

Interreg
Atlantic Area



Co-funded by
the European Union

BRANDBOOK

Version 2.0 - 2026



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BRANDBOOK

I. BRANDING

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LOGO

The elements of the Atlantic Area brand represent a unit which is defined as invariable. The composition of the brand elements follows specific rules and must not be changed.

The Interreg Atlantic Area brand consists of the standard Interreg logotype, the reference to the Atlantic Area, the EU emblem, and the mention to the EU funding.

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

The Interreg Atlantic Area reference must be written in typeface Montserrat. This typeface is free and can be downloaded here:

<http://www.fontsquirrel.com/fonts/montserrat>

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STRUCTURE AND SPECIFICATIONS

Flag

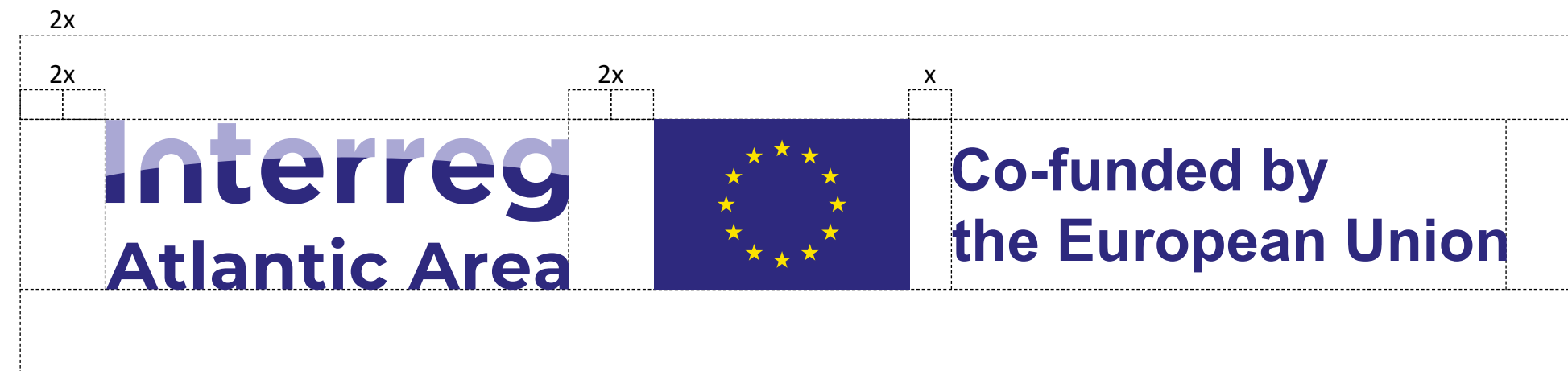
The height of the flag (EU emblem) sets the tone for the height and placement of all other elements.

Statement

The statement “Co-funded by the European Union” must be written in Arial Bold. The whole statement must be positioned to the 2x 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.

Clear space area

The basic unit (x) used for the definition of the brand composition is used to define the space between the elements as well as the clear space around the brand. The space between the EU emblem and the statement equals 1 “x” - not including the white border. The space between the logotype and the EU emblem equals 2 “x”. A clear space of at least 2 “x” in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.



Standard logo

The standard logo is the full colour version in the colour codes specified in page 7. This version should be used whenever possible. Ideally, the logo should be used on light backgrounds. Using the logo on a coloured background is possible if there is no alternative.

Black and white logo

For single colour reproductions, a black and white logo version should be used. This version can only be used whenever full colour is not available.

Negative logo

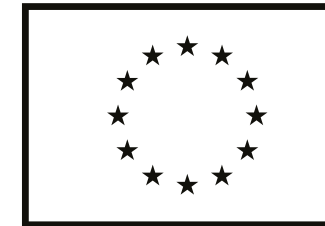
For single-colour reproductions or engravings on a very dark background, a white version of the logo should be used. This version can only be used whenever full colour is not available.

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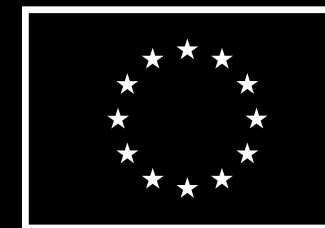
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LOGO COLOURS

The logo colours are derived from the Interreg branding and the EU flag. These colours must not be changed.

Pantone

Spot colours. For special printing, the PANTONE colour scale will be used.

CMYK

Process-colour printing. C = cyan, M = magenta, Y = yellow, K = black. The CMYK colours code will be used for all printed materials.

HEX

This code is preferably used for designing web-sites.

RGB

Colour sample for monitor display. R = red, G = green, B = blue. The RGB colour scale, created through graphic software colour conversion will be used on the website and other electronic applications.

PANTONE REFLEX BLUE C

R: 0 / G: 51 / B: 153
C: 100 / M: 80 / Y: 0 / K: 0
HEX: #003399

PANTONE 2716 C

R: 159 / G: 174 / B: 229
C: 41 / M: 30 / Y: 0 / K: 0
HEX: #9faee5

PANTONE YELLOW C

R: 255 / G: 204 / B: 0
C: 0 / M: 0 / Y: 100 / K: 0
HEX: #ffcc00

R: 0 / G: 0 / B: 0
C: 0 / M: 0 / Y: 0 / K: 100
HEX: #000000

R: 255 / G: 255 / B: 255
C: 0 / M: 0 / Y: 0 / K: 0
HEX: #ffffff

BACKGROUND COLOUR

Ideally, the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to pages 9-10.

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.



BACKGROUND COLOUR

Ideally, the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to pages 9-10.

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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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 8 and 9.

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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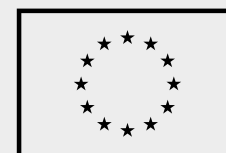
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MINIMUM SIZE

For the production of small-sized logo in small items, when there is no larger space for placing the logo, an exceptional use is allowed.

In those cases, the minimum logo size allowed in small size items is 33 mm.

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33 mm

INCORRECT USE OF THE BRAND

Do not use any other typographic element in addition to the brand on the same line. Do not invert, distort, stretch, slant or modify the brand in any way. Do not cut the brand. Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle. Do not change the composition of the brand elements. They are invariable. Do not use outlines around the brand. Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.

Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.

The previous version of the Interreg Atlantic Area brand used during the 2014-2020 programming period is now obsolete and should not be used for communication referring to the 2021-2027 period. The only correct version of the brand to be used in the 2021-2027 period is described on page 4 of this manual.

Also note that the reference to the European Regional Development Fund is no longer required for the 2021-2027 period. The only funding statement to be used in the 2021-2027 period is “Co-funded by the European Union”, with no reference to specific funds.



Distort



Rotate



Change the position of the elements



Add elements



Apply effects



Failure to comply with minimum dimensions



Change element proportions



Change the font



Apply other colours

BRANDBOOK

II. COMBINED PROJECT LOGO

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PROJECT LOGO COMBINED WITH THE ATLANTIC AREA LOGO

The Atlantic Area logo can be used as the project logo, assuring an association with the programme, making clear that the project is funded by Interreg Atlantic Area, thus reinforcing its identity and support through the European Union.

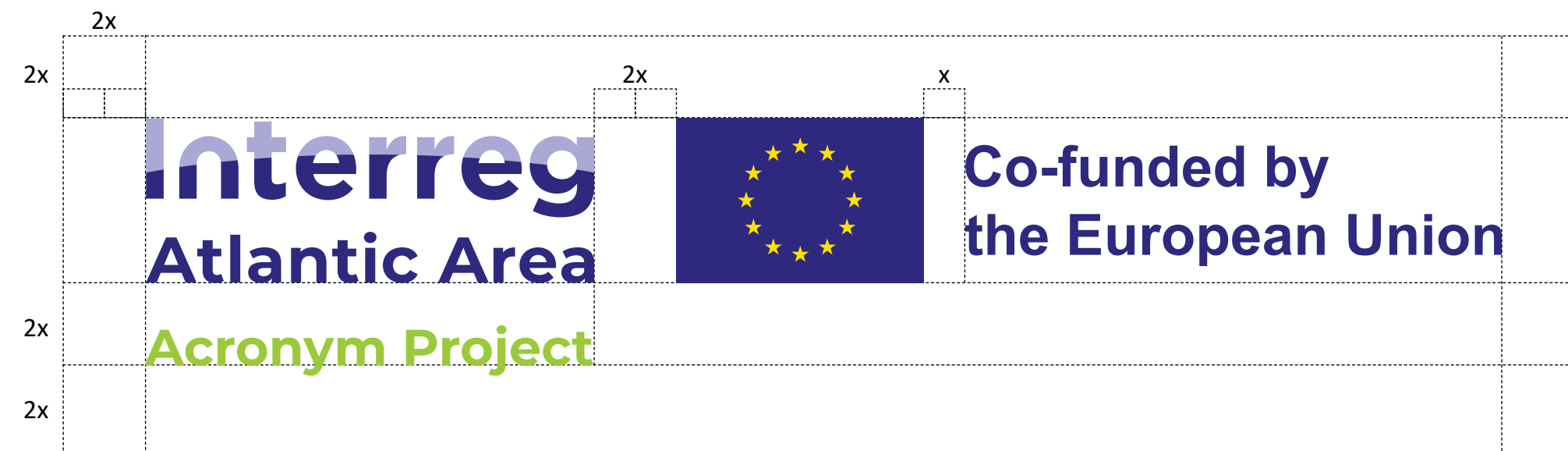
The project acronym is associated to the Interreg Atlantic Area logo making one single image. The Atlantic Area name is part of the brand image and should not be written separately from the Interreg brand.

The project acronym is written below the programme name, in the area corresponding to the height size of 2x and aligned at the bottom.

Acronyms can be written in capital letters.

Use left-aligned Montserrat Bold to create your project name. This typeface is available for free and can be downloaded here:

<http://www.fontsquirrel.com/fonts/montserrat>



PROJECT LOGO COMBINED WITH THE ATLANTIC AREA LOGO

Project acronym should always use the colour of the matching thematic objective to which the project belongs, as specified on page 17.



BRANDBOOK

III. THEMATIC PRIORITIES

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SYMBOLS

Interreg Atlantic Area selected four thematic priorities represented by symbols and colours.

The use of these symbols is not compulsory but strongly recommended as they are represented in the Interreg brand design by a system of colours and icons. These invariable colours and symbols should be used whenever these objectives are communicated, especially towards beneficiaries and potential beneficiaries.

The standard use of these symbols is in the colour of the policy objective it represents. They can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed in white or clear colours. When placed on dark colours, graphic backgrounds or images, the icons must be used with their white background or negative form.

These symbols have been designed by the European Commission and simplified by Interact with Commission approval. It is not allowed to modify these icons without prior approval from the European Commission.



**BLUE INNOVATION AND
COMPETITIVENESS**



**BLUE AND GREEN
ENVIRONMENT**



**BLUE SUSTAINABLE
TOURISM AND CULTURE**



**A BETTER GOVERNANCE
FOR COOPERATION**



COLOURS OF THE THEMATIC PRIORITIES

The thematic priorities have identity colours, which help segment the brand values.

These specifications should serve as a reference for the composition of colours or paints in other media and less conventional scales.

R: 24 / G: 186 / B: 168
C: 72 / M: 0 / Y: 43 / K: 0
HEX: #18baa8

R: 154 / G: 202 / B: 60
C: 48 / M: 0 / Y: 89 / K: 0
HEX: #9aca3c

R: 218 / G: 92 / B: 87
C: 10 / M: 75 / Y: 60 / K: 1
HEX: #da5c57

R: 14 / G: 110 / B: 182
C: 87 / M: 51 / Y: 0 / K: 100
HEX: #0f6eb6

COLOURS OF THE THEMATIC PRIORITIES

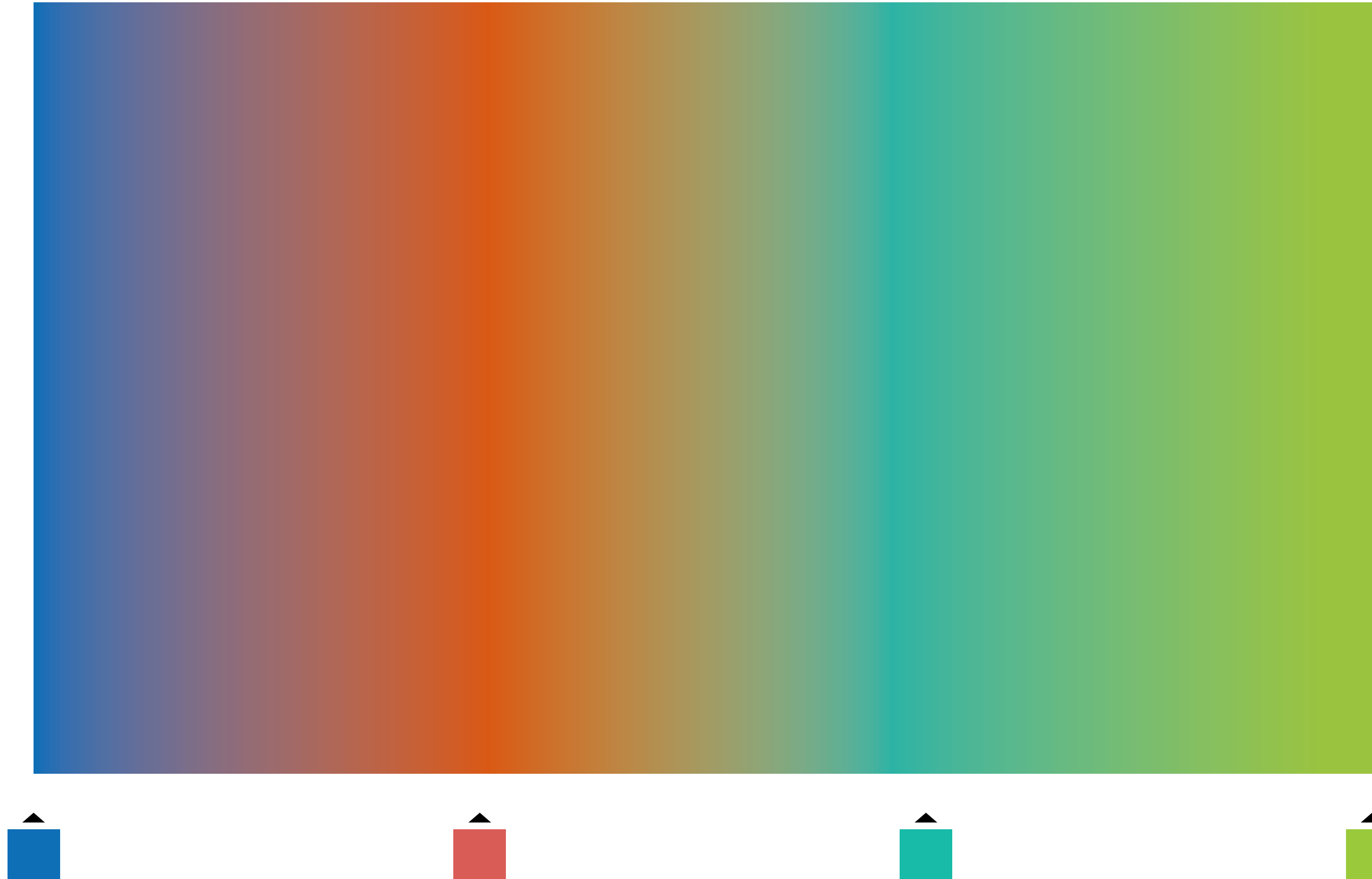
Each primary colour has two tone variations, one light and the other dark.

They are extensions of the primary colours to be used in situations requiring greater complexity, such as compositions or editorial projects.

R: 113 / G: 195 / B: 183 C: 58 / M: 0 / Y: 35 / K: 0 HEX: #71c3b7	R: 177 / G: 207 / B: 106 C: 38 / M: 0 / Y: 70 / K: 0 HEX: #b1cf6a	R: 227 / G: 129 / B: 118 C: 7 / M: 60 / Y: 48 / K: 1 HEX: #e38176	R: 87 / G: 135 / B: 198 C: 69 / M: 41 / Y: 0 / K: 0 HEX: #5787c6
R: 40 / G: 137 / B: 128 C: 76 / M: 16 / Y: 47 / K: 20 HEX: #288980	R: 113 / G: 147 / B: 68 C: 56 / M: 16 / Y: 83 / K: 20 HEX: #719344	R: 165 / G: 77 / B: 76 C: 26 / M: 75 / Y: 60 / K: 20 HEX: #a54d4c	R: 34 / G: 88 / B: 139 C: 87 / M: 56 / Y: 13 / K: 20 HEX: #22588b

GRADIENT WITH THE COLOURS OF THE THEMATIC PRIORITIES

Not being an initially used graphic element, gradient colour are the result of the colours of the thematic priorities.



BRANDBOOK

IV. GRAPHIC ELEMENTS

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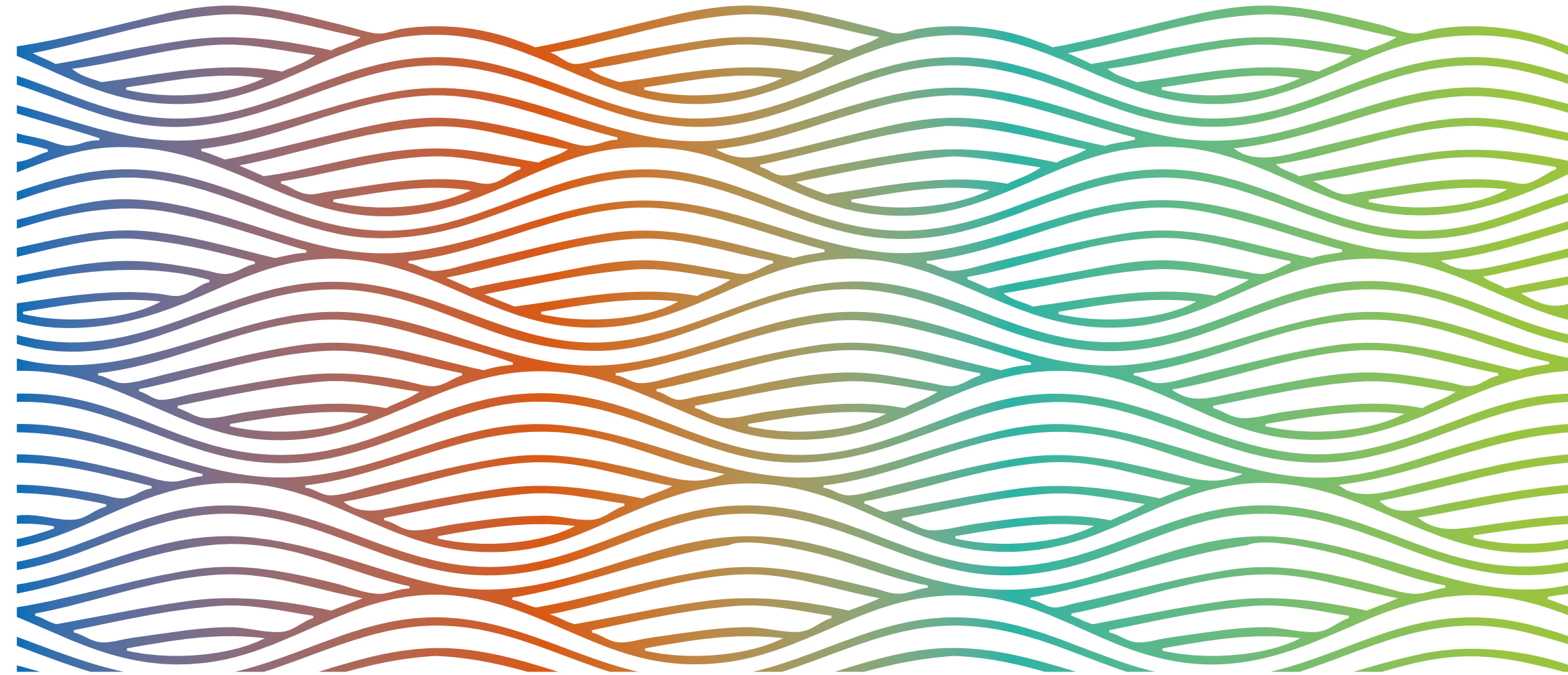


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COMPLEMENTARY GRAPHIC ELEMENT

This graphic element, which represents ocean waves in a minimalist way, can be used in several graphic and digital media to standardize global communication.

Prioritize the use of this graphic element with the established gradient (using the 4 thematic colors), but it can also be used with solid colors.



BRANDBOOK

V. TYPOGRAPHY

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FONTS

The typeface for all other applications from body text to headlines is Calibri. It has a neutral appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It is optimized for print, web and mobile interfaces and has excellent legibility characteristics in its letterforms.

These typefaces are available for free, and can be downloaded here:

<https://freefontsfamily.com/calibri-font-free/>

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&/^*()

Calibri Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&/^()*

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&/^*()

Calibri Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&/^()*

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&/^*()

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&/^*()

BRANDBOOK
VI. ICONS

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ICONS

An extensive library of icons is available in vectorial format. They can be used in positive or negative colours.

The colour and size of each element can be easily changed within different applications as, for example, powerpoint.

The elements must never be distorted.



ICONS

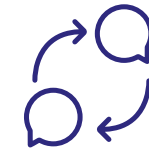
An extensive library of icons is available in vectorial format. They can be used in positive or negative colours.

The colour and size of each element can be easily changed within different applications as, for example, powerpoint.

The elements must never be distorted.



CALL FOR PROJECTS



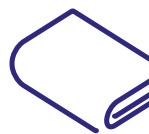
MANAGEMENT



WORKSHOP



EVENTS



NEWS



SUPPORT



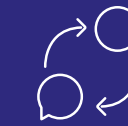
APPLICATION



MATCHMAKING PLATFORM



CALL FOR PROJECTS



MANAGEMENT



WORKSHOP



EVENTS



NEWS



SUPPORT



APPLICATION



MATCHMAKING PLATFORM

BRANDBOOK
VII. MAPS

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MAPS

This map represents the Atlantic Area eligible regions.

There are two versions, one that works on a white background and another ready to work on any colour background.



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VIII. TEMPLATES

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POWER POINT

Proposed structure for power point presentation. Slides can be selected depending on the contents to present. It is recommended to use visuals and images as much as possible.



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TITLE OF THE PRESENTATION

LOREM IPSUM DOLOR SIT AMET
ET RISUS ELIT DONEC IPSUM



ELIT DONEC RHONCUS

Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus

Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus leo, metus nunc, fermentum et sodales suspendisse ea ligula vehicula. Ut orci bibendum convallis libero egestas amet, est commodo est luctus sed, ante morbi nulla suscipit urna urna aliquam. Feugiat ut, proin lorem sit a ipsum, sed vestibulum interdum dui ligula, in velit, massa orci litora sagittis.

"Curae in nibh sagittis hymenaeos, conubia a semper placerat tortor in vulputate, tellus vel ullamcorper. Duis lorem tempus. Mattis lacus quam, congue sem ut duis tortor."

Ullamcorper. Duis lorem tempus. Nibh leo dictum sed blandit potenti, pede lobortis elit eu morbi, vehicula mollis, varius vehicula. Magna feugiat sapien in odio elit nunc, orci fringilla pellentesque. Feugiat ut, proin lorem sit a ipsum, sed vestibulum interdum dui ligula, in velit, massa orci litora sagittis.

Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus leo, metus nunc, fermentum et sodales suspendisse ea ligula vehicula. Ut orci bibendum convallis libero egestas amet, est commodo est luctus sed, ante morbi nulla suscipit urna urna aliquam. Feugiat ut, proin lorem sit a ipsum, sed vestibulum interdum dui ligula, in velit, massa orci litora sagittis. Curae in nibh sagittis hymenaeos, conubia a semper placerat tortor in vulputate, tellus vel Mattis lacus quam, congue sem ut duis tortor ullamcorper dui lorem tempus mollis, varius vehicula magna feugiat sapien in odio elit nunc orci fringill.

Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus leo, metus nunc, fermentum et sodales suspendisse ea ligula vehicula ut orci bibendum convallis libero egestas amet tellus vel sit tincidunt nec.


"Curae in nibh sagittis hymenaeos, conubia a semper placerat tortor in vulputate, tellus vel ullamcorper. Duis lorem tempus."

Est commodo est luctus sed, ante morbi nulla suscipit urna urna aliquam. Feugiat ut, proin lorem sit a ipsum, sed vestibulum interdum dui ligula, in velit, massa orci litora sagittis. Curae in nibh sagittis hymenaeos, conubia a semper placerat tortor in vulputate, tellus vel. Mattis lacus quam, congue sem ut duis tortor ullamcorper dui lorem tempus mollis, varius vehicula magna feugiat sapien in odio elit nunc orci fringill.

12

ÍNDICE

- LOREM IPSUM 03
- DOLOR SIT AMET 08
- ET RISUS 14
- ELIT DONEC RHONCUS 21
- LEO METUS NUNC 34
- FERMENTUM ET 42
- SODALES SUSPENDISSE 54




ELIT DONEC RHONCUS

Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus

Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus leo, metus nunc, fermentum et sodales suspendisse ea ligula vehicula. Ut orci bibendum convallis libero egestas amet, est commodo est luctus sed, ante morbi nulla suscipit urna urna aliquam. Feugiat ut, proin lorem sit a ipsum, sed vestibulum interdum dui ligula, in velit, massa orci litora sagittis.

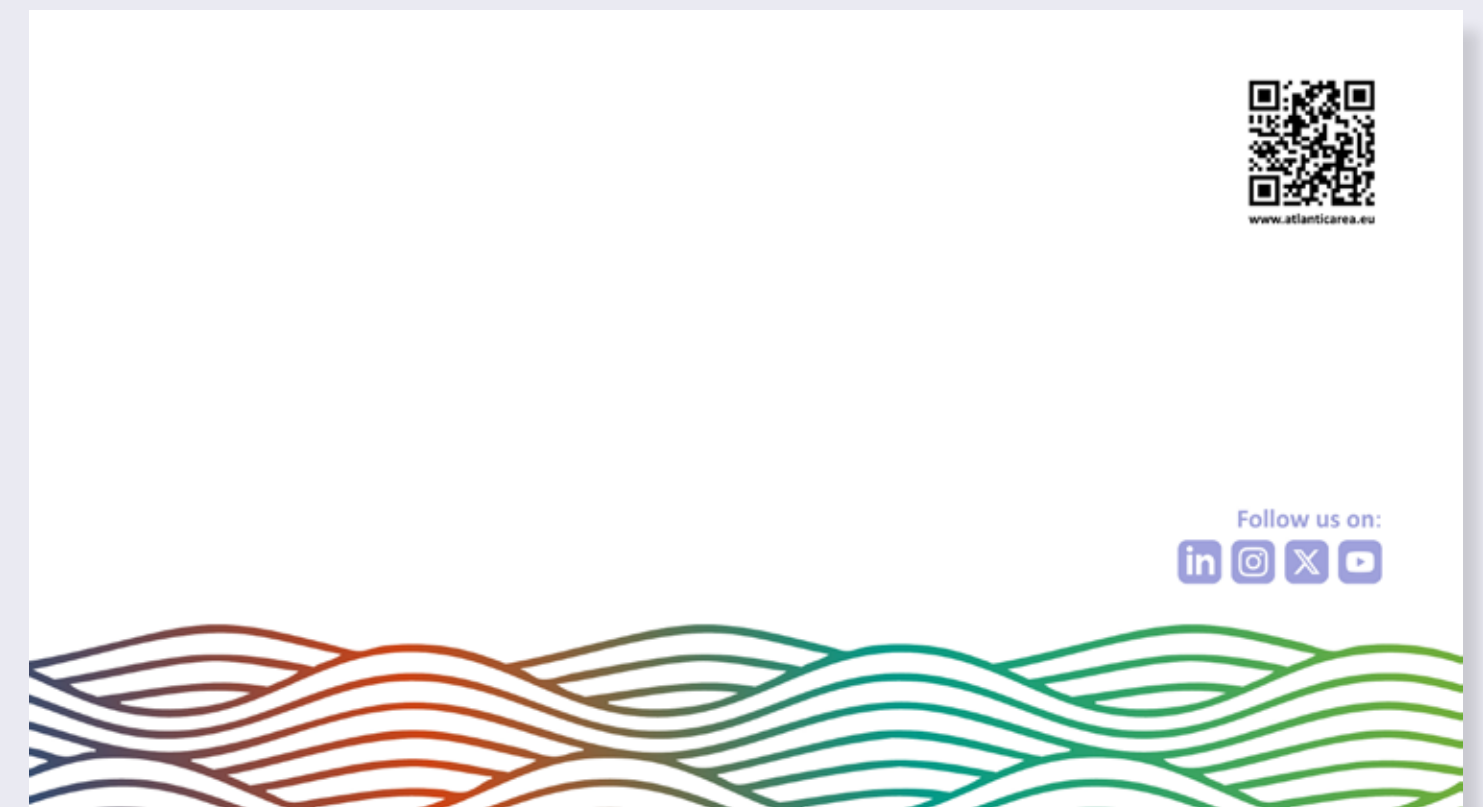
"Curae in nibh sagittis hymenaeos, conubia a semper placerat tortor in vulputate, tellus vel Ullamcorper. Duis lorem tempus. Nibh leo dictum Mattis lacus quam, congue sem ut duis tortor."

Ullamcorper. Duis lorem tempus. Nibh leo dictum sed blandit potenti, pede lobortis elit eu morbi, vehicula mollis, varius vehicula magna feugiat sapien in. Odio elit nunc, orci fringill. Lorem ipsum dolor sit amet, et risus, elit donec, rhoncus leo, metus nunc, fermentum et sodales suspendisse ea ligula vehicula. Ut orci bibendum convallis libero egestas amet, est commodo est luctus sed, ante morbi nulla suscipit urna urna aliquam. Feugiat ut, proin lorem sit a ipsum, sed vestibulum interdum dui ligula, in velit, massa orci litora sagittis. Lorem ipsum dolor sit amet, et risus.



12

POWER POINT



ROLL UPS

800 x 2000mm
Four-colour printing



POSTER A3

297 x 420mm
Four-colour printing

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PROJECT LOGO OPTION 1 OR PROJECT LOGO OPTION 2

BLUE INNOVATION AND COMPETITIVENESS

PROJECT ACRONYM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

ERDF Funding
0.000 M€

Total Budget
0.000 M€

Calendar
From XX to XX

www.atlantica.eu

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BLUE AND GREEN ENVIRONMENT

PROJECT ACRONYM

ERDF Funding
0.000 M€

Total Budget
0.000 M€

Calendar
From XX to XX

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BLUE SUSTAINABLE TOURISM AND CULTURE

PROJECT ACRONYM

ERDF Funding
0.000 M€

Total Budget
0.000 M€

Calendar
From XX to XX

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A BETTER GOVERNANCE FOR COOPERATION

PROJECT ACRONYM

ERDF Funding
0.000 M€

Total Budget
0.000 M€

Calendar
From XX to XX

FLYER A5

297 x 210mm (open)
Four-colour printing



A4 LETTER

210 x 297mm

Four-colour printing

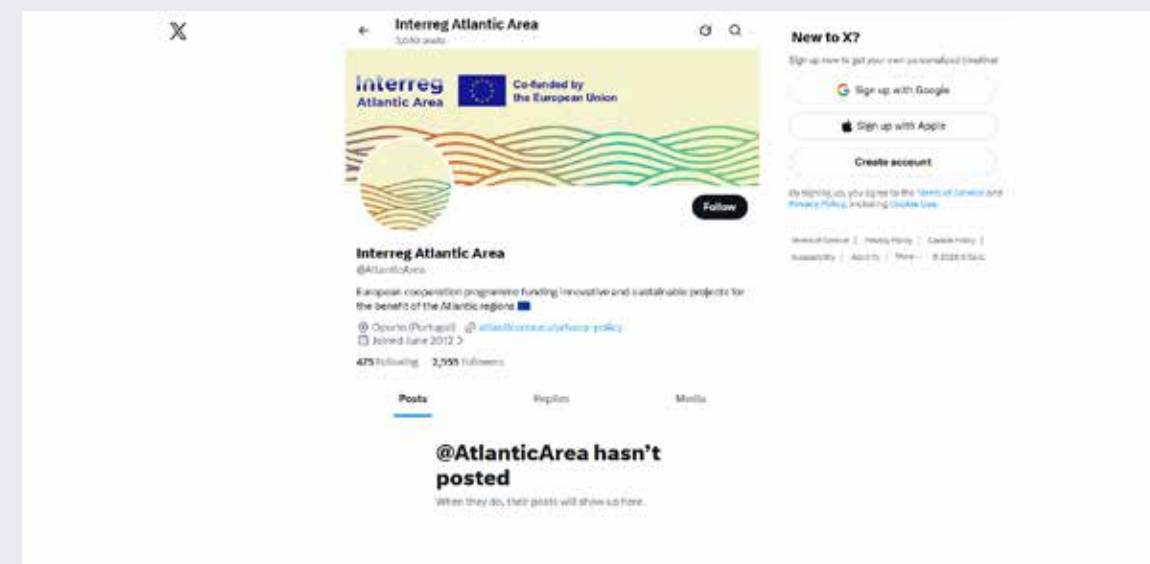
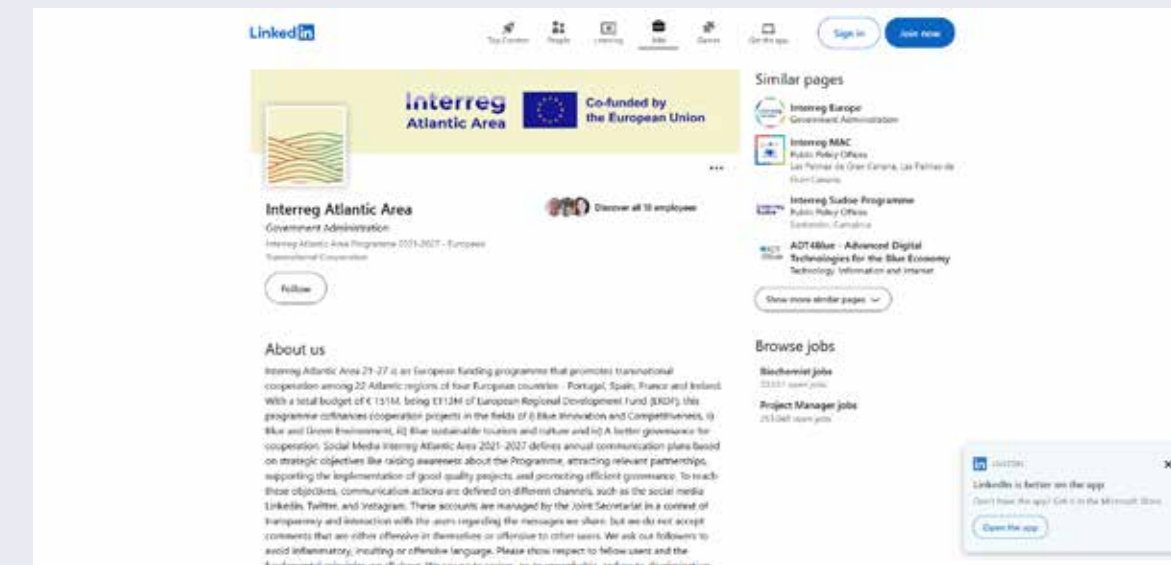
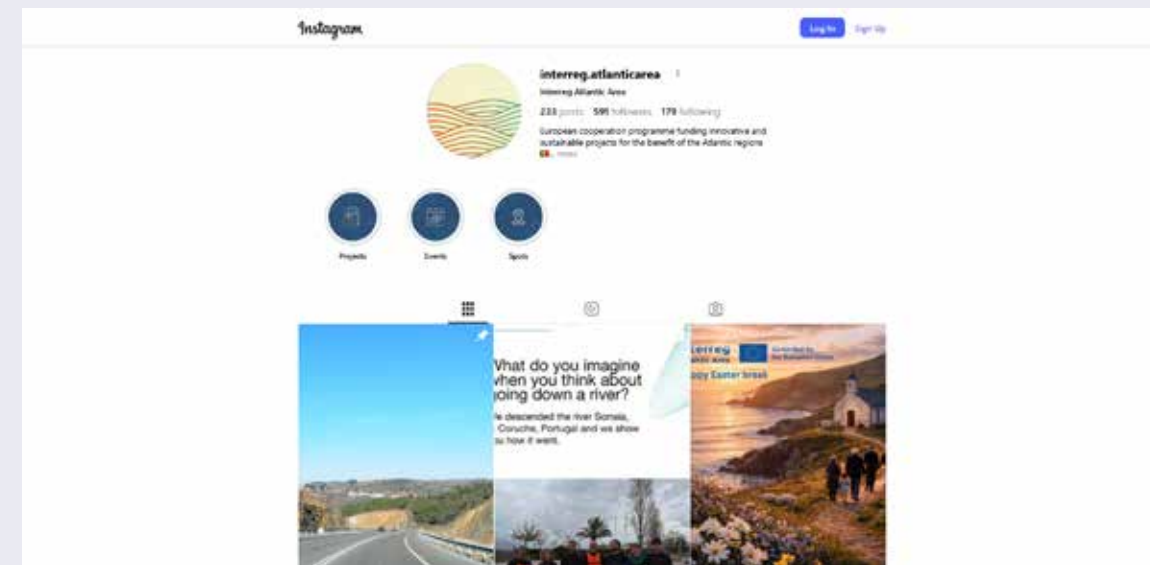
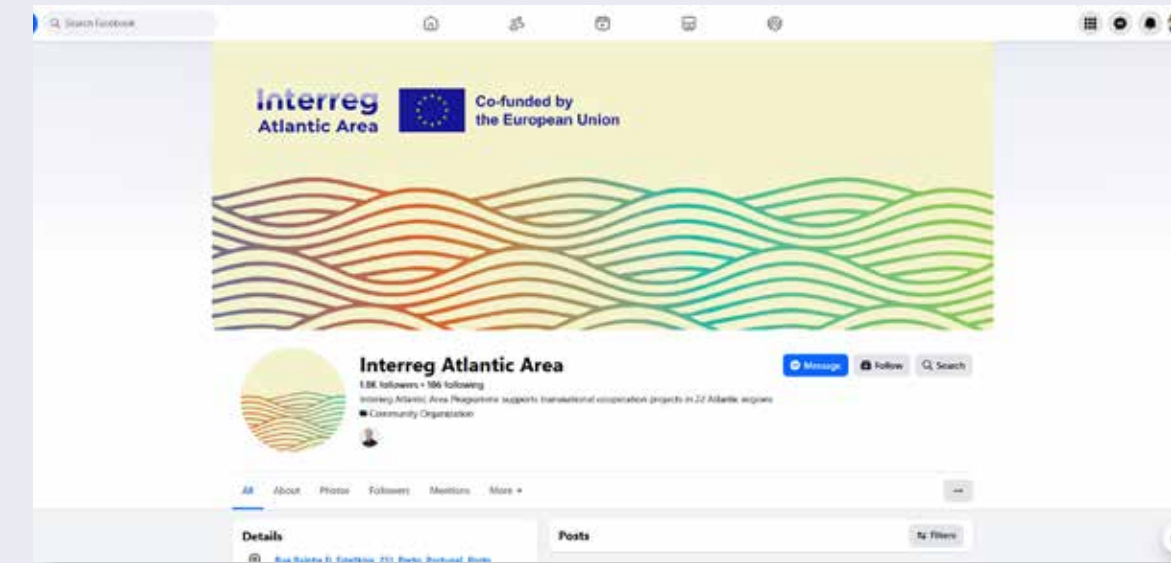
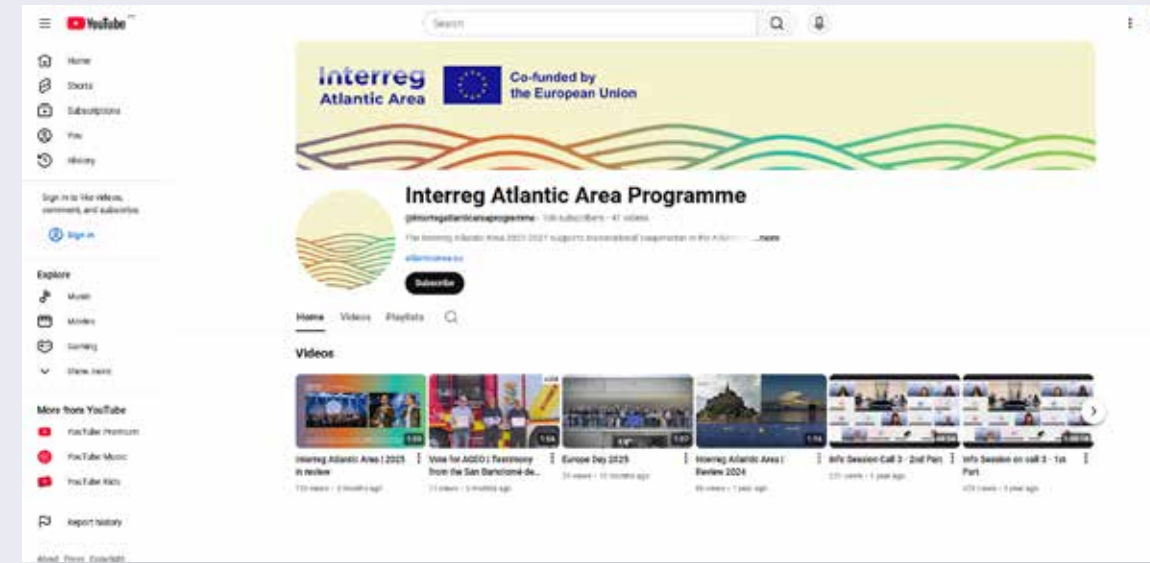


A4 FOLDER

225 x 315mm (closed)
Four-colour printing



SOCIAL MEDIA COVER



Interreg
Atlantic Area



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