

FACTSHEET: Interreg branding guidelines

How to properly use your project-specific logo?

The custom logo is project-specific: it is based on the Programme's official logo, and it includes your project acronym in the corresponding priority colour.



Central Baltic Programme

Figure 1 Example of the Interreg custom logo with project acronym

ProjectAcronym

Use the logo prominently on all communication material intended for the public or project participants, such as printed or digital products or websites and their mobile versions.

1. Correct use of the Interreg brand (logo)

- The standard is the full-colour version.
- Ideally, the logo should be used on white or light backgrounds only.
- If the logo needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space (i.e., half the height of the EU flag).
- Whenever full colour is not an option, use the monochrome logo (white). For example, for small items, it is often reasonable to produce the logo(s) in monochrome. Branding sometimes costs more than the item itself.
- The clear space around the Interreg logo should be maintained. The minimum clear space is equal to the space between the logotype and the EU emblem (i.e., half the height of the EU flag). Within this area, no other graphic elements or logos may be placed. and it should be increased proportionally when the logo is scaled up.

These rules apply to social media as well.

Positioning of the Interreg brand (logo)

These rules apply to all formats and supports - whether print or digital, small or big, vertical or horizontal. No rule for positioning on social media - if it respects the clear space area rule.

- The Interreg logo (logotype + EU emblem) - without the statement "Co-funded by the European Union" - should be 1/4 of the page's width.
- The logo should always be positioned directly against the margin lines.
- The margins around the logo should be 1 EU emblem width and should be applied to all sides.

- If the Interreg logo needs to be smaller, the minimum height of the EU emblem must be 1cm. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

Additional logos and visual elements

You may include additional logos, such as partner logos, in your materials. When including a special project logo/visual or any other logos, you need to ensure that:

- The Interreg official logo remains prominent.
- The project name or additional project logo is never placed above the Interreg logo.
- The emblem (flag) has at least the same size, measured in height or width, as the biggest of any other organisation’s logos.

2. Minimum logo size

The minimum height of the EU emblem must be 1 cm. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size. Minimum sizes for print, screen and video are specified:

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 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)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

Figure 2 Minimum logo sizes for print, screen and video



3. Interreg brand colour scheme

The colour scheme is developed to label the thematic objectives clearly.

Programme Objectives 1-2

1. More exports by SMEs
2. More new scaled-up companies

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

Programme Objectives 3-5

3. Joint circular economy solutions
4. Improved coastal and marine environment
5. Decreased CO2 emissions

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

Programme Objective 6

6. Improved employment opportunities on labour market

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

Programme Objective 7

7. Improved public services and solutions for the citizens

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

For more detailed information (including examples) on how to use the Interreg brand, we recommend consulting with the [Interreg Brand Design Manual](#).