

VISUAL IDENTITY STYLE GUIDE

for projects information and communication activities

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ABOUT THE INTERREG V-A ITALY-SLOVENIA PROGRAMME

The **Interreg V-A Italy-Slovenia** (hereinafter, Programme) is a European Union funding cross border programme under the European Territorial Cooperation Goal (ETC, better known as Interreg) for the programming period 2014-2020 aiming at **promoting innovation, sustainability and cross-border governance to create a more competitive, cohesive and livable area.**

The Programme is mainly built around five priority axes:



Priority Axis 1: Promoting innovation capacities for a more competitive area



Priority Axis 2: Cooperating for implementation of low carbon strategies and action plans



Priority Axis 3: Protecting and promoting natural and cultural resources



Priority Axis 4: Enhancing capacity building and cross-border governance



Priority Axis 5: Technical Assistance

VISUAL IDENTITY STYLE GUIDE AT PROGRAMME AND PROJECT LEVEL

This is the second edition of the Visual Identity style guide, which was previously published in December 2017.

During funded project implementation, the Joint Secretariat collected many requests for clarification in how correctly apply project logos so far.

Furthermore, in September 2018 a thematic workshop on project communication was organized and indications for project branding application was also provided by Joint Secretariat staff.

Following that workshop, the MA agreed on publishing a new edition of the Visual Identity style guide (hereinafter, Guide) aiming at facilitating joint communication and information activities among Programme and its funded projects, creating a stronger sense of belonging together, ensuring consistent quality and making project communication easier, cheaper and effective.

According to the Programme Communication Strategy, this Visual Identity style guide is provided and developed in order:

- to promote and to allow an easy identification of the Programme and its funded projects at EU level and ensure that - throughout the 2014-2020 programming period - both the Programme authorities and structures and the representatives of the funded projects can prepare their information and communication materials in a strictly coherent way;
- to ensure high visibility and a harmonised visual identity of European Union Cohesion Policy projects (Articles 115-117 and Annex XII of the Common Provisions Regulation (EU) No 1303/2013 as well as Articles 4 and 5 of the Commission Implementing Regulation (EU) No 821/2014);
- to multiply the positive effects related to the application of the Programme and project logos, designed according to the Interreg harmonization branding initiative.

This Guide does:

- Provide the combination of graphic solutions for the correct application of the provisions of EU regulations on communication matter.
- Provide standards for elaborating project logo, a set of instructions for branding project communication activities as described in the following paragraphs. Proper use and development of the project logo in any communication materials, internally or externally, will increase the awareness of the Programme at local, national and EU level, by ensuring that a consistent, clear and coherent image is always projected.
- Take into account an array of graphic components and demonstrates their appropriate usage. The use of the logo designs illustrated in this Guide is the responsibility of the user. The logo designs must be used in a consistent correct manner in all applications.
- Specify how different versions of the logo may be applied, colored and displayed to ensure accuracy in all applications.
- Include additional set of instructions that define how to properly display the project logo in carrying out project information and communication activities by providing two new annexes as follows:

Annex 1: REGULATIONS OF VISUAL IDENTITY. It consist in collecting relevant EU Regulations in communication matters for the Interreg Italy-Slovenia Programme, part-funded by the European Regional Development Fund

Annex 2: LOGO PLACEMENT GUIDELINES. It includes examples and samples information and communication materials for projects under Priority Axes 1, 2, 3 and 4

All funded project' communication measures have to be branded with a project logo as provided by the Joint Secretariat after the signature of Subsidy Contract. However, final beneficiaries must comply with EU and Programme rules on information and communication measures carried out in the framework of their funded project. Information and communication rules for the beneficiaries shall be applied in a harmonized manner on both sides of the border.

If project logo is not available, direct guidance will be provided by the Joint Secretariat to the Lead Partner on how carrying out communication activities: alternative logo are not allowed.

All project partners should familiarize themselves with this Guide and related Annexes. Miss-use (of the project logo and the correctly display of its components such as EU emblem) may result in ineligibility of items produced for the project, i.e. the costs will not be refunded (see paragraph 6).

The Managing Authority, with the support of the Joint Secretariat and Slovene Info Point, shall also monitor compliance with Programme/Project visual rules and fulfill its own communication responsibilities.

Applicants in the application phase are not obliged to follow rules set in this document.

Please contact the Joint Secretariat for additional advice on project communication issues, but ultimately it is project partner responsibility to ensure that the assistance received is acknowledged correctly.

1. PROGRAMME LOGO

In developing its visual identity, the Programme joined the Interreg harmonization branding initiative¹ which aimed at increasing the visibility and recognition of Interreg funds and results all around Programme area and Europe.

The Programme logo consists of the following

basic elements:

- Name of funding strand (**Interreg** logotype with the coloured arch inside²)
- Programme reference (**Italia-Slovenija**)
- European Union emblem (**European flag**)
- **European Union labelling** (in Italian and Slovene language)



This “basic” logo version, as a key component of the successful Programme Visual identity, represents its core image values and its missions.

The Programme logo also exists in a version with the text “European Regional Development Fund” written below it in both Italian and Slovene language.

The height of this line is the same as for “European Union” under the flag.



This “ERDF version” of the Programme logo has to be chosen if the reference to the European Regional Development Fund is not written anywhere else on the page where the logo is shown.

The above Programme logo versions can be used ONLY by Programme Authorities and structures as described in paragraph 2.3. BENEFICIARIES OF FUNDED PROJECTS CAN NOT USE SUCH VERSIONS IF NOT PREVIOUSLY ALLOWED BY JOINT SECRETARIAT.

The following paragraphs will illustrate how projects logos are developed on the basis of Programme logo.

¹ Please consult the Inteact programme website <http://www.interact-eu.net> for more details about the branding initiative and the process involved in creating a unique image for Interreg

² Please watch the video related to the elaboration of the new Interreg logo <http://www.interact-eu.net/library#o=library/video-new-interreg-logo>

2.1 PROJECT LOGOTYPES FOR STANDARD AND STRATEGIC PROJECTS

In line with paragraph 2, **standard and strategic project logotypes** are the following ones:



The above “**basic version**” logotypes must be applied by beneficiaries of **standard and strategic projects** only if the reference to the European Regional Development Fund co-financing is written anywhere else on the page where the project logo is shown or in case of small promotional objects.

If there is no reference to the European Regional Development Fund (ERDF) co-financing on the page where the project logo is shown, beneficiaries must use the “**ERDF version**” - strongly recommended - with the reference to the European Regional Development Fund written below it in both Italian and Slovene language. See paragraphs 2.1.1 (standard projects), 2.1.2 (strategic projects) for detailed information.

The logos of **standard and strategic projects** will be provided by Joint Secretariat after the signature of Subsidy Contracts.

When applied, project logo has to look good and be legible at all sizes. Project logo is not effective if it loses too much definition when scaled down when used for small formats.

2.1.1 Standard project logotypes with ERDF reference

If there is no reference to the European Regional Development Fund (ERDF) co-financing on the page where the project logo is shown, beneficiaries of standard project must use the **“ERDF version” of their project logo.**

It is strongly recommended to apply the ERDF version, which includes the reference to the European Regional Development Fund written below project logo in both Italian and Slovene language as follows:

“Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni projekt sofinancira Evropski sklad za regionalni razvoj”

The height of this line is the same as for “European Union” under the flag.

As a result, **standard project logotypes with the ERDF reference** are the following ones:



The basic (see par. 2.1) and the above ERDF logotype versions are the official and only versions of the funded project branding.

It is recommended to follow the instructions outlined in this Guide and to use the project logos (basic or ERDF versions) developed and provided by Joint Secretariat in all project information and communication actions. The project logo is always mandatory (on all media and communication materials) and must always appear on the initial view of all communications, including print, digital, and video.

For further clarifications, please contact the Joint Secretariat.

2.1.2 Strategic project logotypes with ERDF reference

If there is no reference to the European Regional Development Fund (ERDF) co-financing on the page where the project logo is shown, beneficiaries of strategic project must use the **“ERDF version” of their project logo**.

It is strongly recommended to apply the ERDF version, which includes the reference to the European Regional Development Fund written below project logo in both Italian and Slovene language as follows:

“Progetto strategico co-finanziato dal Fondo europeo di sviluppo regionale
Strateški projekt sofinancira Evropski sklad za regionalni razvoj”

The height of this line is the same as for “European Union” under the flag.

As a result, **strategic project logotypes with the ERDF reference** are the following ones:



The basic (see par. 2.1) and the above ERDF logotype versions are the official and only versions of the funded project branding.

It is recommended to follow the instructions outlined in this Guide and to use the project logos (basic or ERDF versions) developed and provided by Joint Secretariat in all project information and communication actions. The project logo is always mandatory (on all media and communication materials) and must always appear on the initial view of all communications, including print, digital, and video.

For further clarifications, please contact the Joint Secretariat.

2.2 PROJECT LOGO FOR ITI PROJECTS

Considering their own peculiarity, the two ITI project' logotypes are the following ones:

The "basic versions" logo must be applied by beneficiary (sole beneficiary - EGCT) of ITI projects only if the reference to the European Regional Development Fund co-financing is written anywhere else on the page where the project logo is shown or in case of small promotional objects.



If there is no reference to the European Regional Development Fund (ERDF) co-financing on the page where the project logo is shown, beneficiary must use the "ERDF version" - strongly recommended - with the reference to the European Regional Development Fund written below it in both Italian and Slovene language as follows:

"Progetto ITI co-finanziato dal Fondo europeo di sviluppo regionale.

Projekt CTN sofinancira Evropski sklad za regionalni razvoj"



The basic (see par. 2.1) and the above ERDF logotype versions are the official and only versions of the funded project branding.

It is recommended to follow the instructions outlined in this Guide and to use the project logos (basic or ERDF versions) developed and provided by Joint Secretariat in all project information and communication actions. The project logo is always mandatory (on all media and communication materials) and must always appear on the initial view of all communications, including print, digital, and video. For further clarifications, please contact the Joint Secretariat.

2.3 PROJECT LOGO FOR PROGRAMME TECHNICAL ASSISTANCE (for Programme structures and authorities only!)

In line with paragraph 2, information and communication activities carried out by Programme structures and authorities in the framework of the Technical Assistance Priority Axis must include

Programme logo (see paragraph 1)



or

the TA project basic logotype



Programme structures and authorities can use Programme logo or TA project basic logo only if the reference to the European Regional Development Fund co-financing is written anywhere else on the page where the logo is shown or in case of small promotional objects.

If there is no reference to the European Regional Development Fund (ERDF) co-financing on the page where the project logo is shown, beneficiary must use the **“ERDF version”** - strongly recommended - with the reference to the European Regional Development Fund written below it in both Italian and Slovene language as follows:

Programme ERDF logo (see paragraph 1)



or

the TA project ERDF logotype



2.4 PROJECT LOGO VERSIONS FOR MONOCHROME REPRODUCTION PROCESSES

Alternative versions of the project 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.

As a result, Programme Technical Assistance, standard and strategic project logotypes to be applied for production method which does not allow 4-colour printing are the following ones:

GREY SCALE



MONOCHROME BLACK AND WHITE



MONOCHROME BLUE PROCESS



MONOCHROME OUTLINE (only in exceptional cases)



As a result, ITI project logotypes to be applied for production method which does not allow 4-colour printing are the following ones:

GREY SCALE



MONOCHROME BLACK AND WHITE



MONOCHROME BLUE PROCESS



MONOCHROME OUTLINE (only in exceptional cases)



For monochrome reproduction processes of the project logo, please consult the Joint Secretariat.

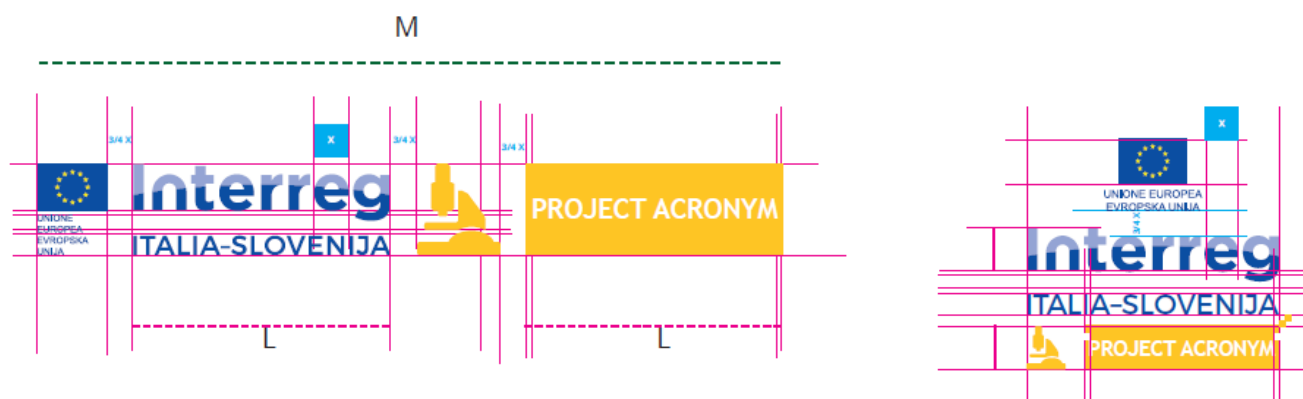
2.5 PROJECT LOGO: SMALL SCALE VERSIONS

The logo should not be used in any size smaller than the smallest logo size specified here.
In any case the logo should not be smaller than 38,1 mm in width in order to achieve a readable text/graphic elements.



This version should be used only if the surface on which placing the logo is very small or when the logo is applied to small promotional items. In these cases it is not mandatory to include the reference to cofinancing fund. However, it is obligatory to include the European Union label.

In special cases (for the production of small items such as pens and pen-drives etc) an **exceptional use is allowed and accepted**. Some logo versions are proposed which are exceptionally allowed to be used when small-sized logo for very small items apply.



Anyway, please consult the Joint Secretariat for a correct application of logo for small promotional items and other special cases.

2.6 LOGO USAGE

In line with the 2007-2013 Programme experience, project logos have to be placed either on the front or (in exceptional cases when pre-approved by the Joint Secretariat) on the back cover of promotional material. As a general rule the project logos should be placed in the top left corner of the document.

On websites and subpages, online and smartphone applications, social media and other digital platforms and implementations the logo has to be positioned in a place which is visible without scrolling or clicking. On other communication products such as conference bags, exhibition roll-ups or presentations, it also has to be placed in a prominent place. The size of the logo should be reasonable and recognisable.

Full colour version

The main project logo is the full colour version.
This version should be used whenever possible.
Ideally the project logo should be used on white Background only.



Ideal logo “Full colour version” use:
On white background

Using the project logo on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.



Project logo on bright background/photo



Allowed logo “Full colour version” use:
In a white box on
a coloured background
or a photo/picture



Monochrome version

The grey scale version of the logo should be used whenever full color is not possible.



Small scale project logo versions

The small scale versions should be used according to the provisions set up in page 16.

2.7 LOGO POSITIONING

The logo must be always included in all the communication material produced both at Programme and project level. It must be placed in a visible top position (in the first/main page) and must never be smaller than any other logo included in the same material.

The positioning of the logo should be in the top left corner of the paper according to the rules of this Guide.

In any case please consult the Joint Secretariat.

Logo positioning on A4



2.8 INCORRECT LOGO USAGE

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete “European Union” or any compulsory graphic element of the logo.
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. Instead, in body text use just the word Interreg set in the font of the body text.
8. Do not use the logo in any other colour than the standard full colour version or in greyscale on monochrome applications.
9. If the logo needs to be placed on a coloured background, it has to be within a white rectangle as stated before- with a size matching at least the clear space.
10. Do not use the secondary project version as a stand-alone logo.

1.



2.



3.



4.



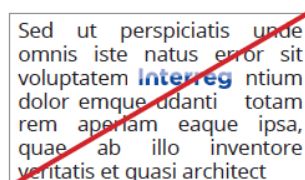
5.



6.



7.



8.



9.



10.



2.9 IN COMBINATION WITH OTHER LOGOS




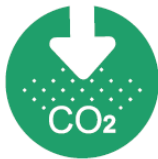
The EU Commission Implementing Regulation No 821/2014 defines that: “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”



2.10 THEMATIC AND SPECIFIC OBJECTIVES ICONS

The five priority icons represents the Programme priority axes.

Priority 1, 2, 3 and 4 icons can be completed by a set of icons which represent the Specific Objectives.

Priority Axis Icon	Specific Objectives Icons
	
Priority Axis 1: Promoting innovation capacities for a more competitive area	SO 1.1: Strengthen the cooperation among key actors to promote the knowledge transfer and innovative activities in key sectors of the area.
	
Priority Axis 2: Cooperating for implementation of low carbon strategies and action plans	SO 2.1: Promotion of implementation of strategies and action plans to promote energy efficiency and to improve territorial capacities for joint low-carbon mobility planning.



Priority Axis 3:
Protecting and
promoting natural
and cultural
resources



SO 3.1.: Conserving, protecting, restoring, and developing natural and cultural heritage.



SO 3.2.: Enhance the integrated management of ecosystems for a sustainable development of the territory.



SO 3.3.: Development and the testing of innovative environmental friendly technologies for the improvement of waste and water management.



Priority Axis 4:
Enhancing
capacity building
and cross-border
governance



SO 4.1: Strengthen the institutional cooperation capacity through mobilizing public authorities and key actors of the Programme area for planning joint solutions to common challenges.

3.COLOURS

3.1 Interreg 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
COLOUR CODES

—
CMYK: 100/80/0/0
Pantone: Reflex Blue
RGB: 0R 51G 153B
HEX: 003399



Light Blue
COLOUR CODES

—
CMYK: 41/30/0/0
Pantone: 2716
RGB: 159R 174G 229B
HEX: 9FAEE5



Yellow
COLOUR CODES

—
CMYK: 0/0/100/0
Pantone: Yellow
RGB: 255R 204G 0B
HEX: FFCC00

3.2 Priority Axis colours

The Programme has taken over the colour scheme, which was developed for all Interreg programmes to clearly label their thematic priorities.

The colours of the Programme Priority axes create a harmonic system with colours that match each other and provide good contrast to the central brand and logo colours of Interreg.

Colour codes of Priority axes 1, 2, 3 and 4 relevant for standard, strategic and ITI projects co-funded by the Programme are defined on the right, in line with the Interreg harmonization branding initiative.

Colours codes of Priority axes 5 relevant for Programme Technical Assistance projects as defined on the right are created according to the harmonic system.



COLOUR CODES
related to PA 1 icon

—
CMYK: 0/24/93/0
Pantone: 109 U
RGB: 253R 198G 8B
HEX: #fdc608



COLOUR CODES
related to PA 2 icon

—
CMYK: 81/13/76/1
Pantone: 347 U
RGB: 21R 153G 97B
HEX: #159961



COLOUR CODES
related to PA 3 icon

—
CMYK: 49/0/99/0
Pantone: 382 U
RGB: 152R 194G 34B
HEX: #98c222



COLOUR CODES
related to PA 4 icon

—
CMYK: 87/32/35/16
Pantone: 3145 U
RGB: 60/116/134
HEX: 3c7486



COLOUR CODES
related to PA 5 icon

—
CMYK: 31/27/35/8
Pantone: 7536 U
RGB: 177R 168G 158B
WEB: #b0a89b

4. PROGRAMME TYPOGRAPHY

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. However they are encouraged to use similar fonts and sizes.

TREBUCHET REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TREBUCHET ITALIC

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TREBUCHET BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

TREBUCHET BOLD ITALIC

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

5. PROJECT WEBSITE AND SOCIAL MEDIA

In accordance with the European Regulatory framework, the beneficiary must inform the public about project during its implementation, especially about the support obtained from the Interreg V-A Italy-Slovenia programme and the European Regional Development Fund by providing a short description of the project, its aims, results and financial support received on a project website.

According to its Communication Strategy, the Interreg V-A Italy-Slovenia programme facilitated this process by providing all projects with a website hosted through the Programme's website www.ita-slo.eu.

All projects should make active use of its website.

Every project must upload all main written outputs with the activity report and these will be transferred to the website to provide stakeholders with an up to date picture of project activities and outcomes.

Projects can create their own news and event items, which will be shown on the project website as well as on the Programme website, ensuring maximum visibility. Furthermore, projects are free to add sections, links, photos and graphics to their website.

It is a requirement that project information on the website is up to date and that news and other information is communicated on time and regularly.

For further information please contact the Joint Secretariat.

6. CONSEQUENCES OF NON-USE / INCORRECT USE OF THE LOGO

Please note that the Joint Secretariat is not responsible for the content of the promotional material (invitations, brochures, press releases, etc.) made by the Lead Partners and / or by the Project Partners, with particular regard to image damage caused to the Programme Interreg V-A Italy-Slovenia and to the European Union for the insertion of incorrect Italian / Slovenian / English texts and translations.

In fact, the Joint Secretariat will be able to examine exclusively the correct use of the project logo, that is, the merely graphic and non-content aspect of the promotional material realized within the projects. The approval requested by the Joint Secretariat for the circulation of promotional material will concern only the correct use of the graphic examples made available in this Annex II and illustrated as requested by the beneficiaries.

The non-use of the compulsory project logo provided by the Joint Secretariat and thus the non-fulfillment of the basic requirements set out in the Visual Identity style Guide and in this Annex II can lead to a reduction in co-financing (ineligible costs). Costs can also be considered unjustified in cases where the logo is incorrectly used (too small, distorted, poorly visible logo due to an inappropriate background, etc.).

7. REFERENCES AND LINKS

Overall legal framework for 2014-2020 communication & information measures
European Commission Regulation (EC) 1303/2013, chapter II, Article 115-117 and Annex XII
(Annex XII section 2.2 refers to the responsibilities of beneficiaries):
<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32013R1303&from=EN>

Specifications for use of the European Union flag, reference to the European Development Fund and characteristics of plaques and billboards
Implementing Regulation (EU) 821/2014, chapter II:
<http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014R0821&from=EN>

This second edition of the Visual Identity style guide is available on the Programme website www.ita-slo.eu under:
PROGRAMME > COMMUNICATION STRATEGY
PROJECT > PROJECT IMPLEMENTATION

European Commission's FAQs - Cohesion policy communication rules - Questions and answers:
http://ec.europa.eu/regional_policy/sources/policy/communication/qa_comm.pdf

Slides presented during the Workshop on communication, Nova Gorica September 26th, 2018
https://www.ita-slo.eu/sites/default/files/Visual_Identity_Petrossi.pdf