

BRAND BOOK

**Interreg
Danube Region**



**Co-funded by
the European Union**

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The Interreg Danube Region Programme has a distinct visual identity with key elements that make it easily recognizable, while also adhering to visual identity of European Union cohesion policy programmes and projects.

This guide explains these core elements and will help projects that receive funding from the European Union (EU) through the programme meet all the necessary communication requirements as outlined in the regulations (Articles 46-50 and Annex IX of Common Provisions Regulation (EU) No 1060/2021, and Article 36 of Interreg Regulation (EU) No 1059/2021).

PROGRAMME LOGO

STRUCTURE

Interreg Danube Region



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The logo consists of the following elements:

The **programme logo** acts as a distinctive signature visible in all our communication. It strictly adheres to the guidelines set by the European Commission for recipients of EU funding regarding the use of the EU Emblem.

- The flag (EU emblem)
- The statement “Co-funded by the European Union”
- The programme name “Danube Region”
- Funding strand “Interreg”

EXCLUSION ZONE & PROPORTIONS

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.

A **clear space** of at least 1 “u” in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.



LOGO VARIATIONS

STANDARD LOGO

Whenever possible, the standard version should be used in its full colour version.



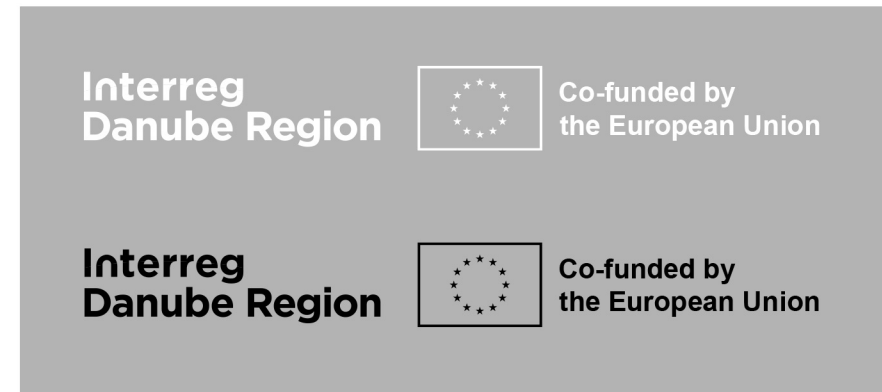
LOGO VERSIONS FOR DARK BACKGROUNDS

Ideally, the programme logo should be used on white or light background only. On dark backgrounds, use the standard logo with a white rectangle. If it can't be used due to space restrictions or other reasons, you can use a white and color version.



MONOCHROME LOGO VERSIONS

For single colour reproductions or engravings, a monochrome versions of the logo should be used.







INCORRECT USE

Changing the logo is not allowed at all.

Only use the official logo or the versions and formats mentioned in these guidelines.

- ⊗ **Interreg Danube Region** **TEXT**  Co-funded by the European Union
- ⊗ **Interreg Danube Region**  Co-funded by the European Union
- ⊗ rogramme **he Region**  Co-funder' the Eurc
- ⊗ Lorem ipsum dolor sit amet, Interreg Programme **Danube Region** adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis
- ⊗ **Interreg Danube Region**  Co-funded by the European Union

- ⊗ **Interreg Danube Region**  Co-funded by the European Union
- ⊗ **Interreg Danube Region**  Co-funded by the European Union
- ⊗ **Interreg Danube Region**  **Co-funded by the European Union**
- ⊗ **Interreg Danube Region**  Co-funded by the European Union

PROJECT LOGO

STRUCTURE

The **project logo** consists of the programme logo and acronym of the project name placed on a wave in the colour of their thematic priorities (see Chapter 4 Colours).

The rules for using logos on light or dark backgrounds are the same for both programme and project logos.

It's best to use the standard colour logo on a white/light colour background, or standard colour logo with white rectangle when placing it on dark or busy backgrounds.

Interreg
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the European Union


Project Name

Interreg
Danube Region  Co-funded by
the European Union


Project Name

Interreg
Danube Region  Co-funded by
the European Union


Project Name

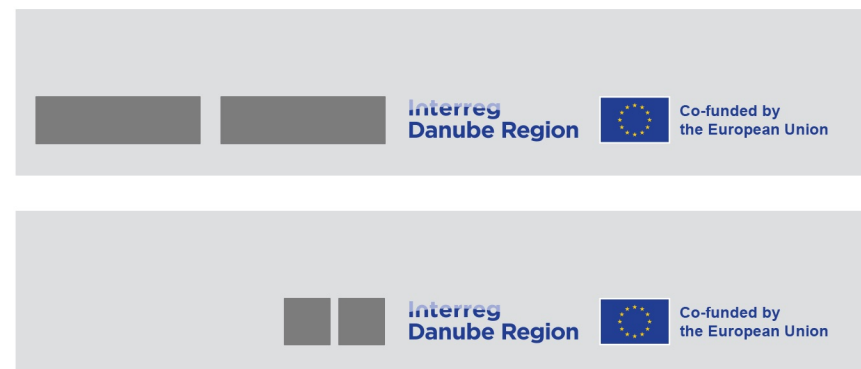
Interreg
Danube Region  Co-funded by
the European Union


Project Name

CO-BRANDING

When you wish to incorporate **other logos next to the project logo**, such as partner logos, or any other logos:

- Never position other logos above the Interreg logo.
- Ensure that no institutional logo (representing organizations like partner organizations) exceeds both the height and width of the EU emblem.



FONTS

PRIMARY TYPEFACE

The **primary programme typeface** to be used in all applications, spanning body text to headlines, is Open Sans. The specified guidelines are applicable across all print publications and stationery applications.

This typeface, including web font kits, are readily available for free and can be easily downloaded, for example, from this link:

<https://www.fontsquirrel.com/fonts/open-sans>

SECONDARY TYPEFACE

As an **alternative typeface** to Open Sans, we use Aileron. It can be used alone, or in combination with Open Sans.

Open Sans - 9 weights

Light ABCDEFGhijklmn

Light Italic ABCDEFGhijklmn

Regular ABCDEFGhijklmn

Italic ABCDEFGhijklmn

Semi Bold ABCDEFGhijklmn

Bold ABCDEFGhijklmn

Bold Italic ABCDEFGhijklmn

Extra Bold ABCDEFGhijklmn

Extra Bold Italic ABCDEFGhijklmn

TYPOGRAPHY COLOUR PALETTE

Title

60/66 pt, Bold

Subtitle

20/24 pt

Headline 1

50/54 pt, Bold

Headline 2

50/54 pt, Bold

Headline 3

20/24 pt, Bold

Headline 4

14/16 pt, Bold

Body

10/14 pt

Quote

10/14 pt, Bold Italic

• **List Level 1**

10/14 pt, bullet marker, Bold

○ **List Level 2**

10/14pt, blank bullet marker

- **List Level 3**

10/14 pt, dash marker, 75% color

Caption

8/10 pt, 75% color

Use:
Headers - Sub Headers

Colour:
Reflex Blue

CMYK: 100.80.0.0
HEX: 003399
RGB: 0.51.153

Use:
Paragraphs

Colour: Black

CMYK: 100.100.100.100
HEX: 000000
RGB: 0.0.0

Use:
Paragraphs over
dark colour.

Colour:
White

CMYK: 0.0.0.0
HEX: FFFFFFFF
RGB: 255.255.255

COLOURS

MAIN COLOURS

Colour:

CMYK: 100.80.0.0
HEX: 003399
RGB: 0.51.153

Colour:

CMYK: 100.0.15.70
HEX: 004444
RGB: 0.68.68

COMPLEMENTARY COLOUR

Colour:

CMYK: 0.74.100.0
HEX: ff6600
RGB: 255.102.0

PRIORITY COLOURS

13

Colour:

CMYK: 88.55.1.0
HEX: 0E6EB6
RGB: 14.110.182

Colour:

CMYK: 73.0.44.0
HEX: 18BAA8
RGB: 24.186.168

Colour:

CMYK: 45.0.99.0
HEX: 9ACA3C
RGB: 154.202.60

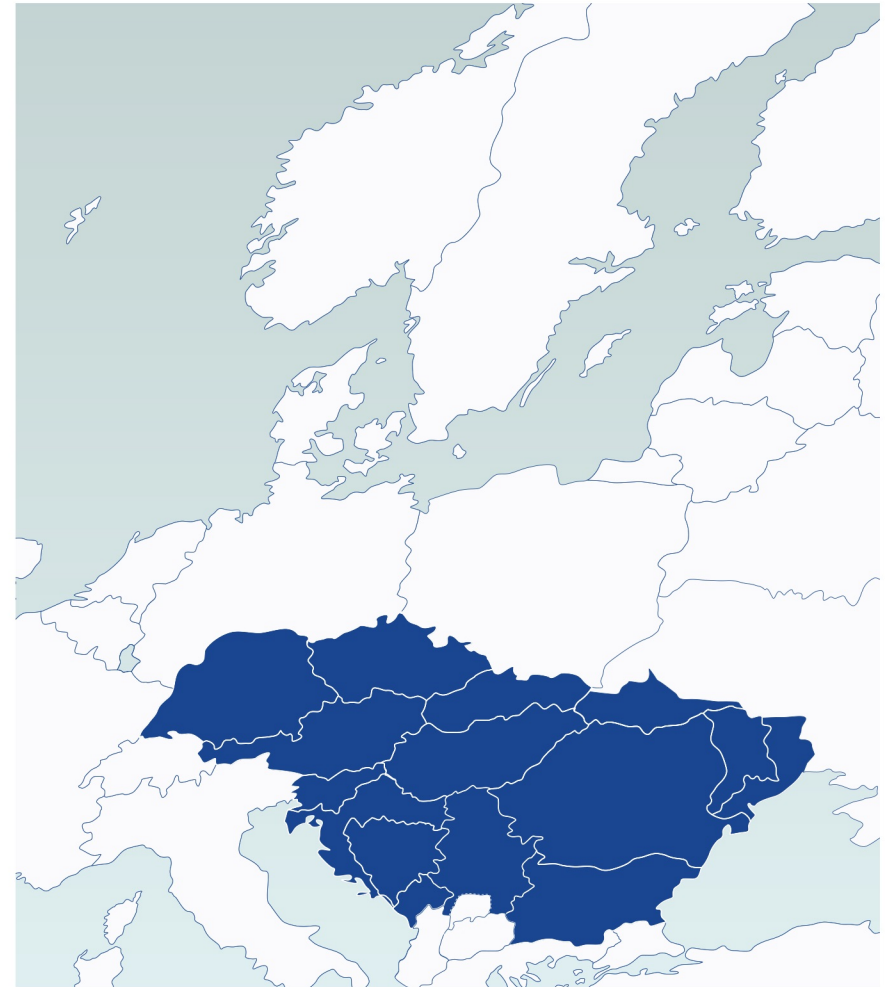
Colour:

CMYK: 10.78.64.1
HEX: DA5C57
RGB: 218.92.87

GRAPHIC ELEMENTS

MAP VISUALS

The main programme visual features a geographic outline of the programme area. It is intended for use when emphasizing the territory in communication activities.



















THE WAVES

The wave gradient visual of the programme can be used in various shapes and formats. If in doubt how to use it, please contact the programme secretariat.



PRIORITY ICONS

The icons used by DRP for its thematic priorities were created for all EU funding programmes. They serve as complementary elements.

COLOUR POSITIVE	COLOUR NEGATIVE	MONOCHROME POSITIVE	MONOCHROME NEGATIVE
			
A SMARTER DANUBE REGION			
			
A GREENER DANUBE REGION			
			
A BETTER COOPERATION GOVERNANCE IN THE DANUBE REGION			
			
A MORE SOCIAL DANUBE REGION			

DESIGN TEMPLATES



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Project Title

Annual Event

Cybersecurity Protocol Setup

Meeting
Budapest — 1 March 2024

Presenter
First Last

Security Measures

Inadequate cybersecurity measures pose a significant threat to our company's sensitive data and operations. As cyber threats evolve, our current defenses are increasingly vulnerable, necessitating urgent action.



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Project Title



"Addressing cybersecurity risks is not an option but a necessity in safeguarding our data and preserving organizational integrity."



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Project Title

Thank you for attending!

projectTitle.com

First Last
info@projectTitle.com
+32 123 456 789

Budapest utca 1
1055 Budapest, Hungary

facebook.com/projectTitle
x.com/projectTitle
youtube.com/projectTitle



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Project Title

WORD TEMPLATES FOR PRINT

DIGITAL USE

Interreg Danube Region Co-funded by the European Union

Project Title

(Title Light Cover) Annual Event

(Subtitle) Cybersecurity Protocol Setup

Title
60/66 pt, Bold, -20 tracking

Subtitle
20/24 pt

Headline 1 50/54 pt, Bold, -10 tracking

Headline 2 40/44 pt, Bold, -9 tracking

Headline 3 20/24 pt, Bold

Headline 4 14/16 pt, Bold

Body
10/14 pt

Quote
10/14 pt, Bold Italic, 10 mm offset

- List Level 1
10/14 pt, bullet marker, Bold, 3/3 mm offset
- List Level 2
10/14 pt, blank bullet marker, 6/3 mm offset
- List Level 3
10/14 pt, dash marker, 3/3 mm offset, 75% color

Caption
8/10 pt, 75% color

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Project Title

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Interreg Danube Region Co-funded by the European Union

Project Title

(Title Dark Cover) Annual Event

(Subtitle) Cybersecurity Protocol Setup

Title
60/66 pt, Bold, -20 tracking

Subtitle
20/24 pt

Headline 1 50/54 pt, Bold, -10 tracking

Headline 2 40/44 pt, Bold, -9 tracking

Headline 3 20/24 pt, Bold

Headline 4 14/16 pt, Bold

Body
10/14 pt

Quote
10/14 pt, Bold Italic, 10 mm offset

- List Level 1
10/14 pt, bullet marker, Bold, 3/3 mm offset
- List Level 2
10/14 pt, blank bullet marker, 6/3 mm offset
- List Level 3
10/14 pt, dash marker, 3/3 mm offset, 75% color


Caption
8/10 pt, 75% color


Interreg Danube Region Co-funded by the European Union

Project Title

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PROJECT POSTER

Interreg Danube Region  **Co-funded by the European Union**


Project Title

Project Title

Full Project Name line 1
Full Project Name line 2

This project is supported by the Interreg Danube Region Programme project co-funded by the European Union.

1.000.000 € Project Budget	1.000.000 € Interreg Funds	1/2024-12/2024 Project duration
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projectwebsite.com

Full Name email@project.com +XX XXX XXX XXX	Street address ZIP City, Country	Facebook profile link X profile link Youtube profile link
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ROLL UP

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interreg Danube Region  **Co-funded by the European Union**


Project Title

Project Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel

10 people

200 projects

1,2 million funds

20 involved



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