Branding guidelines for PAC & DSP projects

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Introduction

If your project received EU grant support from the Interreg Danube Region Programme, you must comply with our branding and communication requirements to ensure that all communications and materials produced as part of the project are consistent with the Interreg Danube Region Programme's visual identity.

The purpose of this guide is to help you to ensure that all communications and materials related to the project comply with these requirements and promote your project while increasing visibility and awareness of EU funding in the Danube Region.

Checklist

- Use the project branding in all your project communication to highlight EU and Interreg Danube Region Programme support.

- Regularly update the project website and social media with news about project progress, milestones and results.

- Make sure that each project partner puts up a project poster at their premises and informs about the project at their websites.

Project branding

PACs project branding consists of the Danube Region Programme logo, your EUSDR Priority logo and the additional EU emblem of at least the same size in height or width as the biggest of the other logos, except for specific items (pens, etc.). The same applies for DSP projects, except they shall use the general logo of the EUSDR instead of EUSDR Priority logo.

The logos must be placed in a visible top position of all project documents and communication materials (first/main page) and without the need for scrolling on digital outputs (websites or mobile applications, etc.) in compliance with all requirements in Annex IX of the Common Provisions Regulation (EU 2021/1060).

Note: Projects can also develop their own logo or visual in addition to the official project logo, as well as to use other logos, such as partners' logos, in project communication materials.

These logos can be downloaded from here:

https://danube-region.eu/communication-tools/eusdr-comm-strategy-visual-identity/

https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en

Colour

The logo colours are the Pantone Reflex Blue and Pantone Yellow, which are derived from the EU main corporate colours. The standard logo is the full colour version and should be used on white or light colour background only.

Pantone Reflex Blue   **Pantone Yellow**

CMYK: 100-80-0-0   CMYK: 0-0-100-0
RGB: 0-51-153   RGB: 255-204-00
HEX: #003399   HEX: #FFCC00

Typography

For overall communication, using Open Sans as the primary font in all applications, including headlines and body text, is our preferred choice. In order to maintain a cohesive visual identity, make sure that it is used consistently throughout all communication materials.

This typeface can be downloaded for free from here:
https://www.fontsquirrel.com/fonts/open-sans

Poster

All project beneficiaries must place a poster or equivalent electronic display with information about the project at a location visible to the public.

The poster must include the project logo, short description text with the project aims, partners, duration, as well as financial support from the Interreg Danube Region

Programme, at minimum. The design (minimum size A3) should use the colour of the matching thematic objective as dominating colour.

Project website and partners website

You are required to regularly update your project website with news and events, activities and results, during the whole period of project implementation.

Also, each partner in an Interreg Danube Region Programme project must present the project on their official website, including the project logo in full colour, the description of the project's aims, partners and duration at minimum. It should also highlight the financial support from the Interreg Danube Region Programme.

Note: In exceptional cases, if it is an eligible cost, projects can develop an extra site for tools or products with a life reaching beyond the project, but it must display the project logo in full colour at the top of the homepage.

Social media

Using social media is optional but recommended as engaging with stakeholders and disseminating information about a project on social media can be an effective way to increase its impact. By regularly updating social media accounts with progress, results, and relevant messages, the project can reach a wider audience and build a community of interested individuals.

If allowed by the social media platform, place the full project logo in the social media banner image. If your social media platform doesn't allow for a banner image, use the full project logo for your avatar.

Acknowledging our support in public, media & publications

When officially communicating about your project to the public, media, or citing your project in academic publications, you must acknowledge the support with reference to

the co-funding by the European Union and the Interreg Danube Region Programme. Below is an example of a citation which is in line with these requirements:

This paper was supported as part of [PROJECT ACRONYM], an Interreg Danube Region Programme project co-funded by the European Union. The content of this paper reflects the opinion of their authors and does not in any way represent opinions of the European Union.