



# Visual Identity Manual

**2014-2020**

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# Brand harmonisation

The Interreg IPA CBC Italy-Albania-Montenegro Programme has joined the Interreg harmonisation branding initiative, aimed at increasing the visibility and recognition of Interreg funds and results in the whole Programme area.

The harmonisation is based on a jointly developed Interreg logo and aims at increasing the visibility and recognition of Interreg funds and results. The idea is to unite all the projects under the same graphics, while still providing a degree of customization.

This Visual Identity Manual provides a set of instructions for branding project communication activities of the Interreg IPA CBC Italy-Albania-Montenegro Programme, and extends the Brand Design Manual developed by Interact<sup>1</sup>.

Instructions provided are not eligibility rules and should be adopted as guidelines for gaining a more effective Programme and Project communication. Any deviation from the guidelines must be agreed with the Joint Secretariat.

## What goals does this manual have

According to the Programme Communication Strategy, this Visual Identity Manual aims at:

- allowing an easy identification of the Programme and its funded projects at EU level and ensure that - throughout the 2014-2020 programming period - both the Programme authorities and structures and the representatives of the funded projects can prepare their information and communication materials in a strictly coherent way;
- ensuring 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).

## Whom this manual is addressed to

The aim of this Visual Identity Manual is to facilitate joint communication and information activities between the projects and the Programme, strengthening the sense of belonging together, ensuring consistent quality and making project communication easier, cheaper and effective.

- This manual is addressed to Programme authorities and structures and the representatives of the funded projects in order to multiply the positive effects related to the application of the Programme logo.
- This manual will support project partners in correctly applying project logo and implementing their information and communication activities.

<sup>1</sup> Please consult the Interact website [www.interact-eu.net](http://www.interact-eu.net) for more details about the full brand integration, according to the “Manual | Brand Design Full Integration”, 11/05/2017 [www.interact-eu.net/library?title=brand+manual](http://www.interact-eu.net/library?title=brand+manual)

### What this manual provides

This manual provides the set of instructions for branding project communication activities of the Interreg IPA CBC Italy-Albania-Montenegro Programme that can be summarised as follows:

“Section I | Programme visual identity” provides a combination of graphic solutions for the correct application of the provisions of EU regulations on communication for the Programme, the characteristics of the Programme logo identity, and the usage rules. The core Interreg IPA CBC Italy-Albania-Montenegro brand is made of three components:

- Programme logo
- Graphic symbol
- Payoff

“Section II | Project visual identity” describes the standards for the use of the project logo, specifying how different versions of the logo may be applied, coloured and displayed to ensure accuracy in all applications, taking into account an array of graphic components and showing their appropriate usage.

The Programme authorities and structures, the representatives of the funded projects and the project partners can copy, distribute, display and use the logo provided for any purpose other than commercial or profit-oriented.

The Managing Authority does not take any responsibility for misuse of the visual identity and logos by third parties.

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# Section I | Programme visual identity

Interreg IPA CBC Italy-Albania-Montenegro

**2014-2020**

# 1. Programme logo

## 1.1. Logo

The logo of the Interreg IPA CBC Italy-Albania-Montenegro Programme plays a role of utmost significance in creating brand association regarding the visual communication.

The Interreg IPA CBC Italy-Albania-Montenegro Programme logo (Fig. 1) was created in line with the regulations of the Interreg Brand Design Manual. The elements of the logo represent a unit composed by several elements: the standard Interreg logo, the Programme name IPA CBC, the reference to the Interreg IPA CBC Italy-Albania-Montenegro area, and a graphic symbol.

The logo's specific appearance is given by the chosen symbol that complements the mandatory elements.

The Programme logo must be always included in all the communication material produced both at Programme and project level. It must be placed in a central and visible top position (in the first/main page) and must never be smaller than any other logo included in the same material.

The Programme logo should not be recreated in any circumstance. The Programme logo version presented in this manual is the only one to be used.

### Please note

Where cited throughout texts, the full name 'Interreg IPA CBC Italy-Albania-Montenegro Programme' is preferable; where necessary it can be abbreviated as 'Italy-Albania-Montenegro Programme'. 'IT-AL-ME' is only allowed as documents filename.



Fig. 1. Programme logo of the Interreg IPA CBC Italy-Albania-Montenegro

## 1.2. Logo specification

The Programme logo consists of the following basic elements:

- Name of funding strand: Interreg IPA CBC Italy-Albania-Montenegro logotype with the coloured arch inside
- European Union emblem and labelling
- Graphic symbol

The proportions and relationship between the sizes of the three key elements should not be altered in any way. Only the Managing Authority has the right to use the graphic symbol separately for brand communication purposes.

### 1.2.1. Basic unit

The basic unit used for the definition of the logo composition is the width of the letter “e” of “Interreg” word. This measure is used to define the space between the elements as well as the clear space around the logo (Fig. 3).

### 1.2.2. European Union flag and label

The space between the logotype and the European flag equals 3/4 of the basic unit. The European Union flag is aligned with the cap-height (cap-l) of the Programme name. The European Union label is always aligned with the base line of the of the Programme name. It is always exactly as wide as the European flag. Following the regulation, the European Union reference is set in Arial.

### 1.2.3. Programme name

The Programme name is set in Montserrat Regular, with a letter spacing of -20. The name is aligned with the Interreg IPA CBC Italy-Albania-Montenegro logotype.

### 1.2.4. Graphic symbol

Graphic symbol is placed to the left of the Interreg text. It is placed at a minimum distance that equals the distance between the logotype and the flag, which is of 3/4 of the basic unit “e” of “Interreg”.

The height of the graphic symbol matches the height of the Interreg logo and its maximum height, the height of the composition of the European flag together with the European Union label.

### 1.2.5. Exclusion zone

A clear space of at least one basic unit in height and width must be left around the logo (Fig. 2). Within this area no text, other graphic elements or logos must be placed. To make calculation as easy as possible, the following method of measuring should always be applied: whatever the size of the logo is, the clear space around all sides must equal the length of the letter “e” of “Interreg” (Fig. 3). The exclusion zone is applicable to large size as well as small size of the logo. It is recommended to increase this space wherever possible.



Fig. 2. Programme logo with exclusion zone



Fig. 3. Programme logo specification

### 1.3. Colours






The logo colours result from the European, the Italian, the Albanian and the Montenegrin flags; the blue colour of the Adriatic Sea, and cannot be changed. They are also the central brand colours of the Interreg IPA CBC Italy-Albania-Montenegro brand and are used to identify the brand, as well as beyond the logo in all visual communication. The colours are defined for all colour systems<sup>1</sup>.

<sup>1</sup> **Pantone:** Spot colours.

**CMYK:** Process-colour printing, 100 colour gradations per channel C = cyan, M = magenta, Y = yellow, K = black

**RGB:** Colour sample for monitor display with 256 gradations per channel R = red, G = green, B = blue

**Hex:** System similar to RGB, however with gradations from “00” to “FF” (hexadecimal) per channel. This system is preferably employed for designing websites.

Colour	Pantone	CMYK	HEX	RGB
 <i>ReflexBlue</i>	ReflexBlue U	C: 100 M: 80 Y: 0 K: 0	000099	R: 0 G: 0 B: 153
 <i>LightBlue</i>	2716 U	C: 41 M: 30 Y: 0 K: 0	9999CC	R: 158 G: 173 B: 228
 <i>Yellow</i>	Yellow	C: 0 M: 0 Y: 100 K: 0	FFCC00	R: 255 G: 237 B: 0
 <i>Green</i>	17-6153 TCX	C: 100 M: 6 Y: 100 K: 0	009933	R: 0 G: 140 B: 69
 <i>Red</i>	186 C	C: 0 M: 90 Y: 80 K: 5	CC0033	R: 206 G: 17 B: 38
 <i>Gold</i>	117 C	C: 0 M: 18,5 Y: 100 K: 15	CC9933	R: 211 G: 174 B: 59
 <i>Blue</i>	646 C	C: 68 M: 39 Y: 14 K: 2	669999	R: 107 G: 136 B: 176

Tab. 1. Programme logo colours



## 1.4. Correct usage

### 1.4.1. Standard logo

The standard logo is the full colour version. This version should be used whenever is possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background (Fig. 4).

### 1.4.2. Grayscale logo

For single colour reproductions, a grayscale version of the logo should be used. This version should only be used whenever full colour is not available (Fig. 5).

### 1.4.3. Black and white logo

For single colour reproductions, a black and white version of the logo should be used (Fig. 6).

The black and white logo should only be used if there is no possibility to use grayscale.



Fig. 4. Programme logo on white background



Fig. 5. Programme logo grayscale version for monochrome applications



Fig. 6. Programme logo black and white version if grayscale is not possible

## 1.5. Allowed usage, not recommended

### 1.5.1. Standard logo on very light coloured background

It is necessary to guarantee enough contrast to the logo. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background (Fig. 7).

### 1.5.2. Standard logo on bright photo

Using the logo on a image is possible if there is no alternative, but it has to be a very light background (Fig. 8).

### 1.5.3. White logo on a very dark coloured background

The white logo should only be used if there is no possibility to use full colour. In that case, the logo can be applied only on a very dark background (Fig. 9).

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#### Please note

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. **The width of the border must be 1/25th of the height of the rectangle.**



Fig. 7. Programme logo on very light coloured background



Fig. 8. Programme logo on bright photo



Fig. 9. Programme logo white version on a very dark coloured background

## 1.6. Improper usage



Fig. 10. Programme logo improper usage: add other text to the logo on the same line



Fig. 11. Programme logo improper usage: distort, stretch the logo



Fig. 12. Programme logo improper usage: slant or modify the logo



Fig. 13. Programme logo improper usage: cut the logo



Fig. 14. Programme logo improper usage: rotate the logo



Fig. 15. Programme logo improper usage: separate the elements of the logo



Fig. 16. Programme logo improper usage: outlines around the logo



Fig. 17. Programme logo improper usage: logo in body text



Fig. 18. Programme logo improper usage: invert the logo colour

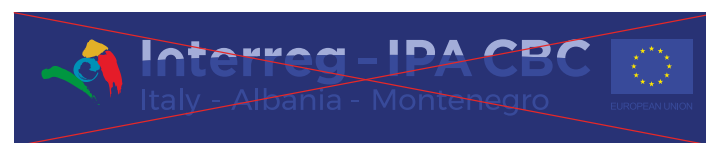


Fig. 19. Programme logo improper usage: full color version on dark backgrounds

## 1.7. Addition of other logos or flags

According to EU Commission Implementing Regulation No 821/2014, “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.”<sup>2</sup>.

Other logos cannot exceed in width OR height the size of the UE emblem (Fig. 20).

Additional flags cannot exceed in height OR width the size of the UE emblem (Fig. 21).



Fig. 20. Emblems in addition to Programme logo



Fig. 21. Other logos in addition to Programme logo



Fig. 22. Other vertical logos in addition to Programme logo

<sup>2</sup> See article 4 *Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation* point 5 of Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014.

## 1.8. Logo size

The appearance of a logo varies greatly according to the medium used. Therefore, minimum Programme logo sizes for print, screen and video are specified. The Programme logo should not be used in any sizes smaller than the smallest logo size specified here.

## 1.9. Logo position

For full application of the Interreg brand design, the following type specifications for print and screen publications are recommended.

All project templates can be downloaded here:

<http://www.italy-albania-montenegro.eu/tools/visual-identity>

### Density-independent Pixels (dp)

It is an abstract unit that is based on the physical density of the screen. These units are relative to a 160 dpi screen, so 1 dp = 1 pixel. The ratio of dp-to-pixel will change with the screen density, but not necessarily in direct proportion.

Media	Media size	Smallest logo width	Ideal logo width
Print A4 portrait	210 x 297 mm	68 mm	84 mm
Print A4 landscape	297 x 210 mm	68 mm	84 mm
Print A5 portrait	148 x 210 mm	60 mm	84 mm
Print Business card	85 x 55 mm	54 mm	64 mm
Print Sign (Plaque)	Any large format (from A2 onwards)	long side / 6	long side / 3
Screen Smartphone	320 x 480 dp	245 dp	270 dp
Screen Tablet	768 x 1024 dp	350 dp	480 dp
Screen Laptop/Desktop	1920 x 1080 px	254 px	443 px
Screen Powerpoint 16:9	254 x 142,88 mm	65 mm	150 mm
Video Full HD and HD	1920 x 1080 px 1280 x 720 px	350 px	500 px
Video SDTV	720 x 576 px	200 px	246 px

Tab. 2. Programme logo sizes

### 1.9.1. Position on A4 format portrait

On an landscape A4 format set the margins not less than:

Top: 8 mm      Left 10 mm      Right: 10 mm      Bottom: 16 mm

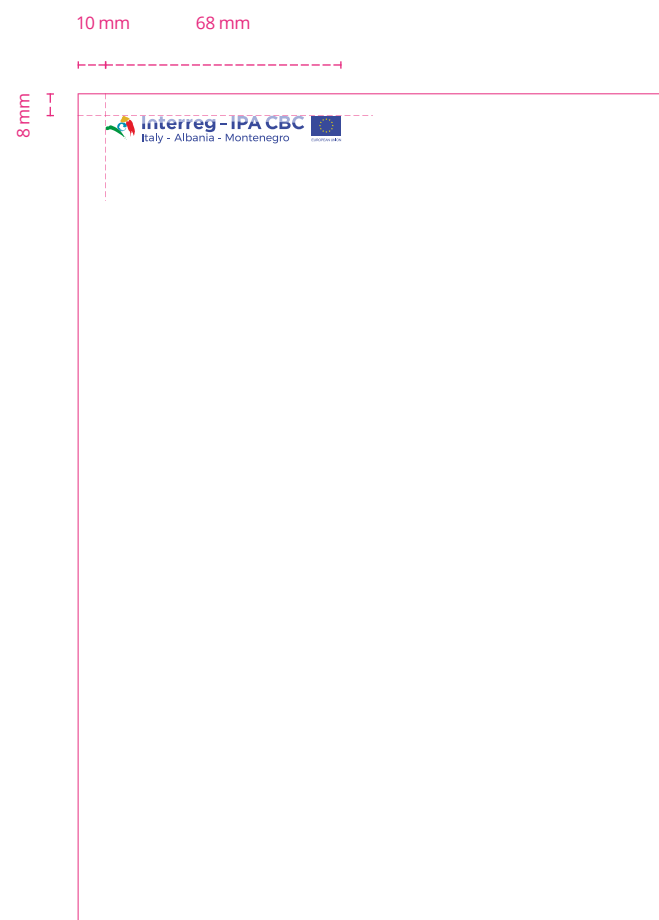


Fig. 23. Programme logo on A4 paper portrait

### 1.9.2. Position on A4 format landscape

On an portrait A4 format set the margins not less than:

Top: 15 mm      Left 15 mm      Right: 15 mm      Bottom: 15 mm



Fig. 24. Programme logo on A4 paper landscape

### 1.9.3. Position on A5 format portrait

On an A5 format set the margins not less than:

Top: 22,45 mm    Left 12,62 mm    Right: 12,62 mm    Bottom: 22,45 mm

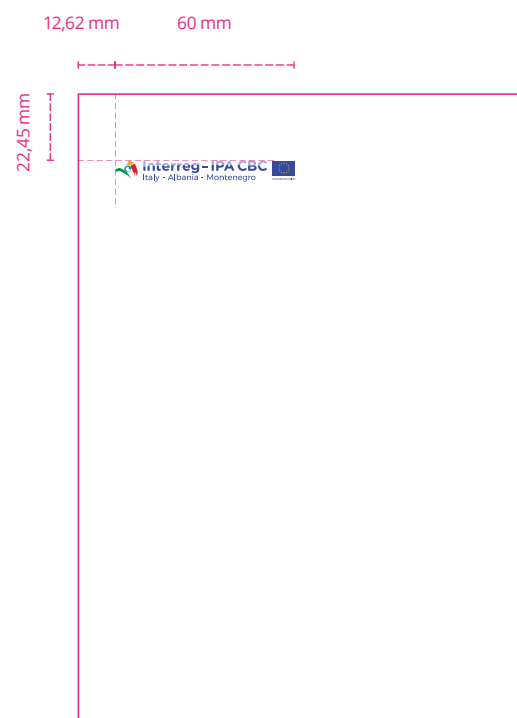


Fig. 25. Programme logo on A5 paper

### 1.9.4. Position on Business card

On an business card set the margins not less than

Top: 5,7 mm    Left 6,7 mm    Right: 6,7 mm    Bottom: 5,7 mm

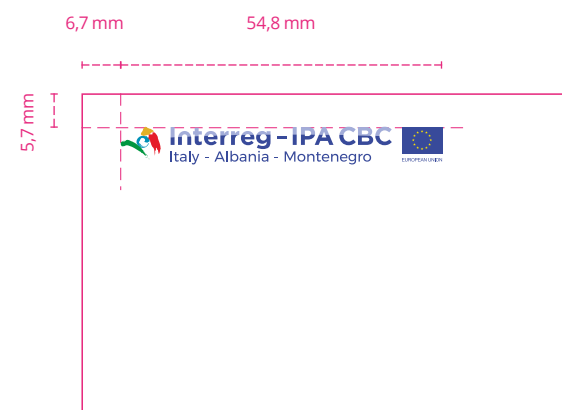


Fig. 26. Programme logo on a business card

### 1.9.5. Position on smartphone screen

On a smartphone screen of 320 x 480 dp set the margins not less than 16 px.



Fig. 27. Programme logo on a smartphone screen

### 1.9.6. Position on tablet screen

On an tablet screen of 768 x 1024 dp set the margins not less than 16 px.

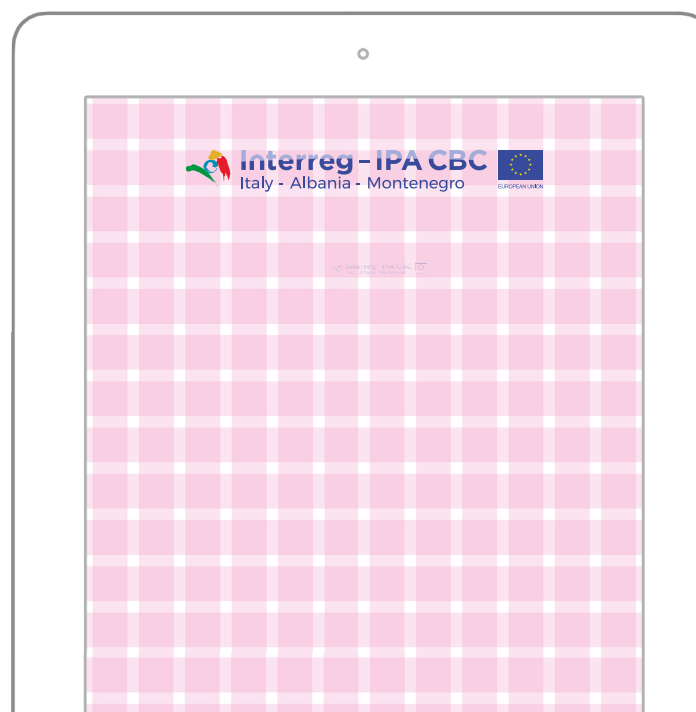
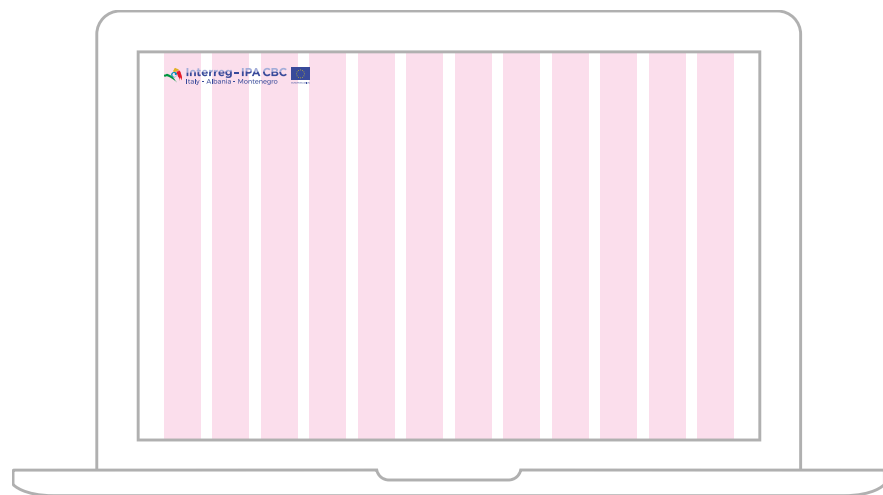


Fig. 28. Programme logo on a tablet screen



### 1.9.7. Position on desktop/laptop screen

On an tablet screen of 1920 x 1080 px set the margins not less than 16 px.



### 1.9.8. Position on Powerpoint 16:9 screen

On a Powerpoint screen 16:9 set the margins not less than:

Top: 10 mm      Left 15 mm      Right: 15 mm      Bottom: 10 mm

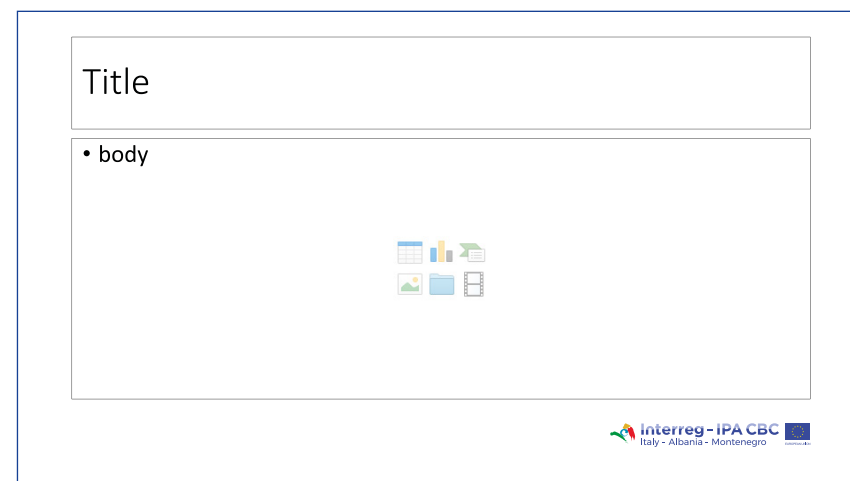


Fig. 29. Programme logo on a Powerpoint screen 16:9

#### 1.9.9. Position on video Full HD and HD

On a video SDTV respect the safe area for video broadcasting.

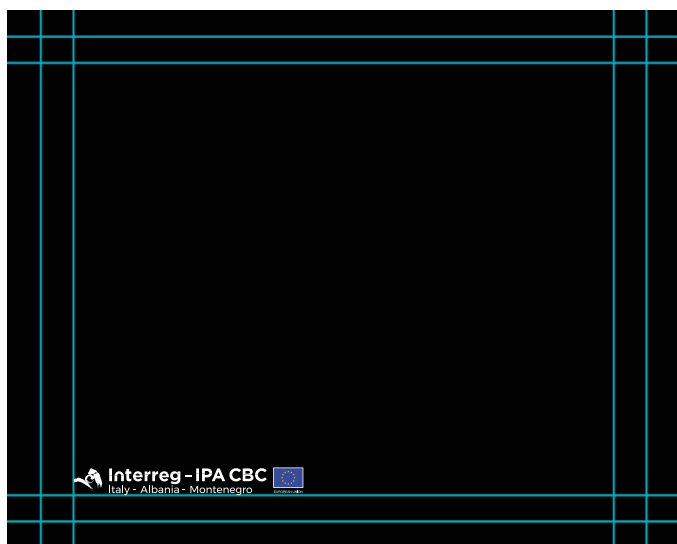


Fig. 30. Programme logo on a video SDTV Programme

#### 1.9.10. Position on video SDTV

On a video full HD and HD respect the safe area for video broadcasting.

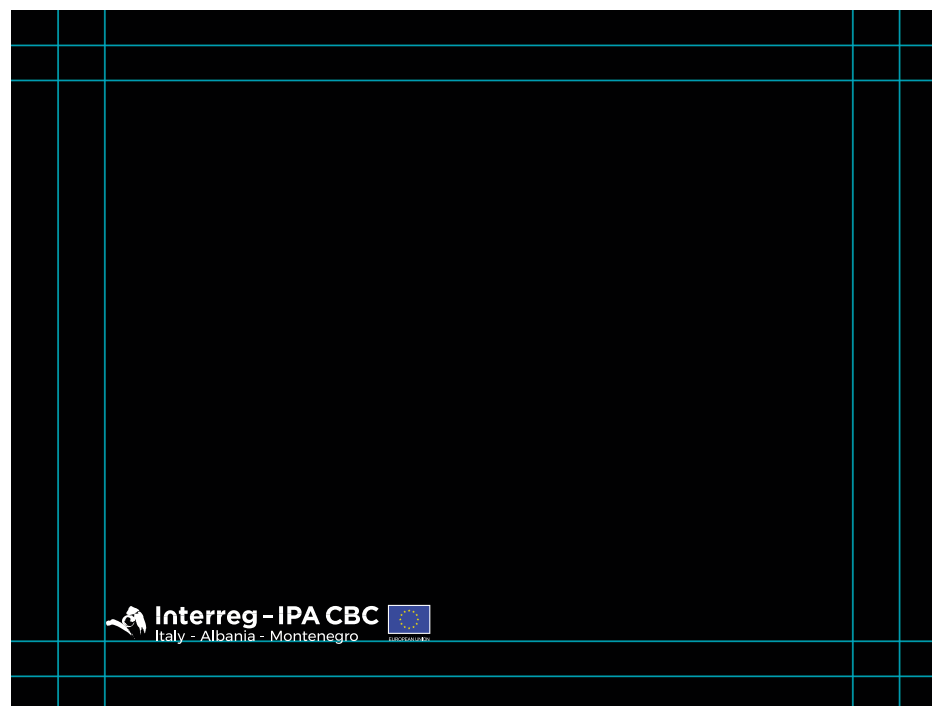


Fig. 31. Programme logo on a video full HD and HD

## 2. Graphic symbol

### 2.1. Graphic symbol design

As usual, the creation of a logo starts with the identification of the message to be spread, through an image consisting of areas, colours and shapes.

The Interreg IPA CBC Italy-Albania-Montenegro logo aims at describing the co-operation between different countries, represented as a whole, even if each of them still preserves its own identity. The Adriatic Sea is here considered as the element gathering those lands, creating a bridge among them.

From the operative point of view, to realise this graphic symbol the geopolitical map of the Adriatic area has been segmented, in order to pick shapes and sizes of the countries involved to this Programme, for profiling their costs (Fig. 32).

Once these geographical areas have been identified, the role of the Adriatic Sea, as the fulcrum around which these Countries lie, has been highlighted, by using lines of forces, going from the Balkan side to the Italian one. Then, the countries' borders have been simplified, by using less complex lines (Fig. 33).

Another step to get closer to the final result has been trying to synthetize the natural borders shape in a single line (Fig. 34).



Fig. 32. Logo design: Geopolitical map of the territoires and Adriatic Sea



Fig. 33. Logo design: Adriatic Sea lines of force



Fig. 34. Logo design: Adriatic Sea as the fulcrum

In order to improve the logo in terms of elegance, each area has been painted simulating a paintbrush, using different colours: this choice symbolises the irregularities of the seacoasts, due to water swashing. However, the proportions and the position these territories have with respect to each other, have been preserved (Fig. 35).

The last step has been associating to each land a different brush stroke, characterised by a specific sign, referring to a particular pictorial technique that can be noticed by the different margins and strength of the three signs. Moreover, to identify each country, one colour from their own flags has been chosen: gold from Montenegrin flag, red for Albanian and green from Italian one. Each of these three colours refers to the official flag's code (Fig. 36).

The Adriatic Sea has been considered as an independent element, essential because it puts together the countries. Since the main purpose of this graphic symbol is to highlight the relationship and the cooperation between these regions, looking at the future together, the final designed logo can be considered as a barely eye-shaped symbol (Fig. 37).

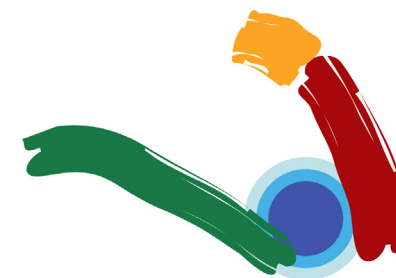


Fig. 35. Logo design: Symbolizing the areas with a sign of paint

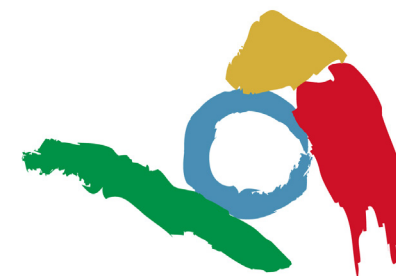


Fig. 36. Logo design: Distinguishing the States



Fig. 37. Logo design: Final version

## 3. Payoff and key visual

### 3.1. Payoff: a shared vision of the future

The payoff completes the Interreg IPA CBC Italy-Albania-Montenegro Programme brand identity, referring to its aim to support cooperation, among the countries involved.

Interreg IPA CBC Italy-Albania-Montenegro funded projects are encouraged to use the payoff and key visual developed by the Programme (Fig. 38).

The font used for the payoff is Vollkorn Regular, with a letter spacing of -50.

The full version of the key visual consists of two elements:

- The graphic symbol (see “2. Graphic symbol” on page 15).
- The payoff

This key visual has to be used when cooperation is the focus of communication activities.

#### 3.1.1. Payoff and key visual exclusion zone

A clear space of at least one basic unit in height and width must be left around the image. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed to set the right page margins (Fig. 39).



Fig. 38. Payoff and key visual



Fig. 39. Payoff and key visual with its exclusion zone

## 4. Typography

### 4.1. Corporate typefaces

For full application of the Interreg brand design, the following type specifications for print publications and stationery are recommended.

For Programme and project identity the typeface Montserrat has been chosen as it is visually similar to the Interreg logo<sup>1</sup>.

For graphics and advertising communication, the Vollkorn typeface can be used for payoff, slogan or headlines.

Typeface	Typeface application
<b>Montserrat Bold</b> <b>Montserrat Semibold</b>	Logo extensions (Programme name, Project names)
<b>Vollkorn Bold</b> <b>Vollkorn Semibold</b> <b>Vollkorn Regular</b>	Graphics (payoff, slogan, headlines, etc.)

Tab. 3. Typeface for corporate identity

<sup>1</sup> The reference to the European Union under the flag uses the typeface Arial as described in art 4, §4 of the Commission implementing regulation (EU) No 821/2014. This should not be changed.

4.2. Overall publications and office documents

The typeface for all the other applications (body text, headlines, etc.) is Calibri. It has a neutral yet friendly appearance, suitable for all the applications.

Calibri has been chosen because of its wide availability in office software of quite all the MS Windows based operating systems.

The Helvetica Neue typeface can be used as an alternative on Mac operating systems.

Typeface	Typeface application
<b>Calibri Bold</b> Calibri Regular	Overall communication (body text, headlines, etc.)
<b>Helvetica Neue Bold</b> Helvetica Neue Regular	Overall communication (body text, headlines, etc.)

Tab. 4. Typeface application for publications and office documents

4.3. Alternative for overall publications

As an alternative for overall print communication, the Open Sans typeface can be used.

Open Sans is the alternative serif typeface to Calibri. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

Typeface	Typeface application
Open Sans Bold	Alternative font for overall communication (body text, headlines, etc.)
Open Sans Semibold	
Open Sans Regular	
Open Sans Light	

Tab. 5. Typeface application for overall print communication



#### 4.4. Web communication

For the web application of the Interreg project brand design, Titillium typeface has been chosen. The guidelines in Tab. 6 will help to give web documents a more uniform appearance throughout the Programme.

##### Typeface application

Headline 1  
Titillium Bold  
19/29 pt

##### Typeface application

**Headline 1**

Headline 2  
Titillium Semibold  
16/18 pt

**Headline 2**

Headline 3  
Titillium Semibold  
11/15 pt

**Headline 3**

Headline 4  
Titillium Semibold  
10/13.5 pt

**Headline 4**

Headline 5  
Titillium Semibold  
8/10.5 pt

**Headline 5**

Headline 6  
Titillium Semibold  
8/9 pt

**Headline 6**

Text body  
Titillium Regular  
10,5 pt

Lorem ipsum dolor sit amet,  
consetetur sadipscing elitr, sed diam  
nonumy eirmod tempor invidunt ut  
labore et dolore magna aliquyam  
erat.

Minimum text  
Titillium Regular  
9,75 pt

Lorem ipsum dolor sit amet, consetetur  
sadipscing elitr, sed diam nonumy  
eirmod tempor invidunt ut labore et  
dolore magna aliquyam erat.

## 4.5. Typefaces summary

All the typefaces are available for free, including web font kits. Tab. 7 summarizes weights, usage and availability for each typefaces.

Typeface	Typeface application and font kit
<b>Montserrat Bold</b> <b>Montserrat Semibold</b>	Logo extensions (Programme name, Project names) <a href="http://www.google.com/fonts/specimen/Montserrat">http://www.google.com/fonts/specimen/Montserrat</a> <a href="http://www.fontsquirrel.com/fonts/montserrat">http://www.fontsquirrel.com/fonts/montserrat</a>
<b>Vollkorn Bold</b> <b>Vollkorn Semibold</b> Vollkorn Regular	Graphics (payoff, headlines, etc.) <a href="https://fonts.google.com/specimen/Vollkorn">https://fonts.google.com/specimen/Vollkorn</a> <a href="http://www.fontsquirrel.com/fonts/vollkorn">http://www.fontsquirrel.com/fonts/vollkorn</a>
<b>Calibri Bold</b> Calibri Regular	Overall communication (body text, headlines, etc.) <a href="#">Calibri is a system default font for Windows based systems.</a>
<b>Helvetica Neue Bold</b> Helvetica Neue Regular	Overall communication (body text, headlines, etc.) <a href="#">Helvetica Neue is a system default font for MAC based systems.</a>
<b>Open Sans Bold</b> <b>Open Sans Semibold</b> Open Sans Regular Open Sans Light	Alternative font for overall communication (body text, headlines, etc.) <a href="http://www.google.com/fonts/specimen/Open+Sans">http://www.google.com/fonts/specimen/Open+Sans</a> <a href="http://www.fontsquirrel.com/fonts/open-sans">http://www.fontsquirrel.com/fonts/open-sans</a>
<b>Titillium Bold</b> <b>Titillium Semibold</b> Titillium Regular	Web communication (body text, headlines, etc.) <a href="https://fonts.google.com/specimen/Titillium+Web">https://fonts.google.com/specimen/Titillium+Web</a> <a href="http://www.fontsquirrel.com/fonts/titillium">http://www.fontsquirrel.com/fonts/titillium</a>

Tab. 7. Typefaces summary

## Section II | Project visual identity

## 5. Integrated project branding

Interreg IPA CBC Italy-Albania-Montenegro extends the brand harmonisation to all the funded projects to multiply these positive effects. Harmonisation will also facilitate joint communication activities between the projects and the Programme (See “Brand harmonisation” on page III).

The Interreg IPA CBC Italy-Albania-Montenegro Programme will provide projects with a standard logo integrated into the Programme one.

Specifically, projects can choose one of the following options:

- a standard logo with the project name – provided by the JS, free of charge;
- a customized logo with a design element – to be developed and report as an eligible expenditure inside the project (see “8. Customized project logo” on page 43).

If the project accepts the first option, they don't need to create their own logo, but shall provide for the design of the project's visual identity and the communication material – in line with the Programme Visual Identity (see “7. Project logo” on page 28).

If the project chooses to develop a customized logo, it may add different elements to the standard project logo (see “8.1. Customized project logo specification” on page 43).

The project logo must be featured on all the promotional material, presentations, print material, or any other project communication activities. The design rules outlined in the Visual Identity Manual for the Interreg IPA CBC Italy-Albania-Montenegro projects must always be followed.

The use of the logo designs illustrated in this manual is the responsibility of the user. The logo designs must be used properly in all the applications.

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### Please note

This manual only provides applications of a single axis colour, in order to show project logos and templates. Guidelines are valid for each axes.

## 6. Thematic objectives

The thematic objectives to help delivering Europe 2020 goals are represented in the Interreg brand design by the system of colours and icons, as set in Regulation (EU) No 1303/2013 of the European Parliament and of the Council. These invariable colours and icons should be used whenever these objectives are communicated, especially towards beneficiaries and potential beneficiaries.





### 6.1. Colours

The colours of the priority axes originate from the three EU 2020 clusters:

- Axis 1 > Thematic objective “Competitiveness of SMEs”
- Axis 3 > Thematic objective “Environment and resource efficiency”
- Axis 4 > Thematic objective “Sustainable transport”

and one of the priorities of the IPA-Instrument Fund for Pre-Accession:

- Axis 2 > Thematic priority “Tourism, natural & cultural heritage”.

Thematic objective	Pantone	CMYK	HEX	RGB	Safe web color
 Competitiveness of SMEs	3115U	C: 71 M: 0 Y: 19 K: 0	21B6CC	R: 28 G: 184 B: 207	20A3B5
 Tourism, natural & cultural heritage	513U	C: 43 M: 70 Y: 12 K: 0	82358B	R: 136 G: 98 B: 152	82358B
 Environment and resource efficiency	382U	C: 49 M: 0 Y: 99 K: 0	98C226	R: 152 G: 194 B: 34	7C9F20
 Sustainable transport	CoolGrayU9	C: 46 M: 37 Y: 34 K: 15	88898B	R: 138 G: 137 B: 140	767676

Tab. 8. Thematic objectives colours

## 6.2. Icons

### 6.2.1. Standard appearance

The icons are designed to work well together as a series, using similar iconography, forms and line weights<sup>1</sup>. The standard use of the icons is in the colour of the priority axes it represents.

### 6.2.2. Negative appearance

It is also possible to use the icons in their negative version. In this case, the icons should be placed in a circle.

### 6.2.3. Black and white versions

In the case of black and white applications, the icons can also be used in black.

### 6.2.4. Black and white negative version

A black and white negative version is also possible.

	Competitiveness of SMEs	Tourism and culture	Environment and energy	Sustainable transport
Standard appearance				
Negative appearance				
Black and white version				
Black and white negative version				

Tab. 9. Thematic objectives icons

<sup>1</sup> The icons can be downloaded from: [http://interact-eu.net/library?title=interreg+ipa+cbc+thematic+icons&field\\_fields\\_of\\_expertise\\_tid=All#1188-interreg-ipa-cbc-thematic-icons](http://interact-eu.net/library?title=interreg+ipa+cbc+thematic+icons&field_fields_of_expertise_tid=All#1188-interreg-ipa-cbc-thematic-icons)

### 6.3. Icons for web

The set of icons for web was designed to provide enough contrast between text and background so that it can be read by people with moderately low vision<sup>2</sup>.

#### 6.3.1. Axis icons standard appearance for web

The standard web use of the icons is with the priority axes in white over a label set in the colour of the thematic objective it represents.

#### 6.3.2. Axis icons standalone appearance for web

It is also possible to use only the icons. In this case the icons should be placed in square.

#### Please note

As detailed in Tab. 8, web safe colours were adopted in order to meet minimum contrast requirements the visual presentation of text and images of text (required **contrast ratio of at least 4.5:1**, except for large-scale text and images of large-scale text that require have a contrast ratio of at least 3:1).

<sup>2</sup> See *Understanding WCAG 2.0 | A guide to understanding and implementing Web Content Accessibility Guidelines 2.0* on <https://www.w3.org/TR/UNDERSTANDING-WCAG20/visual-audio-contrast-contrast.html>



Fig. 40. Icons and thematic objective for web



Fig. 41. Icons objective for web

## 7. Project logo

### 7.1. Logo

This section describes how the logo should be used according to the Interreg IPA CBC Italy-Albania-Montenegro integrated project branding, as in 5 on page 24.

The name of the project is written under the Programme name. The colour of the paint stroke matches the priority axis the project refers to.

Projects funded by the Programme are not allowed to create their own logo. They have to use the Programme logo including the reference to the project acronym. This reference needs to be written in white, above a sign of a stroke with the colour of the priority axis the project refers to.



Fig. 42. Project logo of the Interreg IPA CBC Italy-Albania-Montenegro

### 7.2. Project logo specification

The Project logo consists of the following standard elements:

- Name of funding strand: Interreg IPA CBC logotype with the coloured arch inside
- Programme reference : Italy-Albania-Montenegro
- European Union emblem and labelling
- Acronym of the Project on a colored paint stroke

This logo version, as a key component of the Project Visual Identity, represents its core image.



### 7.2.1. Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e” of “Interreg” word. This measure is used to define the space between the elements as well as the clear space around the logo.

### 7.2.2. European flag and European Union label

The space between the logotype and the European flag equals 3/4 of the basic unit. The European Union flag is aligned with the cap-height (cap-l) of the Programme name. The European Union label is always aligned with the base line of the project name, and its height is equal to 1/2 of the cap-height (cap-h) of the project name.

### 7.2.3. Programme name

The Programme name is set in Montserrat Regular, with a letter spacing of -20. The name is aligned with the Interreg IPA CBC logotype.

### 7.2.4. Project name

The project names should be written at a cap-height (cap-h) that equals 3/4 of the basic unit, it is set below the Programme name in Montserrat Semibold, with a letter spacing of -20. It is always aligned to the right with the Programme name. The distance from the baseline of the Programme name to the cap-height (cap-h) of the project name is 3/4 of the basic unit.

The maximum length of the project name is marked by the total length of the paint stroke. If the project name has more than 16 characters, which is the maximum length, the font size should be chosen accordingly.

The colour of the name is set in white and the sign of a stroke has to match the colour of the priority axis the project refers to.



Fig. 43. Project logo with exclusion zone

### 7.2.5. Graphic elements

The additional graphic element is the paint stroke, it is placed under the logo. It has to be placed at a minimum distance of  $\frac{3}{4}$  of the basic unit as defined on the previous page. The maximum height of the stroke is the height of the European flag. Its colour has to match the colour of priority axis the project refers to.

### 7.2.6. Exclusion zone

A clear space of at least one basic unit in height and width must be left around the logo (Fig. 44). Within this area no text, other graphic elements or logos must be placed. To make calculation as easy as possible, the following method of measuring should always be applied: whatever the size of the logo the clear space around all sides must equal the length of the letter "e" of "Interreg" (Fig. 44). The exclusion zone is applicable to large size as well as small size of the logo. It is recommended to increase this space wherever possible.






Fig. 44. Project logo specification

### 7.3. Colours





The logo colours are derived from the European flag and the central brand colours of the Interreg IPA CBC Italy-Albania-Montenegro brand.

The colour scheme has been developed to clearly label the thematic objectives. The colours are 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 IPA CBC Italy-Albania-Montenegro.

For project logos, the names of the project should be written in white over the colour of the matching priority axis.

Colour	Pantone	CMYK	HEX	RGB
 <i>ReflexBlue</i>	ReflexBlue U	C: 100 M: 80 Y: 0 K: 0	003399	R: 0 G: 0 B: 153
 <i>LightBlue</i>	2716 U	C: 41 M: 30 Y: 0 K: 0	9FAEE5	R: 158 G: 173 B: 228
 <i>Yellow</i>	Yellow	C: 0 M: 0 Y: 100 K: 0	FFCC00	R: 255 G: 237 B: 0

Tab. 10. Project logo colours

Thematic objective	Pantone	CMYK	HEX	RGB
 <i>Competitiveness of SMEs</i>	3115U	C: 71 M: 0 Y: 19 K: 0	21B6CC	R: 28 G: 184 B: 207
 <i>Tourism and culture</i>	513U	C: 43 M: 70 Y: 12 K: 0	82358B	R: 136 G: 98 B: 152
 <i>Environment and energy</i>	382U	C: 49 M: 0 Y: 99 K: 0	98C226	R: 152 G: 194 B: 34
 <i>Transport</i>	CoolGrayU9	C: 46 M: 37 Y: 34 K: 15	88898B	R: 138 G: 137 B: 140

Tab. 11. Thematic objectives colours fot standard project logo

## 7.4. Correct usage

### 7.4.1. Standard appearance

The standard use of the logos is in the colour of the priority axis it represents. This version is mandatory. The logo has to be used on white backgrounds only.



Fig. 45. Project logo for Competitiveness of SMEs



Fig. 46. Project logo for Tourism and culture



Fig. 47. Project logo for Environment and energy



Fig. 48. Project logo for Sustainable transport

#### 7.4.2. Grayscale logo

For single colour reproductions, a grayscale version of the logo should be used. This version should only be used whenever full colour is not available (Fig. 49).

In this case there is a risk of getting confused with “Sustainable transport” priority axis.

#### 7.4.3. Black and white versions

For single colour reproductions, a black and white version of the logo should be used (Fig. 50).

The black and white logo should only be used if there is no possibility to use grayscale.



Fig. 49. Project logo correct use: grayscale version for monochrome applications



Fig. 50. Project logo correct use: black and white version if grayscale is not possible

## 7.5. Allowed usage, not recommended

### 7.5.1. Project logo on very light coloured background

It is necessary to guarantee enough contrast to the logo. Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background (Fig. 51).

### 7.5.2. Project logo on bright photo

Using the logo on a image is possible if there is no alternative, but it has to be a very light background (Fig. 52).

### 7.5.3. White project logo on a very dark coloured background

The white logo should be used only if there is no possibility to use full colour. In that case, logo must be applied only on a very dark backgrounds (Fig. 53).



Fig. 51. Project logo allowed use: on very light coloured background



Fig. 52. Project logo allowed use: on bright photo

#### Please note

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. **The width of the border must be 1/25th of the height of the rectangle.**



Fig. 53. Project logo allowed use: white version on a very dark coloured

## 7.6. Improper usage



Fig. 56. Project logo improper usage: add other text to the logo on the same line



Fig. 61. Project logo improper usage: separate the elements of the logo



Fig. 57. Project logo improper usage: distort, stretch the logo



Fig. 62. Project logo improper usage: outlines around the logo



Fig. 58. Project logo improper usage: slant or modify the logo

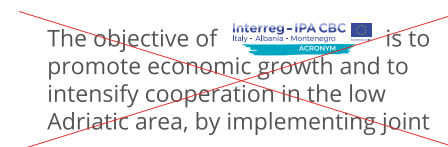


Fig. 54. Project logo improper usage: logo in body text



Fig. 59. Project logo improper usage: cut the logo



Fig. 55. Project logo improper usage: invert the logo colour



Fig. 60. Project logo improper usage: rotate the logo



Fig. 63. Project logo improper usage: full color version on dark backgrounds

## 7.7. Addition of other logos or flags

If other logos, or additional flags, are displayed on communication materials in addition to the project logo, the European Union emblem (i.e. the EU flag in the Interreg IPA CBC Italy-Albania-Montenegro logo) shall have at least the same size, measured in height OR width, as the biggest of the other logos<sup>1</sup>.

Additional flags cannot exceed in height OR width the size of the UE emblem (Fig. 64).

Other logos cannot exceed in width OR height the size of the UE emblem (Fig. 65).

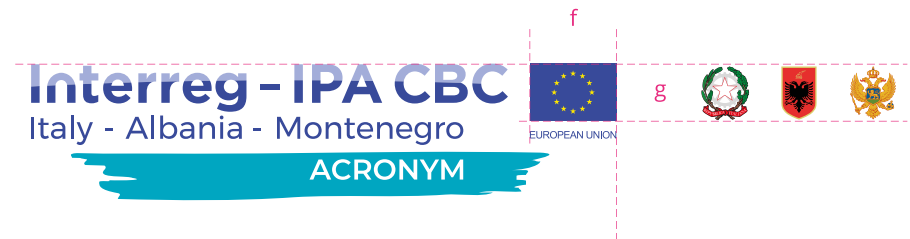


Fig. 64. Emblems in addition to the standard project logo

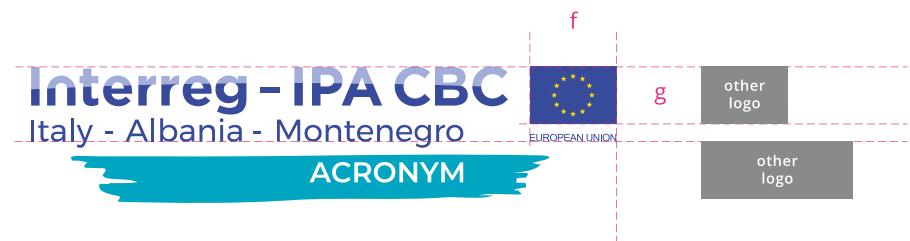


Fig. 65. Other logos in addition to the standard project logo



Fig. 66. Other vertical logos in addition to the standard project logo

<sup>1</sup> See article 4 *Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation* point 5 of Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014.



## 7.8. Logo size

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified. The logo should not be used in any size smaller than the smallest logo size specified here. This rule has to be applied to all the project logo versions.

## 7.9. Logo position

For full application of the Interreg brand design, the following type specifications for print and screen publications are recommended.

All project templates can be downloaded here:

<http://www.italy-albania-montenegro.eu/tools/visual-identity>

### Density-independent Pixels (dp)

It is an abstract unit that is based on the physical density of the screen. These units are relative to a 160 dpi screen, so 1 dp = 1 pixel. The ratio of dp-to-pixel will change with the screen density, but not necessarily in direct proportion.

Media	Media size	Smallest logo width	Ideal logo width
Print A4 portrait	210 x 297 mm	50 mm	71 mm
Print A4 landscape	297 x 210 mm	50 mm	71 mm
Print A5 portrait	148 x 210 mm	50 mm	71 mm
Print Business card	85 x 55 mm	46 mm	54 mm
Print Sign (Plaque)	Any large format (from A2 onwards)	long side / 6	long side / 3
Screen Smartphone	320 x 480 dp	245 dp	270 dp
Screen Tablet	768 x 1024 dp	350 dp	480 dp
Screen Laptop/Desktop	1920 x 1080 px	218 px	340 px
Screen Powerpoint 16:9	254 x 142,88 mm	50 mm	116 mm
Video Full HD and HD	1920 x 1080 px 1280 x 720 px	250 px	420 px
Video SDTV	720 x 576 px	170 px	210 px

Tab. 12. Project logo sizes

### 7.9.1. Position on A4 format portrait

On an landscape A4 format set the margins not less than:

Top: 8 mm      Left 10 mm      Right: 10 mm      Bottom: 16 mm

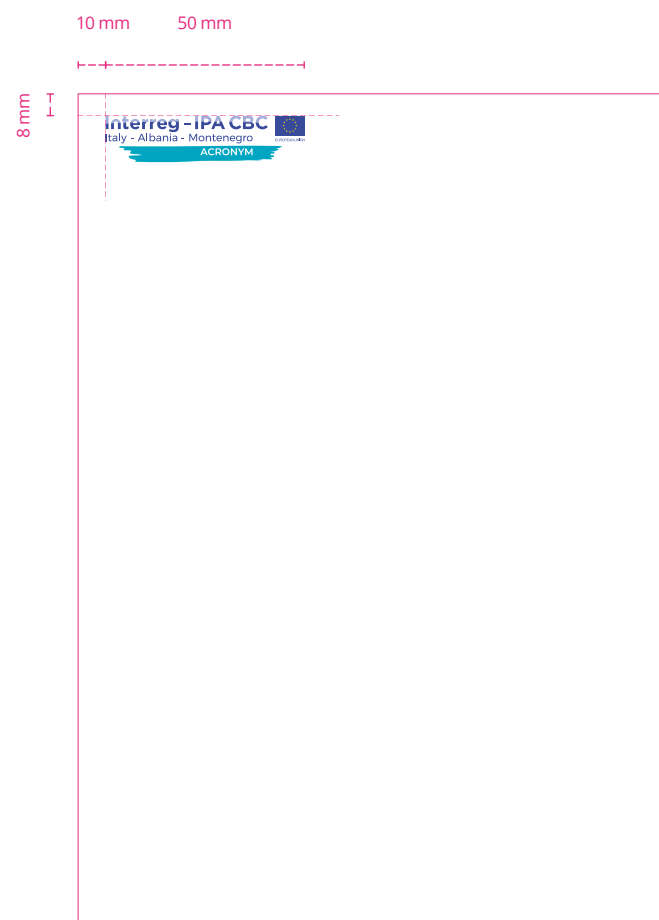


Fig. 70. Project logo on A4 paper portrait

### 7.9.2. Position on A4 format landscape

On an landscape A4 format set the margins not less than:

Top: 15 mm      Left 15 mm      Right: 15 mm      Bottom: 15 mm

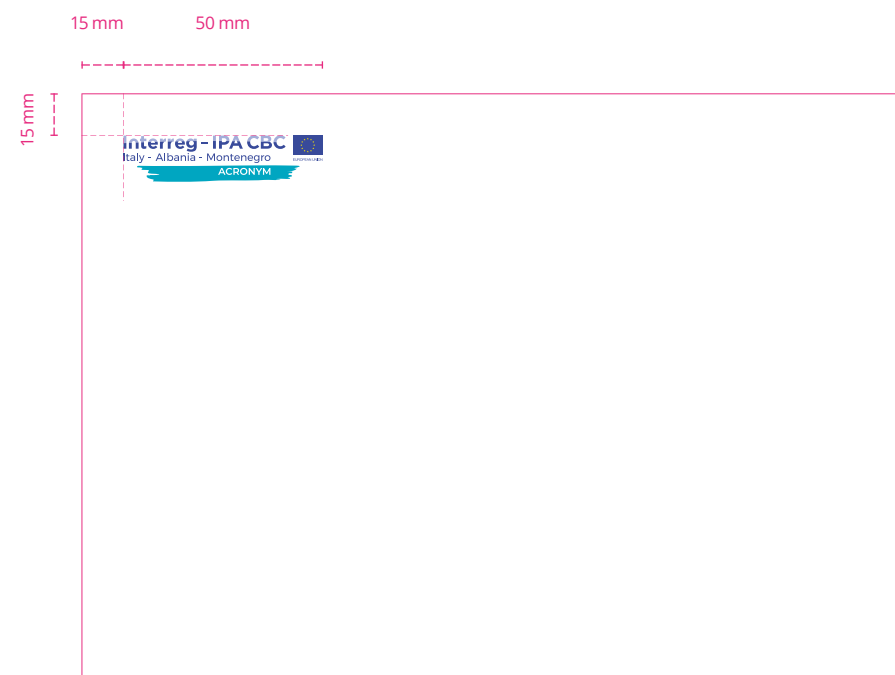


Fig. 71. Project logo on A4 paper landscape

### 7.9.3. Position on A5 format portrait

On an A5 format set the margins not less than:

Top: 22,45 mm    Left 12,62 mm    Right: 12,62 mm    Bottom: 22,45 mm



Fig. 72. Project logo on A5 paper

### 7.9.4. Position on Business card

On an business card set the margins not less than:

Top: 5,7 mm    Left 6,7 mm    Right: 6,7 mm    Bottom: 5,7 mm

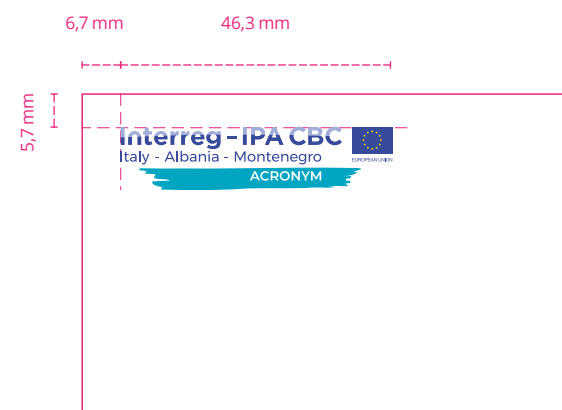


Fig. 73. Project logo on a business card

#### 7.9.5. Position on smartphone screen

On a smartphone screen of 320 x 480 dp set the margins not less than 16 px.



Fig. 74. Project logo on smartphone screen

#### 7.9.6. Position on tablet screen

On an tablet screen of 768 x 1024 dp set the margins not less than 16 px.

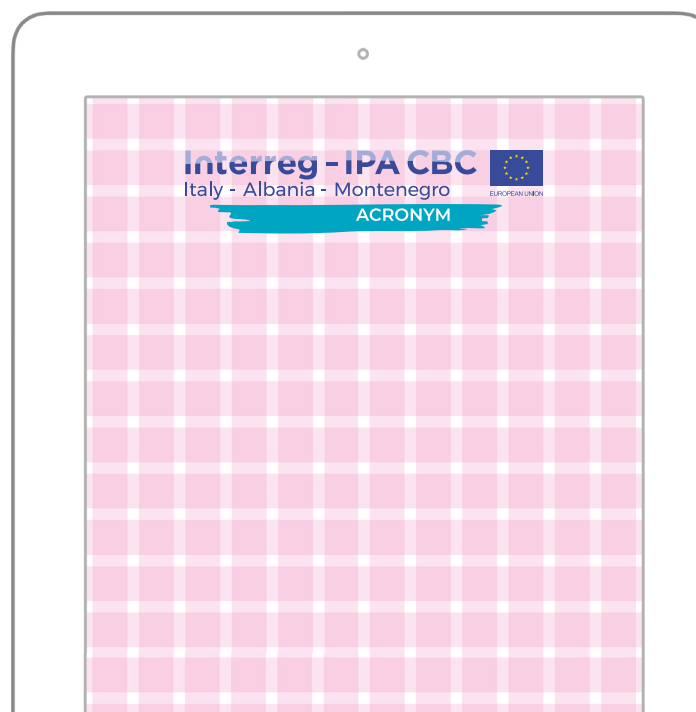
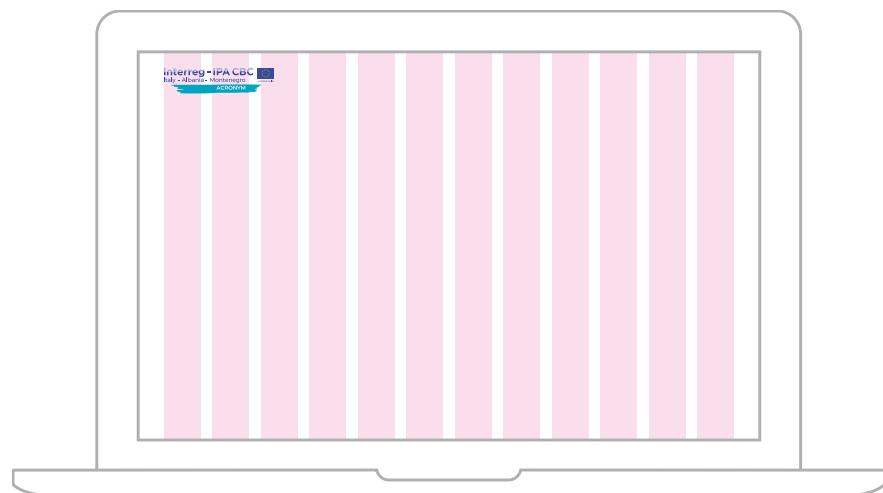


Fig. 75. Project logo on tablet screen

### 7.9.7. Position on desktop/laptop screen

On an tablet screen of 1920 x 1080 px set the margins not less than 16 px.



### 7.9.8. Position on Powerpoint 16:9 screen

On a Powerpoint screen 16:9 set the margins not less than the follow values:

Top: 10 mm      Left 15 mm      Right: 15 mm      Bottom: 10 mm

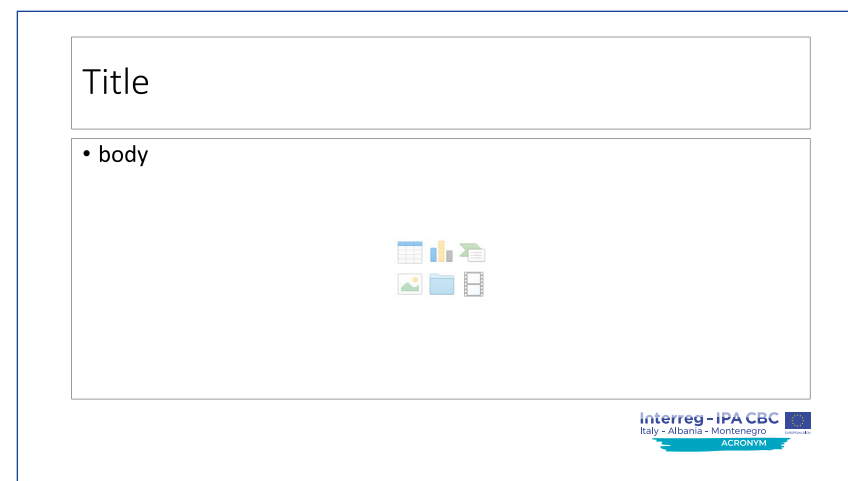


Fig. 76. Project logo on a Powerpoint screen 16:9

#### 7.9.9. Position on video Full HD and HD

On a video SDTV respect the safe area for video broadcasting.

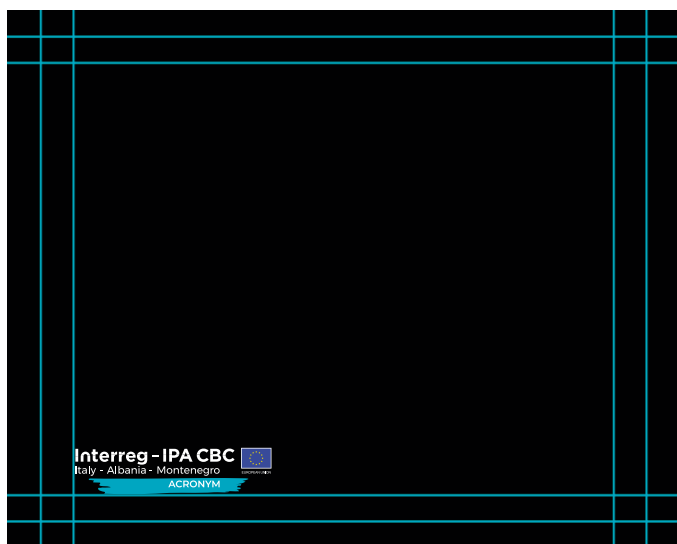


Fig. 77. Project logo on a video SDTV Programme

#### 7.9.10. Position on video SDTV

On a video full HD and HD respect the safe area for video broadcasting.

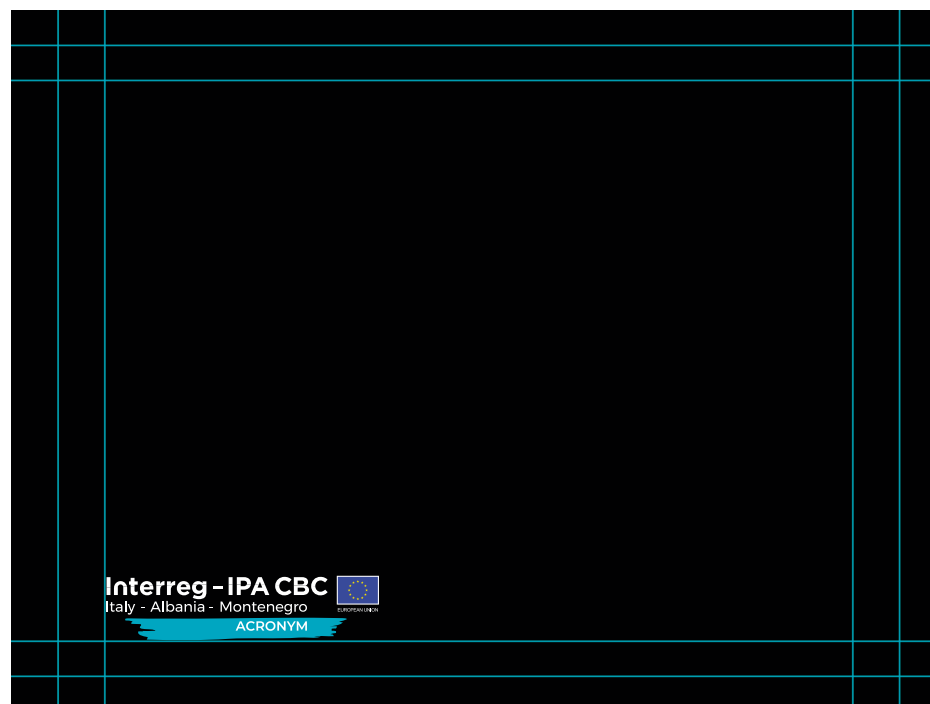


Fig. 78. Project logo on a video full HD and HD

## 8. Customized project logo

Customized logos are neither required, nor necessary unless the customized logo meets specific communication and marketing needs. Indeed, this option is suitable only for specific projects – such as the ones related to territorial marketing, supply of tourist products/services, etc. – which require a distinctive brand. In such cases, projects have to design both logo, as well as communication materials, in line with the Programme Visual Identity. Lead partners shall contact the Joint Secretariat in advance to discuss if this customization is needed.

### 8.1. Customized project logo specification

Customized project logos may only be placed to the left of the logo. They have to be placed at a minimum distance that equals the distance between the logo-type and the flag.

#### 8.1.1. Relative size of the project logo

The customized project logo must not exceed neither the width of the EU flag (Fig. 79) nor the height of the total logo composition, excluding the exclusion zone around it (Fig. 80).

If the project logo should be bigger than in either of the specifications above, an additional European flag should be added, of a size respecting the specifications laid out in the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5).



Fig. 79. Customized project logo not exceeding the width of the EU flag



Fig. 80. Customized project logo not exceeding the height of the total logo composition

#### 8.1.2. Exclusion zone

Around the logo there must be a clear space of at least one basic unit in height and width. 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.

## 8.2. Additional graphic element

Projects are free to customize materials with other graphic sign or images, arranging them in different part of the page/product/website, etc. It is mandatory that the official project logo, containing the name of the Programme and the UE emblem, is always displayed on project materials. Please check the example on Fig. 81 as a reference.

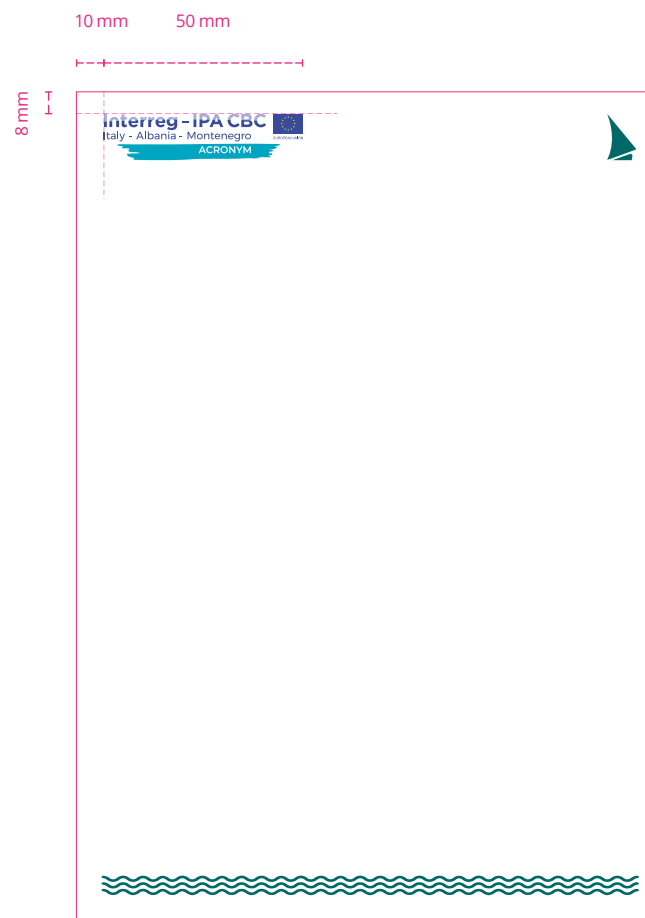


Fig. 81. Additional graphics elements coexisting with project logo on A4 paper



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