Interreg

Co-funded by
the European Union

IPA South Adriatic

VISUAL DESIGN MANUAL
2021-2027

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Co-funded by
the European Union

IPA South Adriatic

Introduction   3

INTRODUCTION

Introduction

This Visual Identity Manual provides a set of instructions for branding project communication activities of the IPA South Adriatic Brand Programme.

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.

The Visual Identity Manual allows an easy identification of the Programme and its funded projects at EU level and ensure that - throughout the 2021-2027 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.

WHOM THIS MANUAL IS ADDRESSED TO
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.

VISUAL MANUAL SECTIONS
"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.
It contains
» The Programme logo
» The Graphic symbol

"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.

For further information please contact the Joint Secretariat:

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phone: +39 080 5406441
e-mail: js@italy-albania-montenegro.eu

Coordinator:
Mr. Mauro Novello – m.novello.js@regione.puglia.it

Communication Officer:
Mrs. Carmela Sfregola – c.sfregola@regione.puglia.it
www.southadriatic.eu

1. INTERREG IPA SOUTH ADRIATIC **BRAND**

1.1 Typeface and style

1. LOGO
The logo of the Interreg IPA South Adriatic Programme plays a role of utmost significance in creating brand association regarding the visual communication.
The Interreg IPA South Adriatic Programme logo (Fig. 1) was created in line with the regulations of the Interreg Brand Design Manual.
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 (both hard copy and electronic one).
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
It is possible the Programme official **Logo here**.

1.2. LOGO SPECIFICATION
The Programme logo consists of the following basic elements:
- Name of funding strand: Interreg IPA South Adriatic logotype with the coloured arch inside
- European Union emblem and labelling
- Funding statement "Co-funded by the European Union"

1.1 Typeface and style

2. PROGRAMME NAME
Programme name South Adriatic must be placed to the right of IPA name. It is written in lowercase with only the first letter of each country or region composing the name written in capital letter and separate by an en dash (with a space on both sides of the dash).

These typefaces are available for free, including web font kits, and can be downloaded for instance here: http://www.fontsquirrel.com/fonts/montserrat

2.1. IPA
The names IPA is written in Montserrat Bold and uppercase, with the height of its letters matching the height of the lowercase "e" in the Interreg logotype. They must always be positioned against the left border of the custom area.
The lighter shade of blue used in the Interreg logotype is also used for the bottom part of the letters in an inverted elyptic wave movement.

1.2 Structure and specifications

3. DEFINING THE PROGRAMME NAME AREA
The space destined for the name of the programme
is called "custom area".
Height: Its height is equivalent to 1 "e" placed
at a distance of 1 "u" below the Interreg brand.
Width: the "combo" name + IPA + programme name
shall not exceed the width of the logotype + EU emblem
(not including the white border and not including the
statement).
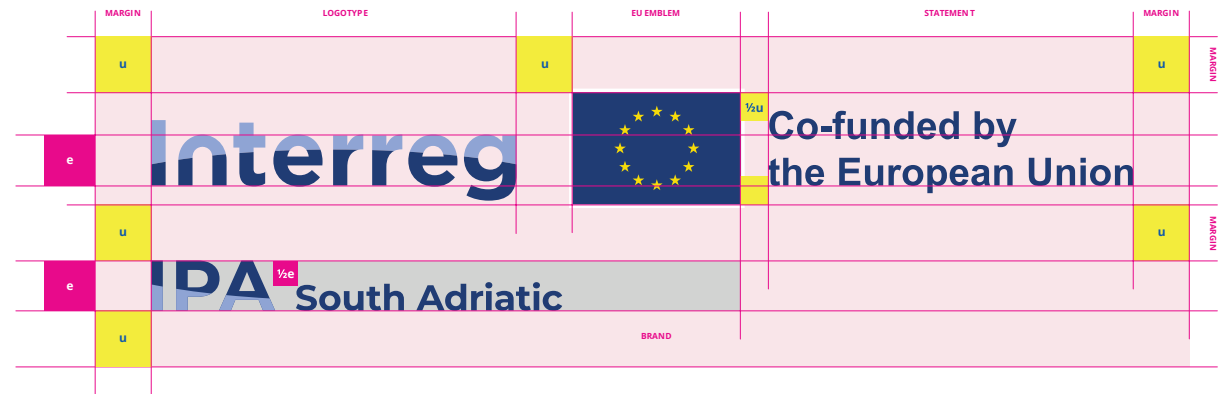
4. DEFINING THE PROGRAMME NAME SIZE
The programme name size must be adapted on a
case-by-case basis to fit all participating countries,
but never smaller than ¼ "e" or bigger than ½ "e".
Whenever a programme name can be written
in 1 line while respecting the font size and custom
area limits, the 1 line option should be preferred.

1.3 Colour use

IPA programme names must always be written in Reflex Blue which is the EU corporate colour, using the exact same colour codes as the EU emblem and statement.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

Colour
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

1.4 Correct usage

1.4.1. STANDARD LOGO
The standard logo is the full colour version. This version should be used when- ever 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).

Fig. 4. Programme logo on white background

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).

Fig. 5. Programme logo grayscale version for monochrome applications

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.esto

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

1.5 Allowed usage

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.

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.

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.

1.6 Improper usage

Add other text to the logo
on the same line

Separate the elements of the logo

Distort, stretch the logo

Outlines around the logo

Slant or modify the logo

Logo in body text

Cut the logo

Invert the logo colour

Rotate the logo

Full color version on dark
backgrounds

2. INTERREG IPA SOUTH ADRIATIC COMMUNICATION
HOW TO USE THE BRAND

2.1 Payoff and key visual

Payoff:

Interreg IPA South Adriatic
Enhancing cooperation between
Italy, Albania, Montenegro

The payoff completes the Interreg IPA South Adriatic
Programme brand identity, referring to its aim to
support cooperation, among the countries involved.
Interreg IPA South Adriatic funded projects are
encouraged to use the payoff.
The font used for the payoff is Open Sans semibold.

Interreg IPA
South Adriatic

Enhancing cooperation between
Italy, Albania, Montenegro

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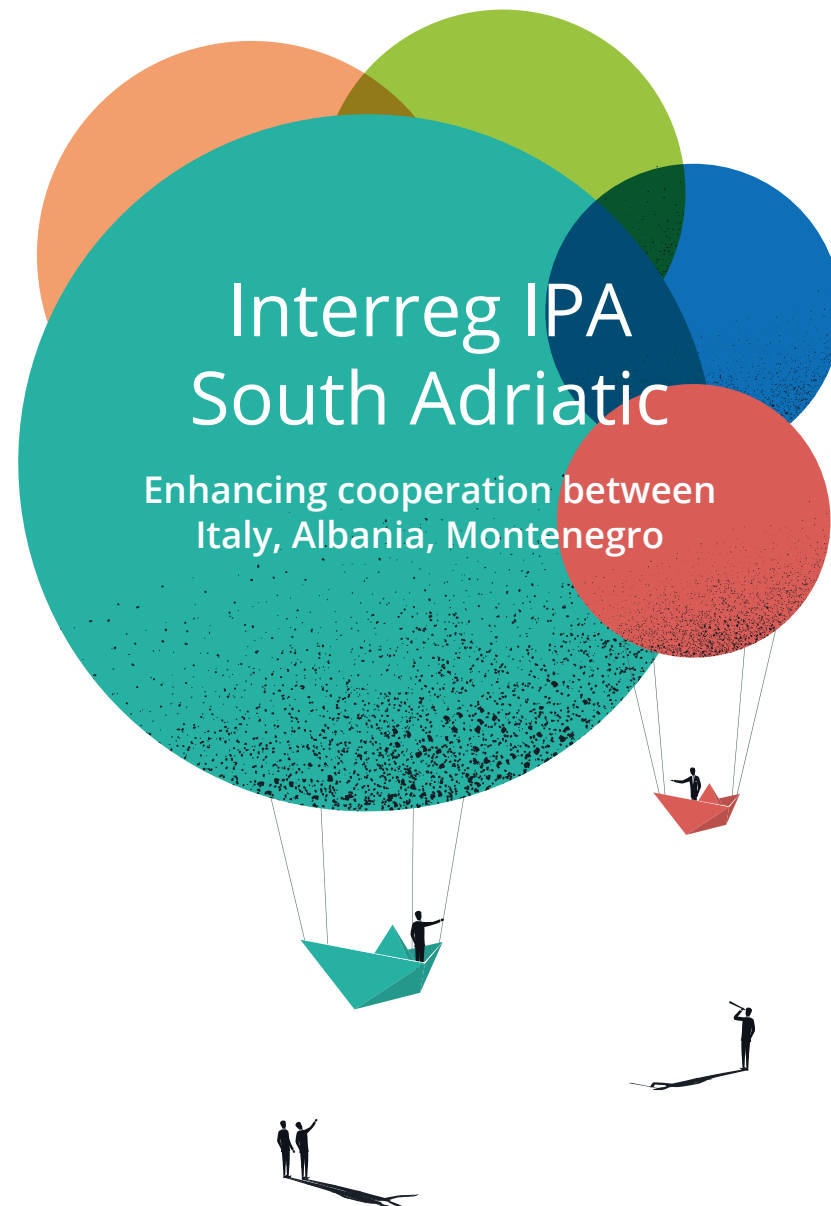
2.2 Primary typeface: Open Sans

The generic typeface for all applications, from body text to headlines, is Open Sans.
It has a neutral yet friendly appearance suitable for all applications while its wide 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.
The following rules apply for all print publications and stationery applications. The following rules apply for all print publications and stationery applications.

These typefaces are available for free, including web font kits and can be downloaded for instance here: http://www.fontsquirrel.com/fonts/ open-sans

Headline 1
Open Sans Bold
20/24

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 2
Open Sans Bold
12/16

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 3
Open Sans Bold
8/12

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

Headline 4
Open Sans Semibold
8/12

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

Text body
Open Sans Regular
8/12

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

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

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

2.3 Secondary typeface: Vollkorn

As an alternative serif typeface to Open Sans, Vollkorn was chosen. It can be used alone or in combination with Open Sans.
The following rules apply for all print publications and stationery applications.

These typefaces are available for free, including web font kits and can be downloaded for instance here: http://www.fontsquirrel.com/fonts/vollkorn

Headline 1
Vollkorn Bold
20/24

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 2
Vollkorn Bold
12/16

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 3
Vollkorn Bold
8/12

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

Headline 4
Vollkorn Regular
8/12

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

Text body
Vollkorn Regular
8/12

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

Quote/remark/emphasis
Vollkorn Italic
8/12

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

Vollkorn Italic
6/8

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

16

2.4 Size

The appearance of a brand varies greatly according to the medium it is used in.
Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins.

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

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×279 MM)	38,1 mm
PRINT A4 LANDSCAPE (279×210 MM	38,1 mm
PRINT A4 PORTRAIT (148×210 MM)	38,1 mm
PRINT BUSINESS CARD (85×55 MM)	35,1 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	short side 6 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	long side 6 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	32,6 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

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IPA South Adriatic

38,1 MM

2.5 Positioning: definition of brand and margin sizes

Three constant rules defines the usage of the size of the Interreg brand, which applies to all formats and supports - whether print or digital, small or big, vertical or horizontal.

1. SIZE OF THE BRAND
The width of the logotype + EU emblem - without the statement - is equivalent to a third (¼A) of the page's entire width (A).

2. SIZE OF MARGINS
Once calculated the width of the brand (¼ A) in relation to the width of the page (A), the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.

3. BRAND POSITIONING
The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.
In the case of having to use the brand smaller in order to co-exist with other logos or elements, this rule does not have to be applied, and the rule of minimum sizes specified on page 36 prevails.
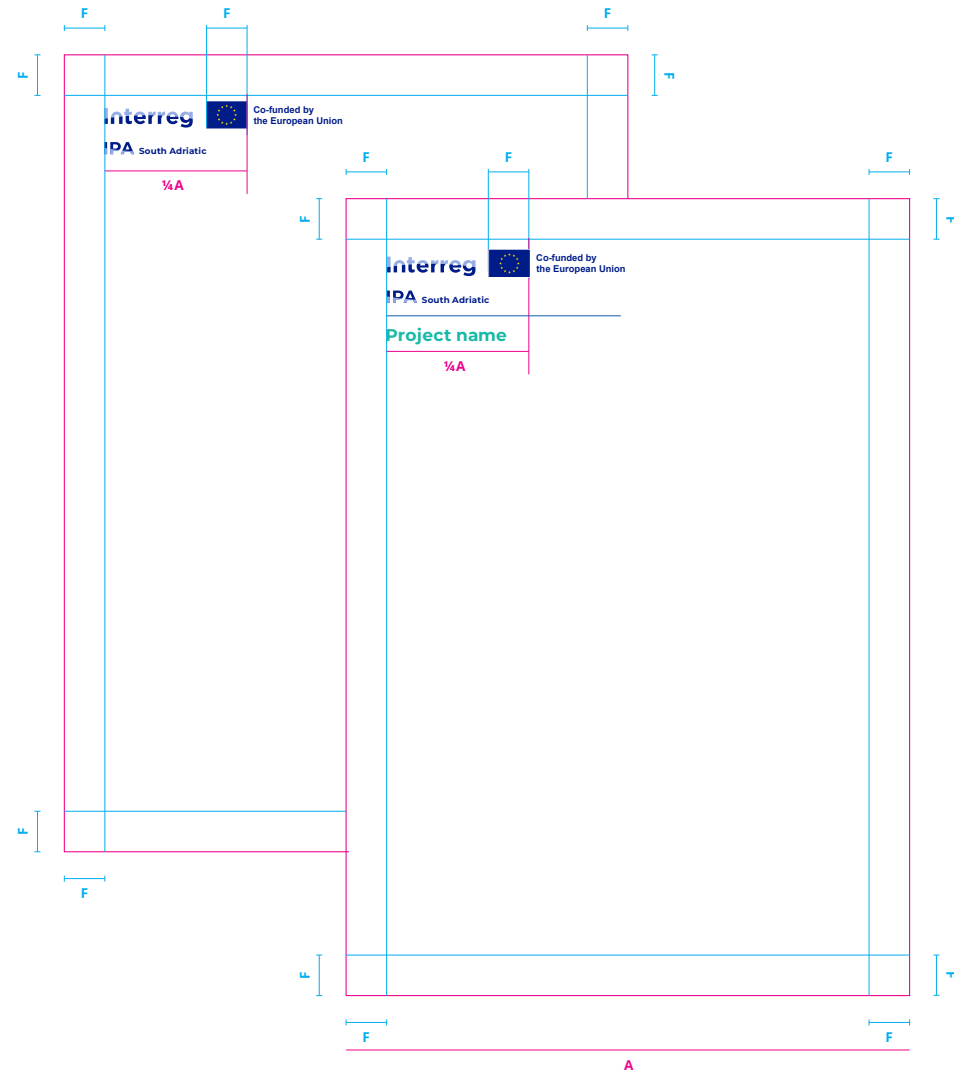
2.5 Positioning: definition of brand and margin sizes

The three constant rules, size of the brand, size of the margins, brand positioning (see page 18) applies to all formats and supports other than A4.

INSTRUCTIONS
The width of the logotype + EU emblem - without the statement - is equivalent to a third (¼A) of the page's entire width (A).

1. Calculate the width of your artboard or page (A)
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals (¼ A).
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined preferably on the top-left corner.
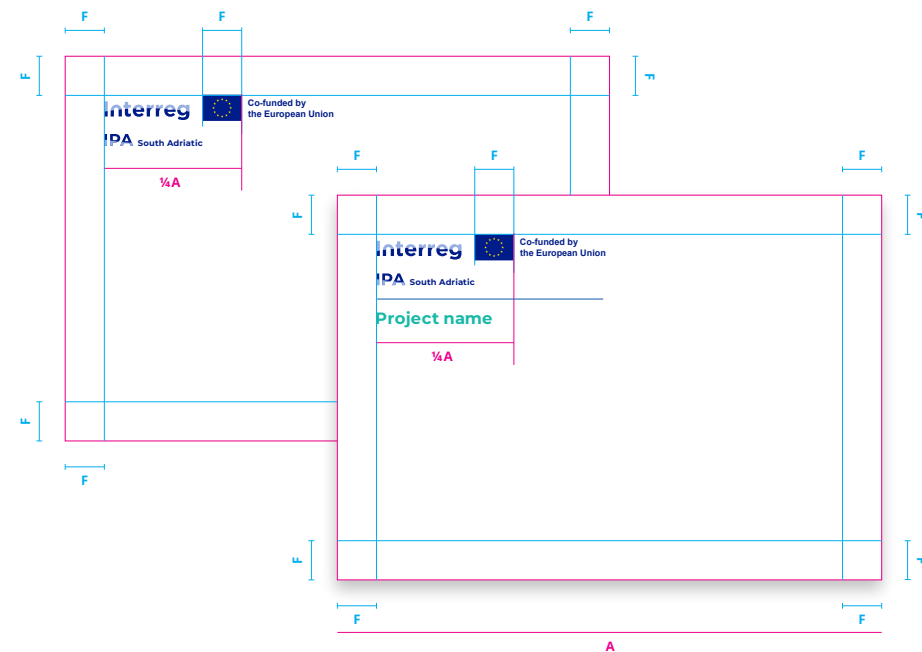
2.5 Positioning: definition of brand and margin sizes

While top left corner placement is preferred, whenever necessary you can choose to position the brand on a different corner as long as
you follow the rules for margins and dimensions.

The examples here illustrate alternative ways to a lign the brand with other margins within a document. You do not have to insert several times the brand on the same document.
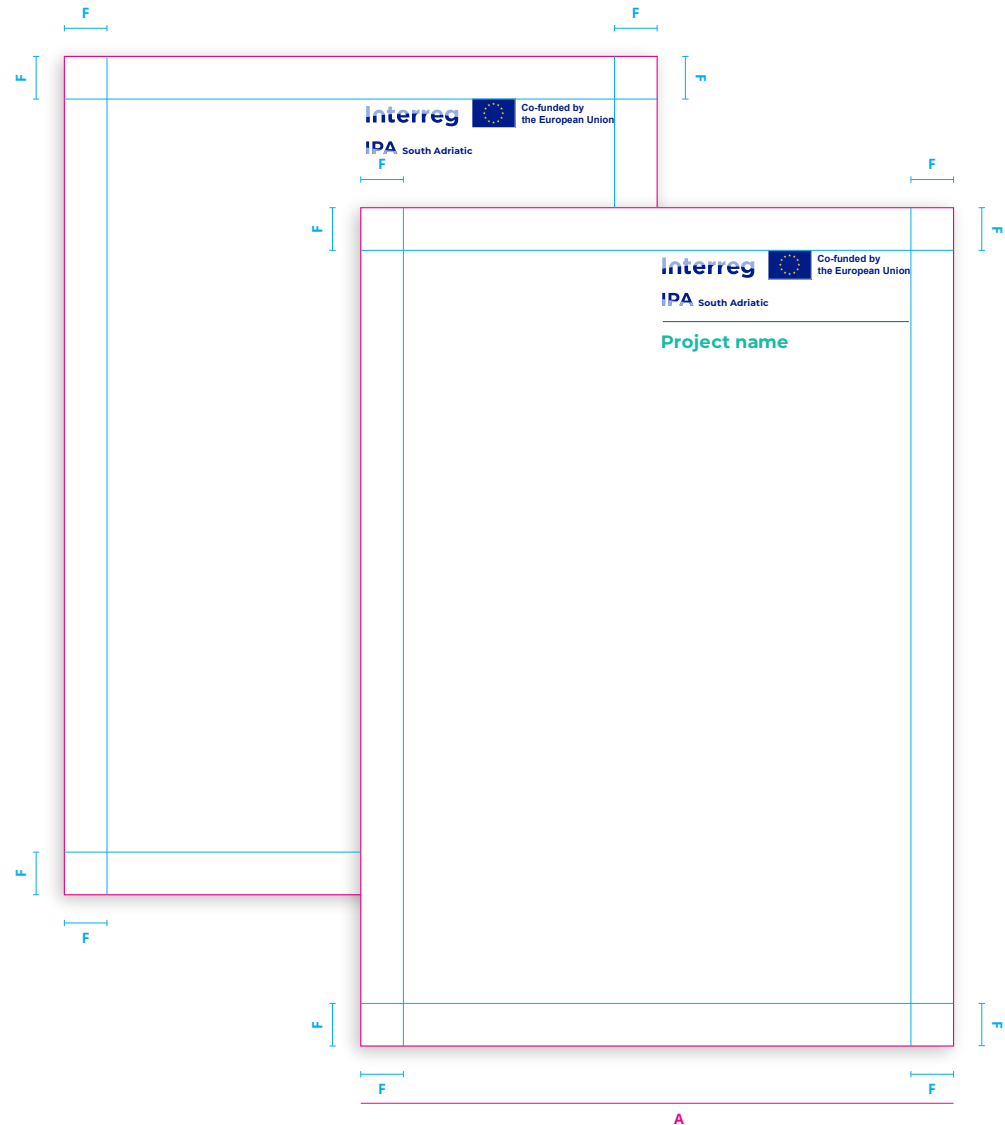
2.5 Positioning: definition of brand and margin sizes

The same rules and principles apply to all formats and supports other than A4.
The examples here illustrate alternative ways to a lign the brand with other margins within a document. You do not have to insert several times the brand on the same document.
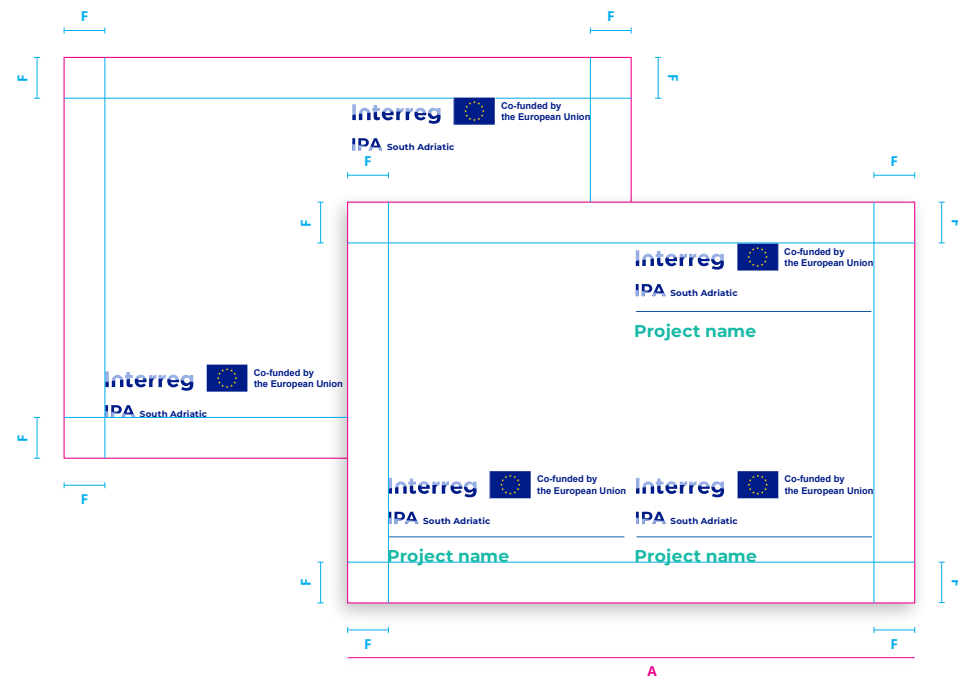
2.6 IPA South Adriatic Social media

Use one of these two options for your social media platforms:

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes the full brand.
2. If the social media platform allows for a banner image, use option 2 for your avatar, with the Interreg logotype alone. This is permitted for as long as you include the full brand in the social media banner image, as shown in the examples.

1

2
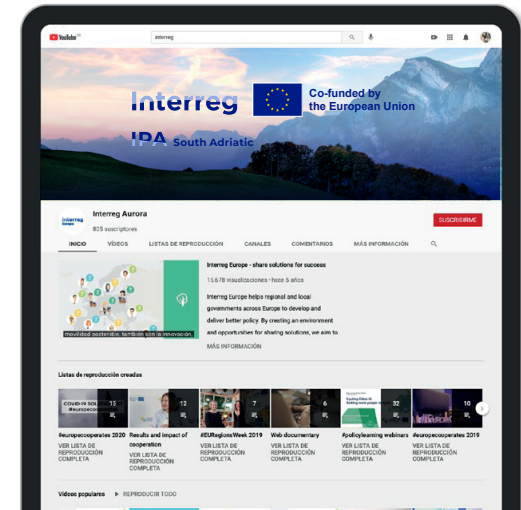
2

2
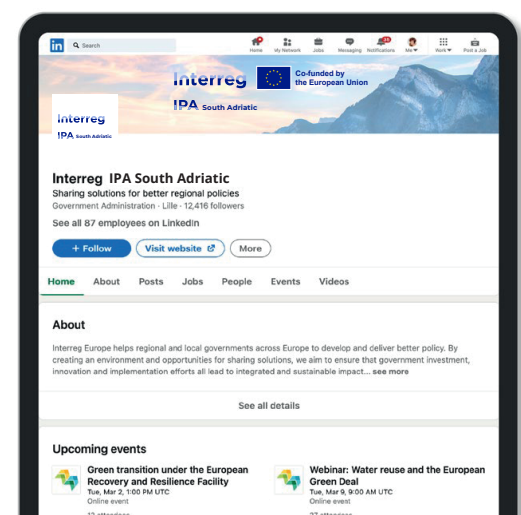
2.6 Social media

1. APPLICATION ON COLOURED BACKGROUNDS

2. POSITIONING
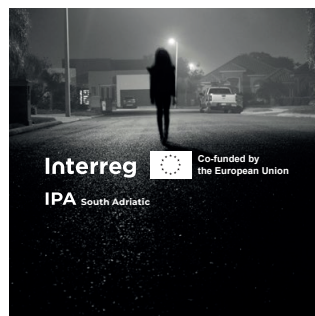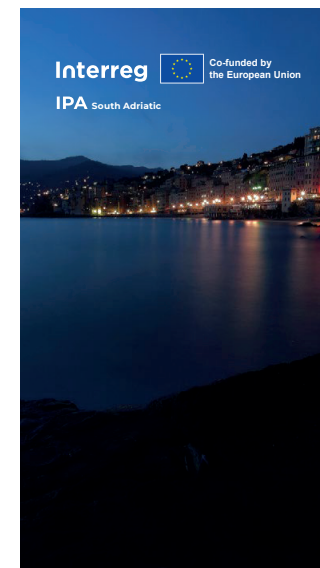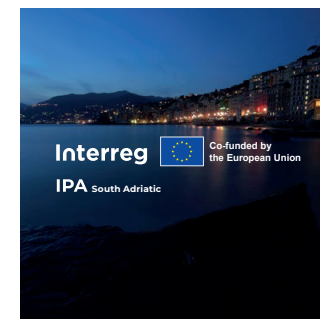
2.6 Social media: incorrect use of the brand

3. INTERREG IPA SOUTH ADRIATIC BRAND
IN CONJUNCTION WITH PROJECT NAME

3.1 Components & positioning

Project names/logos are not a part of the Interreg logo but rather should be considered as an annexed element. As such, the Interreg logo should always appear any time the project name or logo is used.

1. FONT TYPE & SIZE
Projects are free to develop their own logo. Alternatively, they should simply use their name written in Montserrat Medium in the colour of their thematic objective.

The project name cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 "e" nor smaller than ½ "e". In both cases the first capital letter is used as reference.

In the event that the name cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the projects' custom area.

2. PROJECTS' CUSTOM AREA
WIDTH: the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).
HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

3. STANDARD PLACEMENT
The standard placement for project names/logos is below the Interreg logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.

26
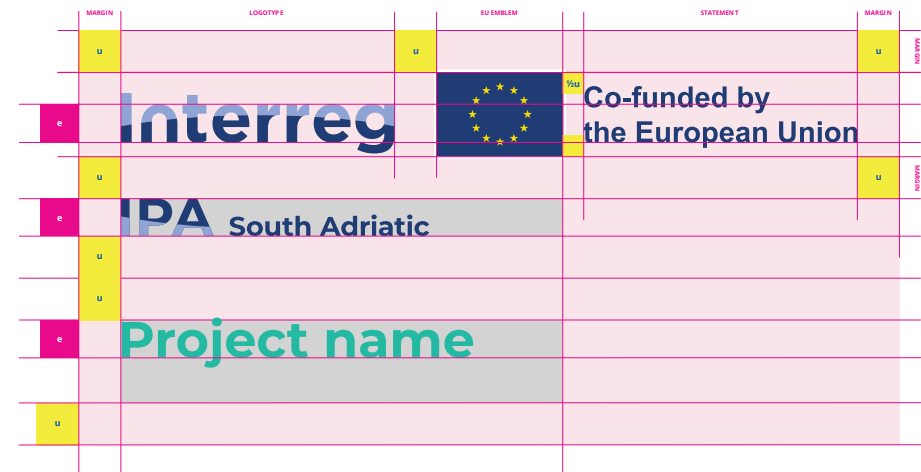
3.1 Components & positioning

4. HORIZONTAL PLACEMENT
Alternatively, project names/logos can be positioned to the left or right side of the Interreg logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

→ **Project names/logos can never be positioned above the Interreg logo.**

When the project name/logo is placed to the right of the Interreg logo **(A)**, it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

When the project name/logo is placed to the left of the Interreg logo **(B)**, it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

5. DEFINING THE LINE
A Reflex Blue (EU main corporate colours) line is used to separate the Interreg brand from the project name. This line is positioned exactly 1 "**u**" below the Interreg brand and 1 "**u**" above the project custom area.
It covers the entire width of the brand, not including the margin areas.

A

B

3.1 Components & positioning
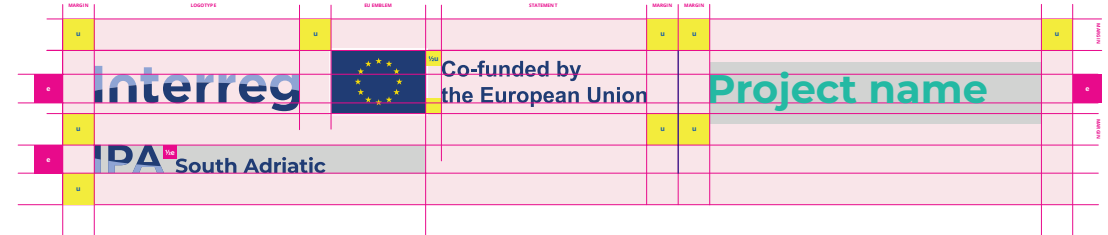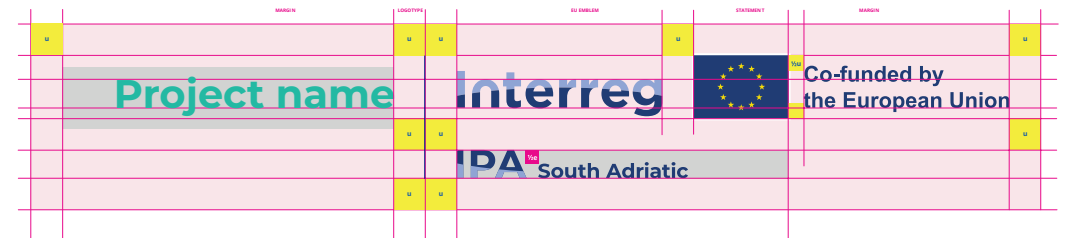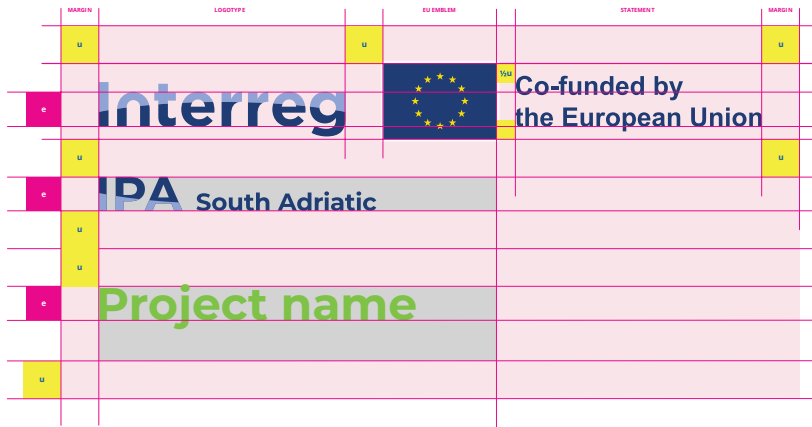
3.1 Components & positioning
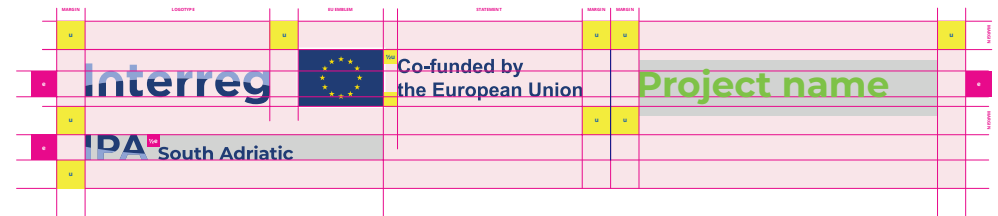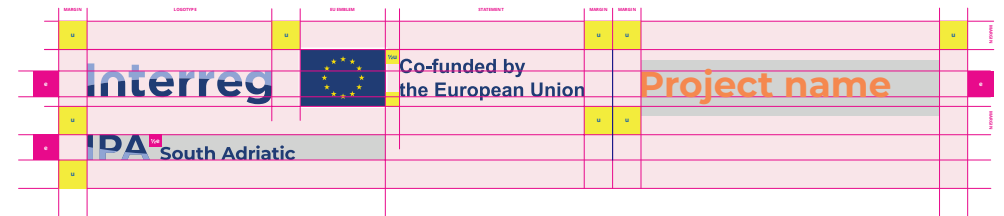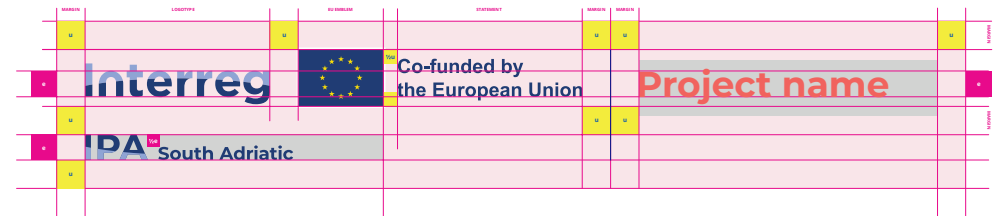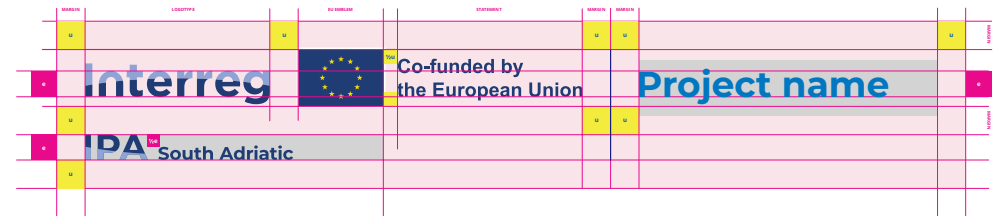
Interreg
IPA South Adriatic
Co-funded by the European Union
Project name
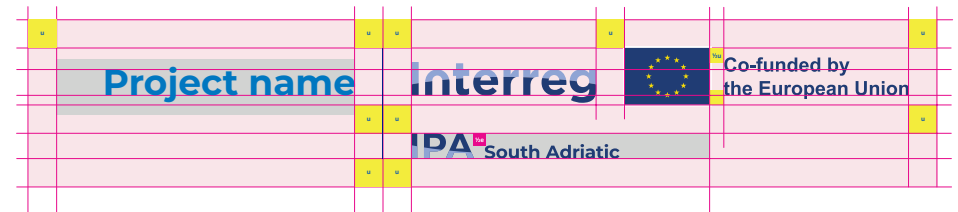
3.1 Components & positioning

3.1 Components & positioning

3.1 Components & positioning

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.

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.esto

3.1 Components & positioning

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.

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.

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.

3.1 Components & positioning

Add other text to the logo on the same line

Separate the elements of the logo

Distort, stretch the logo

Outlines around the logo

Slant or modify the logo

Logo in body text

Cut the logo

Invert the logo colour

Rotate the logo

Full color version on dark backgrounds

3.2 A3 Poster

To complete the communication material, follow the instructions in the project templates.
Download the poster template here.

3.3 Permanent plaque

To complete the communication material, follow the instructions in the project templates.
Download the poster template here.
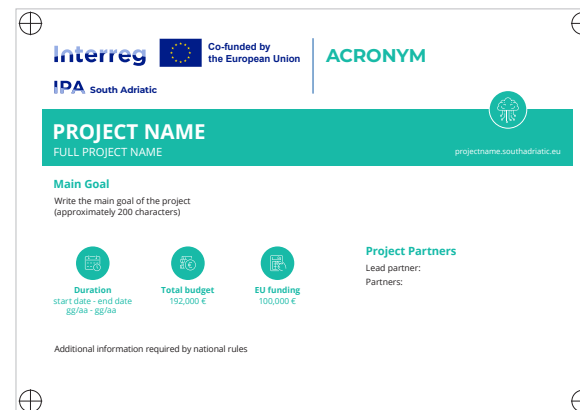
3.4 Roll Up

To complete the communication material, follow the instructions in the project templates.
Download the poster template here.
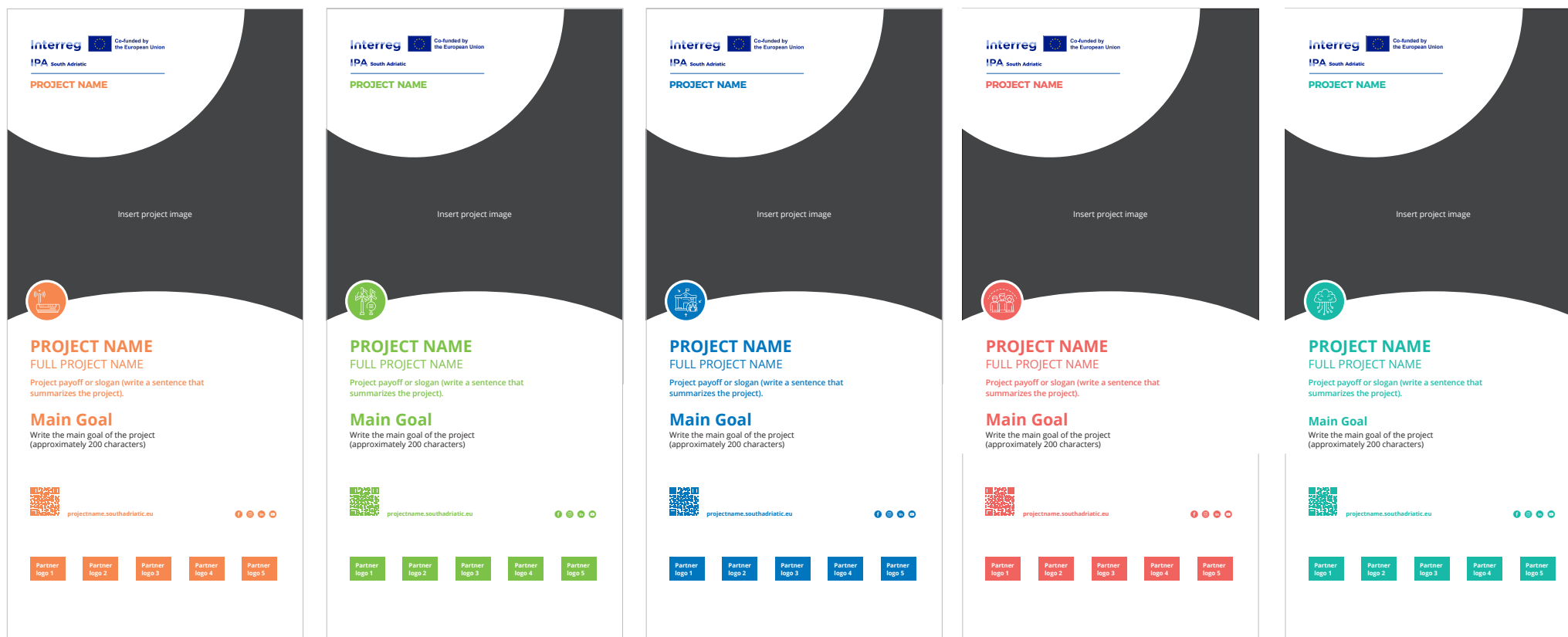
3.5 Project sheet

To complete the communication material, follow the instructions in the project templates.
Download the poster template here.

3.6 Stickers

To complete the communication material, follow the instructions in the project templates.
Download the poster template here.

3.7 Temporary billboard

To complete the communication material, follow the instructions in the project templates.
Download the poster template here.

4. POLICY OBJECTIVES

4.1 Policy objectives

The European Union has defined 7 policy objectives for the 2021–2027 period.

These are represented by an invariable system of colours and icons to be used across all programmes and projects whenever these objectives are communicated.

You can download the policy objectives **here**.

4.2 Colour use

Project names should always use the colour of the matching thematic objective, as described here (see page 39 for more information).
The colour scheme was developed to label the thematic objectives clearly.
The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and branding colours of Interreg.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB
Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

A smarter Europe – innovative and smart economic transformation

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener, low-carbon Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more social Europe – implementing the European Pillar of Social Rights

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A more connected Europe – mobility and regional ICT connectivity

CMYK 0 / 56 / 77 / 0
HEX #F68A42
RGB 246 / 138 / 66

A Europe closer to citizens – sustainable and integrated development of urban, rural and coastal areas through local initiatives

CMYK 73 / 9 / 6 / 0
HEX #00ADDC
RGB 0 / 173 / 220

A safer and more secure Europe

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87

A better Interreg governance

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

4.3 Standard icons: positive

The icons were designed to work well together as a series, using similar iconography, forms and line weights.

The standard use of the icons is in the colour of the policy objective it represents.

These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

These icons, as presented here, as suggestions, have been designed (shape and colours) 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.

**PRIORITY AXIS 1
SMART**

**PRIORITY AXIS 2
GREEN**

**PRIORITY AXIS 3
SOCIAL**

**PRIORITY AXIS 4
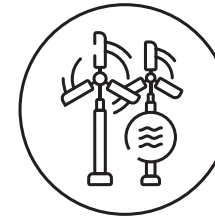CONNECTED**

**PRIORITY AXIS 5
GOVERNANCE**

4.4 Monochrome icons: positive

The positive monochromatic version shall be used whenever it is not possible or desired to use the colour version.
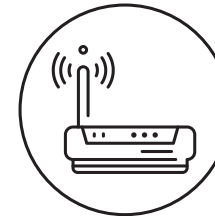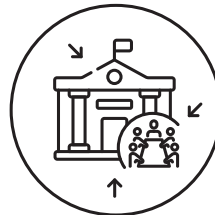
PRIORITY AXIS 1
SMART

PRIORITY AXIS 2
GREEN

PRIORITY AXIS 3
SOCIAL

PRIORITY AXIS 4
CONNECTED

PRIORITY AXIS 5
GOVERNANCE

4.5 Standard icons: negative

The negative version of the icons should only be used when the use of the original icons is not possible - for example, because the background or context infringes on their readability.

PRIORITY AXIS 1
SMART

PRIORITY AXIS 2
GREEN

PRIORITY AXIS 3
SOCIAL

PRIORITY AXIS 4
CONNECTED

PRIORITY AXIS 5
GOVERNANCE

4.6 Monochrome icons: negative

The negative monochromatic version of the icons should be used as the last option when other solutions are not possible or desired, such as printing purposes when placed on a dark or busy background.

**PRIORITY AXIS 1
SMART**

**PRIORITY AXIS 2
GREEN**

**PRIORITY AXIS 3
SOCIAL**

**PRIORITY AXIS 4
CONNECTED**

**PRIORITY AXIS 5
GOVERNANCE**

Interreg

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2021 and by Interact Brand Manual.