

Interreg



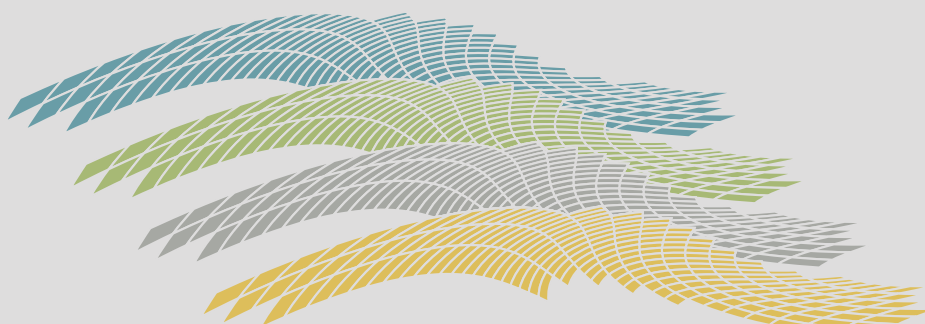
EUROPEAN UNION

ADRION

ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

PROJECT BRAND & VISIBILITY GUIDELINES



VERSION 4
MARCH 2020

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INTRODUCTION

Brand harmonisation

The programming period 2014-2020 has given great and wide emphasis to communication and to the need of regularly informing the wide public on efforts done and goals achieved.

Similar to most of the Interreg Programmes of the current programming period, ADRION has joined the Interreg branding initiative coordinated by the Interact programme, whose main goal is to boost Interreg impact through shared logos and tools and to multiply the effects of communication activities.

The aim of the present guidelines is to support ADRION funded projects in their branding activities, providing technical elements and practical information on logos and communication material.

SECTION 1

Branding requirements

EU and Programme rules

Articles 115-117 and Annex XII of Regulation (EU) No 1303/2013 and articles 4 and 5 of the Commission Implementing Regulation (EU) No 821/2014 provide a set of instructions for programme and project communication and branding, aimed at ensuring high visibility and a harmonised visual identity of European Union Cohesion Policy projects.

Instructions can be summarised as follows below.

Name of ADRION Programme

The complete identifying denomination of the programme is:

Interreg V-B Adriatic-Ionian Cooperation Programme

The short denomination is:

ADRION

Both versions of the name are correct and can be used alternatively for lexical diversity. The correct usage of the programme's name, in the complete version or in the short one, is compulsory in all the official documents as well as in the advertising materials, as it plays an essential role in building up a strong brand.

Logo of ADRION Programme

The logo is an essential communication element.

The logo of ADRION Programme is mainly used by Programme bodies in all the materials and events created/organised by the Programme.



The Programme logo includes:

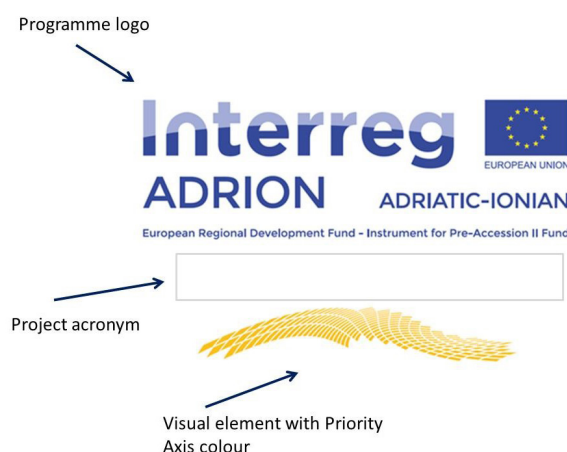
- European Union emblem (EU flag);
- Name of European Union and funds (European Regional Development Fund and Instrument for Pre-Accession Assistance II, named Instrument for Pre-Accession II Fund);
- Name of funding strand (Interreg);
- Programme name (ADRION, Adriatic-Ionian).

Logo of standard projects funded by ADRIAN Programme

Projects funded by the ADRIAN Programme must use a personalised project logo in all the material and events created/organised by the project. The logo is the most important element of the visual identity. All project activities have to be branded with the given project logo.

ADRIAN Programme provides all standard projects with a pre-defined logo which combines EU, Programme and project elements, consisting of:

- The Programme logo;
- The project acronym;
- A visual element posed under the acronym with the colour of the Priority Axis to which the project belongs to.



In all the produced material, the given logo must have a prominent position. Logos are similar for all projects. The only distinctive elements are the project acronym and the colour of the visual element characterizing the Priority Axis of the project (yellow for Priority Axis 1 Innovation, green for Priority Axis 2 Environment, grey for Priority Axis 3 Transport), as in the following figure:



The wave colours' schemes are provided in Section 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:

European flag

The height of the flag is the same as the letter “l”.

European Union label

The text label “EUROPEAN UNION” is aligned under the descent of the letter “g”. It is always exactly as wide as the European flag. Following the EU Regulation, EU labeling is set in Arial.

Clear space area

Clear space of at least half the logo 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. It is highly recommended to increase this space wherever possible.

Graphics of the Acronym

The acronym of the project is centered; the colour is the same as the word ADRIAN (Pantone reflex blue, see section 2 for details); font (Trebuchet) and proportion cannot be changed.

Visual element (coloured wave)

Under the project acronym a visual element (wave) has the same colour of the thematic Priority Axis to which the project belongs to.



Logo of the strategic project

The strategic project logo contains the minimum programme requirements as reported below:

- The programme logo;
- The project acronym;
- A visual element whose colours are attributable to EUSAIR visual identity in accordance with EC requirements;

The strategic project acronym exceptionally includes a specific visualisation:



EUSAIR FACILITY POINT

Instructions on how to use the logo of the strategic project are the same as for the standard projects, unless otherwise specified.

Logo size and placement

Whenever possible, the logo should not be used in any smaller size of the size specified above. On publications, the project logo has to be placed in a preminent position on the front (or in exceptional cases authorised by the Programme on the back cover).

Ideal Logo Use:

On white background



Allowed logo use:

In a white box on coloured background or a photo



On websites, online and smartphone applications, social media and other digital platforms, the logo has to be positioned in a place which is visible without scrolling or clicking (for websites, please also check the dedicated part in Section 4).

Project logo alternative versions

ADRION Programme also provides standard projects with alternative versions of the logo.

Alternative versions of the logo can be used if the design or production method does not work with the original version. Examples: interfering background images or colours might reduce the logo visibility or readability, or a production method does not allow 4-colour printing.

A “negative” version of the logo (with a black background) is also available. However, projects should use this version only in exceptional cases, when no other possibilities are available. Please consult the Joint Secretariat (JS) if in doubt about this issue.

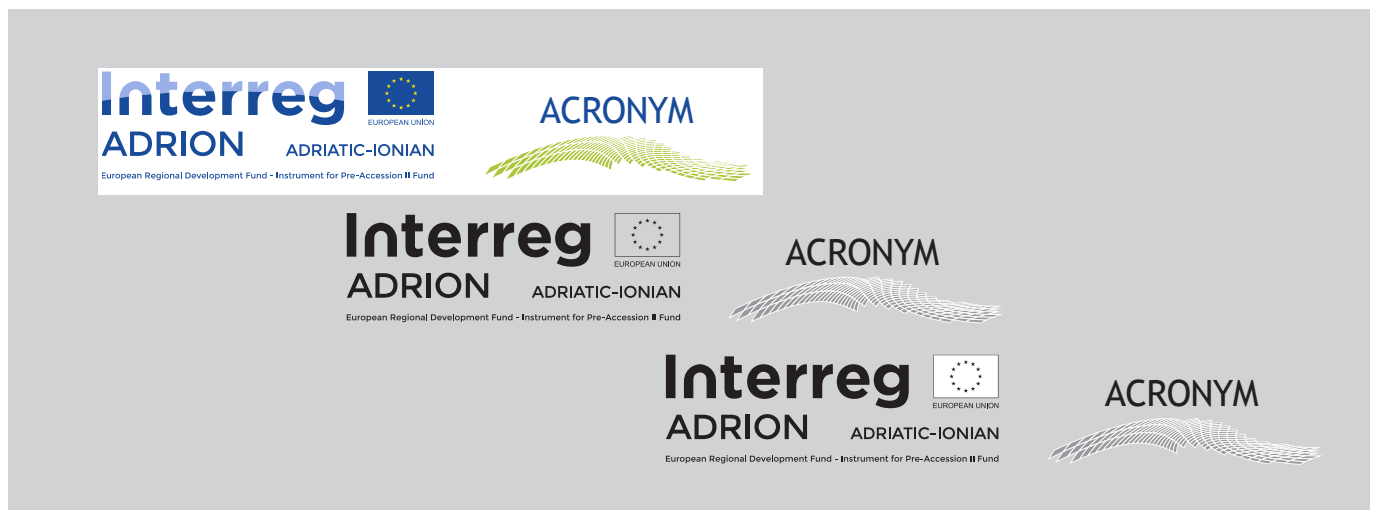
A monochrome version provided by ADRION Programme might be used only in justified cases. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

For small spaces where the logo would be too big to fit in the space, horizontal variations of the project logo have been developed, including the same elements of the main logo.

Examples of monochrome version



Examples of horizontal colour and monochrome versions



Incorrect logo usage

In this section examples of wrong use of the logo are provided. These provisions apply to all logos.

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



2. Do not delete “ADRION, Adriatic-Ionian”, “European Regional Development Fund” or “Instrument for Pre-Accession II Fund”.



3. Do not cut the logo.



4. Do not rotate the logo.



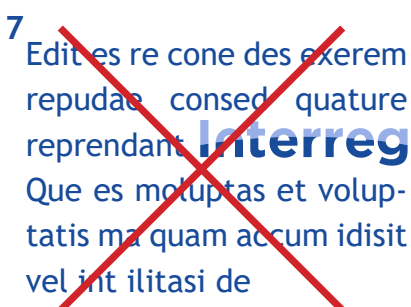
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.



6. Do not use outlines around the logo.



7. Do not use the logo in body text.



8. Do not use the logo in any other colour than the standard full colour version or in greyscale on mono-chrome applications.



9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle.



10. Do not change the position of logo elements.



Combination with other logos

If other logos are displayed in addition to the project logo, the project logo has to be placed on the same page (or surface) as the other logos. In this case, all other logos displayed on a same page (or surface) cannot be bigger than the European Union flag emblem (which is part of the project logo). When measuring the maximum height, only the height of the flag is taken into account, not the height of the flag + text “European Union”.

In case this is not possible, projects must add another EU flag, whose size must not be smaller than the size of the biggest logo displayed on a same page (or surface). However, all other logos cannot be bigger than the project logo.

A logo with no clear institutional, political or economic link, which is merely a design element as part of a communication action, may be bigger than the EU emblem, provided the European Union involvement remains clearly visible and that the size of other institutional/administrative logos etc. respect the rules of art. 4 of the Implementing Regulation (EU) No 821/2014.

Please consult the JS if in doubt about this issue.

SECTION 2

Technical specifications of the logo

Logo colours

Colours of the ADRION logo

Pantone Reflex Blue
CMYK: C100 M80 Y00 K00
RGB: R00 G51 B153
Web: #0d428d



Pantone 2716
CMYK: C42 M30 Y00 K00
RGB: R160 G174 B232
Web: #9fade7



Pantone Yellow
CMYK: C00 M00 Y100 K00
RGB: R255 G204 B00
Web: #fbec4b



Colours of visual element

Pantone 109U
CMYK: C00 M25 Y100 K00
RGB: R253 G199 B00
Web: #ffc700



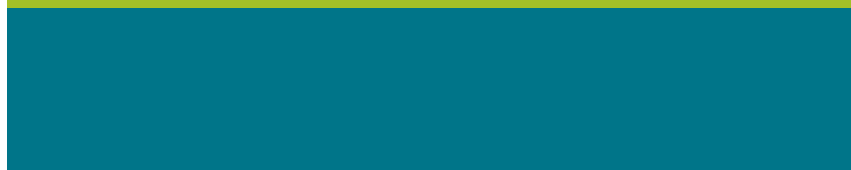
Pantone Cool Gray U9
CMYK: C46 M37 Y34 K15
RGB: R138 G137 B140
Web: #8a898c



Pantone 382U
CMYK: C49 M00 Y99 K00
RGB: R152 G194 B34
Web: #98c222



Pantone 3145U
CMYK: C87 M32 Y35 K16
RGB: R60 G116 B134
Web: 3c7486



The visual elements of the strategic project should follow the colours of EUSAIR (as in www.adriatic-ionian.eu/).

Logo font for standard projects

Trebuchet MS was chosen as the primary programme font because of its wide availability.

The typeface has been released for free with Microsoft Office since 2000. It is also available in office software of other operating systems.

Projects are free to choose their typography.

TREBUCHET MS

Regular A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Bold A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures 0 1 2 3 4 5 6 7 8 9

Logo font for strategic project

Strategic project is invited to use the above font, but other fonts are also accepted.

Priority icons

Each Interreg project falls under a thematic Priority Axis.
The four Priority Axes financed by the ADRION Programme are:

Priority Axis 1: *Innovative and smart region (Innovation)*

Priority Axis 2: *Sustainable region (Environment)*

Priority Axis 3: *Connected region (Transport)*

Priority Axis 4: *Supporting the governance of EUSAIR (Better Governance)*

NEGATIVE ICONS



INNOVATION

ENVIRONMENT

TRANSPORT

BETTER GOVERNANCE

NORMAL ICONS



These invariable colours and icons must be used whenever reference to Priority Axes or their content is made in the documentation and communication material produced. Further specifications and instructions on the colours of the different Priority Axes, as well as of thematic icons for different Priority Axes can be found in the website of Interact:

www.interact-eu.net/library?field_fields_of_expertise_tid=37#1187-interreg-thematic-icons

Additional useful information to optimize the layout and to adopt a correct use of proportions can be found in the “Interact Brand Design Manual” available on www.interact-eu.net.

SECTION 3

Branding premises and locations of activities

Poster

To properly inform the public, at the beginning of project implementation, each project partner has to place at least one poster of minimum size A3 at a location readily visible to the public, like the entrance area of a building.

In order to comply with the regulatory requirements, the ADRION Programme provided a format of the poster for all the three Priority Axes. Partners are requested to complete the poster by filling the dedicated spaces with all the requested information. The information to be inserted by partners are:

- 1) Project acronym
- 2) Title of the project
- 3) A short description of the project
- 4) Project budget
- 5) EU funding
- 6) Project duration
- 7) Name of institution
- 8) Contact person
- 9) Email address

The information of the first six points must be the same at project level.

For point 2, Title of the project: a good project title should be sharp and short; however, some projects decided to have a very long title. In case the complete project title is too long to fit the space dedicated to the title, please consider that the minimum size of the poster must be A3, but largest posters are allowed. Rather than cutting the title or reducing the size of the letters, it is preferable to enlarge the poster size and to include the entire title. Please consult the JS for doubts about this issue.



For points 7, 8 and 9 it is up to each partner to decide if inserting the name of its own institution, contact person and email address or if inserting the ones of the Lead Partner. In all cases, the contact person should be capable to provide exhaustive information on the project.

All the other elements already present in the poster should be kept as they are. The language of the poster is English.

As far as the strategic project is concerned, the poster structure can be decided by the project itself.

Please note that the poster cannot be replaced by interactive kiosk, TV, roll-up or banner since they are not considered to be displaying the information in the correct manner as required by the EU Regulation.


Poster template





ADRION ADRIATIC-IONIAN

European Regional Development Fund - Instrument for Pre-Accession II Fund

ACRONYM





FULL PROJECT NAME (MAX 2 LINES)

This project is supported by the Interreg ADRION Programme funded under the European Regional Development Fund and IPA II fund.

Insert here:
Insight and input about what the project is about, what are the positive effects and any other information you would like to share.
etc.

www.adrioninterreg.eu

Project budget in EUR

ERDF and IPA II funding in EUR

Project duration

XXXXXXXXXXXXXXXXXXXXXXXXXXXX


XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Name of institution: XXXXXXXXX

Contact: XXXXXXXXX

E-mail address: XXXXXXXXX



Billboards and plaques

Where the total public support for the operation exceeds €500.000 and the operation foresees the realization of pilot actions including the purchasing of equipment, it is compulsory to establish a temporary billboard or plaque of a significant size during implementation in a location readily visible to the general public.

Such a billboard or plaque must be replaced with a permanent plaque or billboard in a location readily visible to the general public within three months after completion of the operation.

The permanent plaque or billboard shall recall the poster design include the logo of the programme, the name and the main objective of the operation, the activity supported by the operation, the combined project logo and the project website address. The name “European Union” shall always be spelled out in full. All the mentioned information shall take up at least the 25% of the billboard¹.

In addition, the billboard or plaque must include information on the total public financial support received by the project and the contact details of the lead or of the partner (institution, contacts, e-mail, website).

¹See Annex II of Commission Implementing Regulation (EU) No 821/2014.

SECTION 4

Promotional material and media

Gadgets and Gifts

Increasing the awareness-raising on the project is the most common reason for distributing promotional items (gadgets). They can be used as giveaways at events, such as exhibitions and conferences, or in broader awareness campaigns.

Promotional items are usually relatively small and inexpensive. All products must be branded with the project logo in accordance with the rules reported above in order to ensure their eligibility. Common promotional items can be for example:

- Pens and pencils;
- Notepads;
- USB sticks;
- Bags (e.g. cotton, linen, paper);
- Roll-ups;
- Lanyards.

All promotional materials shall be produced in an environmentally friendly way (e.g.: FSC certified paper). They should be practical, coherent with the project goal if possible, and have a creative angle to make them memorable. A good example is fluorescent bicycle clips produced and distributed by a project dealing with bicycle transport to raise awareness on safety issues. Promotional materials that are not quality oriented can harm project's reputation; projects are therefore invited to think about how promotional materials will correspond to their overall reputation: Are they 'green' enough in case you are an environment project? Will they actually work and continue to work throughout the project lifetime?

Promotional products are by definition produced in larger quantities; scale production is one key difference between promotional products and gifts. The use of gifts has also a different aim: project gifts are not meant to raise awareness but rather to improve relations. They help to express gratitude to one specific person while respecting applicable rules against corruption. An example of gift could be a bouquet of flowers wrapped with a band holding the project logo, handed over to the host or an important speaker at a project event.

Gifts purchased are eligible up to a maximum value of EUR 50 per item upon condition that they are used for communication activities. As it is for promotional items, they must be branded with the project logo.

The maximum cumulative costs for gifts during the lifetime of a project funded by the ADRION Programme is specified in the Implementation Manual.

Gadget examples



Radio/video spots

In case of a radio spot, above a length of 30 seconds, both the reference to the European Union and the Fund shall be mentioned; in case of shorter spots, at least the message “Programme co-financed by the European Union” shall be mentioned. Ideally, any spot should mention a website where more information is available.

Social media channels

Social media can be used to support project’s ongoing communication because they provide plenty of opportunities to connect directly with the target groups and public through two-way conversations and consequently create a greater impact on the community. When choosing the social media, the project should think of:

- project objectives and target groups;
- chosen social medium role in supporting offline communication;
- necessary resources and costs.

The decision to create a social media account must, therefore, be taken carefully. While the channels themselves are offered for ‘free’, managing social media channels require a long-term commitment of the project team.

Project website

As part of programme communication, projects are required to contribute to the content of ADRION web portal aimed at promoting all funded operations.

ADRION will make available a web portal for a shared and harmonized promotion of all funded projects (standard and strategic).

Each project will have dedicated pages; data available on eMS will be automatically transferred to the web portal to the possible maximum extent and, consequently, regularly updated in case of project changes in partnership, budget, etc.

Guidelines and user rights on how to access the web portal will be provided separately to each lead partner.

News included in the web portal must be updated at least every two months.

For webpages hosted by ADRION Programme, no costs for construction, design and maintenance are eligible but only those related to the content development and update (e.g.: photos, illustrations, artworks, broadcast recordings, films and videos, multi-media, info graphics, news and blog posts, uploading of documentation, update of project calendar and news, etc.).

However, in duly justified cases, such as campaign or specific marketing websites, projects may create websites. Should a product or other output of the project (e.g. awareness campaign) be promoted by a dedicated website in addition to the project website hosted by ADRION, a short description of the project, including its aims, planned results, project logo, and link to the project website hosted by ADRION portal have to be included on the homepage. The rules reported in the previous paragraphs shall apply.

Please refer to the JS for any additional information deemed necessary to avoid any ineligible costs.

Financing partners' institutional websites

Both the Lead Partner and the Project Partner must display on their institutional websites the following information about their project:

- Project logo;
- Short description including project aims and results;
- Link to the ADRION website where the project is officially hosted. Whenever the specific project webpage is not available or not applicable, a link to the ADRION website is sufficient.

The display of such information does not necessarily need to be displayed in the homepage of the institutional website. However, the dedicated webpage or section of the institutional website must be visible and easily reachable, emphasizing the EU financial support received.

SECTION 5

Disclaimer

Any notice or publication relating to the project made in any form and by any means, including Internet (e.g.: leaflet, brochure, publication, press release, document, and social media profiles), must state that it only reflects the author's view and that the Programme authorities are not liable for any use that may be made of the information contained therein.

The following disclaimer must be used:

"This <document, product, event, website> has been produced with the financial assistance of the European Union. The content of the <document, product, event, website> is the sole responsibility of <Beneficiary's name/name of project partner> and can under no circumstances be regarded as reflecting the position of the European Union and/or ADRION programme authorities".

The disclaimer shall be placed at the bottom of the back page of a single-leaf printed material, or at the bottom of the last or back cover page of a multi-page document. It must match the language of the main text of the promotional material in question. For a bilingual publication, the disclaimer must be in English.

