

Logo brand book

Logo used as project logo

When the Interreg logo is used as a project logo, almost the same rules apply as when used for as a programme logo: The name of the project is written below the programme name. The colour of the programme name is the colour of the main thematic objective of the programme.

(Farven, I skal anvende til projektnavnet er den for innovation: rød - E01952, CMYK: rød - 3, 97, 50, 0, RGB: rød - 224, 266, 82)

In addition to the logo, but not as part of the logo, the line: "This programme is co-financed by the European Regional Development Fund." has to be written. This can be written in any typeface that matches the design of the publication, but a size no smaller than 7.5 points. If the full harmonized Interreg branding is used, it should be written in Open Sans regular. The placement of this line can be anywhere on the page where the logo is used, but it must be visible and readable.

Placing

The Interreg logo should be placed in the top left corner of the page.

A4 format

On a A4 format the grid offers 4 columns, each one basic unit wide (38,1 mm), consisting of 6 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4,23 mm).

Grid position on a standard A4 page with facing pages:

Top margin: 15 mm

Inside margin: 29,9 mm

Outside margin: 15 mm

Bottom margin: 32,23 mm

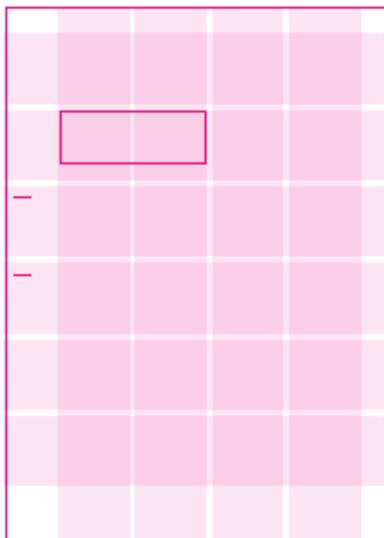
Centered grid position on a single A4 page:

Top margin: 23,62 mm

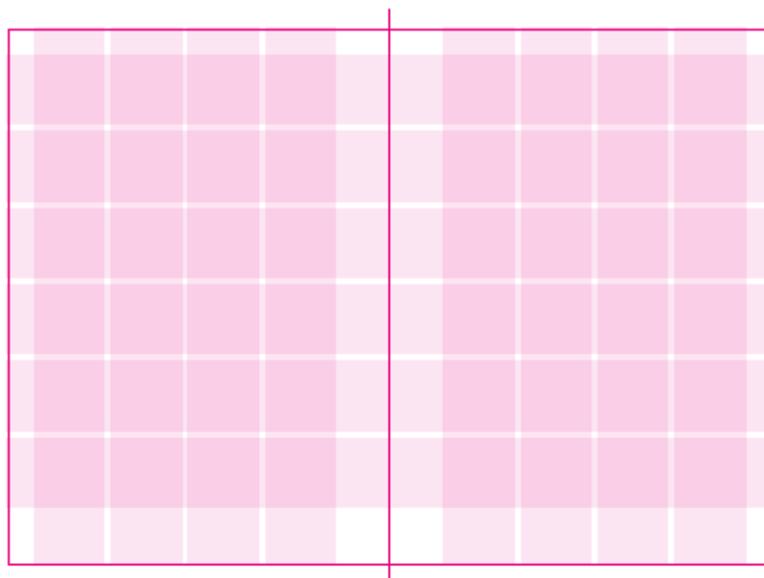
Left margin: 22,45 mm

Right margin: 22,45 mm

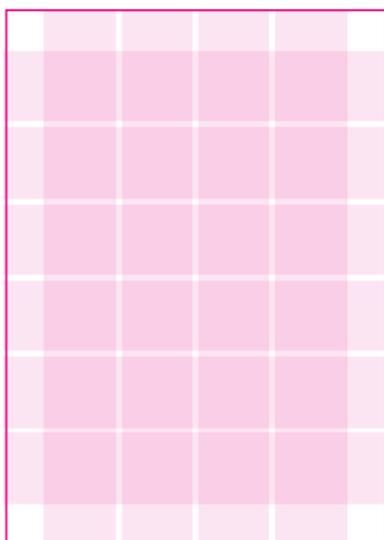
Bottom margin: 23,62 mm



Single page A4 grid (e.g. letter) with address field for envelopes



A4 page spread with facing pages



Centered grid in standard DIN portrait format - usable in any sizes from A4 to poster sizes

Logo specification

Basic unit

The basic unit used for definition of the logo composition is the width of the letter “e”.

European flag

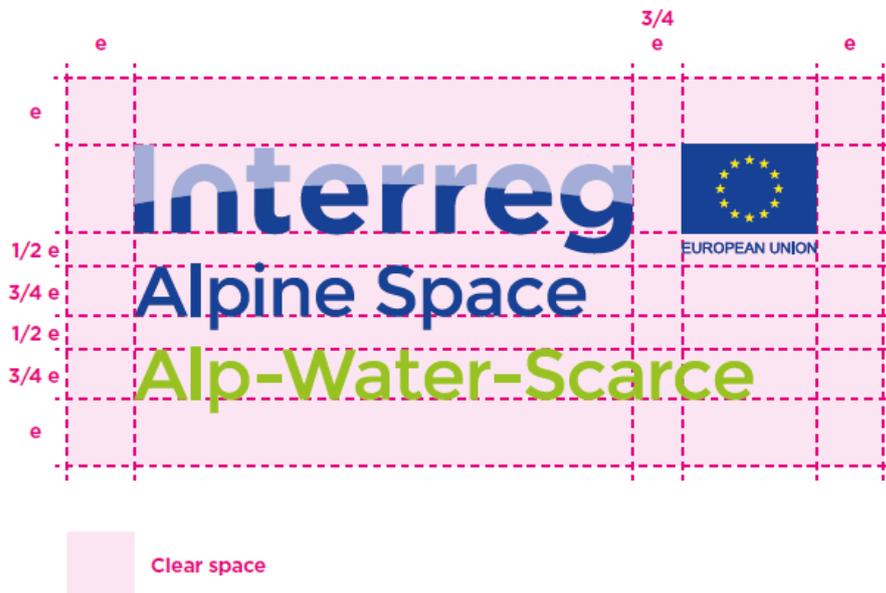
The space between the logotype and the European flag equals $\frac{3}{4}$ of the basic unit. The height of the flag is the same as the letter “l”.

Project name

The project name is written below the programme name according to the same specifications as the programme name: Montserrat Regular, at a cap height that is the same as of the programme logo with a letter spacing of -20. The colour has to match the colour of the project's main thematic objective. In this case, Innovation.

Clear space area

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. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



2.6.14. 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.



38,1 mm
smallest Logo width

Media		smallest logo width	ideal logo width
Print A4	210*279 mm	38,1 mm	59,3 mm
Print A5 portrait	148*210 mm	38,1 mm	38,1 mm
Print A5 landscape	148*210 mm	38,1 mm	59,3 mm
Print Business card	55*85 mm	38,1 mm	38,1 mm
Print Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Print Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen Smartphone	960*640 px	240 px	300 px
Screen Tablet	1024*768 px	240 px	300 px
Screen Laptop	1920*1080 px	300 px	300 px
Screen Desktop	2560*1440 px	300 px	400 px
Video FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
Video SD	1050*576 px	240 px	300 px