Interreg NEXT MED

Co-funded by the European Union

Brand Design Manual

This document outlines the branding and visibility obligations that must be respected by the projects funded under the Interreg NEXT MED Programme, with a particular focus on the project logo. However, the brand design encompasses more than just a logo: it includes a set of characteristic elements such as colors, typefaces, and a structured layout system based on a grid. The correct use of all these elements is essential to strengthen the Interreg NEXT MED's visual identity and ensure a coherent and professional image across all communication materials and channels.

Introduction

LEGEND

This symbol indicates the ideal solution for using the brand. It can also be used to highlights an important concept or point to be considered.

The orange warning sign indicates possible practices or alternatives which are not forbidden but should not be preferred unless absolutely necessary.

The red stop sign indicates wrong practices, for example when an element cannot be used in a certain way.

The Interreg NEXT MED Programme seeks to develop valuable initiatives that have a positive impact on the territories and lives of people across the Mediterranean region.

Covering a wide area that brings together 15 countries and over 100 regions from both shores of the Mediterranean, Interreg NEXT MED offers a unique framework for driving transnational cooperation projects aimed at addressing joint socio-economic, environmental, and governance challenges at the Mediterranean level.

For such a vast and diverse community to stand out and be recognized, it must be unified under a single, easily identifiable visual identity. To strengthen its image as a coherent community and reinforce its positioning within a broader cooperation framework, NEXT MED has adopted the Interreg common branding, already used by a substantial number of programmes across Europe, its Outermost Regions, and neighbouring countries.

In practical terms, this means that the Programme provides each project with its own official logo, integrating the EU emblem (flag), Interreg and NEXT MED brand elements along with the project acronym.

This document was developed based on the Interreg Brand Design Manual prepared by Interact. It follows its main provisions and adapts them to the specific context of the Interreg NEXT MED Programme.

Lead Partners and project partners are invited to carefully read this document and ensure that all communication materials developed comply with the obligations regarding the use of the project logo.

In case of any doubt regarding the use of the logo, please always contact your assigned Programme communication officer.

1. Programme logo

1.1 Structure and specifications

The Programme logo combines the following elements:

1. FLAG
The height of the flag (EU emblem) sets the tone for the height and placement of all other elements. The width of the EU emblem is proportional to its height at a ratio of 3/2 and such proportions may never be changed. The minimum height of the EU emblem must be 1 cm.

2. STATEMENT
The statement "Co-funded by the European Union" is written in Arial Bold and is positioned to the right of the EU emblem and broken into 2 lines with "Co-funded by" on the first line and "the European Union" on the second. The statement is vertically aligned to the middle of the flag.

3. FUNDING STRAND – INTERREG BRAND
The position of the "Interreg" brand is fixed and horizontally aligned with the top of the EU emblem. The position, colour and font type of the standard logo cannot be altered.

4. PROGRAMME NAME – NEXT MED
The position of the programme name "NEXT MED" and is written in all capitals.

5. PROGRAMME SPECIFIC VISUAL ELEMENT
An "identitary" visual element – not exceeding the size of the EU emblem and placed on the upper-left corner of the logo – which aims to symbolize cooperation (through the sun made of people) and the Mediterranean Sea (through the waves). This visual element, based on the official Interreg colour scheme for the four Priorities addressed by the Interreg NEXT Programme, is inspired by the logos used under the previous ENPI and ENI CBC Med Programmes. It ensures consistent and recognizable branding across the different generations of the Programme.

The elements of the Programme logo represent a unit which is defined as invariable. The composition of the brand elements follows specific rules and must not be changed.

1.2 Spacing around the emblem

The basic unit (**u**) used for the definition of the brand composition is calculated in reference to the half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand.

The space to the left of the EU emblem (between the Interreg + the Programme name and the flag) equals **1 "u"**. The space to the right of the EU emblem (between the statement and the flag) equals **½ "u"** – not including the white border.

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.
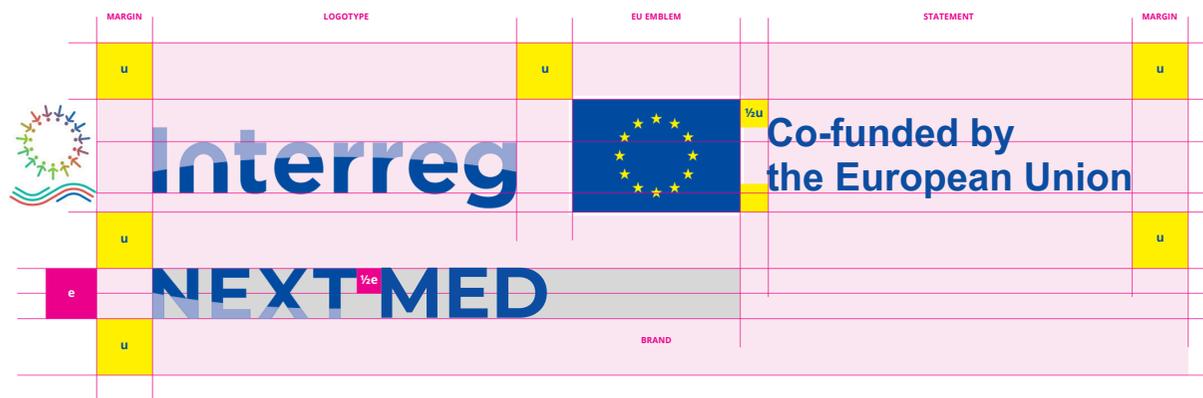
1.3 Colours

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB
Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
0 0339 9
RGB
0 / 51 / 153

Colour
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

Colour
Yellow
Pantone
Yellow **CMYK**
0 / 0 / 100 / 0
HEX   FFCC00
RGB
255 / 204 / 0

Colour   Black
Pantone   Black
CMYK 0 / 0 / 0 / 100
HEX 000000 **RGB** 0 / 0 / 0

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255

1.4   Variations of Programme logo

The alternative versions of the Programme logo can be used if the design or production method does not work with the standard version. Examples: interfering background images or colours might reduce the logo visibility or readability; or a production method does not allow 4-colour printing. Ideally the Programme/project brand should be used on white or light backgrounds only.

WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS
When the use of the standard version with a white rectangle is not possible on dark or busy backgrounds due to space restrictions, context, or because it would cover an important element of the background image, the use of a white & colour version is allowed. This version uses white colour for the logotype as well as for the border around the EU emblem. The width of the EU emblem border has to be **1/25** of the emblem height.

MONOCHROME LOGO VERSIONS
For single colour reproductions, when absolutely necessary for printing or specific usage in a document, monochrome versions of the logo can be used. However, these versions should only be used whenever full colour is not available. The EU emblem has to be applied in white with a black border that has the width of **1/25** of the EU emblem height.

The rules for applications on light vs dark background remain the same for Programme and project branding - the standard logo version with a white rectangle is always the preferable option for the use on dark or busy backgrounds.
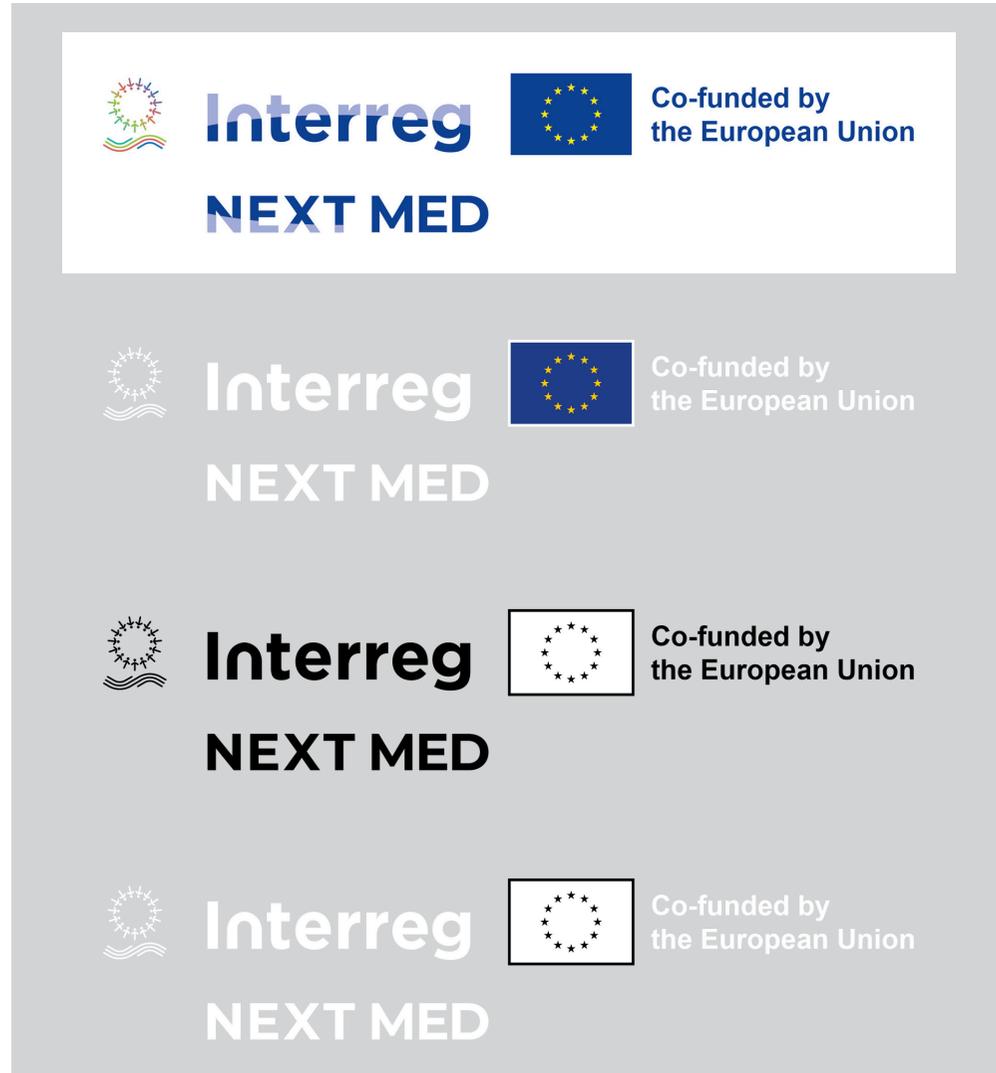
2. Project logo

2.1 Structure and specifications

The project logo is based on the same elements of the Programme logo. In addition, it is composed by the project name (acronym) written in **Montserrat Medium** in the color associated with the related **thematic priority colour** (see after under "Colours"). A Reflex Blue (EU main corporate colour) line is used to separate the Interreg brand from the project name. This line is positioned exactly **1 "u"** below the NEXT MED brand.

The project name cannot exceed the width of the custom area as described below:

WIDTH: the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).

HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

The standard placement for project names is below the Interreg NEXT MED logo, separated by a thin straight line. The project name is positioned against the top left corner of the custom area.

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

Always use the digital version of the project logo provided and **never attempt to recreate or modify the logo in any way.**

2.2 Colour use

Project names should always use the colour of the matching Policy Objective, as described here. The colour scheme was developed to label the Interreg Policy Objectives clearly. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and branding colours of Interreg. As Interreg NEXT MED has chosen 4 out of the 7 Interreg Policy Objectives, only the associated colours are represented here. These colours can serve to guide projects in developing visuals and communication/branding materials for the project.

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB
Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

A smarter Europe – innovative and smart economic transformation

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

A greener, low-carbon Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60

A more social Europe – implementing the European Pillar of Social Rights

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87
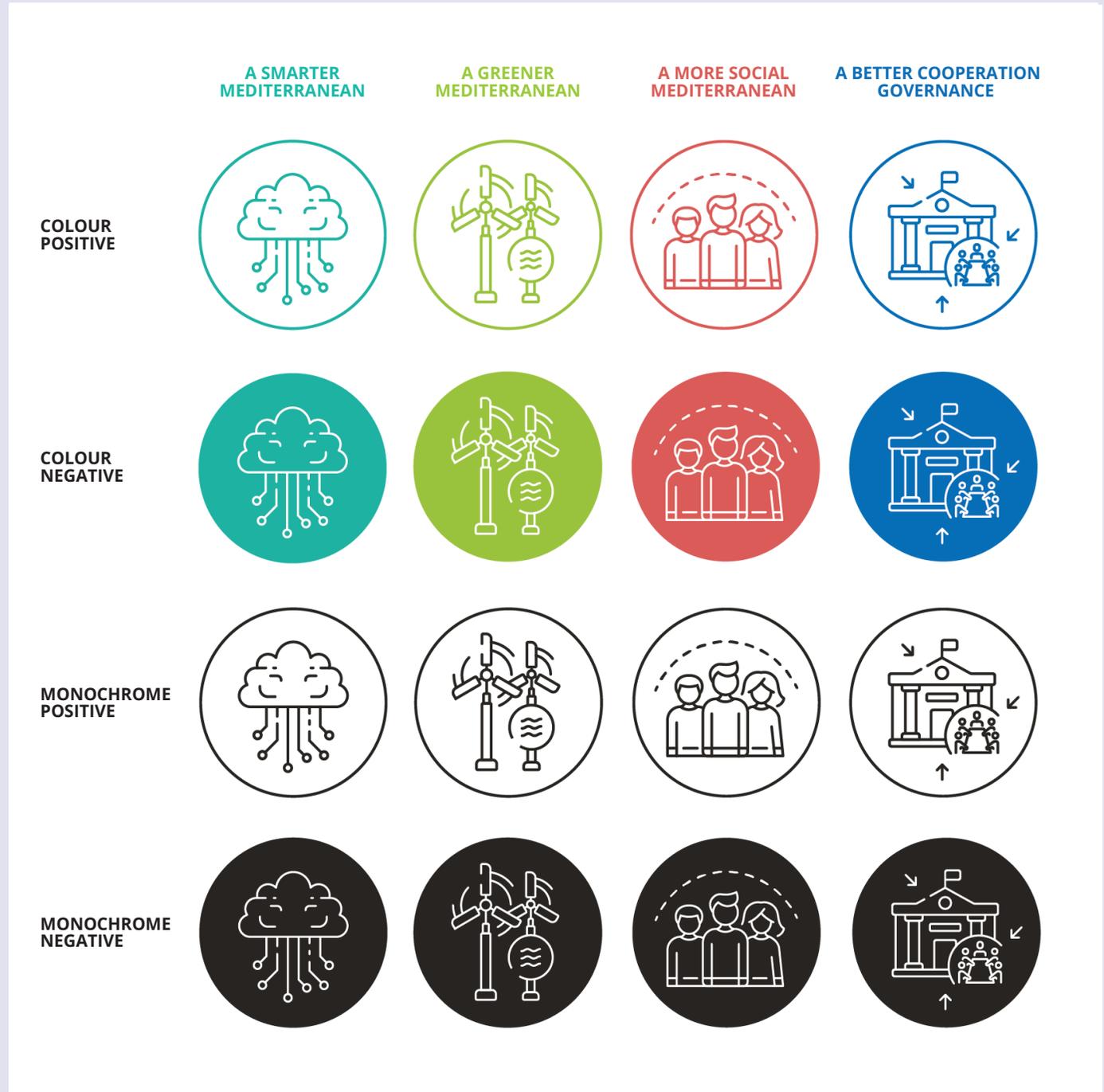
A better Interreg governance

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182

2.3   Thematic icons

The European Union has defined **7 policy objectives** for the 2021–2027 period, of which Interreg NEXT MED has chosen **4**. These are represented by an invariable system of colours and icons that can be used by projects when developing visuals and communication/branding materials. The **4 thematic icons** are presented here in their different versions. They follow the colours of the Policy Objectives explained in the previous page.

These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

| | A SMARTER MEDITERRANEAN | A GREENER MEDITERRANEAN | A MORE SOCIAL MEDITERRANEAN | A BETTER COOPERATION GOVERNANCE |

3. How to use the project logo

3.1 Size

The appearance of a brand varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins.

The brand should not be used in any size smaller than the smallest size specified here.

> **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.**
> **Please always check with your assigned Programme communication officer before proceeding with the production of any material.**

Example:

SMALLEST BRAND WIDTH 52,5 MM

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

3.2   Correct use of the brand

1. STANDARD BRAND (IDEAL BRAND USE)
The standard brand is the full colour version in the colour codes specified on page 7.

2. BACKGROUND COLOR
Ideally the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to pages 21-22.

> **According to the EU Regulation 2021/1060, annex IX ("Communication and visibility"): "If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle".**

3.2 Correct use of the brand

STANDARD BRAND: APPLICATION ON DARK BACKGROUNDS

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.

> **According to the EU Regulation 2021/1060, annex IX ("Communication and visibility"): "If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle".**
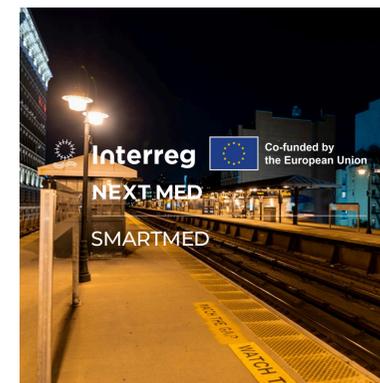
3.2   Correct use of the brand

WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the **logotype, EU emblem border** and **statement** must be in white using the following colour codes:

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255

The size of the EU emblem border must be **1/25** of the height of the emblem.
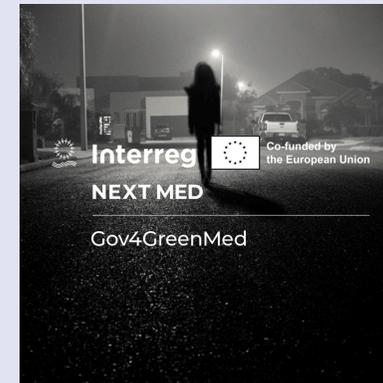
3.2 Correct use of the brand

MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.

The rules for applications on light vs dark background remain the same as specified on pages 20, 21, 22 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

> **The EU emblem must be applied with a black or white border measuring 1/25 of the height of the rectangle.**

3.3   Incorrect use of the brand

1 Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.

2 Do not invert, distort, stretch, slant or modify the brand in any way.

3 Do not cut the brand.

4 Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.

5 Do not change the composition of the brand elements. They are invariable.

6 Do not use outlines around the brand.

7 Do not use the brand 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 brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.

9 Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.

3.4   Positioning: definition of brand and margin sizes

Three constant rules define the usage of the size of the Interreg brand, which applies to all formats and supports - whether print or digital, small or big, vertical or horizontal.
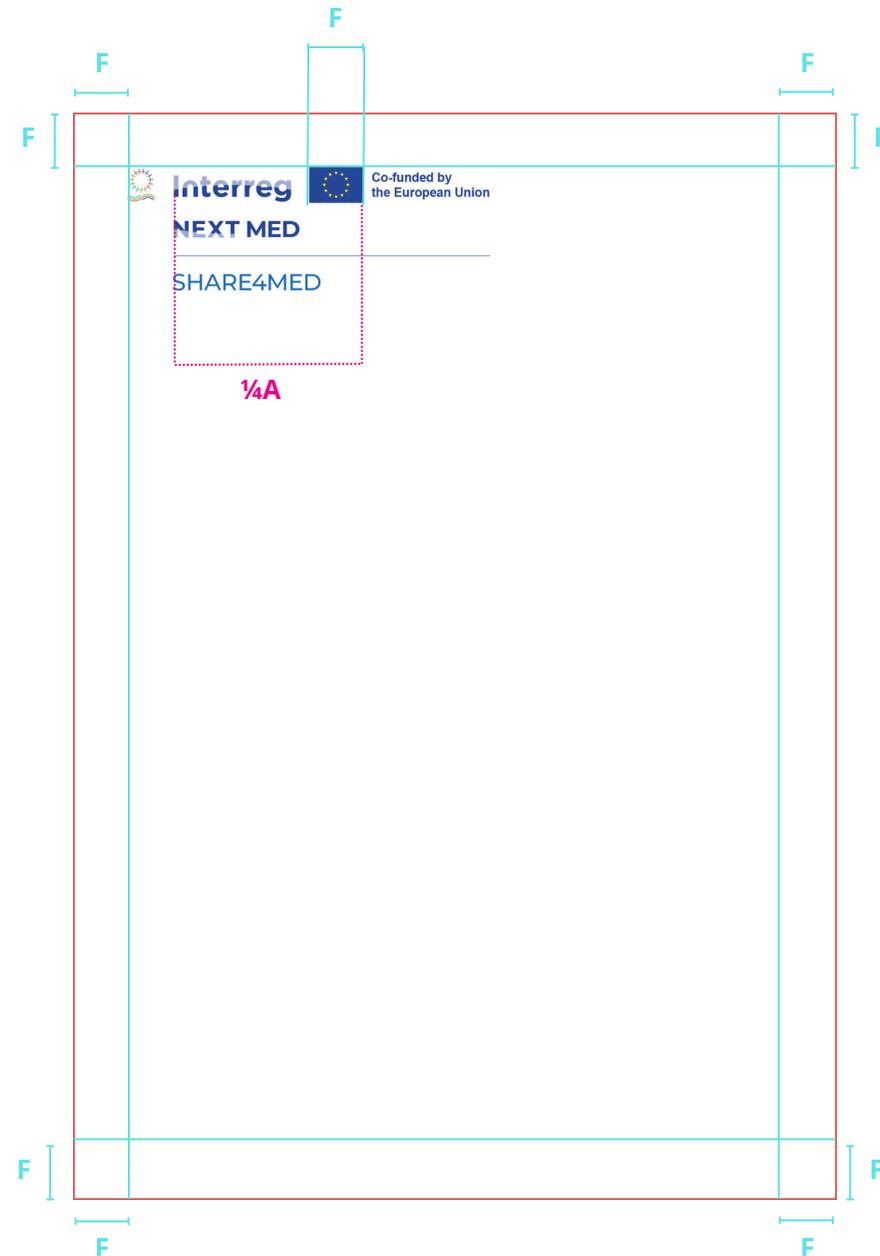
1. SIZE OF THE BRAND
The width of the logotype + EU emblem - without the statement - is equivalent to at least a forth (**¼A**) of the page's entire width (**A**).

2. SIZE OF THE MARGINS
Once the width of the brand (**¼ A**) in relation to the width of the page (**A**) has been calculated, the resulting width of the EU emblem (**F**) is used to determine the size of all external margins, top and bottom, vertically and horizontally. For Interreg brand featuring the programme and project name, margins are equal to **1F**.

3. BRAND POSITIONING
The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides. In the case of having to use the brand smaller in order to co-exist with other logos or elements, this rule does not have to be applied, and the rule of minimum sizes specified on page 19 prevails.

3.4 Positioning: definition of brand and margin sizes

The three constant rules, size of the brand, size of the margins, brand positioning (see page 25) apply to all formats and supports other than A4.

INSTRUCTIONS

1. Calculate the width of your artboard or page **(A)**
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals **(¼ A).**
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined - preferably on the top-left corner.
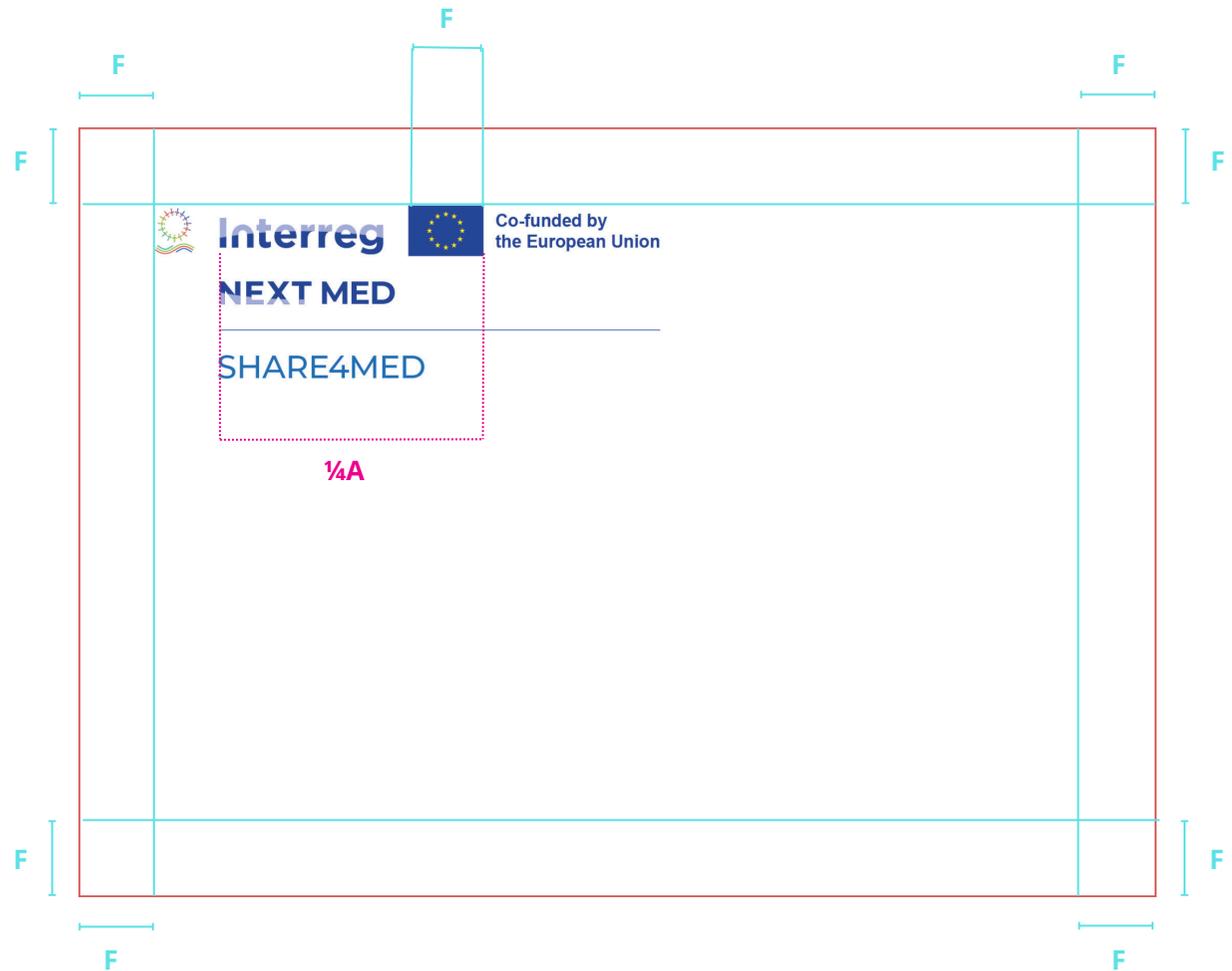
3.5　Social media

Use one of these two options for branding your social media platforms:

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option **1** for your avatar, which includes the full brand.
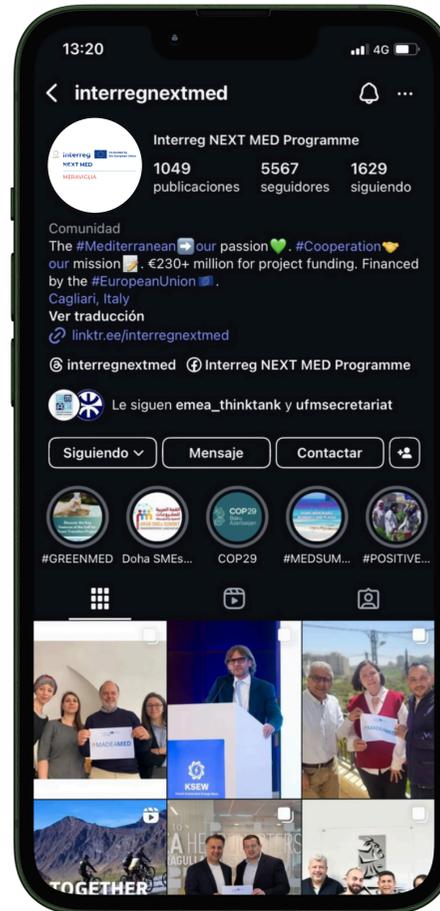
2. If the social media platform allows for a banner image, use option **2** for your avatar, with the Interreg logotype and the project name. This is permitted as long as you include the full brand in the social media banner image, as shown in the examples.
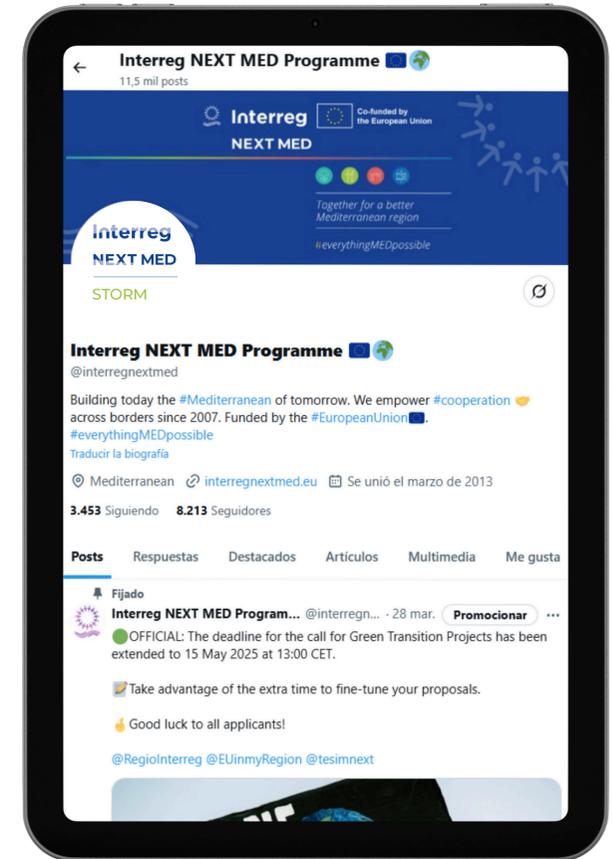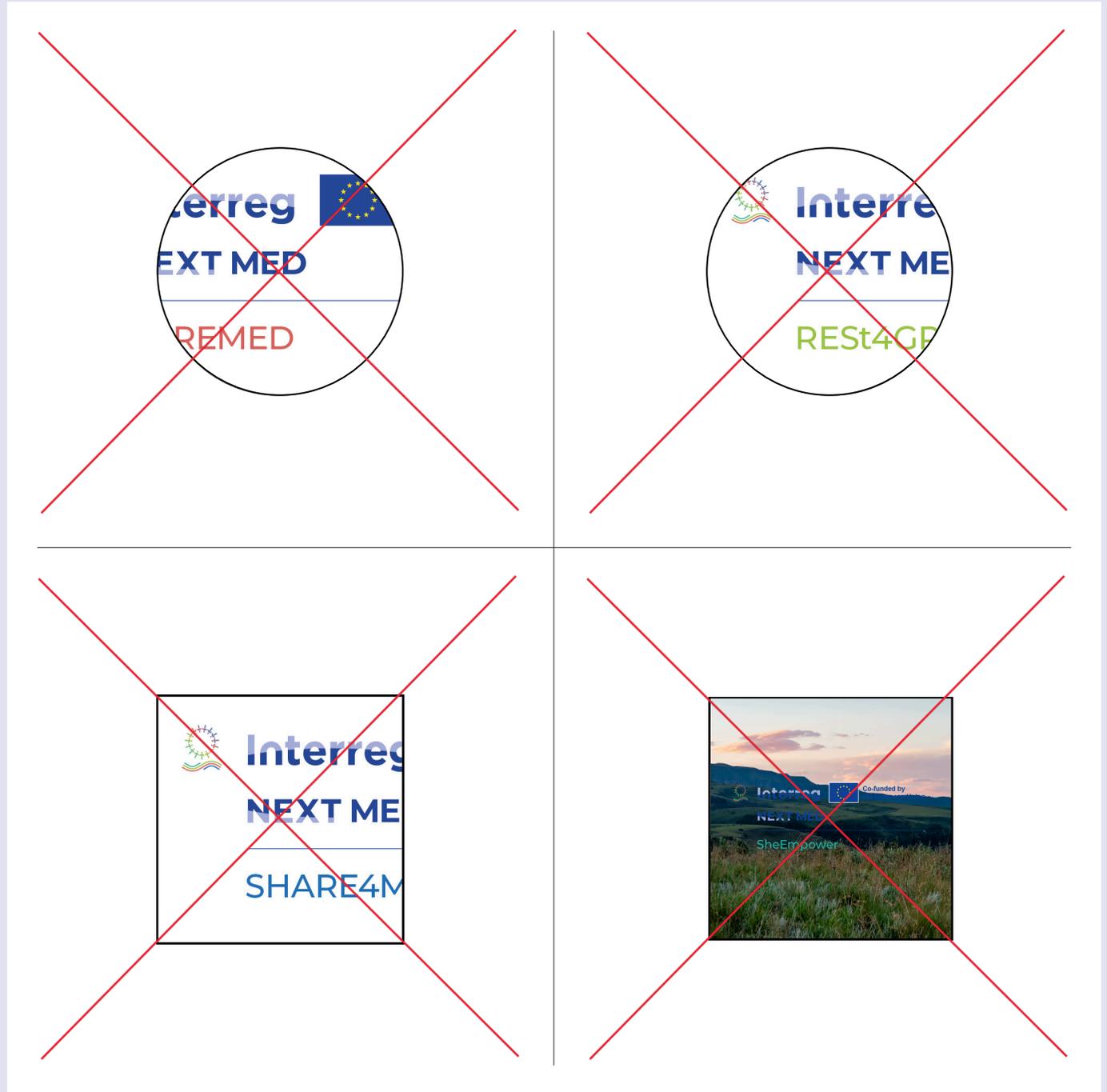
1

2

1

2

3.5   Social media: incorrect use of the brand

The same rules as on page 19 apply for social media applications, be it for profile images and avatars or publications of any sort.

3.6   Posters

Each partner must place at their premises a poster (minimum size A3) or equivalent electronic display at a location clearly visible to the public. Photographic evidence of the displayed poster must be submitted within two months after the sending of the guidelines for communication to the Lead Partner.

The provided mock-up serves as inspiration—you are welcome to design your own poster. However, please ensure that your poster contains:
- The project logo;
- Use of color related to the project's thematic priority and inclusion of the related Interreg thematic icon (suggested);
- Short project description;
- Project key figures including EU funding;
- Duration of the project;
- Project website or QR Code.

Use English and/or the local language of the country. It is strongly recommended to use professional printing for better quality posters.

3.7   Billboards/plaques

Durable plaques or billboards must be affixed by all projects whose total funding exceeds 100,000€ and have an investment or purchase of equipment. The objective is to inform the public that it has received financial support from the EU.

Where? In a clearly visible location so that the public can recognize the EU's support.
When? As soon as the physical implementation of the infrastructure or the purchase of equipment begins.
What? Key project information must be included to ensure transparency.
How? There is no specific requirement for materials (as long as they are durable and weather-resistant for long-term display) or format (horizontal or vertical).

The provided mock-up is for reference only. You are free to design your own layout but your billboards or plaques shall include the following elements:
- The project logo;
- Main objective of the infrastructure/equipment;
- Description of the infrastructure/equipment and the project;
- Financial contribution: Total budget and EU contribution;
- Duration of the project;
- The partners logos;
- Project website or QR Code.

4. Typefaces

This section provides suggestions on possible typefaces to be used at the project level. While the final choice remains at the discretion of each project, consistency in the use of typefaces across all communication materials is strongly recommended to ensure a cohesive and harmonious visual appearance.

4.1   Primary typeface: Open Sans

The generic typeface chosen by Interreg NEXT MED for all applications, from body text to headlines, is **Open Sans**.

It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

The following rules apply for all print publications and stationery applications.

> **These typefaces are available for free, including web font kits and can be downloaded for instance here: http://www.fontsquirrel.com/fonts/open-sans**

Headline 1
Open Sans Bold
20/24

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 2
Open Sans Bold
12 /16

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy
eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

4.2   Secondary typeface: Vollkorn

As an alternative serif typeface to Open Sans, **Vollkorn** can be considered. It can be used alone or in combination with Open Sans - as described on page 29.

The following rules apply for all print publications and stationery applications.

> **These typefaces are available for free, including web font kits and can be downloaded for instance here: http://www.fontsquirrel.com/fonts/ vollkorn**

Headline 1 **Vollkorn Bold** **20/24**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 2 **Vollkorn Bold** **12/16**	**ABCDEFGhijklmn** **1234567890** **!@#$%^&*()**
Headline 3 **Vollkorn Bold** **8/12**	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **1234567890!@#$%^&*()**
Headline 4 Vollkorn Regular 8/12	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&*()
Text body Vollkorn Regular 8/12	Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.
Quote/remark/emphasis *Vollkorn Italic* *8/12*	*Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.*
Vollkorn Italic *6/8*	*Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.*

4.3 Typeface combinations

The two typefaces **Open Sans** and **Vollkorn** can be used together for better or diverse aesthetics. For example, you can chose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with the font sizes and font weights.

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti.

Title id mos eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es voloreium quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

TITLE ID MOS DOLLUT EOSA VOLUPTU

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magnia ditat.

4.4 Alternative typefaces

If neither Open Sans or Vollkorn are available, you could use the universal fonts family "Arial, sans-serif" or "Georgia, serif".

These fonts must be used following the same rules as stated on page 10.

> These typefaces are available for free, including web font kits:
>
> Arial can be downloaded for instance here: https://freefontsfamily.com/arial-font-family-free-download/
>
> Georgia can be downloaded for instance here: https://freefontsdownload.net/free-georgia-font-33927.htm

Open Sans Bold
Open Sans Semibold
Open Sans Regular
Open Sans Italic

↓

Arial Bold
Arial Regular
Arial Italic

Vollkorn Bold
Vollkorn Regular
Vollkorn Italic

↓

Georgia Bold
Georgia Regular
Georgia Italic

Interreg
NEXT MED

Co-funded by
the European Union

www.interregnextmed.eu