

BRANDBOOK

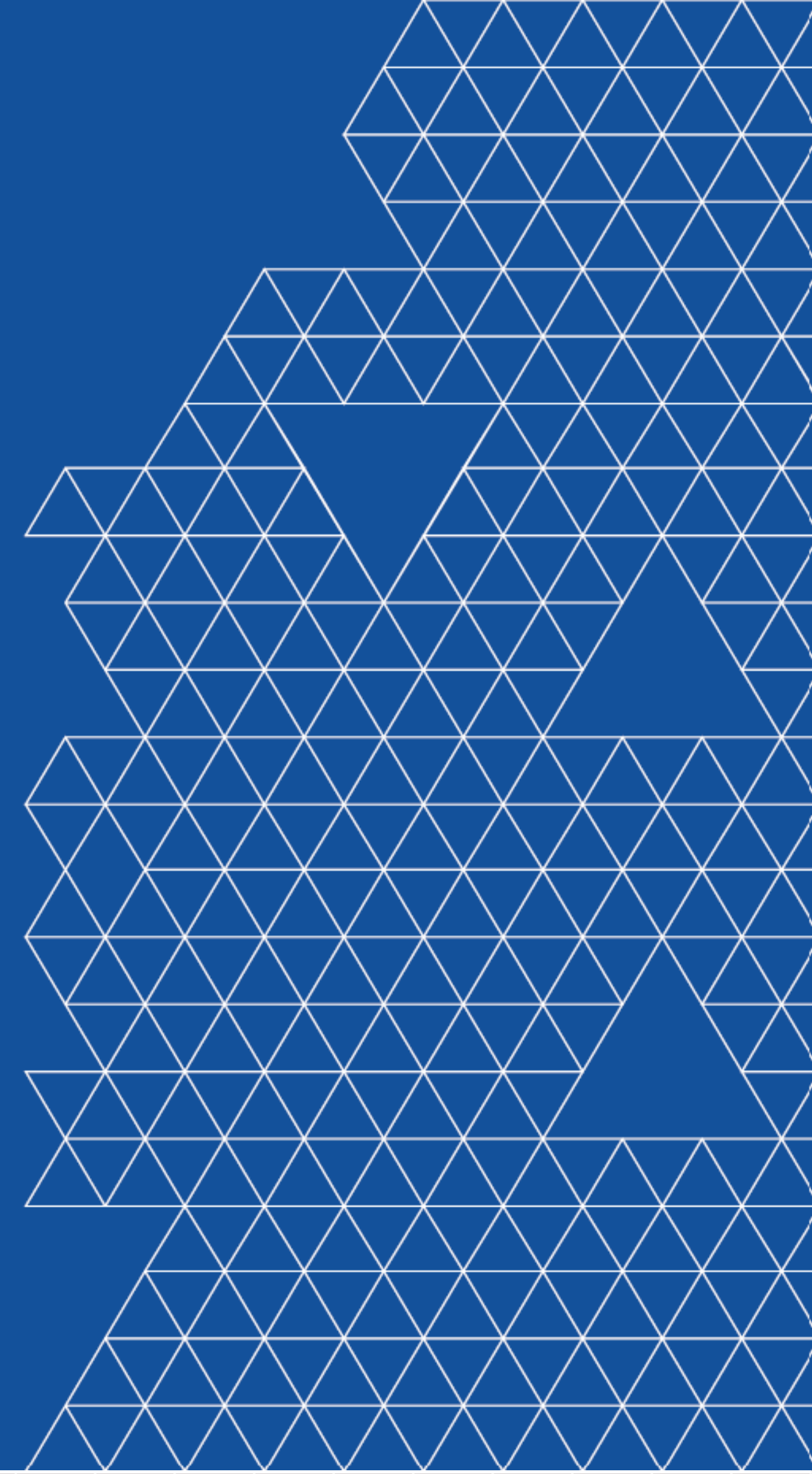
Version 1.2022

(Adapted from the Interreg Brand Design Manual)

Interreg
Atlantic Area



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the European Union



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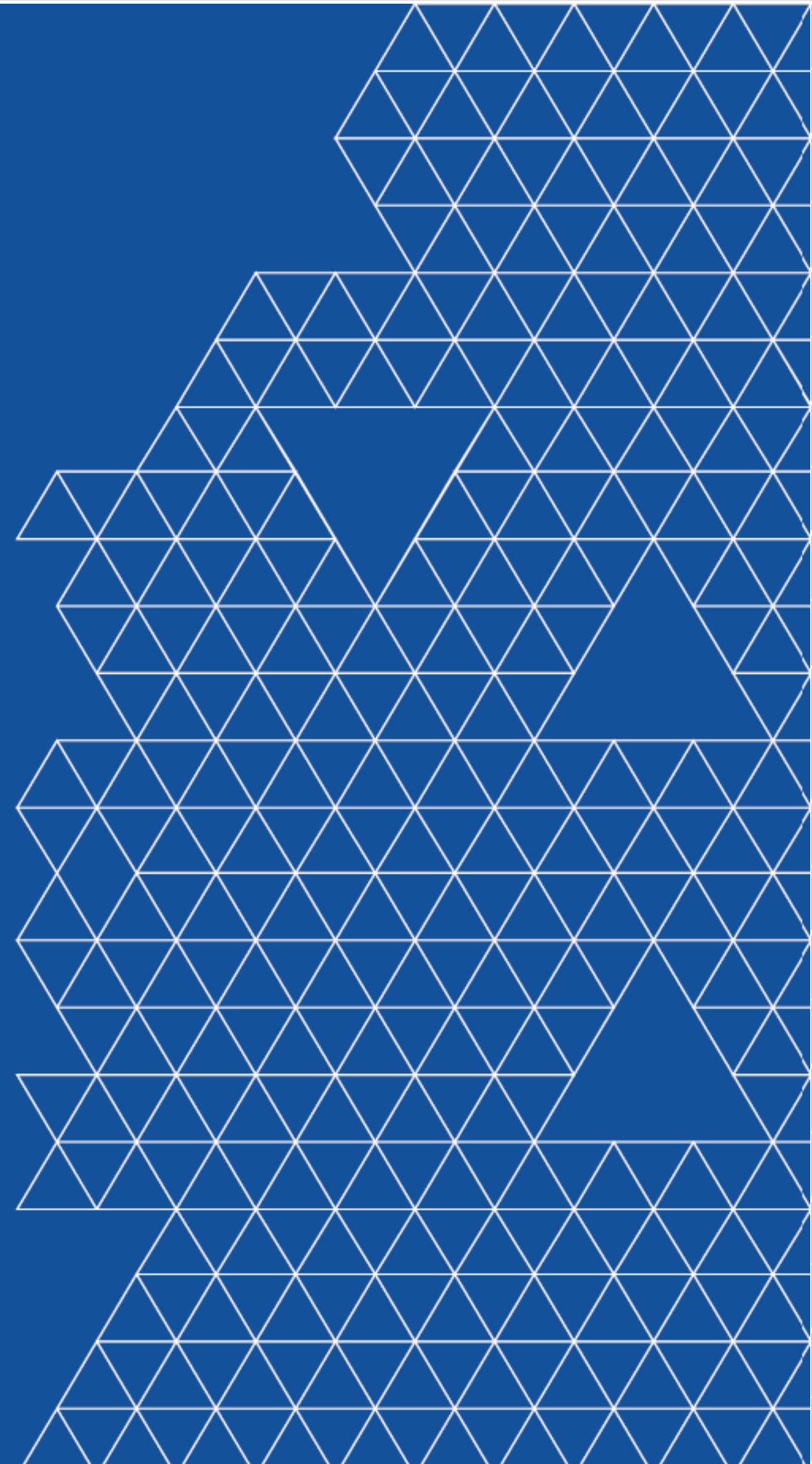
BRANDBOOK

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 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.

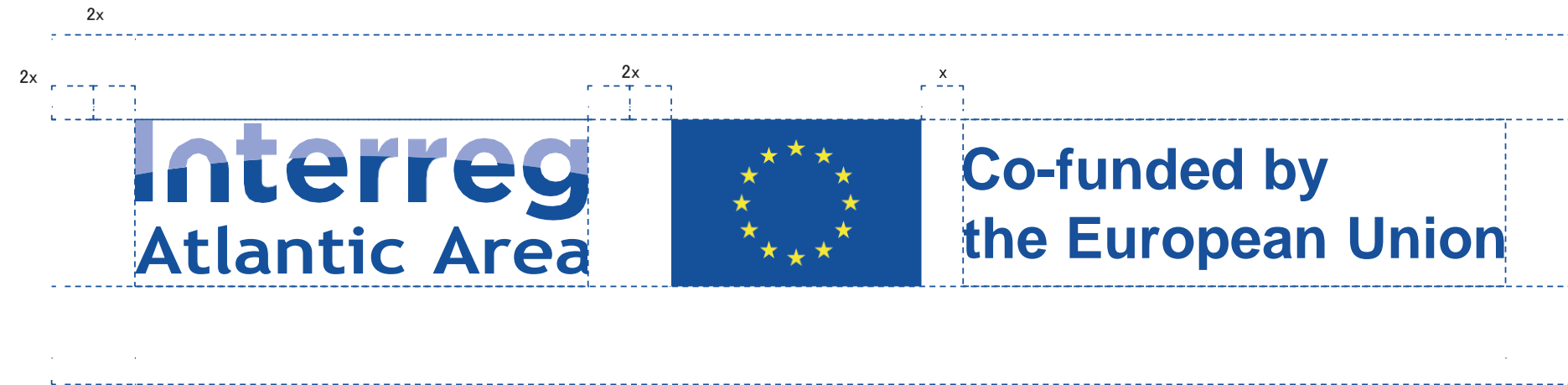
Clear space area

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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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 websites.

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.

<p>PANTONE REFLEX BLUE</p> <table style="margin: 10px auto;"> <tr><td>R</td><td>G</td><td>B</td></tr> <tr><td>0</td><td>51</td><td>153</td></tr> </table> <table style="margin: 10px auto;"> <tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr> <tr><td>100</td><td>80</td><td>0</td><td>0</td></tr> </table> <p>HEX#003399</p>	R	G	B	0	51	153	C	M	Y	K	100	80	0	0	<p>PANTONE 2716</p> <table style="margin: 10px auto;"> <tr><td>R</td><td>G</td><td>B</td></tr> <tr><td>159</td><td>174</td><td>229</td></tr> </table> <table style="margin: 10px auto;"> <tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr> <tr><td>41</td><td>30</td><td>0</td><td>0</td></tr> </table> <p>HEX#9FAEE5</p>	R	G	B	159	174	229	C	M	Y	K	41	30	0	0	<p>PANTONE YELLOW</p> <table style="margin: 10px auto;"> <tr><td>R</td><td>G</td><td>B</td></tr> <tr><td>255</td><td>204</td><td>0</td></tr> </table> <table style="margin: 10px auto;"> <tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr> <tr><td>0</td><td>0</td><td>100</td><td>0</td></tr> </table> <p>HEX#FFCC00</p>	R	G	B	255	204	0	C	M	Y	K	0	0	100	0	<table style="margin: 10px auto;"> <tr><td>R</td><td>G</td><td>B</td></tr> <tr><td>0</td><td>0</td><td>0</td></tr> </table> <table style="margin: 10px auto;"> <tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr> <tr><td>0</td><td>0</td><td>0</td><td>100</td></tr> </table> <p>HEX#000000</p>	R	G	B	0	0	0	C	M	Y	K	0	0	0	100
R	G	B																																																									
0	51	153																																																									
C	M	Y	K																																																								
100	80	0	0																																																								
R	G	B																																																									
159	174	229																																																									
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41	30	0	0																																																								
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R	G	B																																																									
255	255	255																																																									
C	M	Y	K																																																								
0	0	0	0																																																								

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.



APPLICATION
ON DARK BACKGROUNDS

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 5.

When it is not possible to use a white background box due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the logotype, EU emblem border and statement must be in white. The size of the EU emblem border must be 1/25 of the height of the emblem.



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.



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.

33 mm

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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

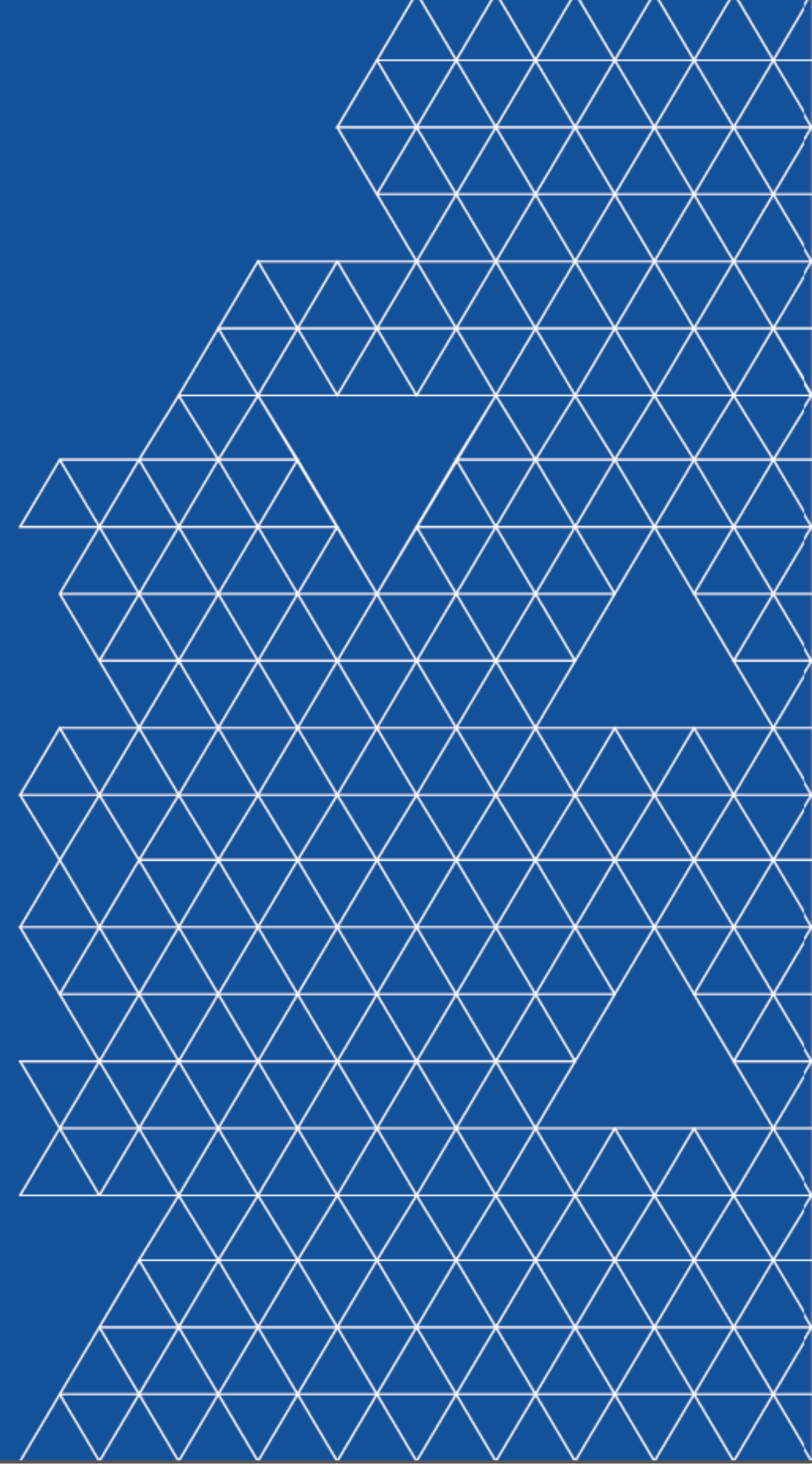
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II. COMBINED PROJECT LOGO

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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.

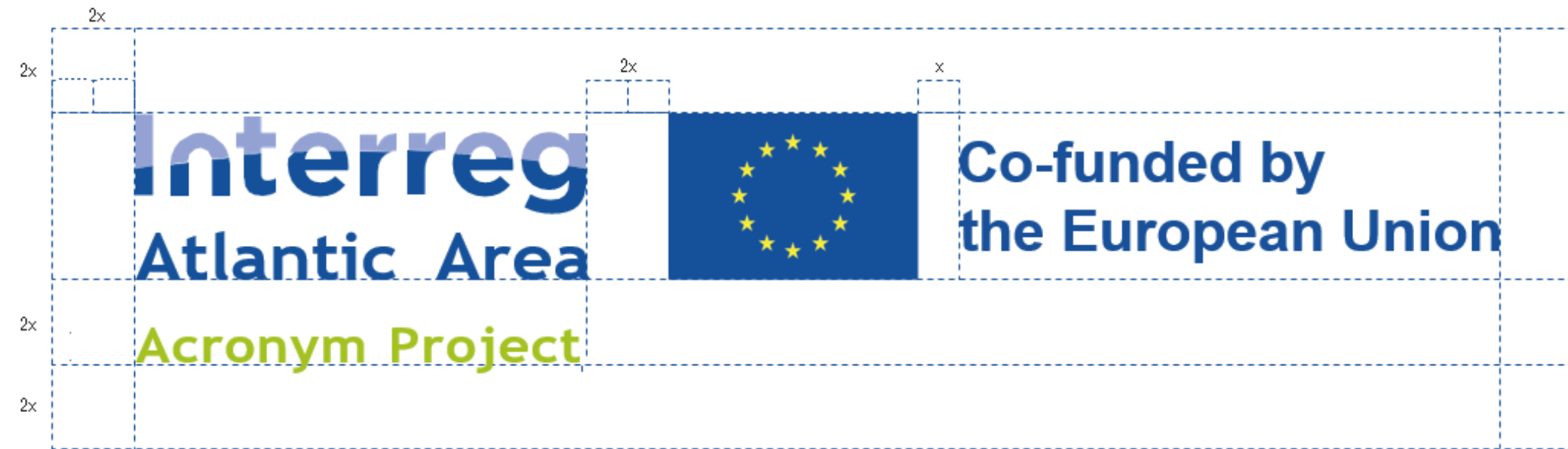
The project acronym is associated to the Interreg Atlantic Area logo making one single image. The Atlantic Area name is part of the brand image and should not be written separately from the Interreg brand.

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.



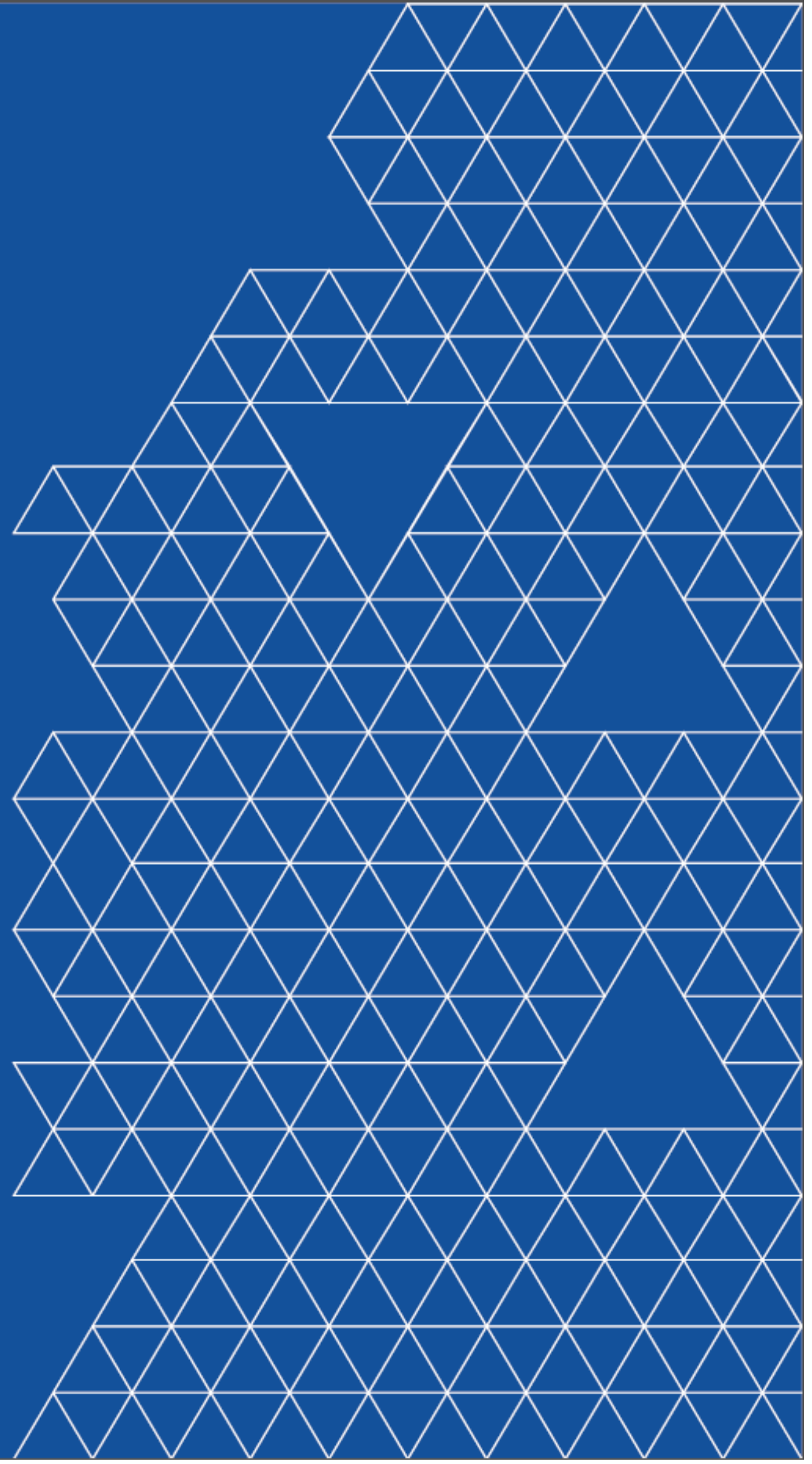
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III. THEMATIC PRIORITIES

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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



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.

<p>R G B 24 186 168</p> <p>C M Y K 72 0 43 0</p> <p>HEX#18BAA8</p>	<p>R G B 154 202 60</p> <p>C M Y K 48 0 89 0</p> <p>HEX#9ACA3C</p>	<p>R G B 218 92 87</p> <p>C M Y K 10 75 60 1</p> <p>HEX#DA5C57</p>	<p>R G B 14 110 182</p> <p>C M Y K 87 51 0 0</p> <p>HEX#0E6EB6</p>
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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.

COMPLEMENTARY COLOURS

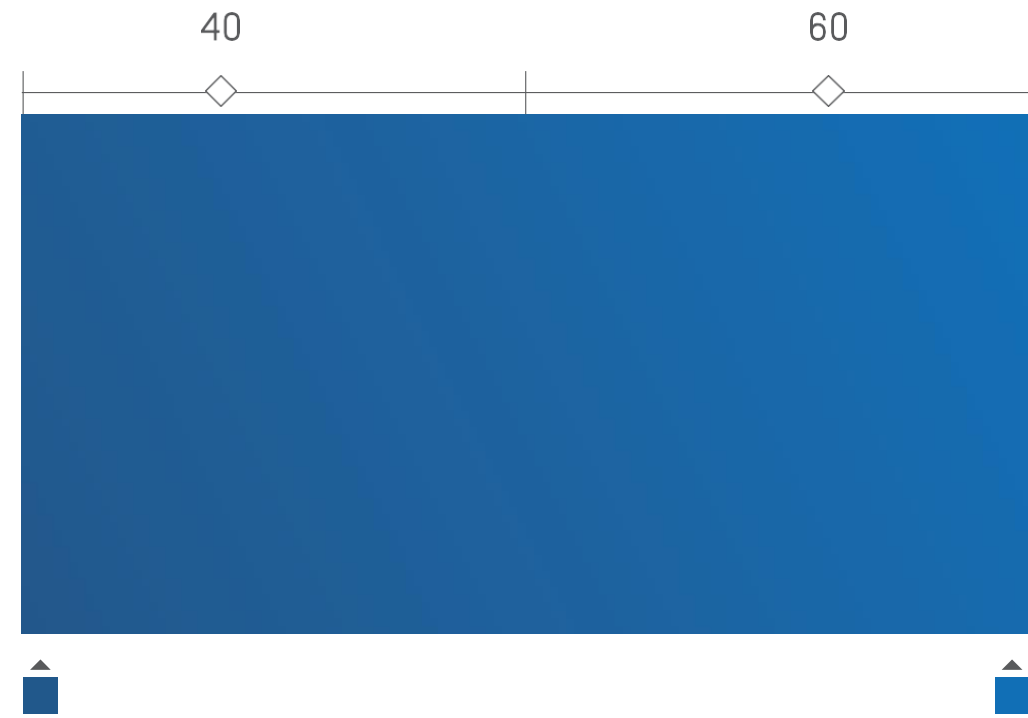
Light Teal				Light Lime Green				Light Red				Light Blue			
R	G	B		R	G	B		R	G	B		R	G	B	
113	195	183		177	207	106		227	129	118		87	135	198	
C	M	Y	K	C	M	Y	K	C	M	Y	K	C	M	Y	K
58	0	35	0	38	0	70	0	7	60	48	1	69	41	0	0
Dark Teal				Dark Olive Green				Dark Red				Dark Blue			
R	G	B		R	G	B		R	G	B		R	G	B	
40	137	128		113	147	68		40	137	128		34	88	139	
C	M	Y	K	C	M	Y	K	C	M	Y	K	C	M	Y	K
76	16	47	20	56	16	83	20	76	16	47	20	87	56	13	20

GRADIENTS WITH THE COLOURS OF THE THEMATIC PRIORITIES

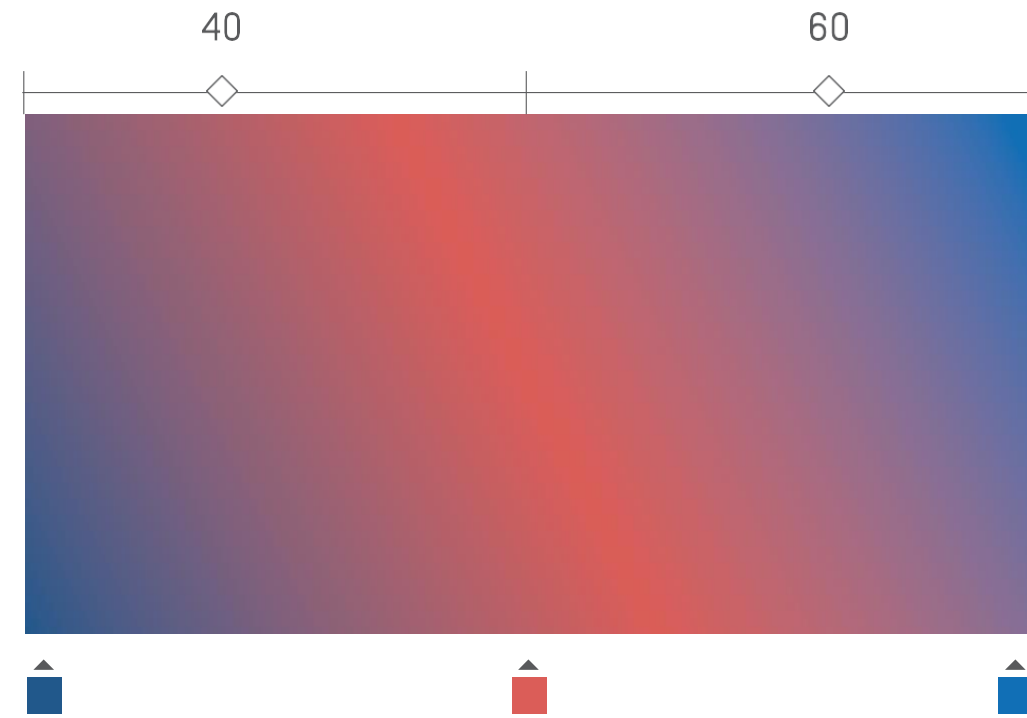
Not being an initially used graphic element, gradient colours are the result of the colours of the thematic priorities.

There are 3 gradients (blue, red and green) which can be used in forms similar to the proposed compositions.

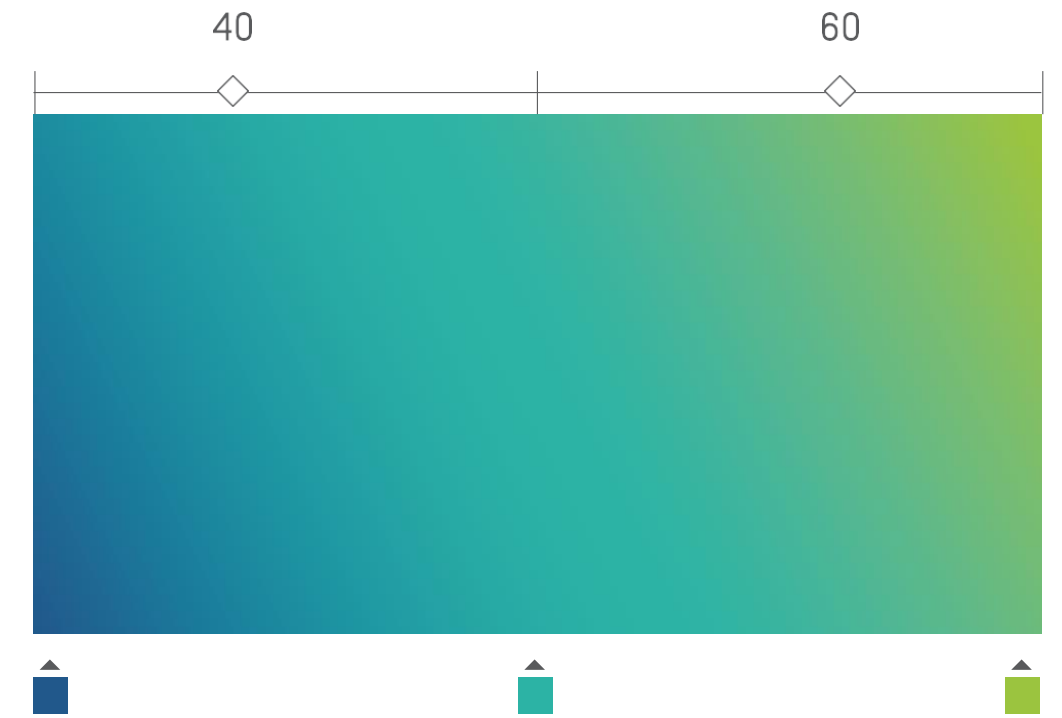
BLUE GRADIENT



RED GRADIENT



GREEN GRADIENT



◇ COLOUR SHIFT

DIRECTION: OPPOSITE CORNERS



Gradients can be used towards opposite corners or at a 45° angle.

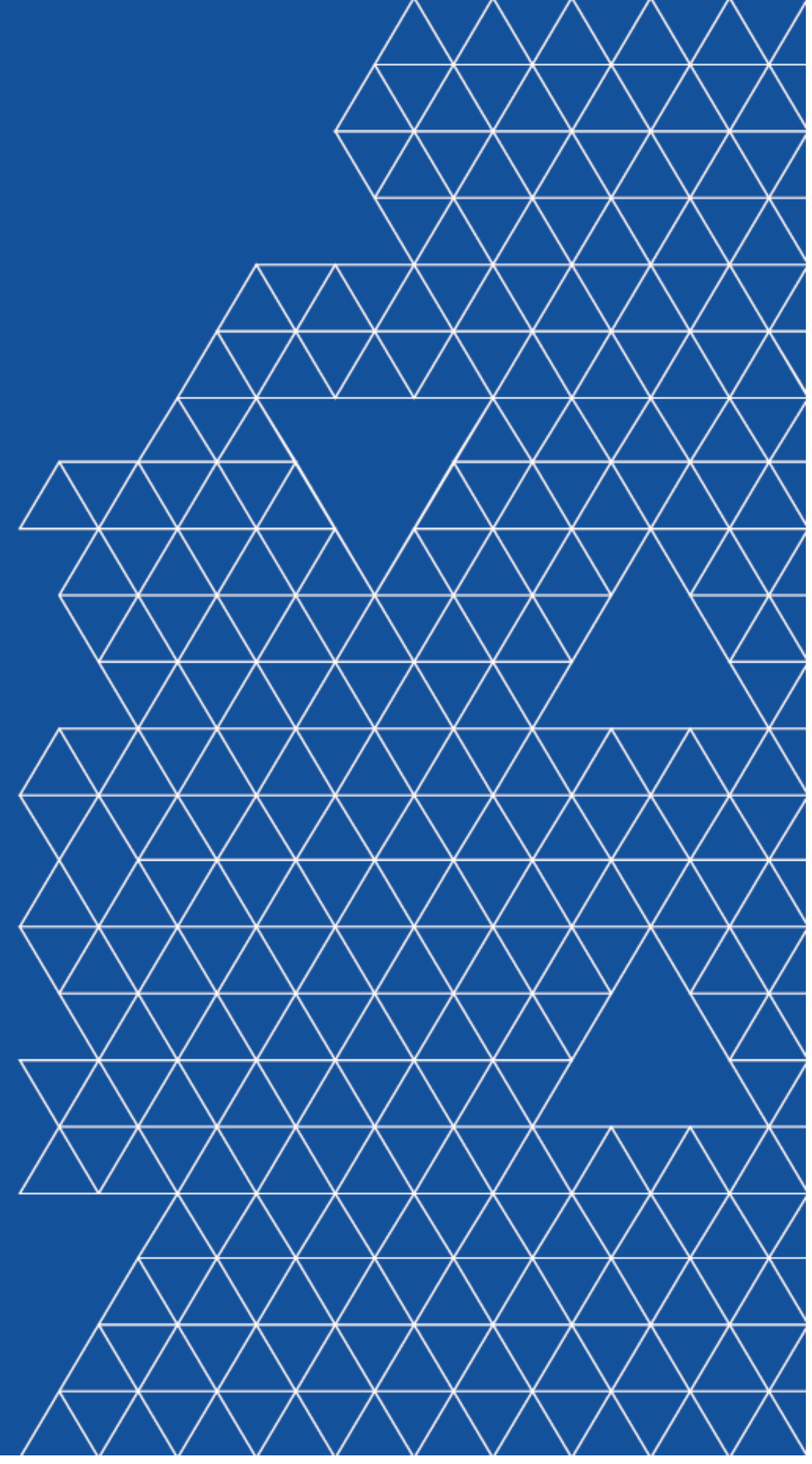
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IV. GRAPHIC ELEMENTS

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BACKGROUND

The composition on the left side can be used as background in printed or digital communication supports.

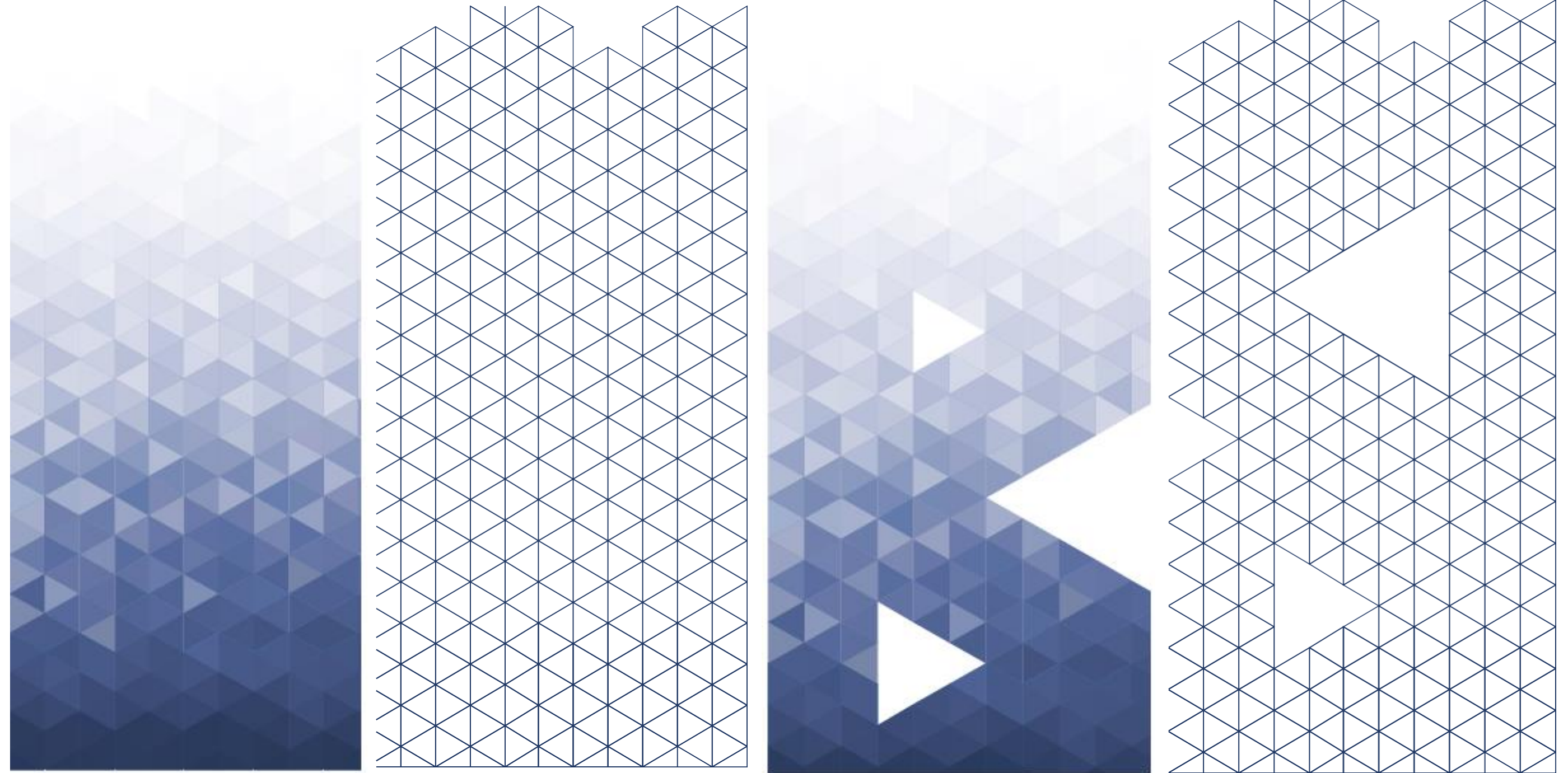
This composition is inspired by the waves of the Atlantic Ocean gliding over the sand on the beach.

The starting colour that is on the basis of the gradient of this composition is a blue which characterises the identity of the Atlantic Area, presented on page 25.



BACKGROUND

Other versions of the composition that can be used as background in printed or digital communication supports.



GRAPHIC ELEMENT

This element represents the seabirds' wings linked with the Atlantic Ocean, a common element of the Atlantic regions.

It can be used to animate printed or digital communications. It can also be used in social media as profile picture, as proposed in page 46.




ATLANTIC AREA COLOUR

This colour is part of the Atlantic Area brand identity and can be used to communicate in printed and digital supports.

This colour is also the basis for the background (page 22) and the wings design element (page 24).

It is also recommend to adopt this colour in all typography of the programme documents, communication materials and emails.



R	G	B
37	64	97

C	M	Y	K
93	72	36	28

HEX#264061

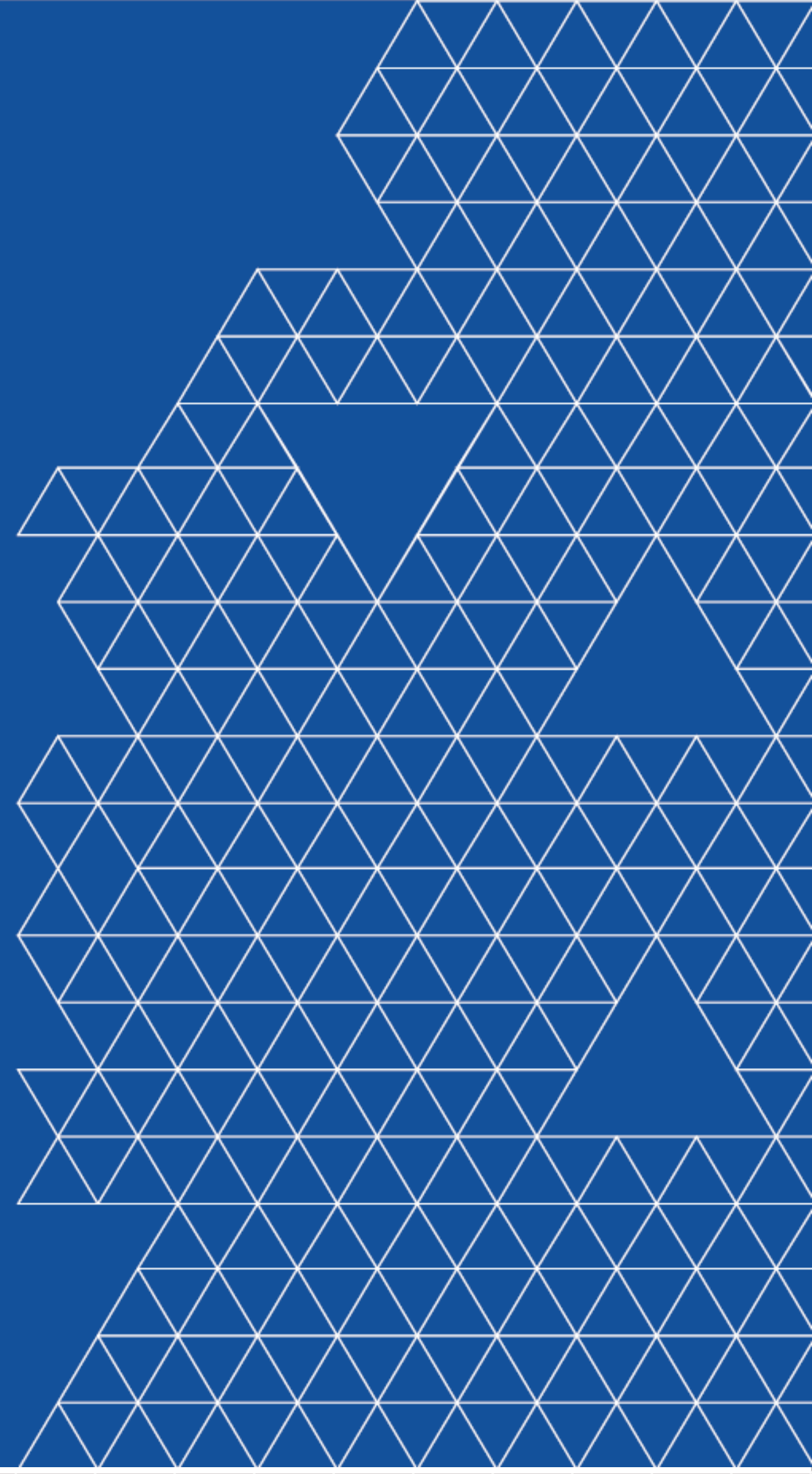
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V. T Y P O G R A P H Y

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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!@#\$%^&/'()****

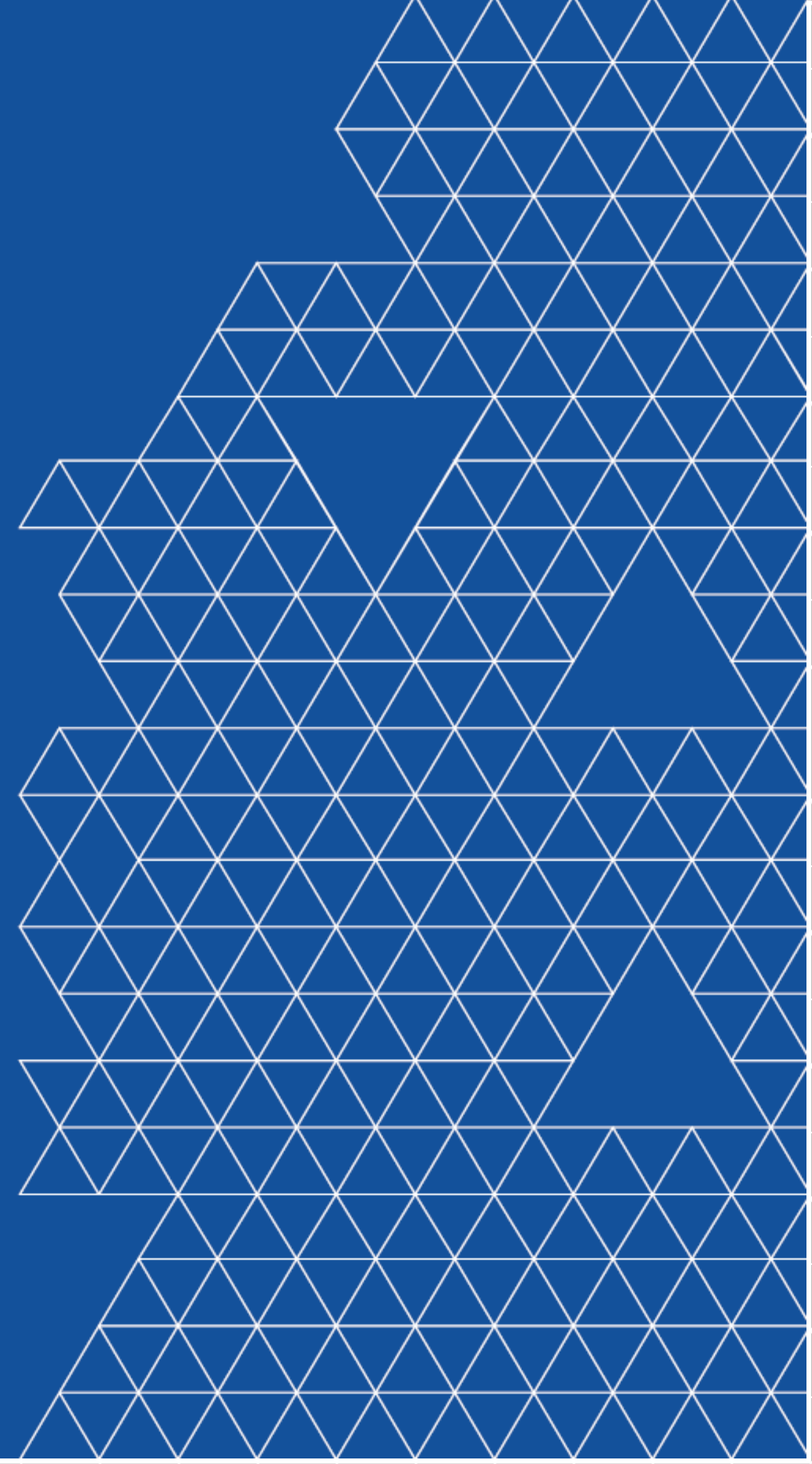
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V I C O N S

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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.



PROJECTS



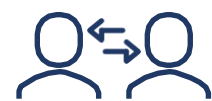
PROJECT IDEAS



PARTNERS



PARTNERS SEARCH



ASSOCIATED PARTNERS



LEAD PARTNER



FUNDING



COOPERATION



ICONS

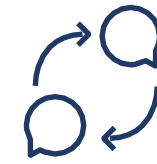
An extensive library of icons is available in vectorial format. They can be used in positive or negative colours.

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



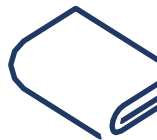
MANAGEMENT



WORKSHOP



EVENTS



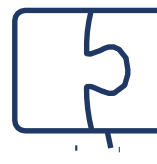
NEWS



SUPPORT



APPLICATION



MATCHMAKING PLATFORM



CALL FOR PROJECTS



MANAGEMENT



WORKSHOP



EVENTS



NEWS



SUPPORT



APPLICATION



MATCHMAKING PLATFORM

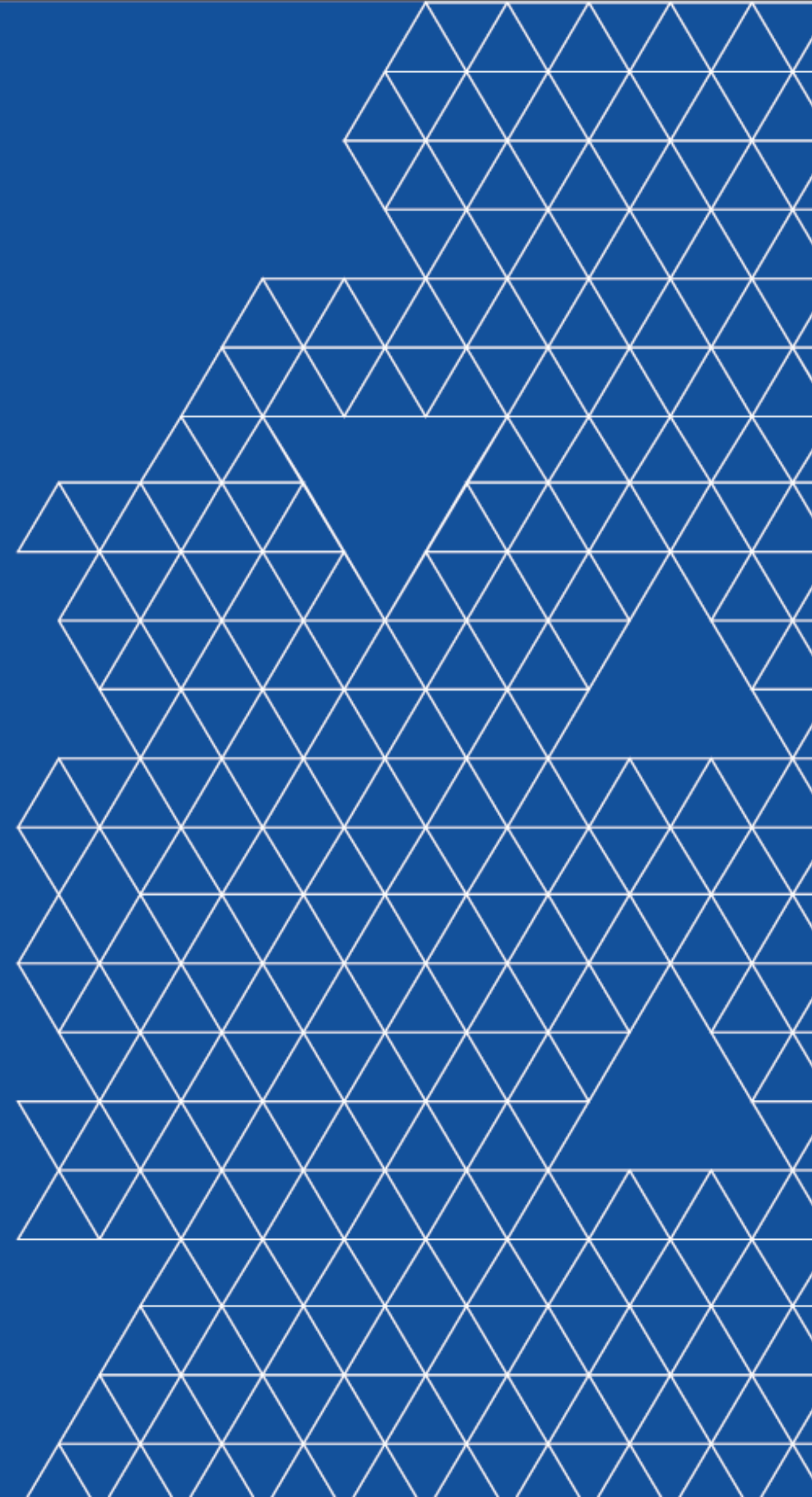
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VII. MAPS

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MAP

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.



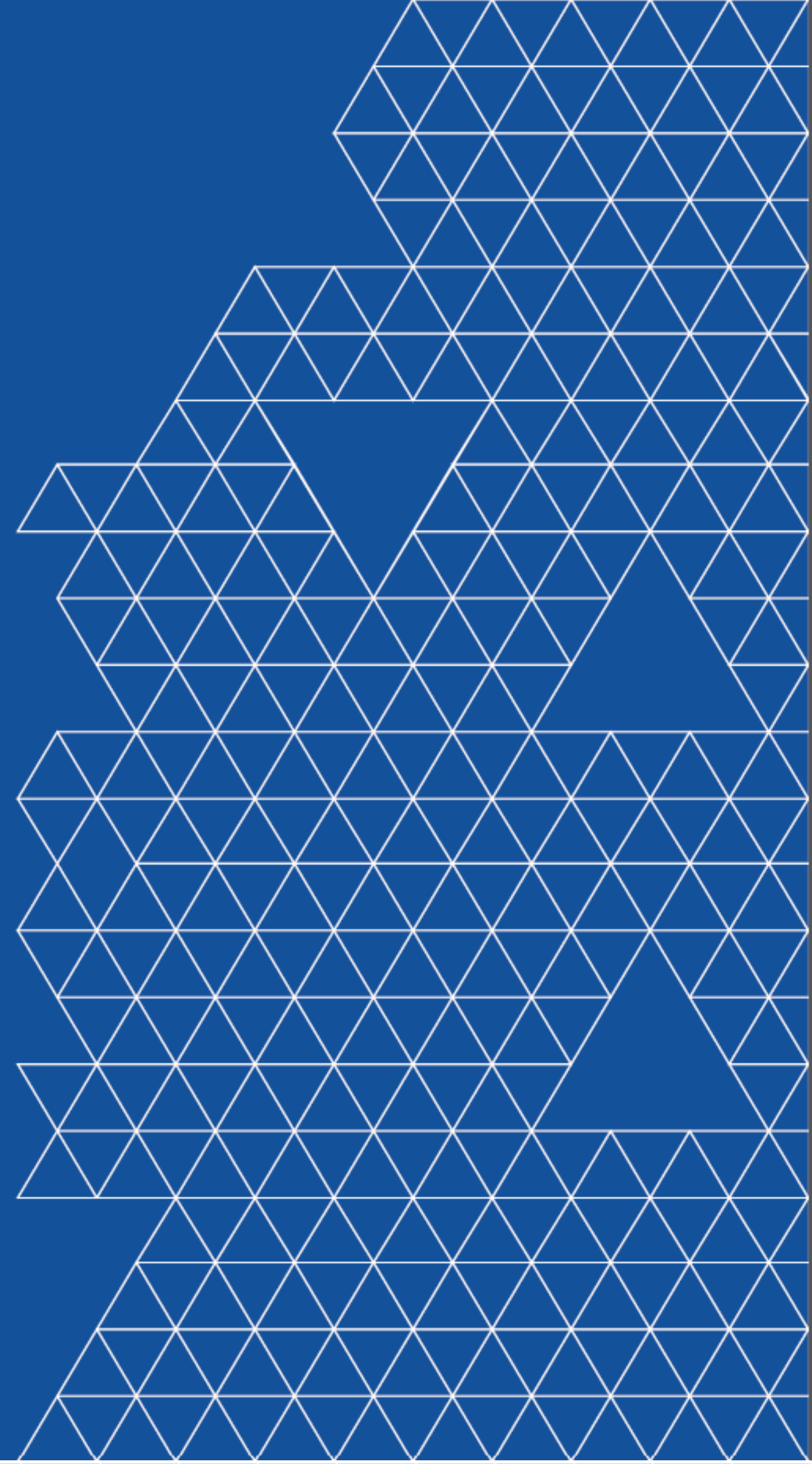
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VIII. TEMPLATES

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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.

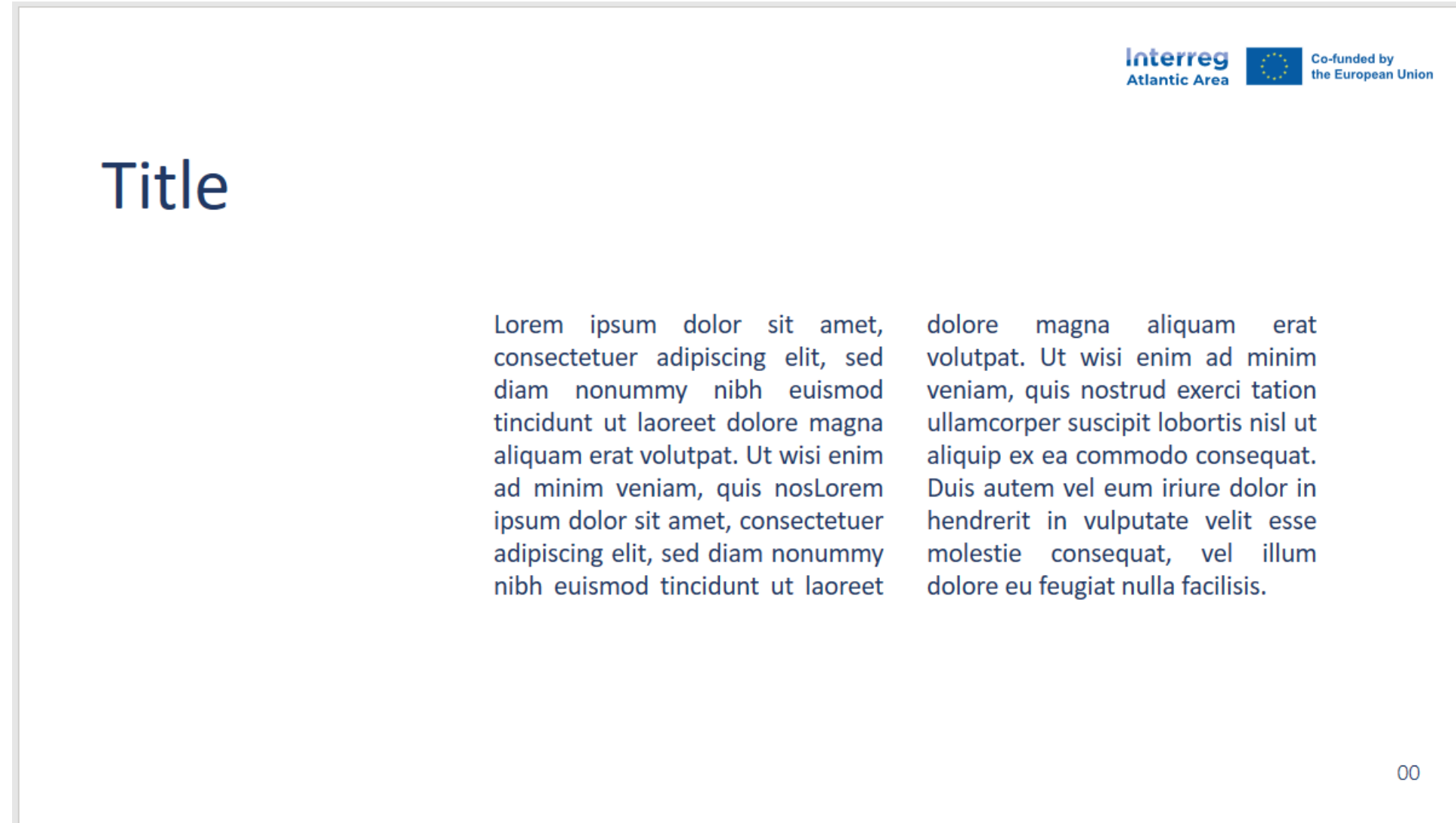
1. Cover template
2. Example of background in a power point slide



POWER POINT

3. Content

The font for titles and subtitles is Calibri and the colour to use is the Atlantic blue, presented in page 25. The Title size is 96 pt and text is 36 pt.



POWER POINT

3. Content

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor.

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00

Quote

Lorem ipsum dolor sit amet, consectetur vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

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00

POWER POINT

4. Use of graphics



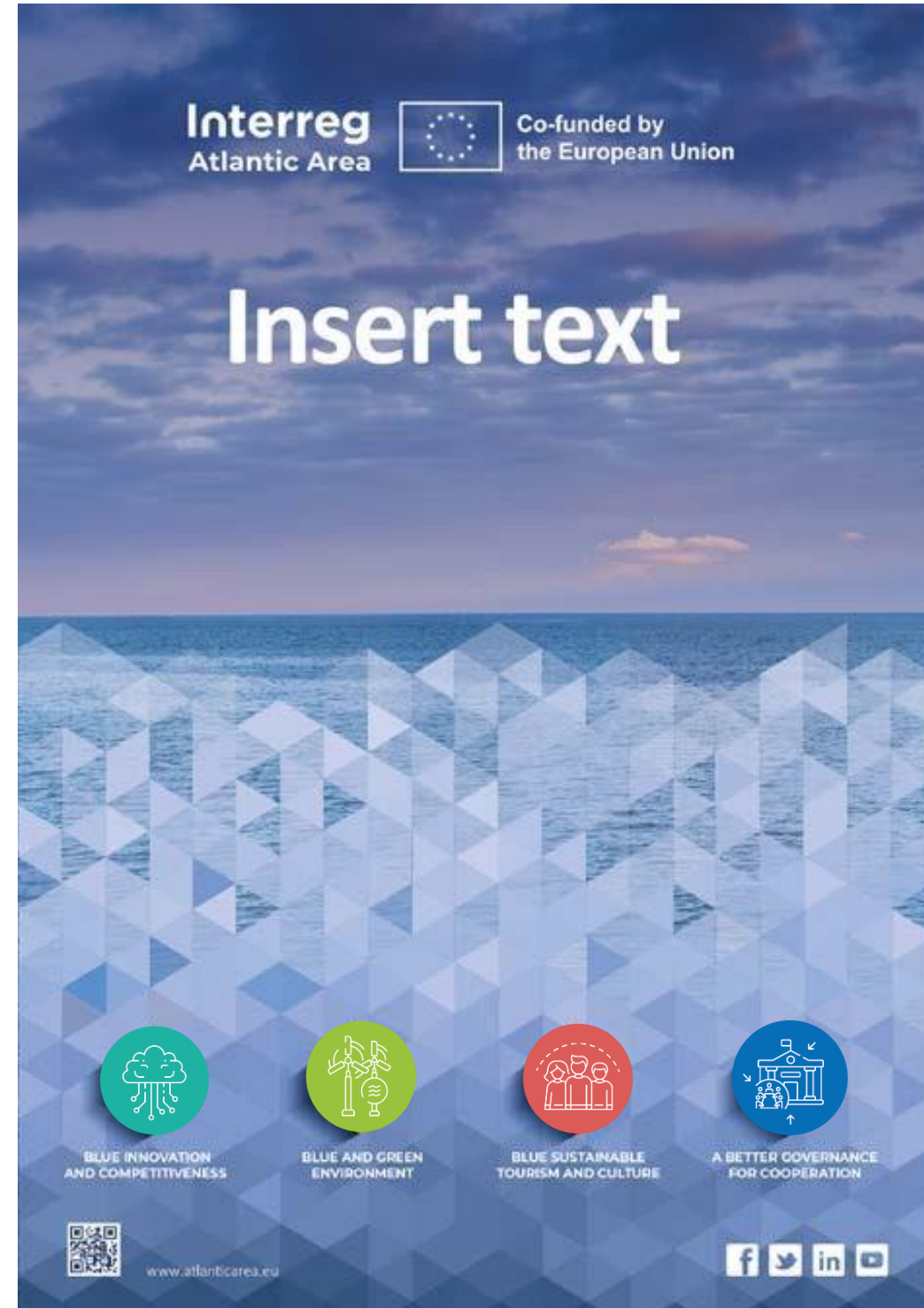
ROLL UPS

Examples on the use of branding in roll ups



POSTER A3

Examples on the use of branding in posters



FLYER

Example on the use of branding in flyers

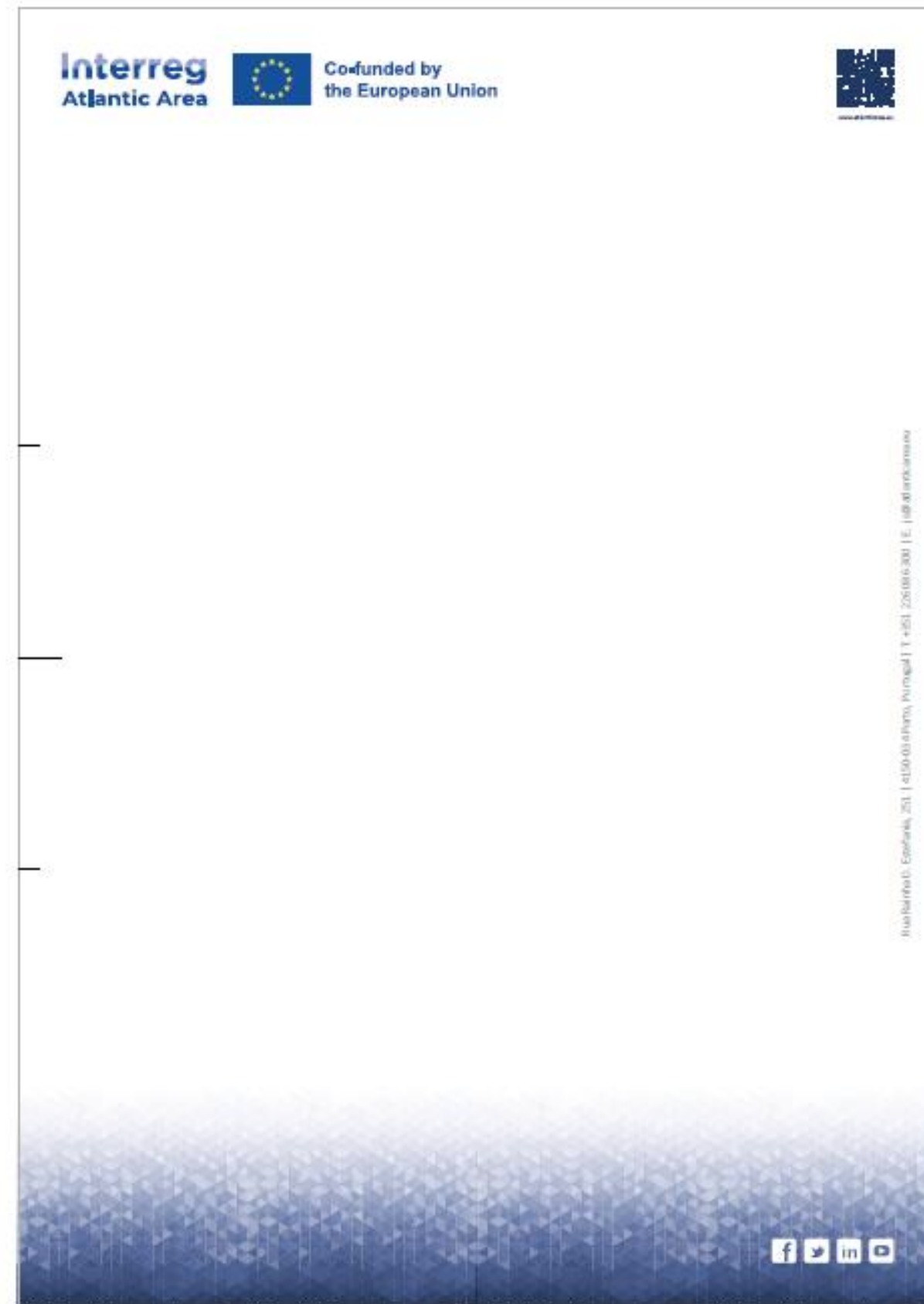


A4 LETTER

210 x 297mm
Four-colour printing

ENVELOPE DL

220 x 110mm
Four-colour printing



BUSINESS CARD

Personal card
85 x 55mm
4/4 colour printing

Greeting Card
210x100mm
4/0 colour printing



A4 FOLDER

220 x 300mm (closed)
4/4 colour printing
Matt lamination.
+ UV Reserved Varnish



MERCHANDISING

Examples on the use of branding in different products.



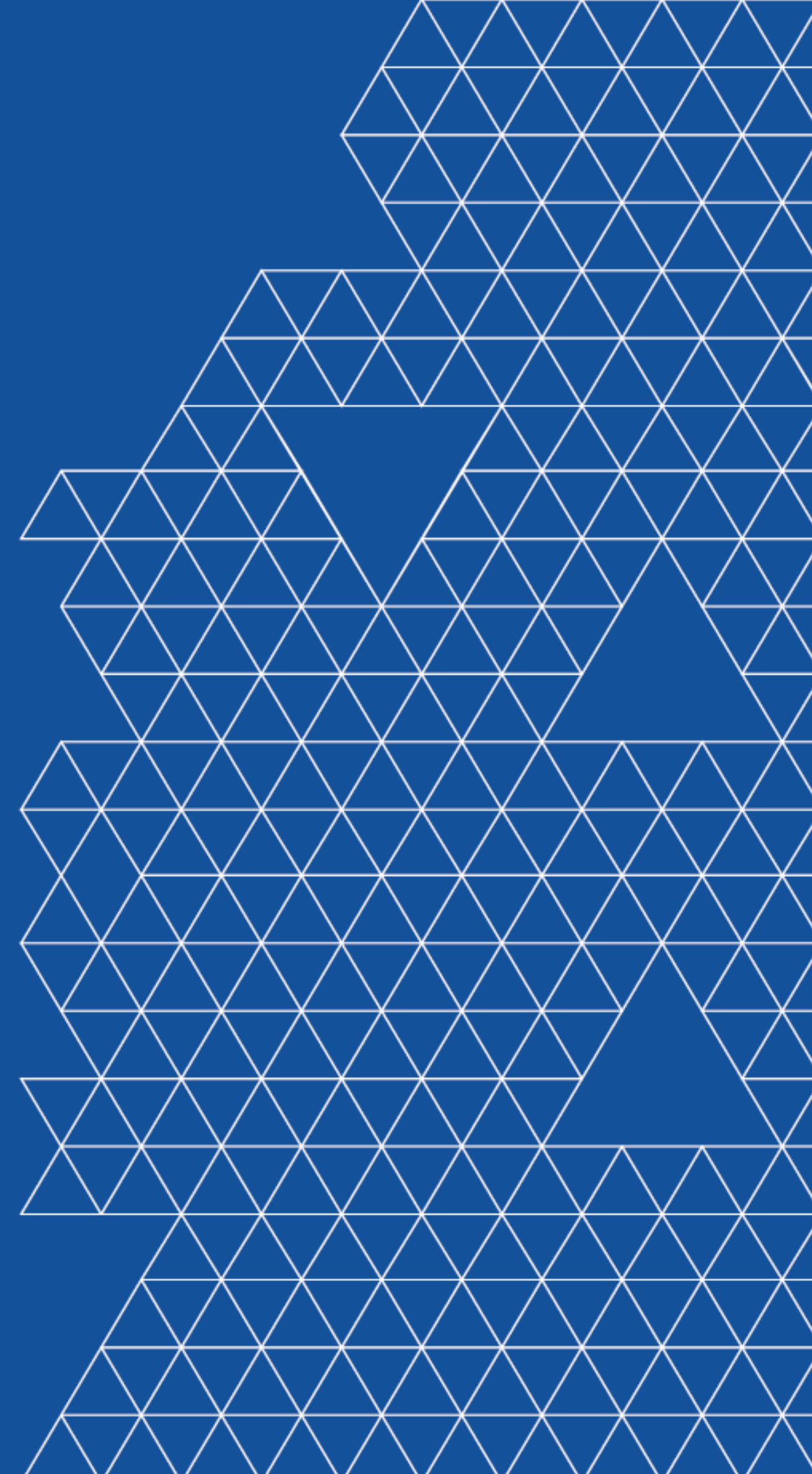
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IX. SOCIAL MEDIA

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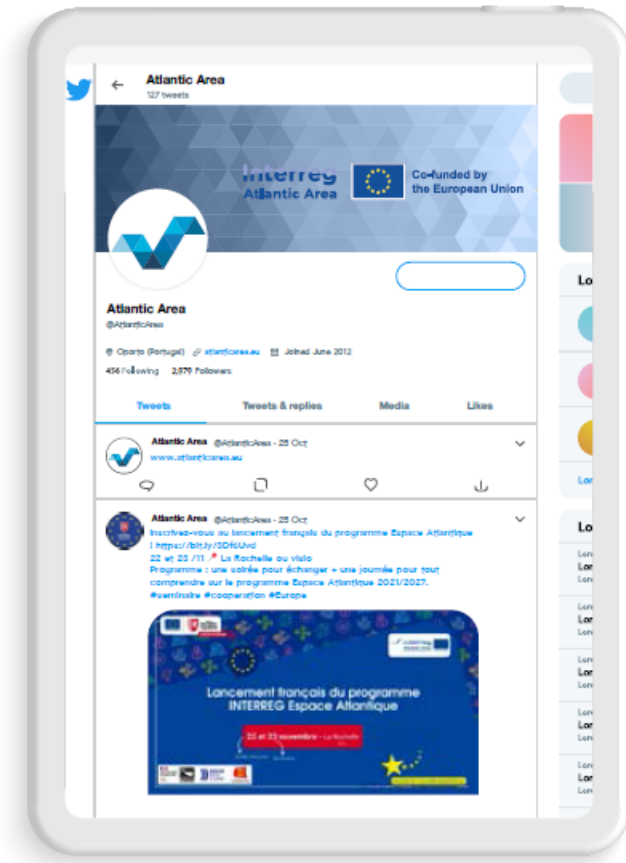
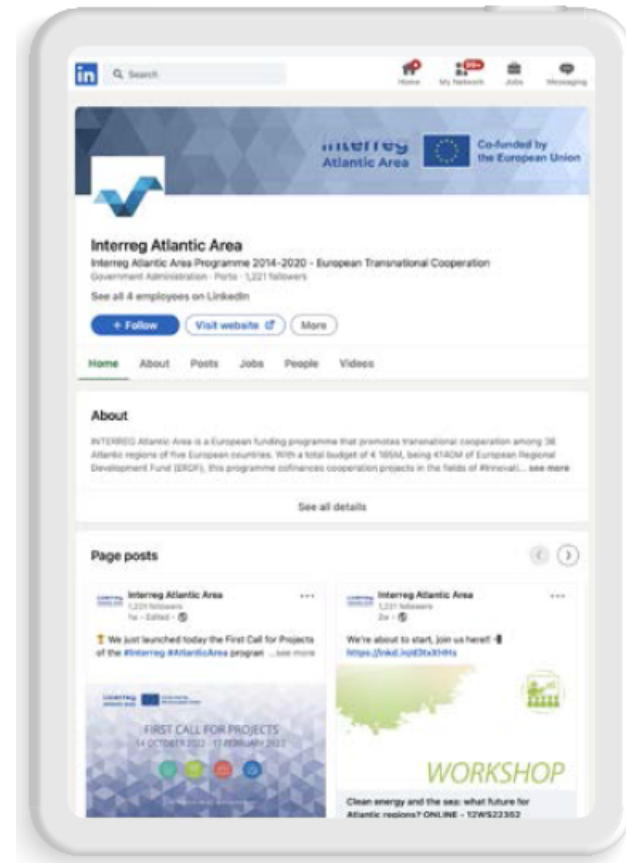
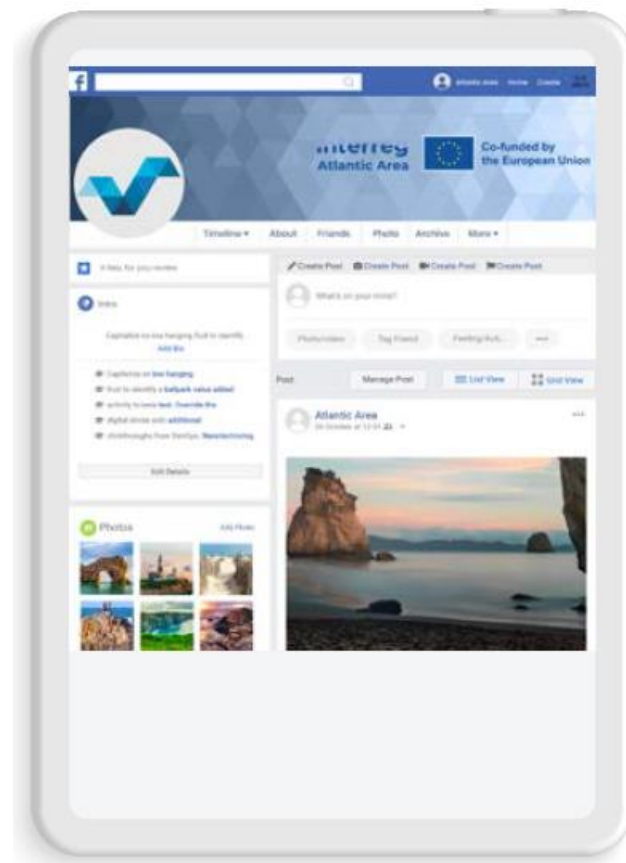
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SOCIAL MEDIA COVER

Use a banner image with the composition in blue and the programme logo.

Use the symbol with the wings as the avatar on the Atlantic Area social media platforms.



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