



Guide for the correct use of the Atlantic Area logo in combination with other logos

September 2023



The objective of this guide is to clarify projects partners on the correct dimensions of the project logo displayed together with the Atlantic Area programme logo.

size matters



EU visibility rules

Interreg
Atlantic Area



Co-funded by
the European Union

Common Provisions Regulations (EU) 2021/1060 - Articles 47 and 50, Chapter III

All information, communication and branding measures provided by the project, shall acknowledge the co-financing support from the European Union.

Common Provisions Regulations (EU) 2021/1060 - Point 1.7 of Annex IX

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.

Atlantic Area visibility rules

Interreg
Atlantic Area



Co-funded by
the European Union

According to the programme visibility rules it is **compulsory** to use the Atlantic Area logo in every media and communication material produced by the project.

It is available on our website the **Brand Design Manual**, where you can learn the rules for the use of the Atlantic Area logo. Also here, you have at your disposal the **logo for download** in several colours and formats.

www.atlanticarea.eu > Project implementation > Communication

Programme logo

**Interreg
Atlantic Area**



**Co-funded by
the European Union**

Programme name

EU emblem

Fund statement

The Interreg Atlantic Area logo is in line with the Interreg harmonised brand to promote European Territorial Cooperation since 2014. This logo displays the EU emblem, the reference to the co-funding and combines the brand of Interreg and Atlantic Area.

Combination of the programme logo with other logos

The EU emblem forms an integral part of the Atlantic Area logo. Other logos, such as project logos or institutional logos, when placed on the same page or surface as the Atlantic Area logo **shall not be higher or wider than the EU emblem.**

In case of doubt, please contact the communication manager at the Joint Secretariat.

Examples :

1) Others logo with the same height of the EU flag

**Interreg
Atlantic Area**



Co-funded by
the European Union



Examples :

2) Other logos with the same width of the EU flag

**Interreg
Atlantic Area**



Co-funded by
the European Union

