

USE OF THE INTERREG BRAND

GUIDELINES FOR CENTRAL BALTIC PROJECTS

All funded projects must prominently feature the Interreg brand (logo) on all communication material intended for the public or project participants, such as printed or digital products or websites and their mobile versions. We have highlighted the most important information about using the brand below.

What is the brand?

Our brand is made of the Interreg logotype and the Programme's name, the EU emblem + the statement "Co-funded by the European Union" made into single image or document.

- The **official brand** (Programme logo) fulfils the minimum requirement for visibility. Different file formats and colour modes can be downloaded from the programme website at www.centralbaltic.eu/programme-logos
- The **custom brand (logo)** is project-specific: it is based on the official brand, and it includes your project acronym in the corresponding priority colour. The files will be provided to each project by the Joint Secretariat. Whenever space allows, we recommend using your custom logo as this helps your project to stand out more clearly from others.

It's easy - using ONE of these logo versions across your project materials is mandatory.

Positioning

The usage of the size of the logo applies to all formats and supports - whether print or digital, small or big, vertical or horizontal.

- The width of the logotype + EU emblem (without the statement) is equivalent to a fourth ($\frac{1}{4}$) of the page's entire width.
- The top-left corner position should be preferred, with the left and top margin lines coinciding with the logo's left and top sides

The minimum height of the EU emblem must be 1 cm.

Correct use of the logo

The standard is the full-colour version.

- The logo should be used on white or light backgrounds.
- 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).

These rules apply to social media as well.

Additional logos and visual elements

You may include additional logos, such as partner logos, in your materials. In this case, you must ensure that the Interreg brand remains prominent, and the emblem (flag) has at least the same size, measured in height or width, as the biggest of any other organisation's logos. If justified, your project may have its own logo to be used in addition to the Interreg brand to enhance your project's visibility.