

# PROJECT BRAND MANUAL

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Version 3  
January 2018



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**SECTION 1**  
**BRAND**  
**HARMONISATION**

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Interreg cooperation programmes across Europe have agreed to widely harmonise their brands in the programming period 2014-2020. Harmonisation is based on a jointly developed Interreg logo and aims at increasing the visibility and recognition of Interreg funds and results.

Interreg CENTRAL EUROPE extends this harmonisation to all funded projects to multiply these positive effects. Harmonisation will also facilitate joint communication activities between projects and the programme.

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## Why do we harmonise?

Boost visibility and recognition of what we do. **Build up critical mass.** Create a stronger sense of belonging together. Ensure consistent quality. **Make project communication easier and cheaper.**

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# SECTION 2 BRANDING REQUIREMENTS

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EU and programme rules

## EU AND PROGRAMME RULES

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In order to ensure high visibility and a harmonised visual identity of European Union Cohesion Policy projects, Articles 115-117 and Annex XII of the Common Provisions Regulation (EU) No 1303/2013 as well as Articles 4

and 5 of the Commission Implementing Regulation (EU) No 821/2014 provide a set of instructions for branding project communication activities. Instructions can be summarised as follows below.

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### PLACEMENT AND SIZE OF 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)
- Name of European Union and fund (European Regional Development Fund)
- Name of funding strand (Interreg)
- Programme name (CENTRAL EUROPE)
- Project acronym

On publications, the given project logo has to be placed either on the front (or in exceptional cases authorised 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. The size of the logo should be reasonable and recognizable.

For very small spaces, with an available print area of less than 2 cm in height or 4 cm 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)
- Name of European Union
- Name of funding strand (Interreg)
- Name of programme (CENTRAL EUROPE)
- Project acronym

If other logos are displayed in addition to the project logo, the project logo has to be placed on the same page (or surface) as the other logos.

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### ATTENTION

Project logos will sometimes be combined with other logos. In such cases, the **European Union flag emblem** (which is part of the project logos) shall not be smaller than the size of the biggest logo displayed on a same page (or surface). Measured either in height or width. Please consult with the communication unit of the Joint Secretariat if in doubt about this.

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### LINK

[http://ec.europa.eu/regional\\_policy/en/information/legislation/regulations/](http://ec.europa.eu/regional_policy/en/information/legislation/regulations/)

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## BRANDING PREMISES, INFRASTRUCTURE AND CONSTRUCTION MEASURES

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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). The poster has to include the financial support from the European Regional Development Fund and has to be located at partner premises, a location readily visible to the public, such as the entrance area of a building. Check section 8 of this manual for more information on the poster template.

Where the total public support for a project carrying out infrastructure or construction measures exceeds EUR 500.000, 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.

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 measures does not exceed EUR 500.000, 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.

Check section 9 of this manual for more information on the billboard/plaque template.

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## BRANDING PROMOTIONAL PRODUCTS AND GIFTS

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Awareness-raising on the project is the most common reason for purchasing promotional items (gadgets). They can be used as giveaways at events, such as exhibitions and conferences, or in broader awareness campaigns.

Promotional items are usually relatively small and inexpensive. While almost any product can be branded with a project logo and used for promotion, the Interreg CE Programme has drafted an exhaustive list of common promotional items listed below. The production of other promotional items not included in such list needs a prior approval by the MA/JS.

### List of items:

- Pens and pencils
- Notepads
- USB sticks
- Bags (e.g. cotton, linen, paper)
- Roll-ups
- Lanyards

Promotional products are by definition produced in larger quantities and come custom printed with the project logo. The production scale is one key difference between promotional products and gifts. The use of gifts has also a different aim: project gifts are not meant to raise awareness but rather to improve relations. They help to express gratitude to one specific person while respecting applicable rules against corruption. An example of gift could be a bouquet of flowers wrapped with a band holding the project logo, handed over to the host or an important speaker at a project event.

Gifts purchased are eligible up to a maximum value of EUR 50 per item upon condition that they are used for communication activities. As it is for promotional items, they must be branded with the project logo. No more than EUR 500 shall be spent on gifts during the lifetime of an Interreg CENTRAL EUROPE project.

For further information on eligibility requirements on promotional items and gifts please refer to chapters C.1.6 and C.2.4.3 of the implementation manual, available at [www.interreg-central.eu/implement](http://www.interreg-central.eu/implement).

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# SECTION 3

## PROJECT LOGOS

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Project logos

Project logos in combination with other logos

Correct and incorrect usage of logos

Sample applications

## PROJECT LOGOS

---

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

- European Union emblem (EU flag)
- Name of European Union and fund (European Regional Development Fund)

- Name of funding strand (Interreg)
- Programme name (CENTRAL EUROPE)
- Project acronym

As a result, Interreg CENTRAL EUROPE project logos look like this:




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### DOWNLOAD

Projects will be provided with their complete logo packages 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).

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The logo is the most important element of the visual identity. All project activities have to be branded with the given project logo. The Interreg CENTRAL EUROPE project logo provides a robust and yet unobtrusive look.

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#### ATTENTION

In order to simplify visualisation of project logos and templates only one colour type is used in this brand manual.

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## 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 changed:

### European flag

The height of the flag is the same as the letter "I".

### European Union label

The text labels (European Union and European Regional Development Fund) are aligned below the descender of the letter "g". It is always exactly as wide as the European flag. Following the EU regulation, the European Union labelling is set in Arial.

### Clear space area

Clear space of at least half the logo height (without the paint stroke) must remain around the logo. 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. It is highly recommended to increase this space wherever possible.

### Paint stroke

Fringes of the paint stroke into which the project acronyms are embedded are identical with the eastern and western borders of the Interreg CENTRAL EUROPE programme area. The project acronyms are centred and colours and lengths of the paint stroke change according to thematic priority and acronym length.

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## LOGO SIZE

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




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For small scale implementations refer to page 15 of this manual.

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## PAINT STROKE ELEMENT

The left and right side of the paint stroke are identical with the eastern and western border of the Interreg CENTRAL EUROPE programme area.



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## PROGRAMME LOGO: ALTERNATIVE VERSIONS

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Alternative versions of the logo can be used if the design or production method does not work with the original version. Examples: Interfering background images or colours might reduce the logo visibility or readability; or a production method does not allow 4-colour printing.

For monochrome reproduction processes variations of the project logo were created in black. In case project logos have to be produced on materials with a coloured background, please consult the communication unit at the Joint Secretariat at [info@interreg-central.eu](mailto:info@interreg-central.eu).



**ACRONYM**

MONOCHROME



**ACRONYM**

MONOCHROME OUTLINE

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### DOWNLOAD

Projects will be provided with their complete logo packages 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).

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## PROGRAMME LOGO: SMALL SCALE VERSIONS

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If the print area available for the logo is smaller than 4 cm 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.




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## DOWNLOAD

Projects will be provided with their complete logo packages 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).

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## CORRECT LOGO USAGE

Project logos have to be placed either on the front or (in exceptional cases when pre-approved by the programme) on the back cover of publications. As a general rule the project logos should be left-aligned in office documents.

On websites and subpages, online and smartphone applications, social media and other digital platforms

and implementations 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, it also has to be placed in a prominent place. The size of the logo should be reasonable and recognisable.

### 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 background only. Using the logo on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.

### Monochrome logo

For single colour reproductions, a monochrome version of the logo should be used. This version should only be used whenever full color is not available.

### Small scale versions

The small scale versions should be used, if a horizontal or vertical logo variation is needed and the standard logo cannot be used because of size limitations.

### Copyright

In case you need to use copyright on the project pictures we recommend to insert the copyright text in the picture directly or in social media in the box accompanying the picture.

### Ideal logo use:

On white background or light background



### Allowed logo use:

In a white box on a coloured background or a photo



©Shutterstock

## INCORRECT LOGO USAGE

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete "European Union", "European Regional Development Fund" or "CENTRAL EUROPE"
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 use the logo in body text. Instead, in body text use just the word Interreg set in the font of the body text.
8. Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.
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 13.
10. Do not use the secondary project version as a stand-alone logo.

1.



2.



3.



4.



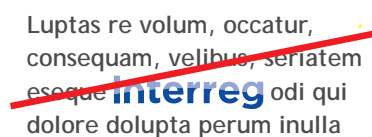
5.



6.



7.



8.



9.



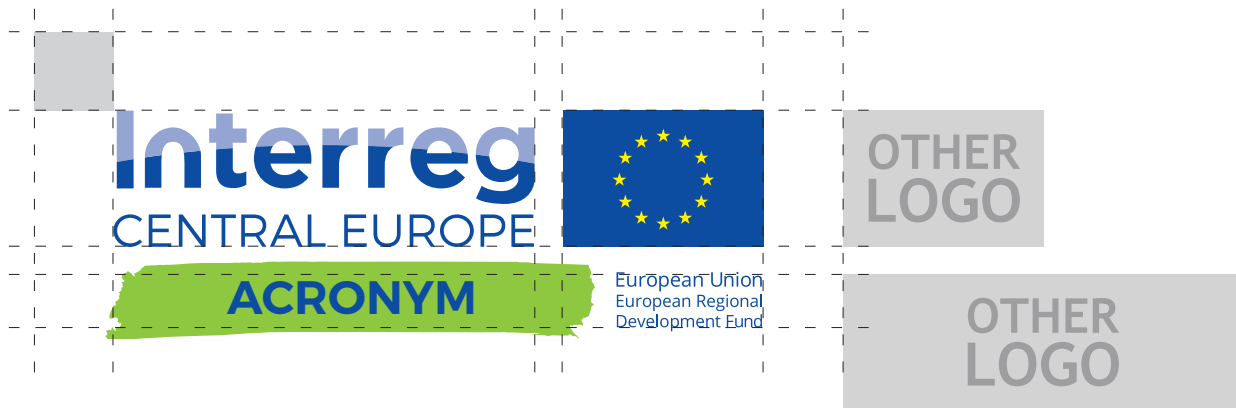
10.



## CORRECT LOGO USAGE - 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."

In addition to the primary project logo version, a secondary version with an enlarged EU emblem was therefore designed to facilitate combinations with other logos.



### ATTENTION

This version shall only be used when the project logo has to be combined with other logos! In case of doubt, please contact the communication unit at the Joint Secretariat at [info@interreg-central.eu](mailto:info@interreg-central.eu).

### ATTENTION

National rules on displaying other logos may apply for projects with partners receiving additional co-financing from the national schemes. Please carefully check the national rules in Hungary and Slovenia.

## INCORRECT LOGO USAGE - IN COMBINATION WITH OTHER LOGOS

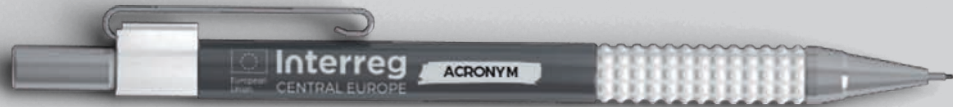
---

1. Do not make other logos too wide and too big in comparison to the EU flag.
2. Do not use the combination logo version as stand-alone logo.



# SAMPLE APPLICATIONS

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# SECTION 4

## COLOURS

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Programme colours

Interreg colours

Priority colours

## PROGRAMME COLOURS

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The colour blue is widely associated by people with stability and reliability, while green usually evokes impressions of freshness and growth. Petrol is an intermediate colour between blue and green plus a touch of grey and was chosen as the main programme colour. The definition of specific shades of petrol (primary) offer a wider variety for using colour in programme activities. In addition, some grey shades (secondary) were defined to allow even greater variation without interfering with the programme colour or the priority colours.

The definition of specific shades of petrol (primary) offer a wider variety for using colour in programme activities. In addition, some grey shades (secondary) were defined to allow even greater variation without interfering with the programme colour or the priority colours.

---

### MAIN COLOUR



#### ORIGINAL PETROL

-

#### COLOUR CODES

CMYK : C60 M36 Y25 K00

Pantone : 5425 C

RGB : R124 G150 B168

Web : #7c96a8

---

## PETROL SHADES (PRIMARY)

-

When the main colour is not enough the following shades can be used. There are no rules except legibility. Some shades do not work for small font sizes, some not for bolder, larger ones.



### ORIGINAL PETROL

-

#### COLOUR CODES

CMYK : C60 M36 Y25 K00

Pantone : 5425 C

RGB : R124 G150 B168

Web : #7c96a8

---



### PETROL DARK

-

#### COLOUR CODES

CMYK : C54 M32 Y36 K16

Pantone : NA

RGB : R118 G136 B136

Web : #758887

---



### PETROL BRIGHT

-

#### COLOUR CODES

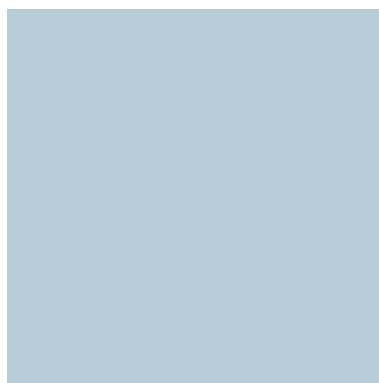
CMYK : C52 M20 Y25 K03

Pantone : NA

RGB : R132 G170 B176

Web : #84aab0

---



### PETROL LIGHT

-

#### COLOUR CODES

CMYK : C27 M11 Y12 K00

Pantone : NA

RGB : R196 G211 B216

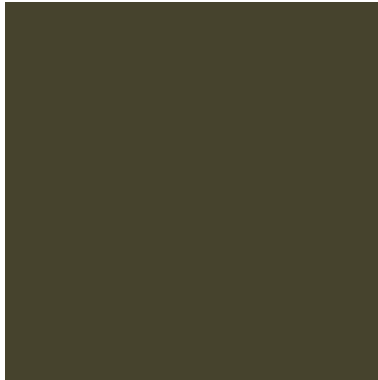
Web : #c3d3d7

---

## GREY SHADES (SECONDARY)

-

If the petrol shades are still not enough, the following greyish tones can be used to beef things up a bit. Tip: Grey Dark is recommended to be used as standard text colour in documents and on websites (as full-on black hurts eyes when reading on-screen).



## 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

# INTERREG 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.



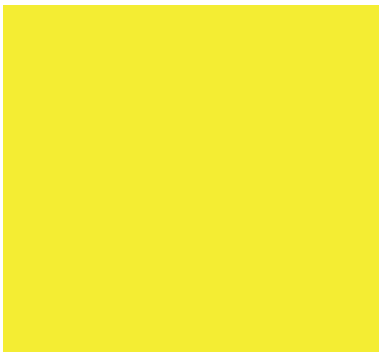
## REFLEX BLUE

- 
- 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
-

## PRIORITY COLOURS

---

Interreg CENTRAL EUROPE has taken over the colour scheme, which 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 colours that are relevant for Interreg CENTRAL EUROPE are defined on the right.



### INNOVATION AND KNOWLEDGE DEVELOPMENT

-

#### COLOUR CODES

CMYK : C00 M24 Y93 K00  
 Pantone : 109 U  
 RGB : R253 G198 B8  
 Web : #fdc608

---



### LOW-CARBON CITIES AND REGIONS

-

#### COLOUR CODES

CMYK : C81 M13 Y76 K01  
 Pantone : 347 U  
 RGB : R21 G153 B97  
 Web : #159961

---



### NATURAL AND CULTURAL RESOURCES

-

#### COLOUR CODES

CMYK : C49 M00 Y99 K00  
 Pantone : 382 U  
 RGB : R152 G194 B34  
 Web : #98c222

---



### TRANSPORT AND MOBILITY

-

#### COLOUR CODES

CMYK : C46 M37 Y34 K15  
 Pantone : Cool Gray 9 U  
 RGB : R138 G137 B140  
 Web : #8a898c

---

# SECTION 5 PROGRAMME TYPOGRAPHY

---

Publications and office documents font

Usage of 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. Projects are free to choose their typography. However they are encouraged to use similar fonts and sizes.

Projects are free to choose their typography. However they are encouraged to use similar fonts and sizes.

---

### 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 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.

Projects are free to choose their typography. However they are encouraged to use similar fonts and sizes.

---

Headline Title  
Trebuchet MS Normal Capital Letters  
min. 29 / max. 34 pt  
Original Petrol

---

---

HEADLINE TITLE  
29/34

---

---

Headline 1  
Trebuchet MS Bold  
min. 15 / max. 18 pt  
Original Petrol

---

---

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  
Black

---

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  
Black

---

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  
Original Petrol

- 
- Bullet Point 1
    - Bullet Point 2
      - > Bullet Point 3

---

Bullet Point 2  
Wingdings 2 Symbol □  
min. 9 / max. 11 pt  
Original Petrol

---

Bullet Point 3  
Trebuchet MS Regular Symbol >  
min. 9 / max. 11 pt  
Original Petrol

---

## WEB FONT

---

The web font was chosen in line with the Interreg brand book. Open Sans is 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 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

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### FONT DOWNLOAD

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

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# SECTION 6

## ICONOGRAPHY

---

Priority icons  
Specific objectives icons  
Other icons

## PRIORITY ICONS

---

The icons were designed for all Interreg programmes and projects to work well together as a series, using similar iconography, forms and line weights. The standard use of icons is in the colour of the related programme priorities. Priority icons relevant for Interreg CENTRAL EUROPE are presented below.

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### **INNOVATION AND KNOWLEDGE DEVELOPMENT**



### **LOW CARBON CITIES AND REGIONS**



### **NATURAL AND CULTURAL RESOURCES**



### **TRANSPORT AND MOBILITY**

---

#### **DOWNLOAD**

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---

## SPECIFIC OBJECTIVES ICONS

---

Priority icons are completed by a set of ten icons representing the programme specific objectives. Interreg CENTRAL EUROPE projects are free to use them in the programme or their priority colours and in any readable size.

---

### INNOVATION AND KNOWLEDGE DEVELOPMENT

- 1.1 Sustainable linkages among innovation actors
- 1.2 Improving skills for economic and social innovation



### LOW CARBON CITIES AND REGIONS

- 2.1 Energy efficiency in public infrastructure
- 2.2 Low carbon planning
- 2.3 Low carbon urban mobility



### NATURAL AND CULTURAL RESOURCES

- 3.1 Sustainable use of natural heritage
- 3.2 Sustainable use of cultural heritage
- 3.3 Environmental management in urban areas



### TRANSPORT AND MOBILITY

- 4.1 Regional passenger transport
- 4.2 Sustainable freight transport




---

### DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---



## OTHER ICONS

---

In addition to priority and specific objective icons, the programme defined a set of icons for output types and other fields the programme works on. Sizes and colours of the icons can be adapted by the projects.

---

### Outputs

Strategy and action plans



Pilot actions



Training



Tools



Innovation networks







---

### DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---

---

Project/Partnership	
Sustainability	
Innovative & novel solutions	 

---

**DOWNLOAD**

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---

---

Start



Closure



Results



Budget



---

## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---

# SECTION 7 CLAIM AND KEY VISUAL

---

Claim

Key visual "Squares"

Key visual "Map"

## CLAIM

---

The claim demonstrates how the programme understands its mission. Interreg CENTRAL EUROPE aims to take cooperation in central Europe forward from mere networking to concrete results that help shape better regions and cities.

Interreg CENTRAL EUROPE projects are welcomed to use the claim and key visuals developed by the programme to reflect our vision and mission in short.



TAKING  
COOPERATION  
FORWARD

---

## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---

## KEY VISUAL “SQUARES”

---



### FULL VERSION

-

The full version of the key visual “Squares” consists of three elements:

- Shaded squares
- Petrol background
- Claim

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

---

### DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---



#### LIGHT VERSION

-

The light version of the key visual "Squares" consists of elements:

- Reduced shaded squares
- Petrol background
- Claim

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



---

#### DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---

## KEY VISUAL “MAP”

---

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

-

---

### DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---





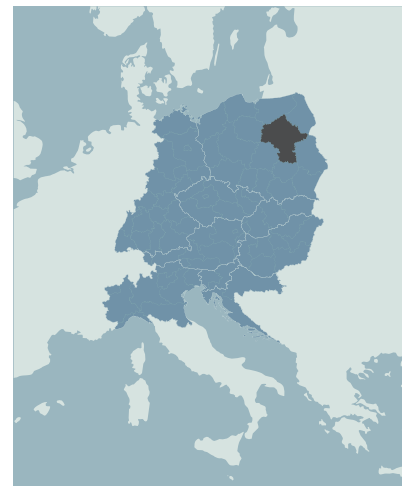
**REGION BORDERS**

-

**REGION BORDERS WITH  
REGIONS HIGHLIGHTED**

-

Regions to be highlighted in  
GREY DARK.



---

**DOWNLOAD**

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---



---

## CONNECT THE DOTS



---

## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

---

---

## LIST OF REGIONS ON THE MAP

1 Kujawsko-Pomorskie	40 Střední Morava
2 Berlin	41 Jihovýchod
3 Wielkopolskie	42 Nyugat-Dunántúl
4 Oberbayern	43 Piemonte
5 Łódzkie	44 Podkarpackie
6 Dolnośląskie	45 Bratislavský
7 Közép-Dunántúl	46 Vzhodna Slovenija
8 Střední Čechy	47 Dél-Dunántúl
9 Śląskie	48 Oberfranken
10 Podlaskie	49 Wien
11 Stuttgart	50 Moravskoslezsko
12 Mazowieckie	51 Stredné Slovensko
13 Oberpfalz	52 Valle D'Aosta
14 Észak-Magyarország	53 Emilia-Romagna
15 Małopolskie	54 Kontinentalna Hrvatska
16 Východné Slovensko	55 Zahodna Slovenija
17 Świętokrzyskie	56 Észak-Alföld
18 Mittelfranken	57 Severozápad
19 Schwaben	58 Praha
20 Opolskie	59 Niederösterreich
21 Liguria	60 Steiermark
22 Severovýchod	61 Tirol
23 Lombardia	62 Kärnten
24 Jihozápad	63 Közép-Magyarország
25 Sachsen-Anhalt	64 Vorarlberg
26 Warmińsko-Mazurskie	65 Friuli-Venezia Giulia
27 Thüringen	66 Provincia Autonoma Bolzano/Bozen
28 Lubuskie	67 Provincia Autonoma Trento
29 Zachodniopomorskie	68 Jadranska Hrvatska
30 Karlsruhe	69 Lubelskie
31 Oberösterreich	70 Leipzig
32 Salzburg	71 Unterfranken
33 Dél-Alföld	72 Západné Slovensko
34 Pomorskie	73 Chemnitz
35 Mecklenburg-Vorpommern	74 Freiburg
36 Brandenburg	75 Tübingen
37 Dresden	76 Niederbayern
38 Veneto	
39 Burgenland	

---

# SECTION 8

# OFFICE TEMPLATES

---

Word  
Excel  
PowerPoint

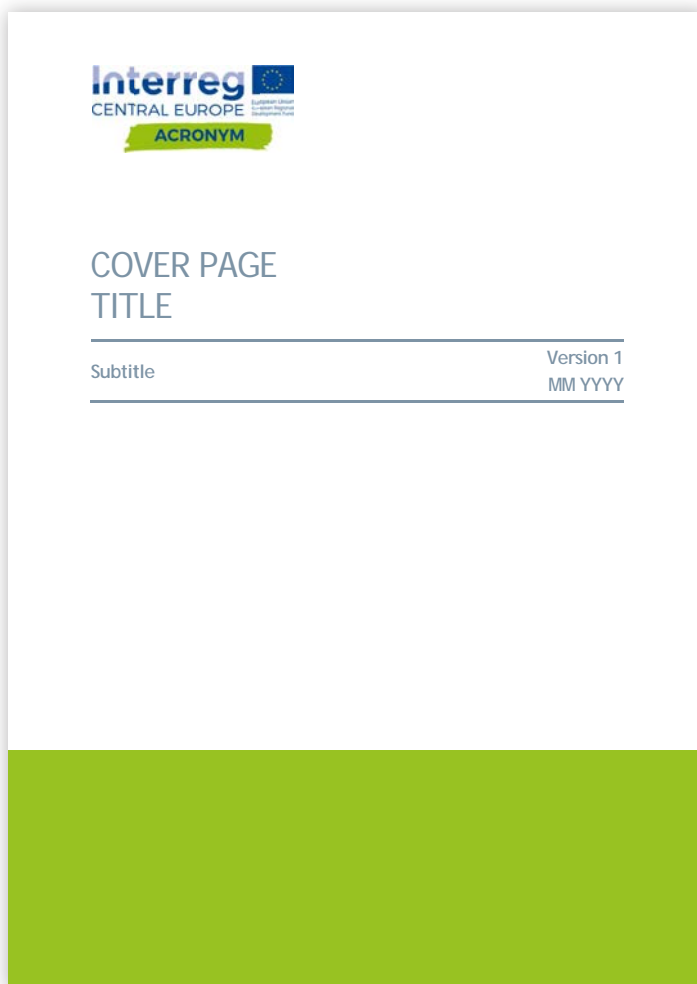
## WORD

For Word files, four types of covers and templates are available:

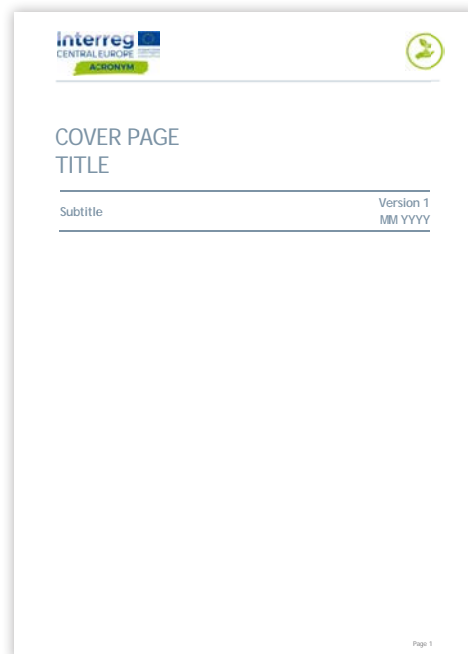
- Full page cover with the stand-alone project logo
- Full page cover with the project logo in combination with other logos
- Half page cover portrait
- Half page cover landscape

All templates are available in four programme priority designs.

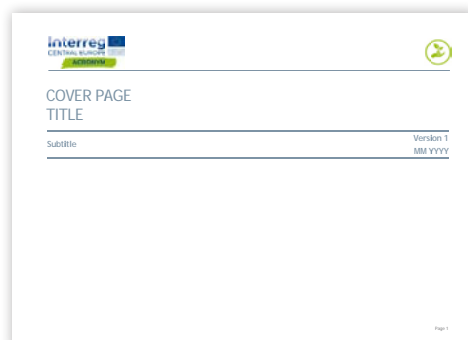
The full page cover should be used for strategies, action plans, studies, other outputs or public documents that reach an external audience. The half page cover should be used mainly for internal documents, such as briefings or minutes.



Word\_Fullpage\_cover.dotx



Word\_Halfpage\_cover\_portrait.dotx



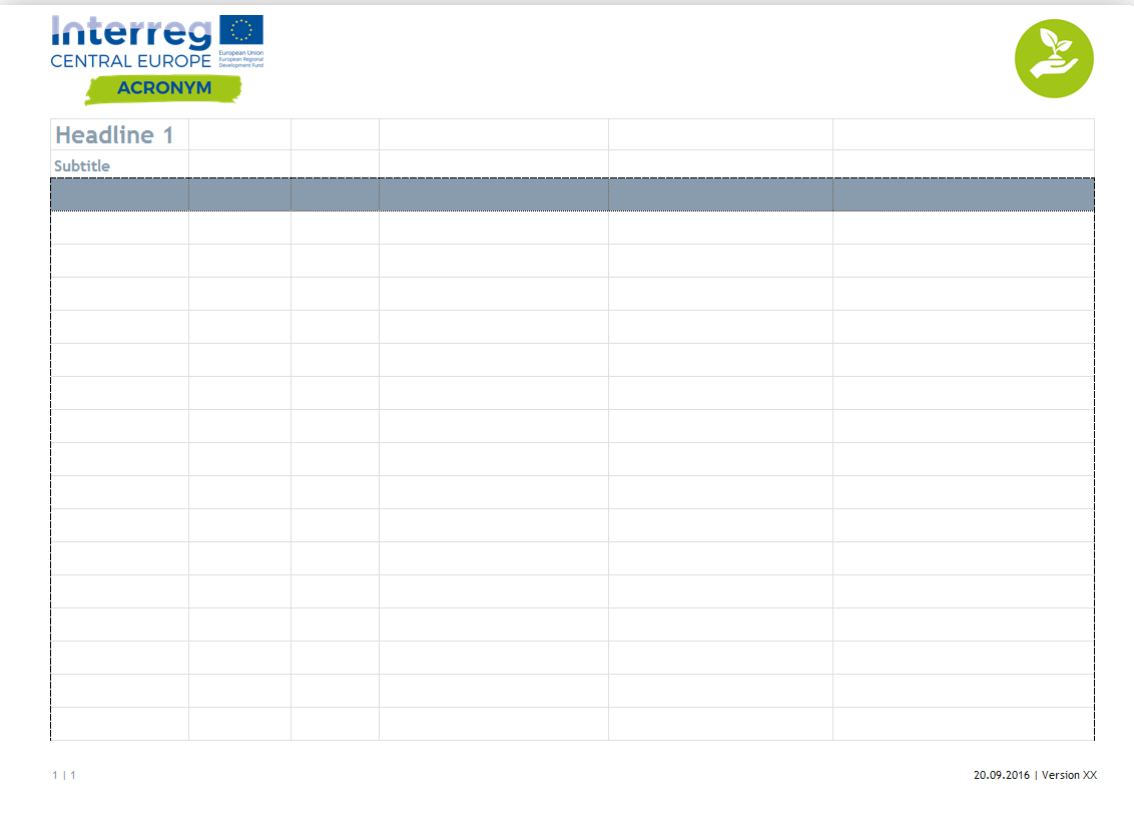
Word\_Halfpage\_cover\_landscape.dotx

## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

# EXCEL

The Excel template can be used in landscape or portrait format - the orientation can be changed if a different alignment is needed. The header and the footer will change automatically to the new format. It is available in four programme priority designs.



Excel.dotx

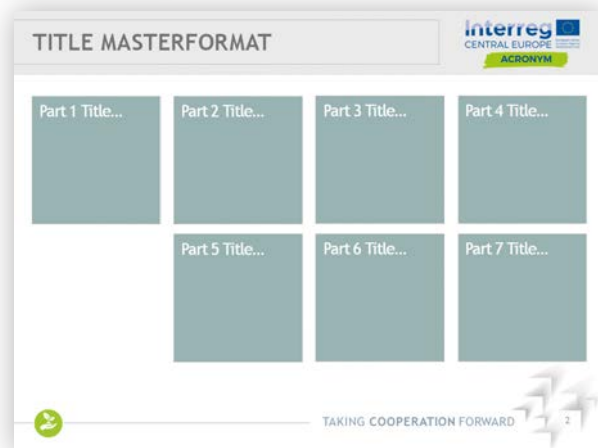
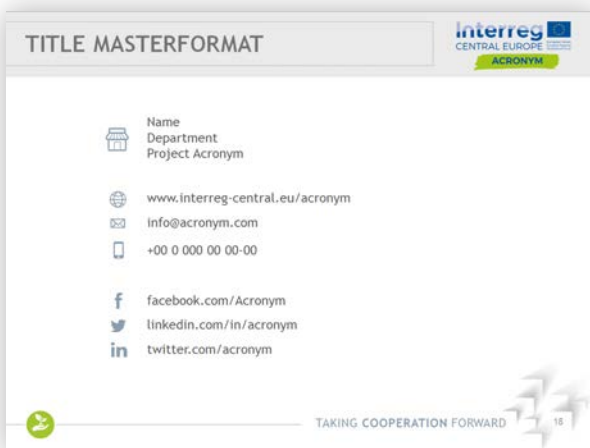
## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

## POWERPOINT

The PowerPoint templates are available in four programme priority designs in format 4:3 and 16:9. Prefixed styles are available for various text & picture

slides, timelines and contacts. Please go to the PowerPoint menu point: "Master Slides" to modify the logo and other graphic elements.



## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

# SECTION 9

## DESIGN TEMPLATES

---

Project Poster  
Project Roll-up  
Project Leaflet  
Plaque/Billboards

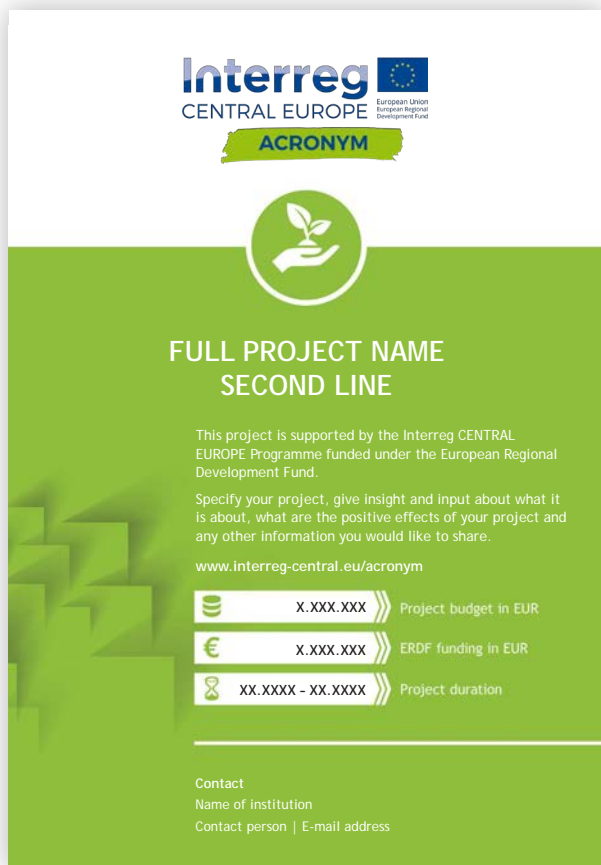


## PROJECT POSTER

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 CENTRAL EUROPE project poster template is prepared in English - both in portrait and landscape versions.

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.

The project poster template is available in four programme priority designs.



## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

## PROJECT ROLL-UP

The Interreg CENTRAL EUROPE roll-up template for projects is prepared in English. Two versions of the template are available:

- Project logo only
- Project logo in combination with other partner logos

Projects are free to adapt the template that is available in each priority colour and for each specific objective.

The project roll-up template is available in ten programme specific objective designs.

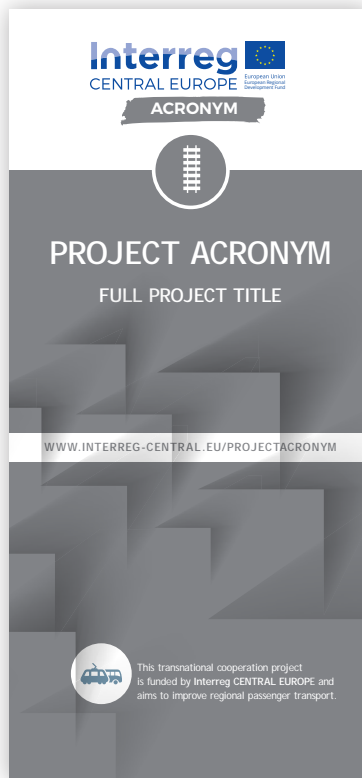
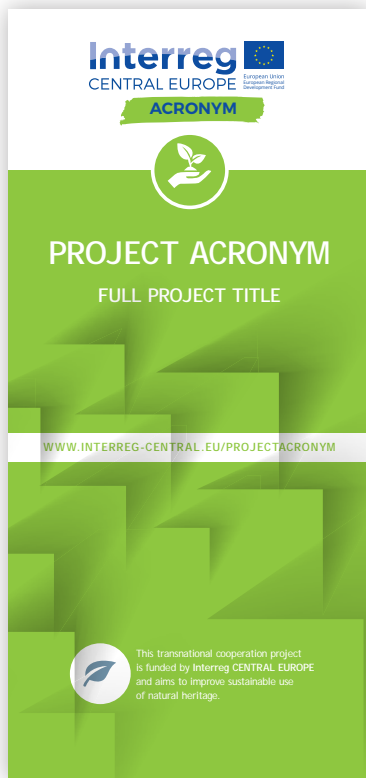
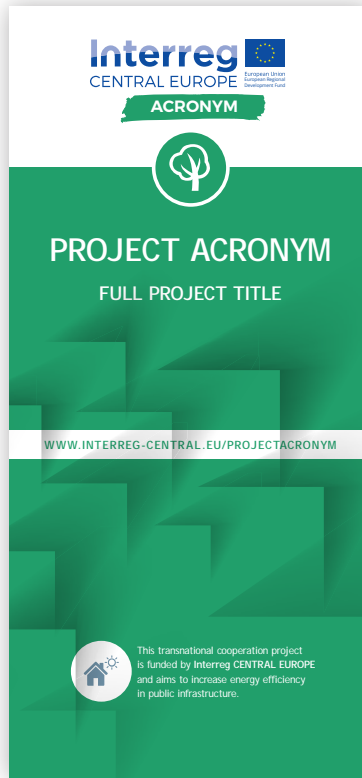


### ATTENTION

The design templates will be available in InDesign (.indd) and Photoshop (.psd) formats. The photoshop format is compatible with other free software such as Gimp.

### DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).



# LEAFLETS

Templates for project leaflets can be freely adapted with basic Photoshop or InDesign editing skills. It is recommended but not binding to use this template, which is widely based on the programme leaflet design. In particular the suggested structure and content suggestions can be altered according to specific needs.

The project leaflet template is available in four programme priority colours, pre-set on layers of the design file.

Our tips for producing a relevant leaflet for your audiences:

- Be realistic about how much information can be conveyed in the space available.
- Imagine how people will read the leaflet. Not many of them are likely to sit down and give it their full concentration, so be clear and concise.
- Always double check the spelling.
- Remember to include your contact details.
- Readable font sizes are essential: no less than 10pt.
- Respect the EU and programme branding rules.



1 2 3 4 5 6

**INSERT TITLE**

Et ex ea sandidisti lei re voluptate et alibus, sam sit, unktumet harum quia delecti, quant pone, nac. Vitibus dentiae comris nobis il magnific loian.

[www.interreg-central.eu/discover](http://www.interreg-central.eu/discover)

---

**FACTS AND FIGURES**

12 Project partners

10 Outputs planned until June 2018

700.000 Investment value for involved regions in Euro

**OUTPUTS**

Outputs  
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**STRATEGIES AND ACTION PLANS**

Name your key output/pilot action here or introduce work packages or any other information on project outputs.

This is blind text. Describe what the key outputs/pilot action is about.

You can put in here anything describing your outputs.

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**TRAINING**

Name your key output/pilot action here or introduce work packages or any other information on project outputs.

This is blind text. Describe what the key outputs/pilot action is about.

You can put in here anything describing your outputs.

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**TOOLS**

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This is blind text. Describe what the key outputs/pilot action is about.

You can put in here anything describing your outputs.

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**PILOT ACTIONS**

Name your key output/pilot action here or introduce work packages or any other information on project outputs.

This is blind text. Describe what the key outputs/pilot action is about.

You can put in here anything describing your outputs.

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XX Finalization date or other figure

XX Finalization date or other figure

XX Finalization date or other figure

XX Finalization date or other figure

**DOWNLOAD**

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).

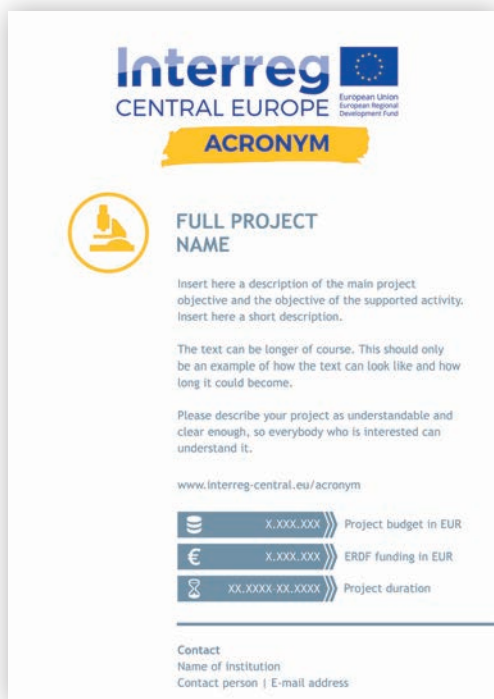
## PLAQUE/BILLBOARDS

Where the total public support for a project carrying out infrastructure or construction measures exceeds EUR 500.000, 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.

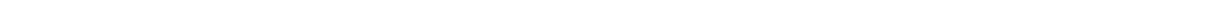
In case of several infrastructure or construction measures carried out within one project, billboards or permanent plaques have to be placed on all of them.

The plaque/billboard template is available in portrait and landscape format. The sizes are 1- (59,5 x 84 cm), 2- (84 x 119 cm), 4- (119 x 168 cm) and 8-sheets (168 x 238 cm), Citylight (118,5 x 175 cm) and Landscape (238 x 168 cm). You can use either English or national language for the text of the plaque/billboard.



## DOWNLOAD

Projects will be provided with the corporate design package including iconography, claim, key visuals, office and design 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).



# SECTION 10

# IMPLEMENTATION OF COMMUNICATION ACTIVITIES

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Start-up activities

Digital activities

Media relations

Publications

Public and targeted events

Promotional material



## IMPLEMENTATION OF COMMUNICATION ACTIVITIES

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In this section, we offer tips on how to successfully implement a variety of project communication activities. Most of the tips are recommendations.

If you are in doubt about the implementation of any activity, please contact the communication unit of the Joint Secretariat at [info@interreg-central.eu](mailto:info@interreg-central.eu).

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### GENERAL TIPS ON PROJECT COMMUNICATION

---

- Brand all your activities in accordance with EU and programme requirements
  - Make a use of the programme templates to avoid branding mistakes
  - Make your project website the communication one-stop-shop
  - Keep texts short and visualise content where possible
  - Personalise content and tell stories
-

## START-UP ACTIVITIES

---

### PROJECT COMMUNICATION STRATEGY

Make use of the template for developing project communication strategies. The template is available as Fact-sheet 15 of the implementation manual toolbox available at [www.interreg-central.eu/implement](http://www.interreg-central.eu/implement). It will help the project (and the programme) to better understand where communication happens in the projects - and for which reason.

### OFFICE DOCUMENTS

Make use of the office document templates as described in this manual. Templates are provided for Word and Excel files as well as PowerPoint slides. You can use the Word and Excel templates to develop meeting agendas, to design studies or to build timelines and more. The PowerPoint template will guarantee that your project will be presented the same way by all partners. It will also make it easier to spot other, similar Interreg CENTRAL EUROPE projects at events.

### PROJECT POSTERS

Each project partner has to brand its office premises with a poster shortly after starting the project. We recommend using the template provided in this manual in order to fulfil all EU and programme requirements.

### PROJECT WEBSITES

Projects are responsible for informing the public about support obtained from the ERDF through a project website. In Interreg CENTRAL EUROPE all project websites are hosted on the programme website. They are available under the customised link including project acronym as follows [www.interreg-central.eu/acronym](http://www.interreg-central.eu/acronym).

A good project website is regularly updated and provides not too technical information. Projects should invest time to prepare text and visual content tailored to their target audiences. Video tutorials on how to build project website content management systems (CMS) are available at [www.interreg-central.eu/implement](http://www.interreg-central.eu/implement).

### PROJECT PARTNER WEBSITES

In addition to the project website, each partner has to provide basic information (project aims and funding) about the project on their institutional websites. Content can be provided in national languages and a link to the project website has to be provided.

---

## DIGITAL ACTIVITIES

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### NEWSLETTERS AND DIRECT MAILINGS

These communication tools help you to push project content to the public and stakeholders. The aim usually is to increase traffic to the website.

#### TIPS

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- Prepare and regularly update your mailing list - subscription is possible through project websites
  - Register with a freeware newsletter tool such as PHP list or MailChimp
  - Design the newsletter - get inspired by the programme newsletter
  - Include a variety of topics and sections to keep the reader interested
  - Make sure that your news are not outdated and do not repeat yourself
  - Keep it short and focused
- 

### VIDEO AND OTHER VISUAL CONTENT

Content visualisations and short videos are seeing massive growth these days as people prefer watching videos to simply reading texts. Video is a faster and easier way to digest and especially remember the information and therefore a very useful tool. Videos can be done with relatively low budgets today. They require a good idea, should be short and evoke emotions because people often base their decision on an emotional response.

### SOCIAL MEDIA

Higher awareness on a project and more traffic to the website can be achieved through social media. LinkedIn, Facebook, YouTube, Instagram or Twitter are free and easy-to-use tools that provide great platforms for projects to share photos, videos, updates and stories. Using social media enables projects to share information in bits and pieces with people who are not regular visitors to the website and provides a valuable 'multiplier effect'.

If done well, social media result in a dialogue, attract stakeholders to search for information, and spread the word about your project. The key is connection and collaboration. However, projects do not need to do it all. Social media are free of charge but a lot of effort is needed to keep them fresh and updated with interesting posts. Projects should work with the tools that will help them to reach their objective, and make them part of the way they work.

#### TIPS

---

- Be useful: tell stories, ask and answer questions, give glimpses behind the scenes
  - Build a community: Create a dialogue. Listen to feedback
  - Build trust: Showing that you know what you're talking about
  - Share links to new content on the website (or highlight the best bits in the archives)
  - Monitor your social media activities regularly
-

## MEDIA RELATIONS

---

Projects should aim at media attention without paying for it. If done well, working with the media brings free visibility and increases awareness and knowledge about a project. Media helps projects to transmit their message to the heart of a target audience. But getting bad press might also work against a project.

Journalists and reporters basically ask three questions when evaluating news potential: “Why now? Is it interesting? Who cares?” These questions need to be answered in all media-related activities such as:

### TIPS

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- Media conferences
  - Media releases
  - Media on-site visits
  - Editorial roadshows
  - Informal briefings
  - Personal networking
-

## PUBLICATIONS

---

### LEAFLETS, STUDIES AND BROCHURES

Publications play a complementary role to digital content, giving it a more permanent record of messages and results. Taking the print versus digital debate aside, the focus should always be on content and not on the platform. As with all project communication, it should be simple, have a clear purpose in mind and address a specific audience. Story-telling approaches might be helpful.

For printed material, distribution should be considered from the start. Does the project have an up-to-date postal distribution list? Or will publications only be distributed at events?

As a matter of principle, all content produced on paper should also be available digitally. Converting publications from print to digital has to be taken into account from the very beginning - it determines also which format is best to use.

How to plan your publications:

### TIPS

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- Check the templates provided in this manual (available in September 2016: Leaflets and studies)
  - Determine the purpose of your publication - what should it accomplish?
  - Cover your topic, then quit. Keep a balance between too much and too little detail
  - Consider infographics to portray complex data
  - Let the text be reviewed and revised by a fresh reader
-

## PUBLIC AND TARGETED EVENTS

---

Projects should organise (widely paper-free) events which target audiences find interesting to attend. When planning, it has to be considered what a project would like to communicate - i.e. the messages - and what the audience would like to learn and take from the event. Project events should go beyond presentations and panel discussions. They should offer possibilities for participants to get involved or to exchange.

Please note that the organisation of public conferences at project start is not recommended. In the past, these were not very effective, partly because not enough interesting information was available at such an early stage. If discussion with certain stakeholders is needed at project start, small-scale targeted events are more effective. If media attraction is sought for, a media conference is recommended rather.

In general it is recommended to link public project events to the following events:

- Public programme events
- European institution events such as the European Week of Cities and Regions or thematic conferences
- European Cooperation Day

The difference between public events and targeted events is not only rooted in the audience or size of the event but sometimes also in the objective. While public events are mainly organised to raise awareness and increase knowledge across a rather wide audience, targeted events such as seminars, workshops and focus group meetings often aim to change the attitude of a very specific audience.

For both public and targeted events, the key is careful planning. They should almost always aim at getting participants involved and to exchange.

### TIPS

---

- Define your overall event objectives
  - Define who you need to invite in view of these objectives
  - What messages do you concretely want to bring across to the audience
  - What is the event tactic/approach (e.g. presentation, workshops, networking, etc.)
  - Consider tools and activities to make the event more attractive for the audience
  - Think about documentation and evaluation from the beginning
  - Run registration to events through online platforms like [eusurvey](#)
  - Collect event feedback through online platforms like [eusurvey](#)
-

## PROMOTIONAL MATERIAL

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Practical giveaways and promotional products can be important carriers of messages - if you get them right. However, beyond the eligible products listed in Factsheet 14 of the implementation manual toolbox, promotional materials are only allowed if sufficiently justified in the application phase and approved before project start.

Projects should consider the relevance of any promotional material: Will they convey the project messages? How will they help to promote the project? Is there a creative angle to the products to make them memorable? Are the products useful for the ones that receive them?

Promotional materials that are badly done can harm a project's reputation. Projects should think about how promotional materials will correspond to your overall reputation: Are they 'green' enough in case you are an environment project? Will they actually work and continue to work throughout the project lifetime?

### TIPS

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- Check which promotional materials are eligible in Interreg CENTRAL EUROPE
  - Get in touch with the JS communication unit in case you want to produce other items
  - Use environmentally friendly and sustainable materials
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