Interreg branding update: Logos
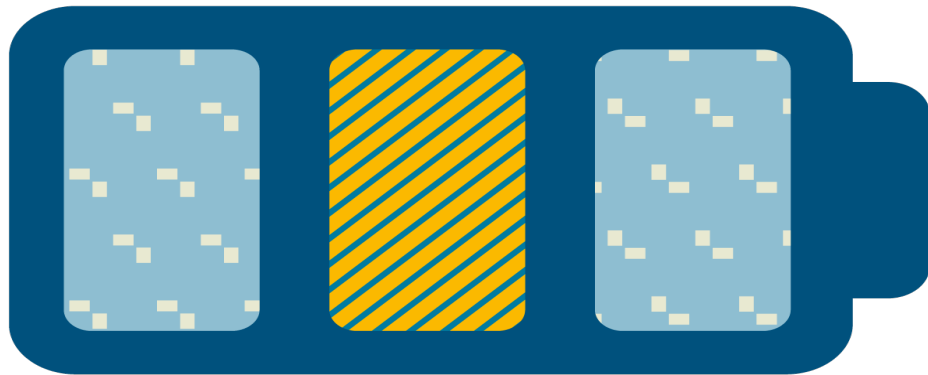
11 December 2020

Brand visual elements

5 investment priorities replacing the 11 thematic objectives.

Smart	Green	More social
More connected	Closer to citizens	

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Visual brand manual

Redrafting of the manual, integrating the new requirement and making the branding rules more user-friendly:

- New Microsoft compatible fonts

- New presentation user clearer explanation with "do and don't" and "how ot use the logo on different support

- Document templates will be added over time

Regulation requirements for Interreg

Interreg + EU emblem + co-funding statement

- Ongoing discussion with DG Regio and the programmes on how to integrate better the label "NEXT" and "IPA"

Programme logo structure

1. Programme standard size

2. Short programme name

3. Long programme name

Project logo structure

1. standard size

2. Short project name

3. Long project name

Coordination with DG Regio

DG Regio is also working on the development of:

1. Templates of the physical communication elements as required by the regulation

2. Complete brand book for the use of the EU emblem and application of visibility requirements

3. Online generator of ready-to-print files

But, Interreg is a specific case by being the only programme that the legislation requires to be mentioned next to the EU emblem.

Cooperation works

All materials will be available on:

www.interact-eu.net