

Interreg
Lietuva-Polska

European Regional Development Fund



Brand book of the Interreg V-A Lithuania – Poland cooperation programme

Final Version, 25.06.2015

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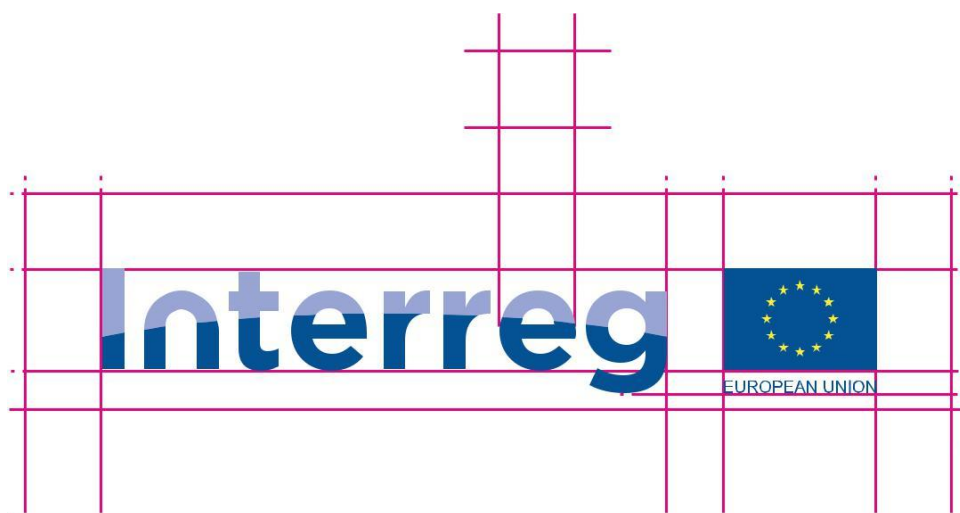
1.1 Logo details

The logo consists of the following elements: the logotype with the coloured arch inside, title of the Interreg V-A Lithuania – Poland cooperation programme (hereinafter referred to as “the programme”) in national languages, the European flag and the European Union labelling. The logo is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements. Always use the digital logo files provided and do not try to recreate or modify the logo in any way.

EN

Lietuva - Polska

European Regional Development Fund





Europos Regioninės Plėtros Fondas



1.2 Logo specification

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.

Basic unit

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

European flag

The space between the logotype and the European flag equals two thirds of the basic unit. The height of the flag is the same as the letter “l”.

European Union label

The European Union label is aligned with the descender of the letter “g”. It is always exactly as wide as the European flag. Following the regulation, the European Union labelling is set in Arial.

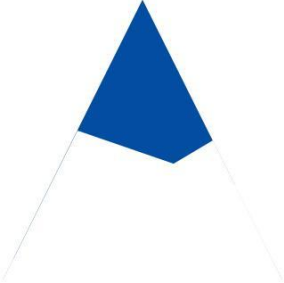
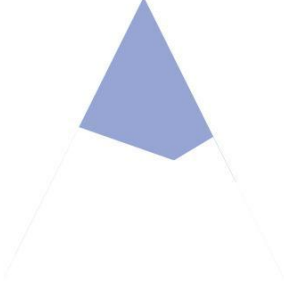
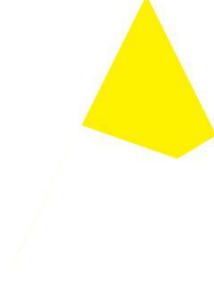
Clear space area

A clear space of at least one basic unit in height and width must remain around the logo. 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.



1.3. Logo colours

The logo colours are derived from the European flag and must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand also beyond the logo in all visual communication. The colours are defined for all colour systems.

	Reflex Blue	Light Blue	Yellow
			
CMYK	100/80/0/0	41/30/0/0	0/0/100/0
Pantone	Reflex Blue	2716	Yellow
HEX	003399	9FAEE5	FFCC00
RGB	0 / 51 / 153	159 / 174 / 229	255 / 204 / 0

1.4. Logo use

Correct use of the logo

Standard logo

The standard logo is the full colour version. This version should be used whenever 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.

Ideal logo use:

Standard logo on white background



Allowed logo use (not recommended):

Standard logo on very light coloured background – enough contrast necessary!



Allowed logo use (not recommended):

Standard logo on very light coloured background – enough contrast necessary!



According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background.

1.4. Logo use

Correct use of the logo

Grayscale logo

For single color reproductions, a grayscale version of the logo should be used. This version should only be used whenever full color is not available.

Allowed logo use:

Grayscale logo for monochrome applications



Permitted use of the logo

Grayscale logo if coloured version is not possible. On small items, for example: writing tools (pens, covers), logo permitted without a small notes (the programme without financed fund description).

1.4. Logo use

Correct use of the logo

Black and white logo

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

Allowed logo use:

Black and white logo if greyscale is not possible.



Permitted use of the logo

Black and white logo if greyscale is not possible. On small items, for example: writing tools (pens, covers), logo permitted without a small notes (the programme without financed fund description).

1.4. Logo use

Incorrect logo use

Do not modify logo layouts elements or insert between them any additional graphics.

Do not separate the flag from the logotype or in any other change the composition of the elements of the logo. They are invariable.

Do not rotate the logo.

Do not distort, stretch, slant or modify the logo in any way.

Do not use outlines around the logo.

Do not invert the logo or use the logo in any other color than the standard full color version or in grayscale on monochrome applications.

Avoid colored backgrounds as much as possible - the only exception is a background of very light colors as specified on the page before. If the logo needs to be placed on a dark background, it has to be in a white rectangle, with its size matching at least the clear space as specified in section. The best solution might be to create a vertical or a horizontal white banner in which to insert the logo.



1.5. 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.

Permitted use of the logo

on small items, for example: writing tools (pens, coverts), logo permitted without a small notes (the flag without European Union note and the program without financed fund description). The logo may be reduced to 22 mm.



38,1 mm
smallest Logo width



22 mm
smallest Logo width

Recommended logo sizes

Media		smallest logo width	ideal logo width
Print			
A4 portrait	210*297 mm	38,1 mm	80,4 mm
A4 landscape	297*210 mm	38,1 mm	80,4 mm
A4 portrait	148*210 mm	38,1 mm	38,1 mm
Business card	85*55 mm	35,1 mm	35,1 mm
Sign (Plaque) portrait	Any large format (A2+)	short side/6 mm	short side/5 mm
Sign (Plaque) landscape	Any large format (A2+)	long side/6 mm	long side/5 mm
Screen			
Smartphone	960*640 px	240 px	300 px
Tablet	1024*768 px	240 px	300 px
Laptop/Desktop	1920*1080 px 2560*1440 px	300 px	400 px
Powerpoint			
4:3	254*142,88 mm	32,6 mm	68,8 mm
Video			
FullHD & HD	1920*1080 px 1280*720 px	300 px	400 px
SD	1050*576 px	240 px	300 px

Typography

2.1. Typefaces

For program and project logos (programme and project name) and the reference to the European Regional Development Fund, the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

The typeface for all other applications from body text to headlines is Open Sans. It has a neutral yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimised for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

When there is no possibility to use Open Sans Font Family it could be replaced with Arial font. It is recommended to use for firm documentation and press layout.

The fonts can be downloaded here:

Montserrat:
<http://www.fontsquirrel.com/fonts/montserrat>

Open sans:
<http://www.fontsquirrel.com/fonts/open-sans>

Montserrat Regular

Typeface Application

logo extensions (programme names, project names, ERDF)

Open Sans Font Family

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Italic

Arial Font Family

Arial Bold

Arial Regular

Arial Italic

Typeface Application

overall communication (body text, headlines etc.)

2.2. Typeface application

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

Headline 1
Open Sans Bold
20/24

Headline 1
Arial Bold
20/24

Headline 2
Open Sans Bold
12/16

Headline 2
Arial Bold
12/16

Headline 3
Open Sans Bold
8/12

Headline 3
Arial Bold
8/12

Headline 4
Open Sans Semibold
8/12

Headline 4
Arial Bold
8/12

Text body
Open Sans Regular
8/12

Text body
Arial Regular
8/12

Quote/remark/emphasis
Open Sans Italic
8/12

Quote/remark/emphasis
Arial Italic
8/12

Footnote
Open Sans Italic
6/8

Footnote
Arial Italic
6/8

3. Letterhead

3.1. Coloured form

Grid position on a standard A4 page
with facing pages:

Top margin: 15 mm
Inside margin: 30 mm
Outside margin: 15 mm
Bottom margin: 15 mm

Recommended font sizes:

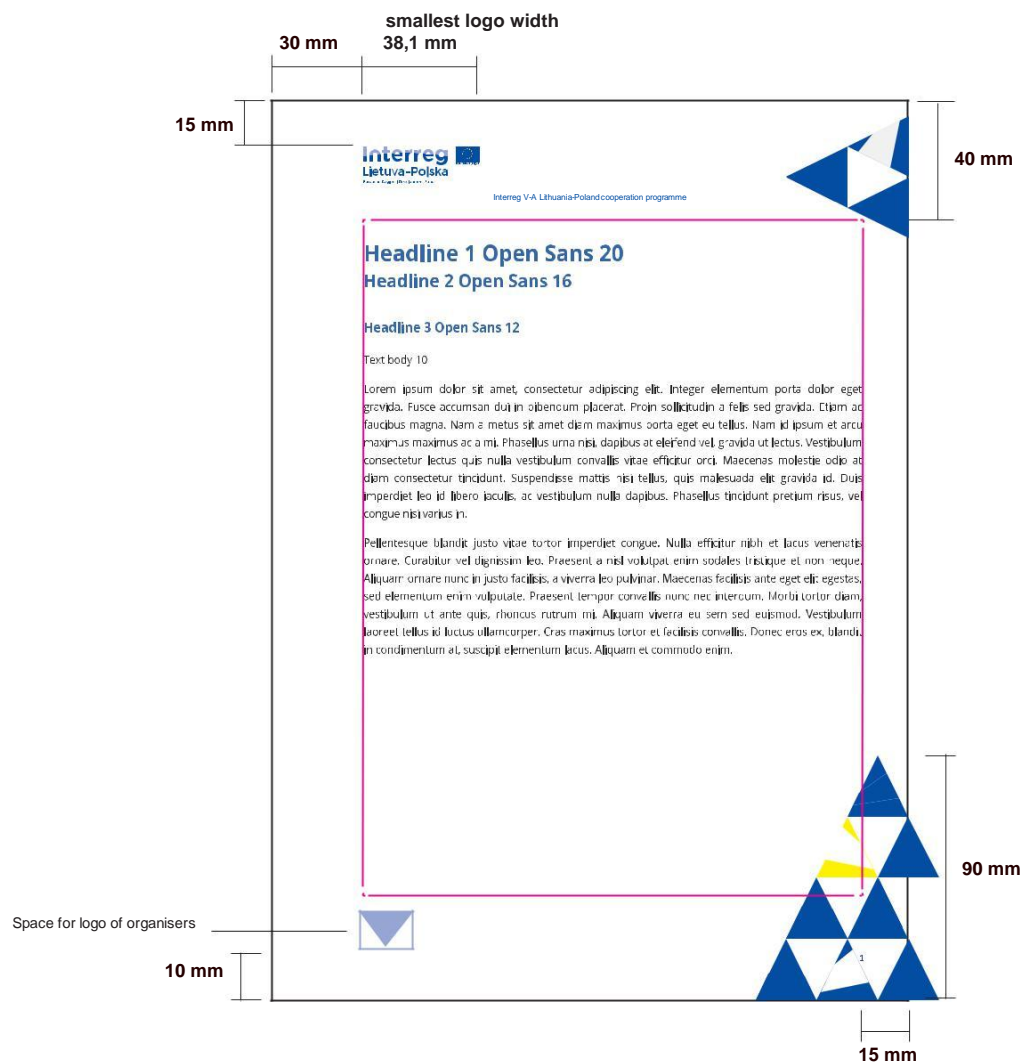
Header text – 8 pt
Footer text – 8 pt
Headline 1 – 20 pt
Headline 2 – 16 pt
Headline 3 – 12 pt
Text body – 10 pt

Further guidance for writing text and captioning is in
the second chapter of this document.

100 % C:100 M:80 Y:0 K:0



100 % C:0 M:0 Y:100 K:0



3.2. Black and white form

Grid position on a standard A4 page

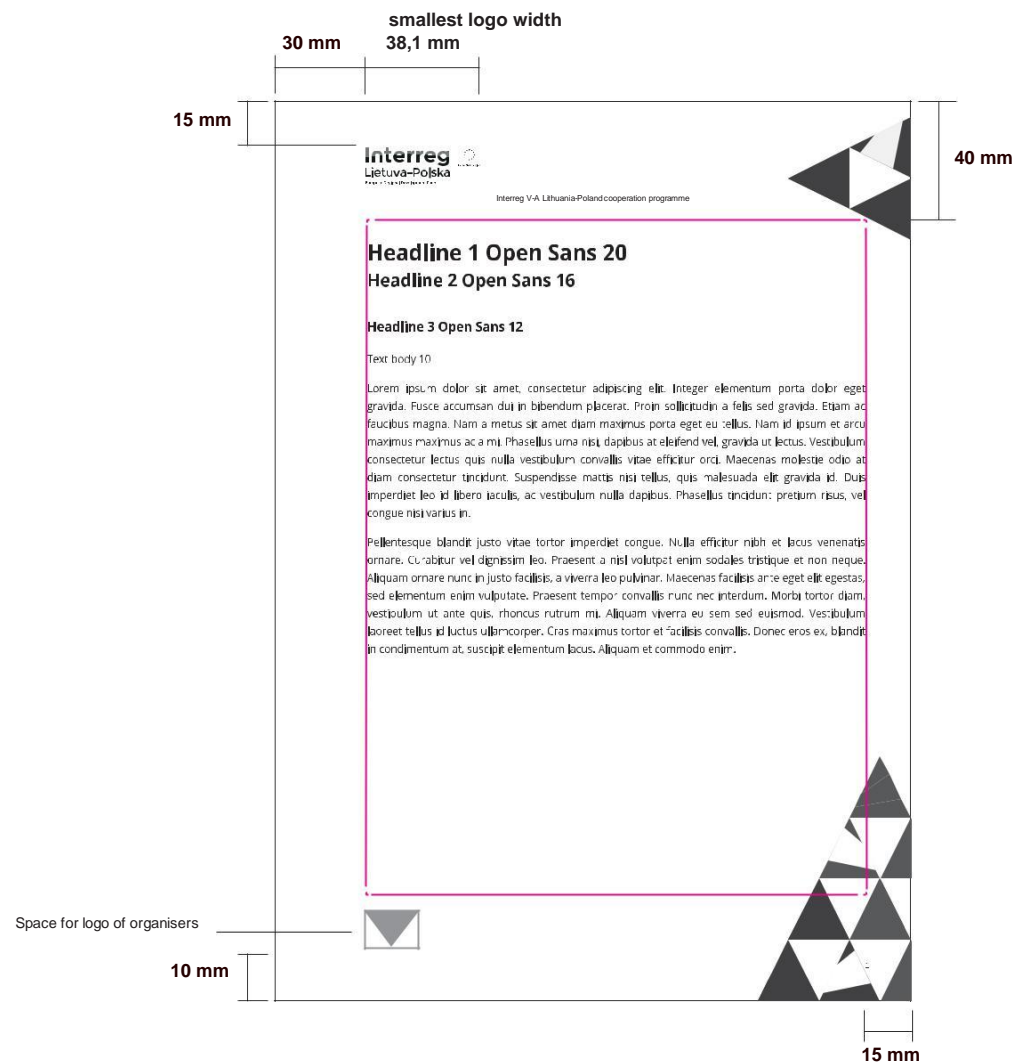
with facing pages:

Top margin: 15 mm
Inside margin: 30 mm
Outside margin: 15 mm
Bottom margin: 15 mm

Recommended font sizes:

Header text – 8 pt
Footer text – 8 pt
Headline 1 – 20 pt
Headline 2 – 16 pt
Headline 3 – 12 pt
Text body – 10 pt

Further guidance for writing text and captioning is in the second chapter of this document.



6. Temporary billboard and permanent explanatory plaque

Requirements for any information changes:

1. At the site of an infrastructure investment carried out within a project, a temporary billboard of significant size has to be put up during the implementation of the infrastructure investment.
2. Billboard/plaque shall be placed in a publicly visible place.
3. Not later than 3 (three) months after completion of the project, the billboard has to be replaced by a permanent explanatory plaque.
4. Both the billboard and the plaque have to carry the references to the EU and to the Interreg V-A Lithuania-Poland Programme.
5. The plaque or the billboard shall state the number, title of the project and the main objective of the operation.
6. If there are other logos displayed in addition to the EU flag, the EU flag shall be at least the same size as the biggest of other logos, measured in height or width.
7. The recommended sizes of the billboard and plaque are provided, however the most important is to keep proportions of the billboard/plaque.



The recommended size of a stand: 2900 x 2000 mm.

The recommended size of a commemorative plate: 800 x 500 mm.

7. List of participants

**Grid position on a standard A4 page
with facing pages:**

Top margin: 15 mm

Inside margin: 30 mm

Outside margin: 15 mm

Bottom margin: 15 mm

Recommended font sizes:

Header text – 8 pt

Footer text – 8 pt

Headline 1 – 20 pt

Headline 2 – 16 pt

Headline 3 – 12 pt

Text body – 10 pt

Further guidance for writing text and captioning is in
the second chapter of this document.

30 mm 38,1 mm

15 mm

Interreg
Lietuva-Polska

Event title
Date and location

LIST OF PARTICIPANS

Nr.	SURNAME	NAME	ORGANIZATION	EMAIL	SIGNATURE
1.	Surname	Name	Organization	Email	
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					

Space for logo of organisers

30 mm 15 mm

8. Press release

Grid position on a standard A4 page

with facing pages:

Top margin: 15 mm
 Inside margin: 30 mm
 Outside margin: 15 mm
 Bottom margin: 15 mm

Recommended font sizes:

Header text – 8 pt
 Footer text – 8 pt
 Headline 1 – 20 pt
 Headline 2 – 16 pt
 Headline 3 – 12 pt
 Text body – 10 pt

Further guidance for writing text and captioning is in the second chapter of this document.



9. Official props of the programme

Stickers

Equipment purchased within the project shall be labelled with stickers with the EU flag with the reference to the "European Union" and the Interreg V-A Lithuania-Poland cooperation programme logo. This is to facilitate identification of the equipment purchased with the Programme funding. As there are different needs for the stickers (size, material, etc.) the stickers shall be produced by the beneficiaries.



Souvenir pens

Small promotional gadgets

In case of small gadgets such as pens with limited space for logos and inscriptions, the following references shall be used:

- The flag of the EU with the textual reference "European Union ";
- Programme logo.





Information source for development of the Brand book : Brand Design Manual of the Interreg created for the Interact.
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