

Introduction to Interreg Design Brand Manual



22 June 2021 (13:30-15:30 CET)

Draft agenda

Online
Agenda





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Background

Following the Interreg brand strategy manual and the Interreg brand narrative, intensive discussions took place with the European Commission on adapting the Interreg joint brand to the visibility requirements detailed in the EU draft regulations.

We had to draw, redraw and adapt these Interreg guidelines and visuals, but we are now ready to present the result of this work and to answer your questions.

Objectives

This event is an introduction to the Interreg [Brand Design Manual](#) and its practical application in Interreg programmes.

By the end of the meeting, you should have a clearer understanding of how to use the manual in your programme branding activities.



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Tuesday, 22 June 2021

- 13.15 – 13.30** **Check-in to virtual meeting room and technical settings**
Please join the virtual meeting room before the start of the meeting. It will be open 15 min before the event starts.
- 13.30 – 13.45** **Why an Interreg joint branding**
- 13.45 – 14.20** **What you will find in the Interreg Design Brand Manual and how to use it - The Interreg brand structure**
This part will cover the three levels: Interreg, programme and projects
- 14.20 – 14.30** **Comfort break**
- 14.30 – 14.40** **What else is in the manual**
- 14.40** **Questions and answers**



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Practicalities!

All times indicated in this agenda are CET (Brussels time).

We will meet online using the video conferencing tool Zoom. Together with your registration confirmation, you will receive the link to the meeting and further information on how to access the virtual meeting room. To enable a swift start at 13.15, the virtual room will open 15 minutes before the meeting starts, and we will be present for your (technical) assistance.

Recording of the meeting

The meeting will be recorded for internal use. We will use the recording to provide a written summary of the meeting. In this way, we can ensure that those who were not able to attend the meeting can benefit from the information and answers provided.

Registration

Please register your participation by 21 June 2021.

Other information

Should you have any questions relating to the content of the meeting, please do not hesitate to contact:

Eva Martínez Orosa - eva.martinez@interact-eu.net or

Guillaume Terrien - guillaume.terrien@interact-eu.net