observes the protection area of the EU flag emblem. The final version of the Interreg CENTRAL EUROPE programme logo was approved by the programme Monitoring Committee.

**Interreg**  
CENTRAL EUROPE



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Only visible on coloured background: the EU flag ALWAYS has a white border!

## LOGO SPECIFICATIONS

The standard programme logo combines the following obligatory elements:

### 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 ratio of 3/2 and such proportions may never be changed. The minimum height of the EU emblem must be 1 cm.<sup>[1]</sup>

### 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. FUNDING STRAND - INTERREG BRAND

The position of the „Interreg“ brand is fixed and horizontally aligned with the top of the EU emblem. The position, colour and font type of the standard logo cannot be altered.

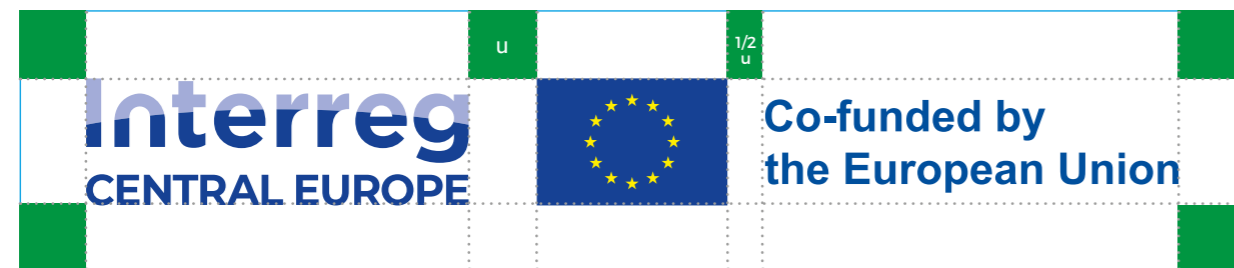
### 4. PROGRAMME NAME - CENTRAL EUROPE

The position of the programme name “CENTRAL EUROPE“ is aligned with the bottom of the EU emblem.

### SPACING AROUND THE EMBLEM

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.

The space to the left of the EU emblem (between the Interreg + the Programme name and the flag) equals 1 “u”. The space to the right of the EU emblem (between the statement and the flag) 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.



[1] For specific items, like pens, the emblem can be reproduced in a smaller size.

## EU REQUIREMENTS FOR PROGRAMME/PROJECT LOGO USE

In order to ensure a high visibility and harmonised visual identity of European Union cohesion policy programmes and projects, the regulatory framework provides a set of instructions for branding communication activities. These are laid down in Articles 46-50 and Annex IX of the Common Provisions Regulation (EU) [No 1060/2021](#), as well as in Article 36 of the Interreg Regulation (EU) [No 1059/2021](#).

The legal instructions oblige bodies that implement EU funding programmes and beneficiaries of EU-funded projects to acknowledge the support from the EU by placing the **programme/project logo** (which includes the EU emblem and the co-financing statement as integral elements)<sup>[2]</sup> prominently on all communication materials used for the public or for participants, such as printed or digital products, websites, social media channels including their mobile views as well as promotional materials.

### PLACEMENT AND SIZE OF LOGO

On publications, the logo is to be placed prominently on the front page. On websites, online and smartphone applications, social media channels and other digital platforms, the programme/project logo has to be positioned in a place which is visible without scrolling or clicking. In videos, the logo has to be integrated in a reasonable size at the beginning as well as at the end of the video. The size of the logo should be always reasonable and recognizable.

### MODIFICATIONS AND COMBINATION OF LOGO

The logo shall not be further modified or merged with any other graphic elements or texts.

*If other logos are displayed in addition, the EU emblem (which is an integral part of the programme and project logo) has to have at least the same size, measured in height or width, as the biggest of the other logos.*

Please consult with the communication unit of the Interreg CENTRAL EUROPE Programme secretariat if in doubt.

[2] When using the term logo, the rules apply both to the use of the programme logo (by the programme bodies) and project logo (by the project beneficiaries).

## VARIATIONS OF PROGRAMME LOGO



Standard version



Application of standard version on dark backgrounds



Alternative version: white & colour



Alternative monochrome versions



The alternative versions presented on the previous page can be used if the design or production method does not work with the standard version.

Examples: Interfering background images or colours might reduce the logo visibility or readability; or a production method does not allow 4-colour printing. Ideally the programme/project brand should be used on white or light backgrounds only.

### WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS

When the use of the standard version with white rectangle is not possible on dark or busy backgrounds due to space restrictions, context, or because it would cover an important element of the background image, the use of a white & colour version is allowed.







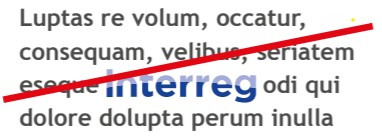


This version uses white colour for the logotype as well as for the border around the EU emblem. The width of the EU emblem border has to be 1/25 of the emblem height.

### MONOCHROME LOGO VERSIONS

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, monochrome versions of the logo can be used. However, these versions should only be used whenever full colour is not available. The EU emblem has to be applied in white with a black border that has the width of 1/25 of the EU emblem height.

*The rules for applications on light vs dark background remain the same for programme and project branding - the standard logo version with a white rectangle is always the preferable option for the use on dark or busy backgrounds.*

## INCORRECT LOGO USAGE

- |   |  |
|---|--|
| <ol style="list-style-type: none"> <li>1. Do not distort, stretch, slant or modify the logo in any way.</li> <li>2. Do not delete „Co funded by the European Union“ or any other part</li> <li>3. Do not cut the logo.</li> <li>4. Do not rotate the logo.</li> <li>5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.</li> <li>6. Do not use outlines around the logo.</li> <li>7. Do not use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.</li> <li>8. Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.</li> <li>9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle as stated before - with a size matching at least the clear space specified on page 12.</li> </ol> | <ol style="list-style-type: none"> <li>1. </li> <li>2. </li> <li>3. </li> <li>4. </li> <li>5. </li> <li>6. </li> <li>7. </li> <li>8. </li> <li>9. </li> </ol> |
|---|--|

# PROJECT LOGOS

Project logo  
 Project logo priorities  
 Spacing

## PROJECT LOGO

All rules outlined for the programme logo as laid down in the section 2 of this manual equally apply to project logos. The standard logo of an Interreg CENTRAL EUROPE project includes all the element of the programme logo in combination with a separate project identity that consists of

- Paint stroke
- Project acronym

The fringes of the paint stroke are identical with the eastern and western borders of the Interreg CENTRAL EUROPE programme area. The colour of the paint stroke matches the thematic priority colour and its length varies according to the length of the project acronym.

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## PROJECT LOGO - PRIORITIES

The length of the paint stroke is adapted to the left for longer project acronyms.



Project Acronym



Project Acronym



Project Acronym



Project Acronym

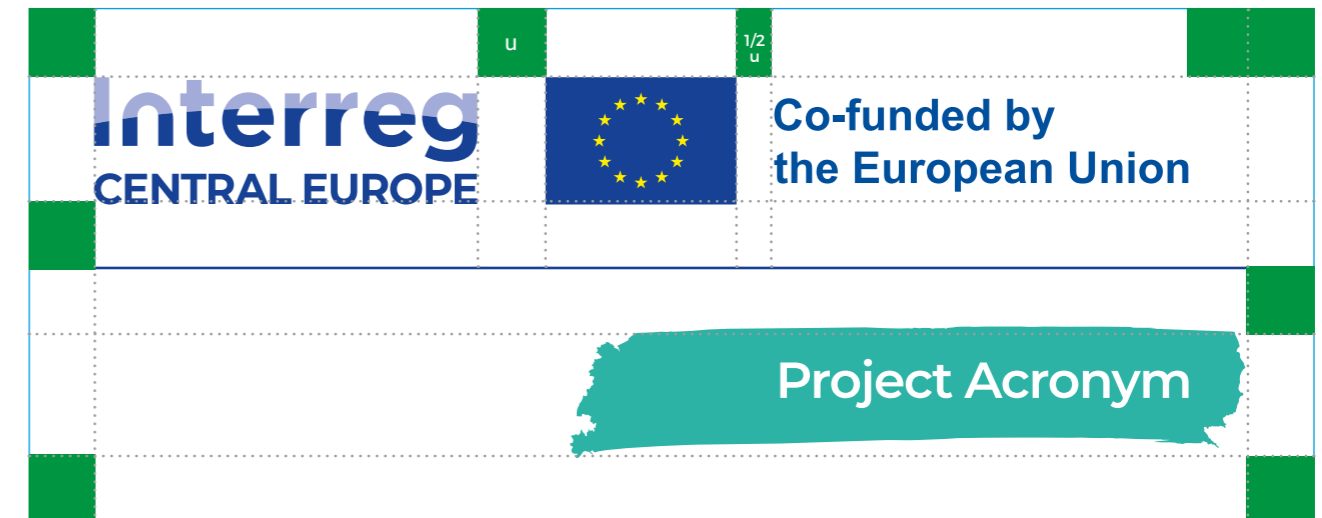
## SPACING

### SPACING AROUND THE EMBLEM

The basic unit (u) used for the definition of the brand composition is calculated in reference to the half height of the EU emblem.

The free space to the left of the EU emblem (between Interreg and the programme name, and the flag) equals

1 "u". The free space to the right of the EU emblem (between the statement and the flag) equals 1/2 "u" - not including the white border. A clear space of at least 1 "u" in height and width must remain around the logo. Within this area, no other graphic elements or logos may be placed.



## GENERAL BRANDING RULES

Project partner premises &  
infrastructure and construction measures

## BRANDING PREMISES, INFRASTRUCTURE AND CONSTRUCTION MEASURES

Within six months after the approval of the project, each project partner has to place at least one poster with information about the project (minimum size A3) at its premises. The poster has to be located in the area where it is readily visible to the public, such as the entrance of a building. The poster has to include the financial support from the European Regional Development Fund. Check section 8 of this manual for more information on the poster template.

Where the total cost of a project that carries out a physical investment or the purchase of equipment exceeds EUR 100.000, it is obligatory to display durable plaques or billboards as soon as the physical investment starts or purchased equipment is installed. The plaques or billboards need to be clearly visible to the public.

In addition to information on the ERDF support received by the project and the contact details of the responsible partner (name, address, e-mail and website), 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 the total cost of a project that carries out a physical investment or the purchase of equipment does not exceed EUR 100.000, at least one poster (minimum size A3) or an equivalent electronic display has to be placed on the site, 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.

# COLOURS

Interreg brand colours  
Programme colours  
Priority colours

## INTERREG LOGO COLOURS

### INTERREG LOGO COLOURS

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.



### REFLEX BLUE

-

#### COLOUR CODES

CMYK : C100 M80 Y00 K00  
Pantone : Reflex Blue  
RGB : R00 G51 B153  
Web : #0d428d



### LIGHT BLUE

-

#### COLOUR CODES

CMYK : C41 M30 Y00 K00  
Pantone : 2716 U  
RGB : R159 G174 B229  
Web : #a1aad0



### YELLOW

-

#### COLOUR CODES

CMYK : C00 M00 Y100 K00  
Pantone : Yellow  
RGB : R255 G204 B00  
Web : #fbec4b

### MONOCHROME LOGO COLOURS



### WHITE

-

#### COLOUR CODES

CMYK : C0 M0 Y0 K0  
Pantone : NA  
RGB : R255 G255 B255  
Web : #ffffff



### BLACK

-

#### COLOUR CODES

CMYK : C0 M0 Y0 K100  
Pantone : NA  
RGB : R0 G0 B0  
Web : #000000

## PROGRAMME COLOURS



### ORIGINAL PETROL

-  
**COLOUR CODES**  
 CMYK : C60 M35 Y32 K13  
 Pantone : NA  
 RGB : R108 G135 B147  
 Web : #6c8793

### PETROL SHADES (PRIMARY)

-  
 In addition to the original petrol programme colour above, the following shades can be used. Please ensure legibility: Some colour shades do not work for small font sizes, some not for bolder, larger ones.



### PETROL DARK

-  
**COLOUR CODES**  
 CMYK : C54 M32 Y36 K16  
 Pantone : NA  
 RGB : R118 G136 B136  
 Web : #758887



### PETROL BRIGHT

-  
**COLOUR CODES**  
 CMYK : C52 M20 Y25 K03  
 Pantone : NA  
 RGB : R132 G170 B176  
 Web : #84aab0



### PETROL LIGHT

-  
**COLOUR CODES**  
 CMYK : C27 M11 Y12 K00  
 Pantone : NA  
 RGB : R196 G211 B216  
 Web : #c3d3d7

### GREY SHADES (SECONDARY)

-  
 If the petrol shades are still not enough, the following greyish tones can be used to beef things up a bit.



### GREY BROWN

-  
**COLOUR CODES**  
 CMYK : C55 M50 Y75 K55  
 Pantone : NA  
 RGB : R79 G73 B52  
 Web : #4e4933



### GREY DARK

-  
**COLOUR CODES**  
 CMYK : C00 M00 Y00 K85  
 Pantone : NA  
 RGB : R76 G76 B78  
 Web : #4c4c4e



### GREY

-  
**COLOUR CODES**  
 CMYK : C00 M00 Y00 K65  
 Pantone : NA  
 RGB : R122 G123 B125  
 Web : #7a7b7d



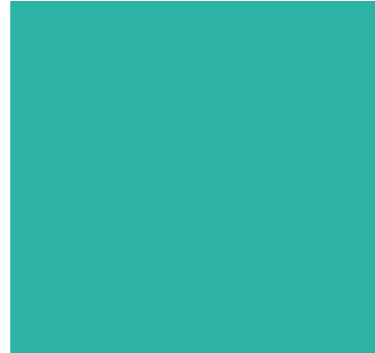
### GREY LIGHT

-  
**COLOUR CODES**  
 CMYK : C00 M00 Y00 K45  
 Pantone : NA  
 RGB : R165 G167 B168  
 Web : #a5a6a8

## PRIORITY COLOURS

---

The Interreg CENTRAL EUROPE Programme has taken over the colour scheme, which was developed for all EU funding programmes to clearly label its thematic priorities.



### A SMARTER CENTRAL EUROPE

-

#### COLOUR CODES

CMYK 72 / 0 / 43 / 0

HEX #18BAA8

RGB 24 / 186 / 168

---



### A GREENER CENTRAL EUROPE

-

#### COLOUR CODES

CMYK 48 / 0 / 89 / 0

HEX #9ACA3C

RGB 154 / 202 / 60

---



### A MORE CONNECTED CENTRAL EUROPE

-

#### COLOUR CODES

CMYK 0 / 56 / 77 / 0

HEX #F68A42

RGB 246 / 138 / 66

---



### A BETTER INTERREG GOVERNANCE

-

#### COLOUR CODES

CMYK 87 / 51 / 0 / 0

HEX #0E6EB6

RGB 14 / 110 / 182

---

# PRIORITY ICONS

## PRIORITY ICONS

The Interreg CENTRAL EUROPE Programme has widely taken over the colour scheme and icons, which were developed for all EU funding programmes to clearly label its thematic priorities. These icons are complementary elements.

COLOUR POSITIVE	COLOUR NEGATIVE	MONOCHROME POSITIVE	MONOCHROME NEGATIVE
<b>A SMARTER CENTRAL EUROPE</b>			
<b>A GREENER CENTRAL EUROPE</b>			
<b>A MORE CONNECTED CENTRAL EUROPE</b>			
<b>A BETTER INTERREG GOVERNANCE</b>			

# PROGRAMME VISUALS

Cooperation visual  
Map visual

## COOPERATION VISUAL

---

The cooperation visual of the programme can be used in various shapes and formats. If in doubt how to use it, please contact the programme secretariat.



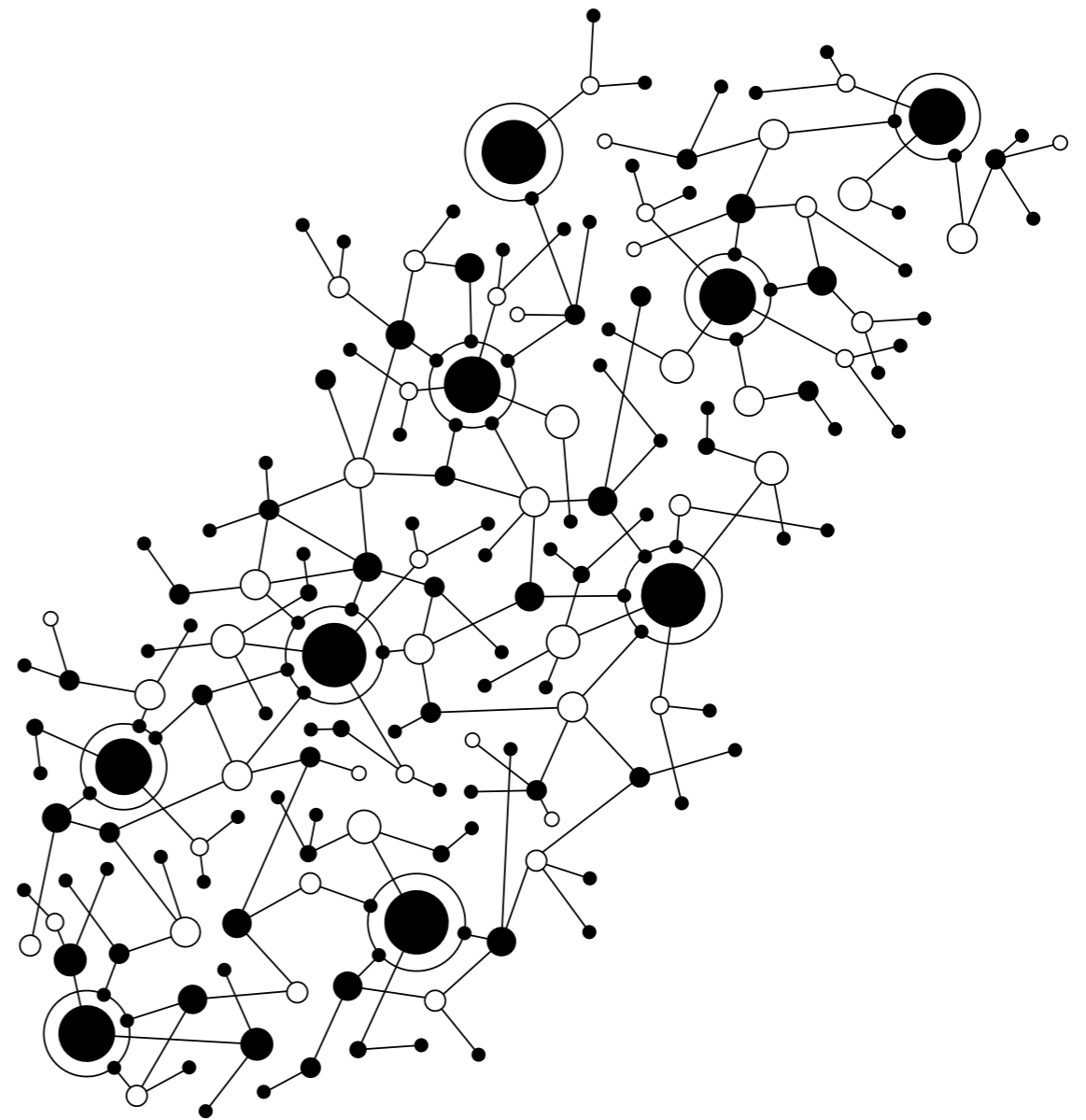
## COOPERATION VISUAL - ONE COLOUR

---



## COOPERATION VISUAL - ONE BLACK

---





## MAP VISUAL

The map with a geographic outline of the programme area is the traditional programme key visual. Drawn with or without country and region borders or specific highlights it matches different communication needs.

This key visual is to be used when the territory (and not necessarily cooperation) is in the focus of communication activities.



COUNTRY BORDERS

-

COUNTRY BORDERS WITH COUNTRY HIGHLIGHTED

-

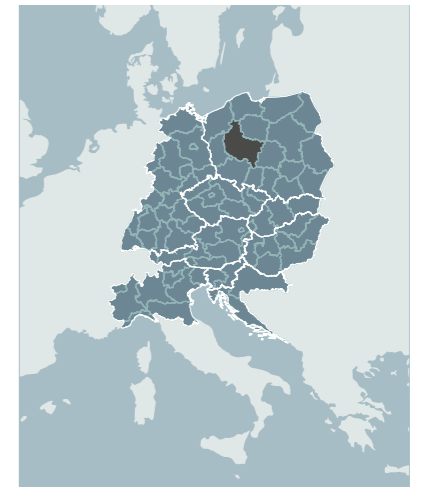


REGION BORDERS

-

REGION BORDERS WITH REGIONS HIGHLIGHTED

-

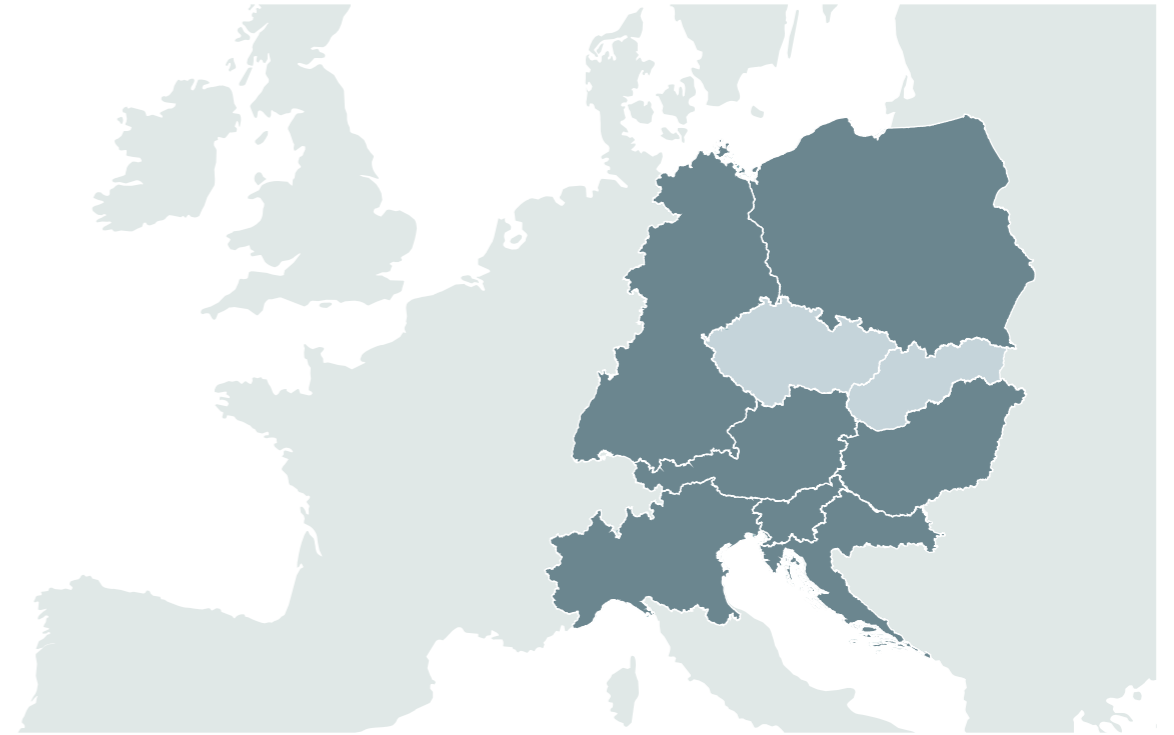




NO COUNTRY BORDERS



OUTLINE OF  
PROGRAMME AREA



MAP VISUAL FOR PROJECT  
FACTSHEETS

# PROGRAMME TYPOGRAPHY

Publications and office document fonts  
 Usage of the publications and office documents font  
 Web font  
 Custom graphics font

## PUBLICATIONS AND OFFICE DOCUMENTS FONT

Trebuchet MS was chosen as the primary programme font 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.

TREBUCHET MS

# TREBUCHET MS

**APPLICATION & GUIDELINES:**  
 please refer to next page

Regular

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

## USAGE OF THE PUBLICATIONS AND OFFICE DOCUMENTS FONT

The following guidelines provide standards for creating office documents and other forms of corporate texts using the Trebuchet MS font. 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.

Annexes provide detailed tutorials on how to work with the predefined Word and Excel templates. For colour values please refer to Section 4 - Programme colours.

Headline Title  
Trebuchet MS Normal Capital Letters  
min. 29 / max. 34 pt  
Programme colour

**HEADLINE TITLE**  
**29/34**

Headline 1  
Trebuchet MS Bold  
min. 15 / max. 18 pt  
Programme colour

**Headline 1**  
**15/18**

Headline 2  
Trebuchet MS Bold  
min. 13 / max. 16 pt  
Petrol Dark

**Headline 2**  
**13/16**

Headline 3  
Trebuchet MS Bold  
min. 11 / max. 15 pt  
Petrol Dark

**Headline 3**  
**11/15**

Headline 4  
Trebuchet MS Bold  
min. 9 / max. 12 pt  
Grey

**Headline 4**  
**9/12**

Standard Text  
Trebuchet MS Regular  
min. 9 / max. 11 pt  
Gray Dark

Standard Text  
**9/11**

Facepernatem at. Fuga.  
Et fugiae pos dolent am fuga.  
Nequo dunt fugiat uta vent.  
Catus solorestium quatur,  
Enissimus. Aximinu llatur?

Quotes  
Trebuchet MS Italic  
min. 9 / max. 11 pt  
Gray Dark

*Quotes*  
**9/11**

*"To be, or not to be, that is the question."*  
*William Shakespeare*

Footnotes  
Trebuchet MS Regular  
min. 8 / max. 9 pt  
Grey Light

Footnotes  
8/9

<sup>1</sup> A footnote is a reference, explanation, or comment placed below the main text on a printed page. Footnotes are identified in the text by a numeral or a symbol.

Bullet Point 1  
Wingdings Symbol  
min. 9 / max. 11 pt  
Programme colour

**e** Bullet Point 1  
**□** Bullet Point 2  
**>** Bullet Point 3

Bullet Point 2  
Wingdings 2 Symbol **□**  
min. 9 / max. 11 pt  
Programme colour

Bullet Point 3  
Trebuchet MS Regular Symbol **>**  
min. 9 / max. 11 pt  
Programme colour

## WEB FONT

The web font was chosen in line with the Interreg brand book. Open Sans is being used as the web font of most Interreg programmes but should not be used for publications or office documents.

# OPEN SANS

### THE FONT

Regular  
 A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

Bold  
**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

Figures  
 0 1 2 3 4 5 6 7 8 9

## CUSTOM GRAPHICS FONT

The custom graphics font was chosen in line with the Interreg brand book. Montserrat is meant to be used only when Trebuchet does not fit in an implementation. Additionally, it can be used for website or publication headlines.

# MONTSERRAT

### THE FONT

Light  
 A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z

Semi Bold  
**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m**  
**n o p q r s t u v w x y z**

Figures  
 0 1 2 3 4 5 6 7 8 9

### FONT DOWNLOAD

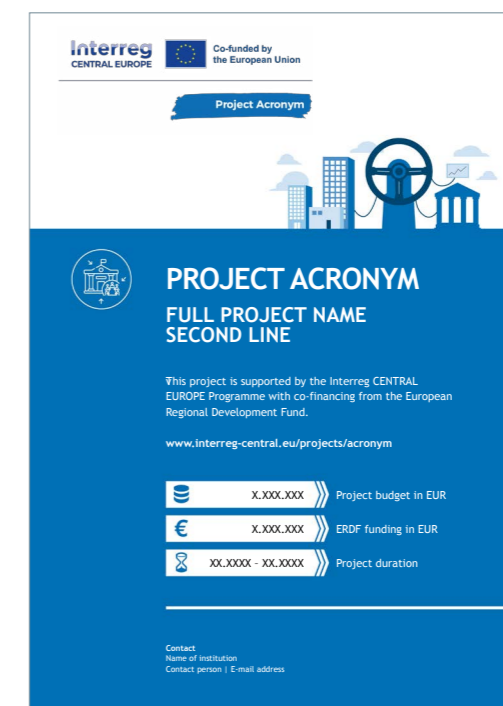
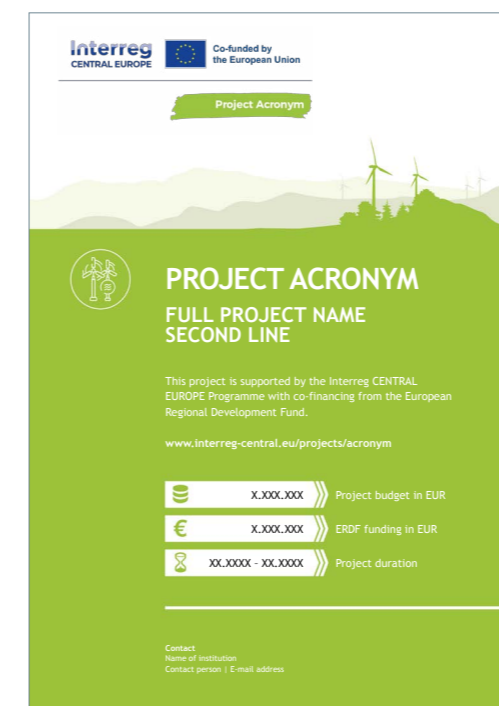
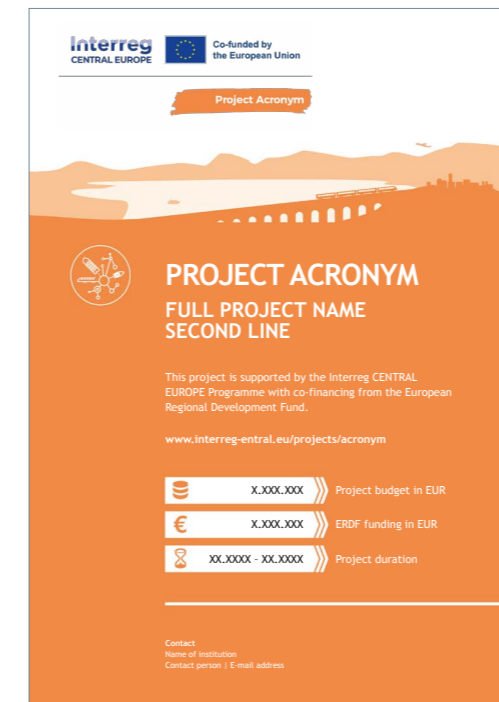
<https://www.google.com/fonts/specimen/Montserrat>

# PROJECT DESIGN TEMPLATES

- Project poster templates
- Word templates
- PowerPoint templates
- Fact sheet templates

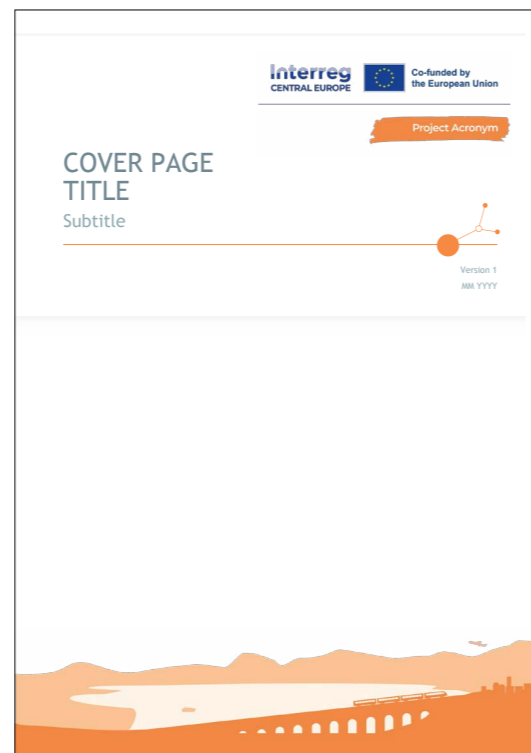
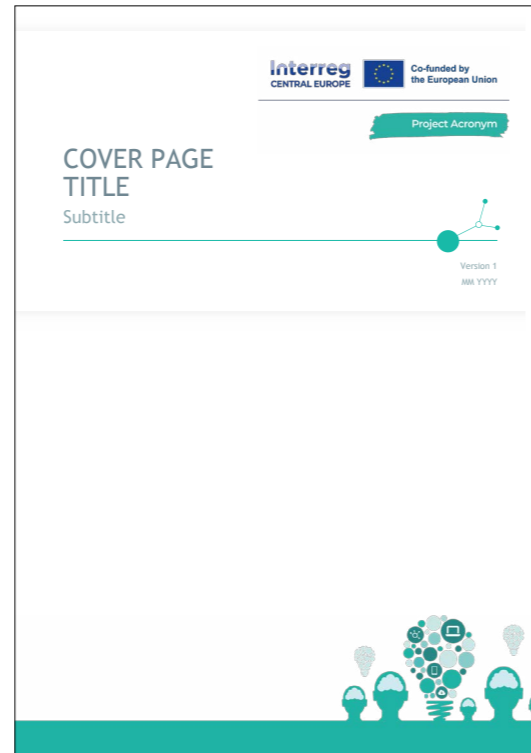
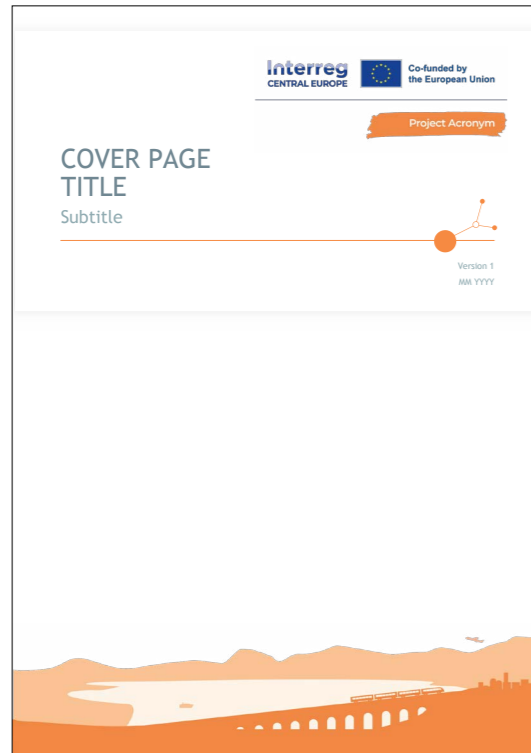
## PROJECT POSTER TEMPLATES TO BRAND PARTNER PREMISES

All Interreg CENTRAL EUROPE projects will be provided with the corporate design package including individualised project logo, iconography, key visuals, and templates through the programme cloud server. The project management teams will receive the link upon request to [info@interreg-central.eu](mailto:info@interreg-central.eu). As defined in the section 4 of this manual on the general branding rules, each partner has to place at least one poster with information about the project at its premises. The posters are available in four programme priority designs.



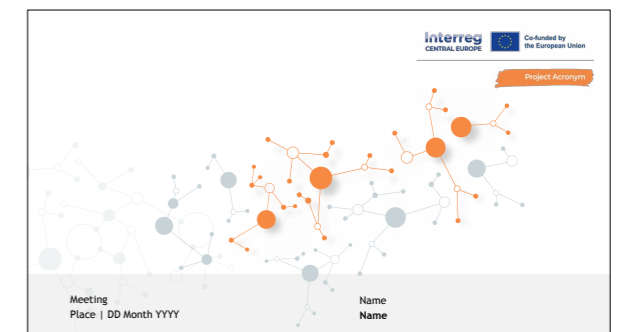
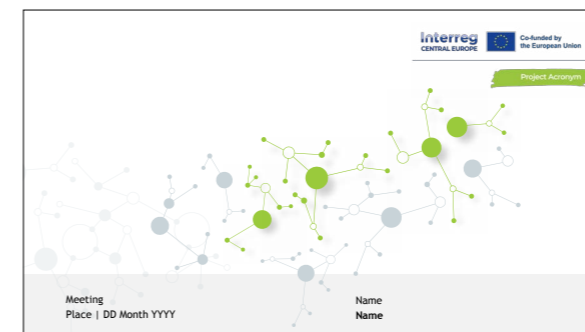
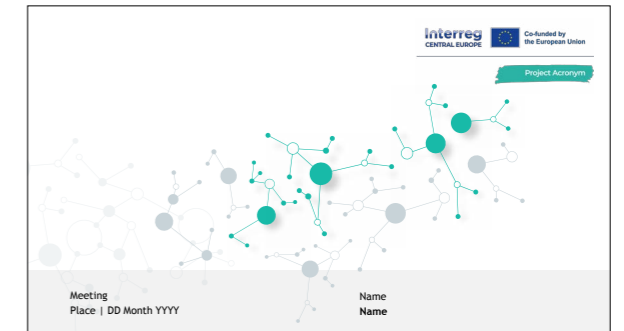
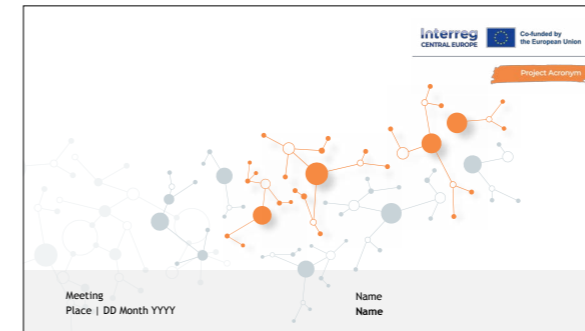
## WORD TEMPLATES

The Word templates are available in four programme priority designs.



## POWERPOINT TEMPLATES

The PowerPoint templates are available in four programme priority designs. Please go to the PowerPoint menu point: "Master Slides" to modify the logo and other graphic elements.



## FACT SHEET TEMPLATE

The individualised fact sheet template is available for each project. It can be freely edited using a standard or online-based graphic software. If in doubt how to use it, please contact the programme secretariat.

**Interreg CENTRAL EUROPE** Co-funded by the European Union

**Project Acronym**

**COUNTRIES & REGIONS**

AUSTRIA	Region
CROATIA	Region
CZECHIA	Region
GERMANY	Region
HUNGARY	Region
ITALY	Region
POLAND	Region
SLOVAKIA	Region
SLOVENIA	Region

**2,47** million € Project budget

**12** Partners

**7** Pilots

**80%** ERDF co-financing

**02.2023** Start date

**01.2026** End date

Information based on application form | December 2022

interreg-central.eu/projects/acronym

## VERSION INFO I CHANGE LOG

Please note that this is the second version of the Interreg CENTRAL EUROPE Programme Brand Manual, issued on 19 October 2023. The changes in the version 2 of the manual are listed below:

Page 19 | Section 4 | Branding of infrastructure and construction

- Update of requirements concerning branding of infrastructure, construction and equipment
- Rewording of information related to the branding of a physical investment or the purchase of equipment



# PROGRAMME BRAND BOOK

Version

02/2023 issued on 19 October 2023