

Interreg



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PROGRAMME VISUAL IDENTITY

INTERREG VI-A ITALIA-MALTA



Introduction

This manual is the reference point for the visual identity of the Interreg VI-A Italia-Malta Programme 2021-2027.

Regulation (EU) No 1060/2021 lays down precise rules on information and communication (Articles 46-50 and Annex IX), addressed to both Managing Authorities and beneficiaries. These provisions aim to ensure maximum visibility of funding opportunities and supported initiatives, while at the same time ensuring transparency on activities implemented with the support of the European Structural and Investment Funds (EIS).

In this context, the manual provides basic guidelines for the use, dissemination and consolidation of the Programme's graphic identity. It is a tool aimed at all stakeholders, including authorities, committees, the Joint Secretariat, partner regions and territories, as well as beneficiaries. In practice, it concerns all those involved in the implementation of

the Programme.

The document is divided into four sections:

- The first describes the logo, its distinguishing elements and the fundamental characteristics for defining and disseminating its identity.
- The second provides information on graphic elements and additional visual components.
- The third illustrates the rules for applying the visual identity in different contexts.
- The fourth explains how the corporate image can be adapted and declined within individual projects.

In order to ensure the correct use of the Programme's logo and visual identity, it is recommended that the instructions contained in the manual be scrupulously followed.

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SECTION 1 **THE LOGO**

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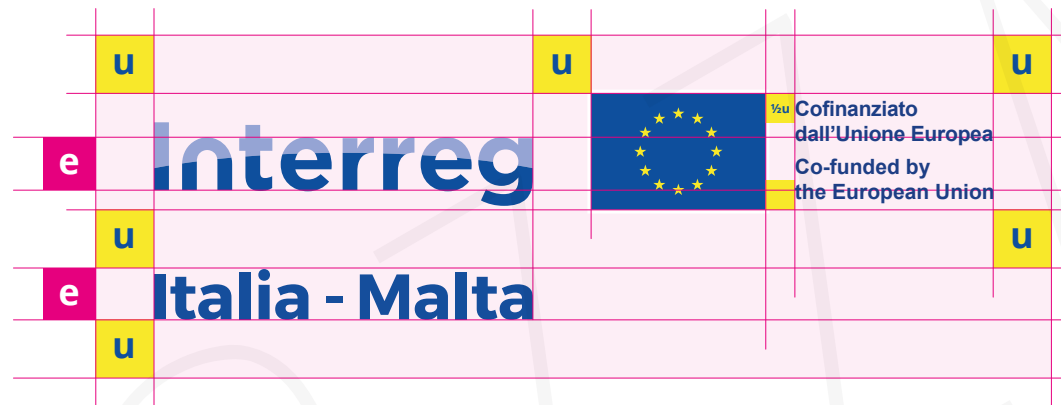
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In accordance with EU Regulation 1060/2021 (Art. 46-50) and Annex IX, all INTERREG programmes adopt a unified logo, the application of which is explained in this Co-ordinated Image Manual.

The initiative aims at enhancing the visibility of European Territorial Cooperation (ETC) programmes through the reduction and standardisation of existing logos, bringing them together under the common 'Interreg' logo.

This approach contributes to strengthening the visual identity of the Programmes and Projects, while allowing for some elements of customisation. The logo described in this manual is the result of this harmonisation process.

For more information, you can consult the official Interreg brand harmonisation documents at the following link:
<https://www.interact-eu.net/communication-and-visibility/communication/harmonised-branding>



In order to ensure a uniform representation of the visual identity of the Programme, the official logo and its distinctive elements are outlined below:

- **the Interreg logo,**
- **the emblem of the European Union** (flag),
- the **financing declaration** in dual language,
- the **name of the Programme**, also reported in two languages.

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	COLOUR	PANTONE	CMYK	HEX	RGB
	Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
	Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
	Yellow	Yellow	0/0/100/0	FFCC00	255/204/0
	Black	Black	0/0/0/100	000000	0/0/0
	White	White	0/0/0/0	FFFFFF	255/255/255

The colours of the Interreg logo are based on the palette of the European Union flag and cannot be changed.

For the Programme name and project logos, the Montserrat font was chosen, as it is visually similar to the font used in the Interreg logo.

For the body of text and headings, the font of choice is Open Sans, which is appreciated for its wide range of weights and styles, making it particularly versatile.

As an alternative to Open Sans, the font Vollkorn can be used.

Montserrat Regular Montserrat Bold

Open Sans Font Family → **Arial Bold**
Open Sans Bold → Arial Regular
Open Sans Semibold → *Arial Italic*
 Open Sans Regular
Open Sans Italic

Vollkorn Font Family → **Georgia Bold**
Vollkorn Bold → Georgia Regular
 Vollkorn Regular → *Georgia Italic*
Vollkorn Italic

You can download the fonts at the following links:

Montserrat:

<https://www.fontsquirrel.com/fonts/montserrat>

Open sans:

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

Vollkorn:

<http://www.fontsquirrel.com/fonts/vollkorn>

Arial:

<https://freefontfamily.com/arial-font-family-free-download/>

Georgia:

<https://freefontdownload.net/free-georgia-font-33927.htm>

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The official version of the logo to be used is in colour.
This option should always be preferred, when conditions permit.

If the logo is to be applied on a dark background, it must be placed within a white rectangle to ensure correct visibility.

1.3 Utilisation in colour

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If the use of a white rectangle is not practical due to space or contextual constraints or because it would cover relevant elements of

the background image, a white or coloured version of the logo may be used as required.

1.4 Use on dark backgrounds

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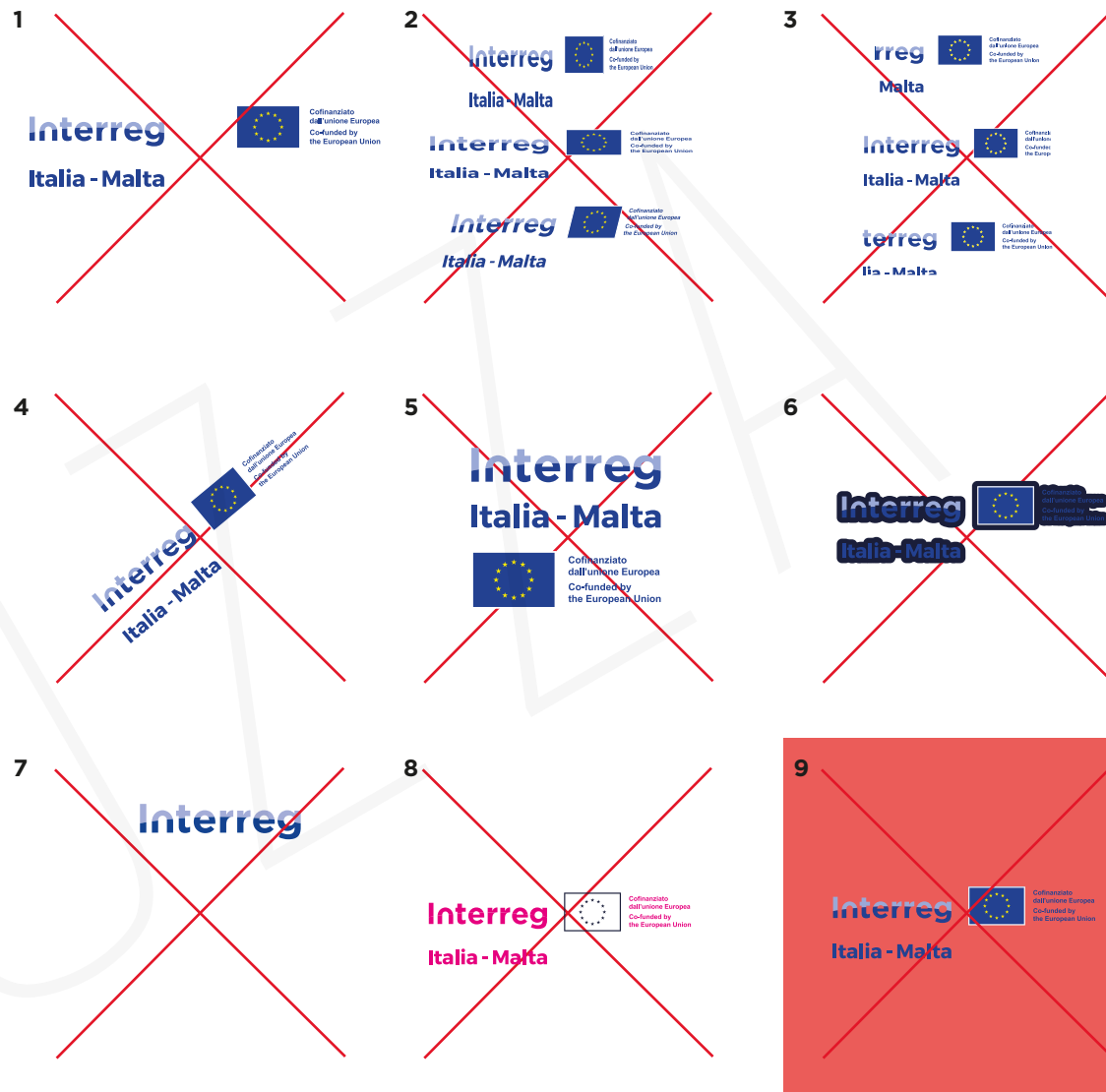
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The monochrome version of the logo must only be used in the absence of the colour version.

The guidelines for application on light or dark backgrounds remain unchanged and are detailed on pages 8 and 9.

1.5 Monochrome logo

1. Do not add any typographic elements next to the logo on the same line. It is permitted to insert the name of the programme in the lines below, as indicated in this manual.
2. Do not invert, distort, stretch, tilt or modify the logo in any way.
3. Do not cut the logo.
4. Do not rotate the logo. The only correct use is in a horizontal position with a 0° tilt.
5. Do not alter the composition of the logo elements, which must remain unchanged.
6. Do not apply contours around the logo.
7. In the body of the text, do not place outlines around the logo; alternatively, use only the word 'Interreg' in the text font.
8. Do not use the logo in colours other than the official colour version or the approved white and monochrome variants.
9. Avoid coloured backgrounds as much as possible, always preferring a white background.



1.6 Incorrect use of the logo

Montserrat Regular

Montserrat Bold

Open Sans Font Family

Open Sans Bold

Open Sans Semibold

Open Sans Regular

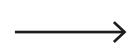
Open Sans Italic

Vollkorn Font Family

Vollkorn Bold

Vollkorn Regular

Vollkorn Italic



Arial Bold

Arial Regular

Arial Italic



Georgia Bold

Georgia Regular

Georgia Italic

For communication activities, the use of fonts **Montserrat**, **Open Sans** and **Vollkorn** is required.

Alternatively, the fonts Arial and Georgia can be used.

Bold weight is recommended for titles, while Regular or Light weight is preferred for texts.

In cases where the text is white on a dark background, it is recommended to use at least the Regular weight to ensure optimal readability.

The fonts can be downloaded at the following links:

- Montserrat: <https://www.fontsquirrel.com/fonts/montserrat>
- Open sans: <https://www.fontsquirrel.com/fonts/open-sans>
- Vollkorn: <http://www.fontsquirrel.com/fonts/vollkorn>
- Arial: <https://freefontsfamily.com/arial-font-family-free-download/>
- Georgia: <https://freefontsdownload.net/free-georgia-font-33927.htm>

SECTION 2 **ADDITIONAL ELEMENTS OF PROGRAMME IDENTITY**



The institutional block is always composed of the logo of the Interreg Italia-Malta Programme, followed by the Cohesion Italy-Sicily logo, the Fondi.eu logo and any other institutional logos.

As established by the regulations, the EU emblem cannot be smaller than the other logos

present in the institutional block and cannot be duplicated in any way (e.g. because it is included in other institutional logos).

Logos placed within the institutional block are always separated by a vertical grey line, which organises their composite flow.

The recommended distance between the ends of each mark and the separating vertical line is equal to the height of the EU emblem to ensure a consistent visual balance.

2.1 Institutional Block: Interreg Italia-Malta and other institutional logos

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Blocco istituzionale normale

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Compact institutional bloc*

Use of the Institutional Logos block
The use of the institutional logo block is mandatory in all communication materials financed by the Interreg Italy-Malta Programme, in order to ensure the visibility and recognisability of the entities involved.

To ensure visual uniformity, the logo block must always comply with the following indications:




- It must be positioned at the top.
- It must maintain the proportions indicated in the manual and must not be altered or modified.

- In the case of small formats, the visibility of the EU emblem, which must never be smaller than the other logos, must always be guaranteed.

* In some cases, it is possible to use the compact version of the block (in the case of realisation on reduced formats).

2.2 Utilizzo del blocco Istituzionale

15

	TOPICS	CMYK	HEX	RGB
	A Smarter Cooperation Area - Research, Innovation and Skills Development for Smart Specialisation (SO 1)	72/0/43/0	#18BAA8	24/186/168
	A resilient area of cooperation - protection and conservation of nature through efficient use of resources (SO 2)	48/0/89/0	#9ACA3C	154/202/60
	An efficient area of cooperation in social capital - the role of culture and sustainable tourism in economic development (SO 4)	10/75/60/1	#DA5C57	218/92/87
	An area of cooperation with better governance Italy Malta (ISO 1)	87/51/0/0	#0E6EB6	14/110/182

The colour palette was designed to clearly identify the Programme's priorities for action. The selected colours provide visual harmony, ensuring a good match between them and

an effective contrast with the integrated logo and the Interreg logo. It is essential to use this colour scheme in communication activities, especially when

conveying information about the Programme's objectives to beneficiaries and potential beneficiaries.

2.3 Strategic goals and colour matches

The icons were designed to form a visually consistent set, characterised by uniform iconography, similar shapes and lines of the same thickness.

The colours of the icons are in line with those of the Programme priorities.

They may be used on a transparent or white background. When used with a transparent background, they must only be placed on white or light-coloured surfaces.

If, on the other hand, they are placed on dark backgrounds, graphics or images, they must be used with their white or negative background.

The design of the icons, both in form and colour, was developed by the European Commission and subsequently simplified by Interact with the approval of the Commission. Any modification is forbidden without prior authorisation from the European Commission.

When it is not possible or not appropriate to use the colour version, the positive monochrome version must be used.



The negative version of the icons should only be used in cases where the use of the original icons is impractical, e.g. when the background or context compromises their legibility.

The monochrome negative version is the last possible solution and should only be adopted in the absence of alternatives, e.g. for printing on dark or particularly complex backgrounds.



The **Interreg icons** make communication clearer and more immediate, reinforcing the visual identity of the Programme. Any modification is forbidden without prior authorisation.

Each project must **always use the icon and reference colour of its Strategic Objective (SO)**, as stipulated in the visual identity manual.

Here are some examples of use:

- Project website: on the home page.
- Social media: in the graphics of the posts to highlight the theme.
- Brochures and flyers: to accompany texts and facilitate reading.
- Presentations: to reinforce key messages.
- Videos and infographics: to animate content in a coherent way.

They can be used on a transparent or white background. When used with a transparent background, they should only be placed on white or light-coloured surfaces.

When placed on dark backgrounds, graphics or images, they must be used with their white or negative background.

When it is not possible or not appropriate to use the colour version, the positive monochrome version must be used.

2.5 Thematic objectives - Icons

SECTION 3 APPLICATIONS



The base unit (**u**) used to determine the composition of the logo is calculated by taking half the height of the EU emblem (flag) as a reference.

This measure serves to establish both the distance between the various elements of the institutional block and the free space that must be maintained around it.

The area dedicated to the programme name, known as the 'custom area', has a height of 1 '**e**', positioned at a distance of 1 '**u**' below the flag. No other graphic elements may be placed within this area.

3.1 Specifications - basic unit

MEDIA	MINIMUM DIMENSIONS
DEVICES	300 px
PRINT	52,5 mm



52,5 mm / 240 px

MINIMUM PRINT SIZE

It is recommended not to reduce the logo print to a length of less than 52.5 mm on the long side.

DIMENSIONI MINIME WEB

For use on the Web, it is recommended to respect these minimum values to ensure optimal readability on all devices.

Formato verticale: **A4 (210x297)**

1.LOGO SIZE

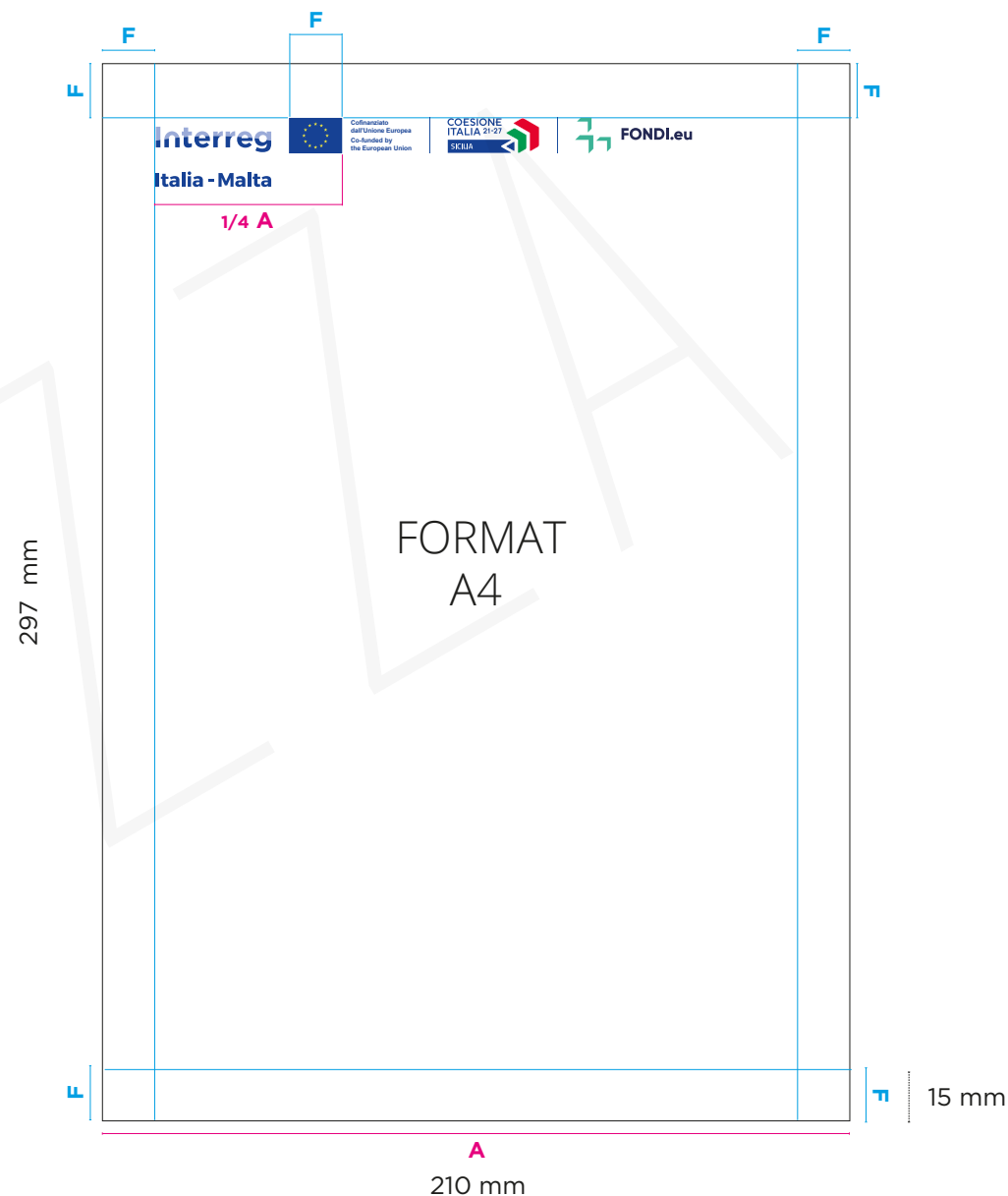
The width of the **logotype**, including the EU emblem but without the funding statement and the institutional block, must correspond to one quarter ($\frac{1}{4}A$) of the total width of the page (A).

2. SIZE OF MARGINS

After determining the width of the logotype ($\frac{1}{4}A$) in relation to the page, the width of the EU emblem (F) is used as a reference to define the size of all outer margins, both top and bottom, vertically and horizontally.

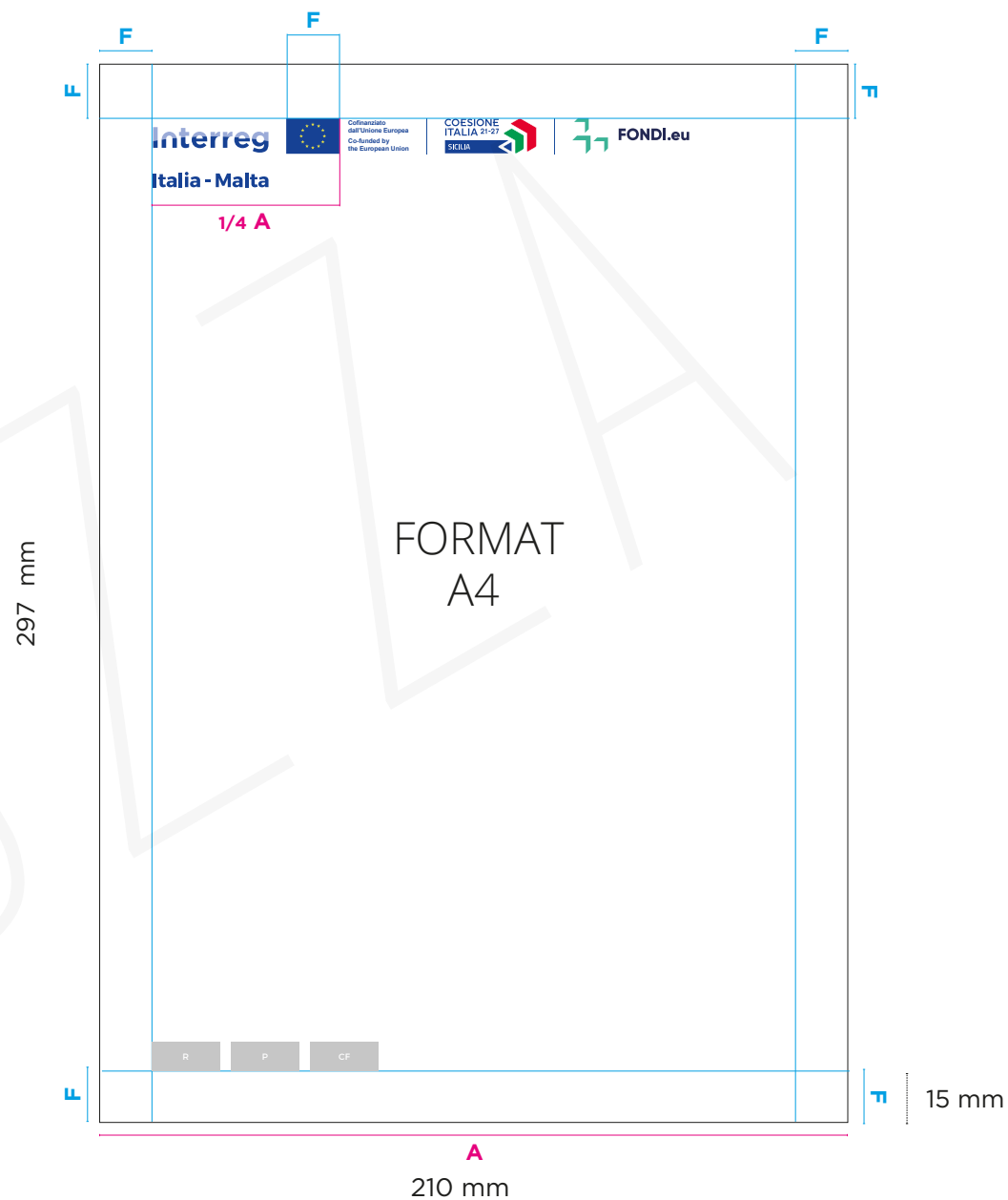
3. POSITIONING OF THE INSTITUTIONAL BLOCK

The logo must always be aligned directly with the margin line. The ideal position is in the top left-hand corner of the page.



3.3.1 Formats: A4

When other logos are to be inserted, such as those of the regions, partner territories or beneficiaries, it is recommended that they be placed in the bottom left-hand corner. The distance between each logo should be at least one base unit (**e**).



3.3.2 Formats: A4

Format: **A4**

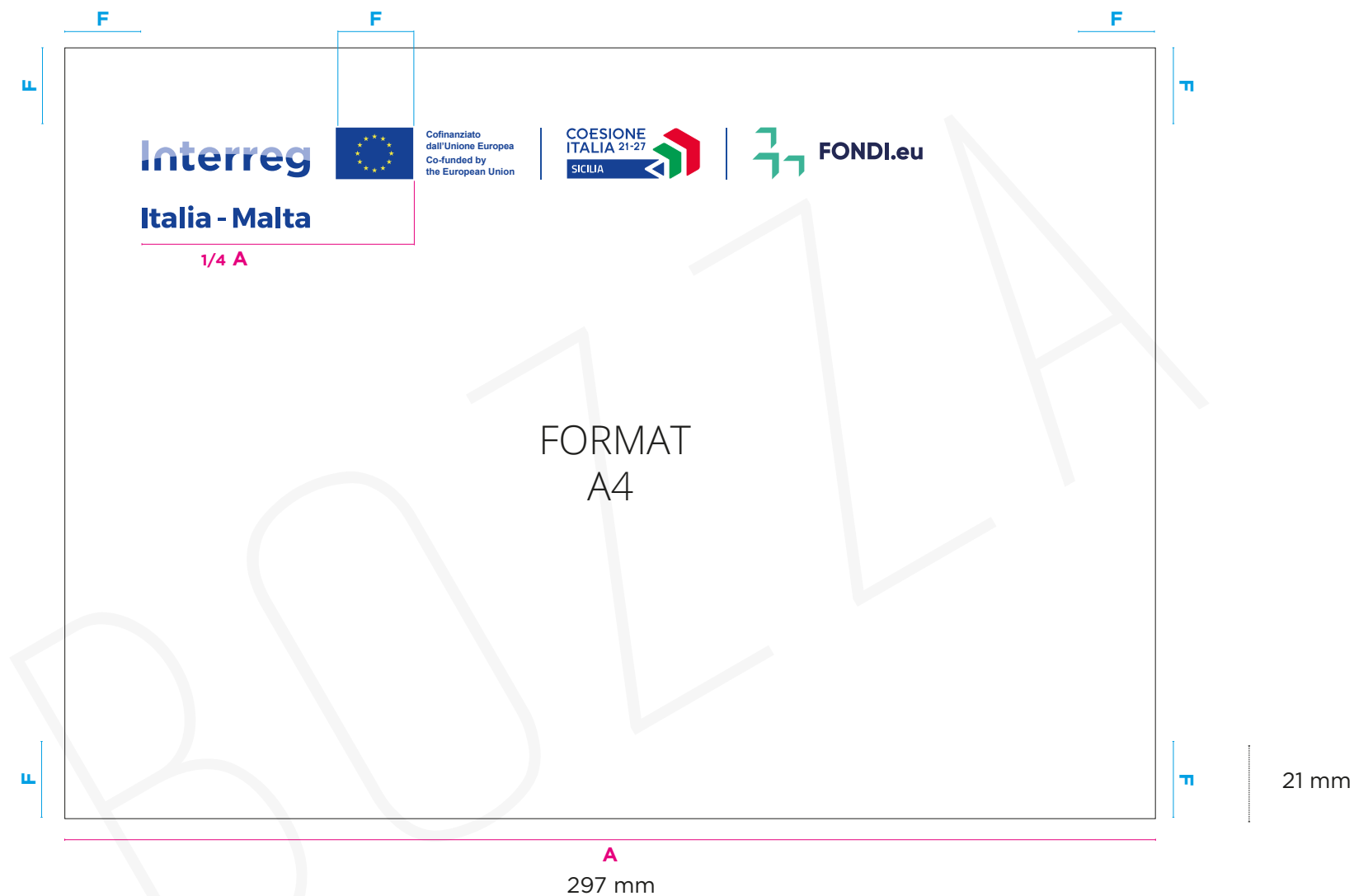
Recommended font: Open Sans

It is recommended to use Bold for headlines and Light for the body of the text.

297 mm

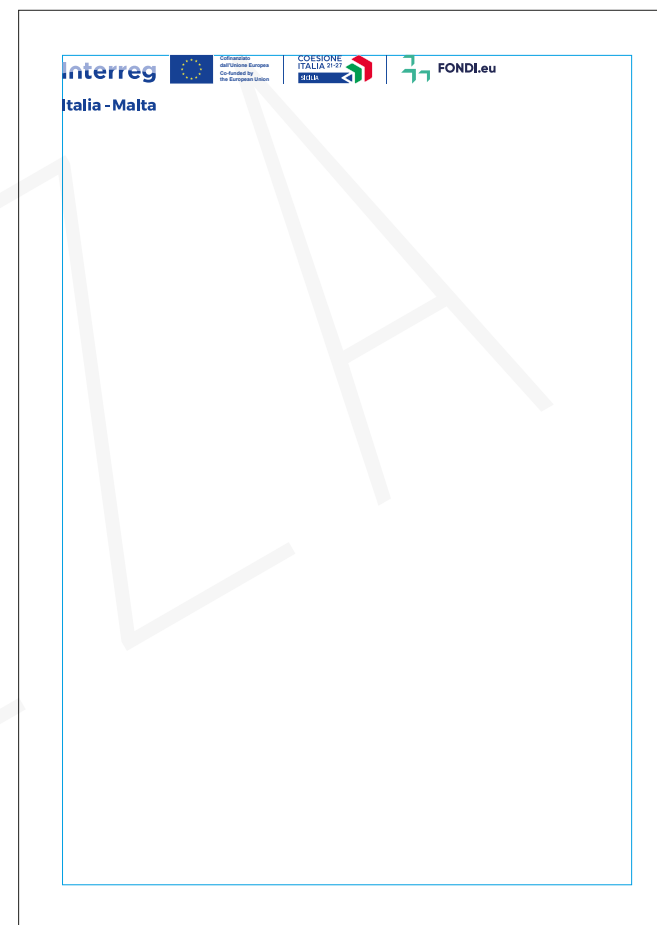
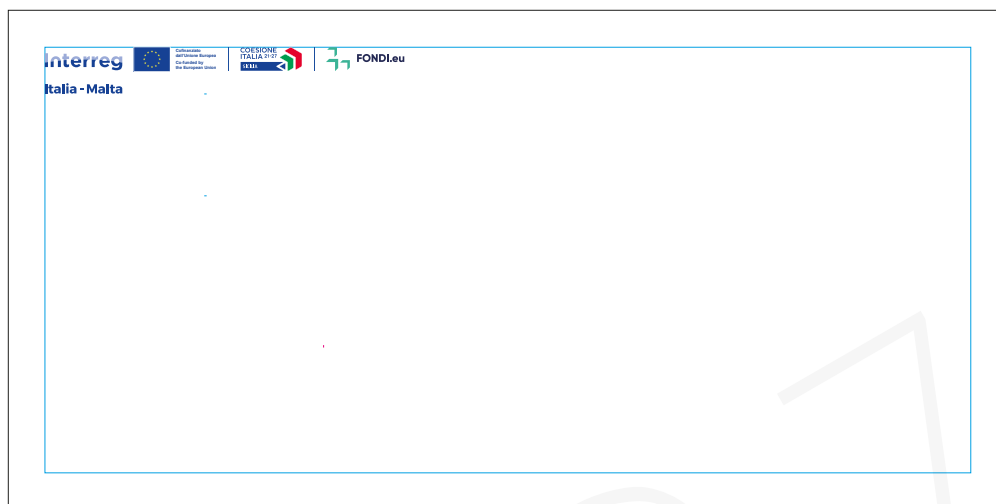


3.3.3 Formats: Letterhead



Horizontal format: A4 (297x210)

3.3.4 Formats: A4



For formats larger than A3, the dimensions must ensure compliance with the basic rule that the institutional block - and in particular the EU emblem - is clearly visible, isolated and positioned at the top. No other logo may exceed the height of the EU emblem.



Format: **85x55 mm**

Recommended font: **Open Sans**

The only exception to the size of the institutional block concerns its application on the business card.

3.3.6 Formats: Business card

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FESR



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52,5 mm

Addressee

Sig. Mario Bianchi
Via Lorem Ipsum Dolor, 1
00141 Roma, Italia

INTERREG - Italia Malta

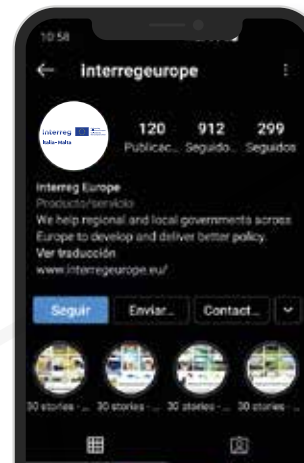
Via Lorem Ipsum 10,
00141 Roma
t +39 06 123456 f +39 06 123456
mario.rossi@marittimo.it

Format: 230x110 mm

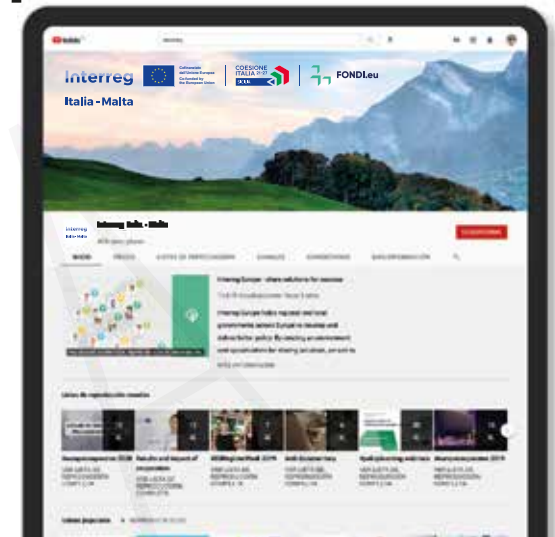
Recommended font: Open Sans

3.3.7 Formats: Letter envelope

1



2



Some examples:

Social Media

For use on social media platforms, follow one of the options below:

1. if the platform does not support a banner image (such as Instagram), use option 1 for the avatar, using the full logo;
2. if the platform does support a banner image, choose option 2 for the avatar, using only the Interreg logo. In this case, it is mandatory to include the full logo inside the profile banner, as shown in the examples.

1



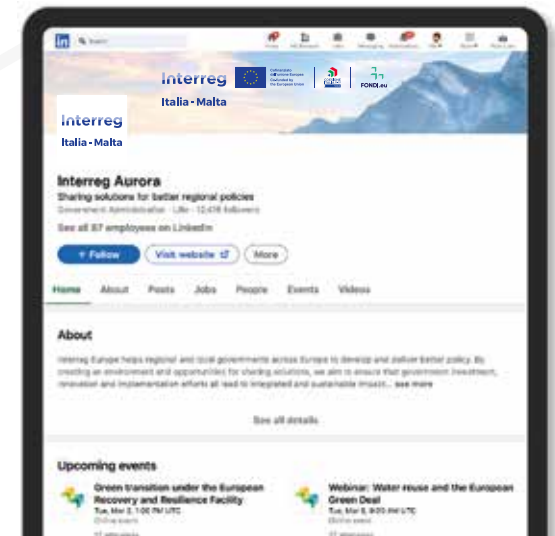
2



2



2



3.4.1 Application of the logo on communication materials



Some examples:

Post

1. APPLICATION ON COLOURED BACKGROUNDS
The guidelines on pages 8, 9 and 10 also apply to the use of the logo on social media.
2. POSITIONING
There are no fixed rules for positioning the logo on social media, as long as the free space area defined on page 18 is respected.

3.4.2 Application of the logo on communication materials



Some examples:

Pens



Some examples:
Pen Drive

SECTION 4 **Matching the Interreg logo correctly with a project name**

Project names and logos are not part of the Interreg logo, but should be considered as additional elements. Therefore, the Interreg logo must always be present whenever a project name or logo is used..

1. FONT TYPE AND SIZE

Projects may develop their own logo independently. Alternatively, they may simply use their name written in Montserrat Bold, in the colour corresponding to their thematic objective.

The project name may not exceed the width of the customised area specified below. Furthermore, the font size may not be larger than 1 'e' nor smaller than 1/2 'e', taking the height of the first capital letter as a reference.

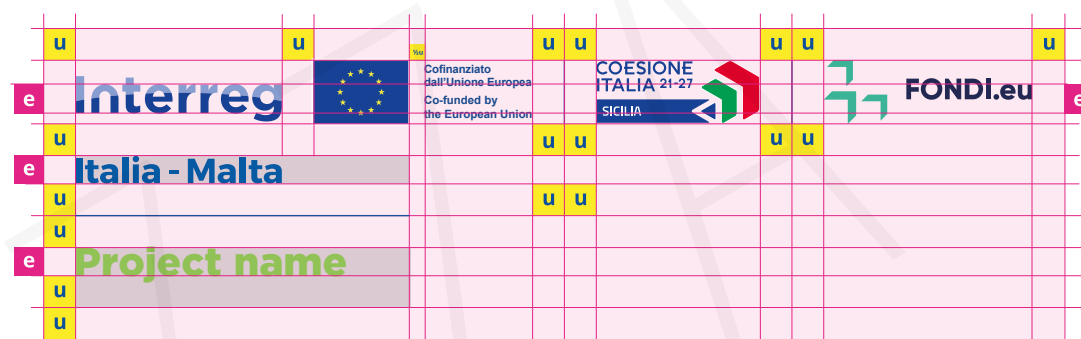
If the project name cannot be contained in a single line while respecting these limitations, it can be split over two lines, as long as both are within the custom area of the project.

2. CUSTOMISED PROJECT AREA

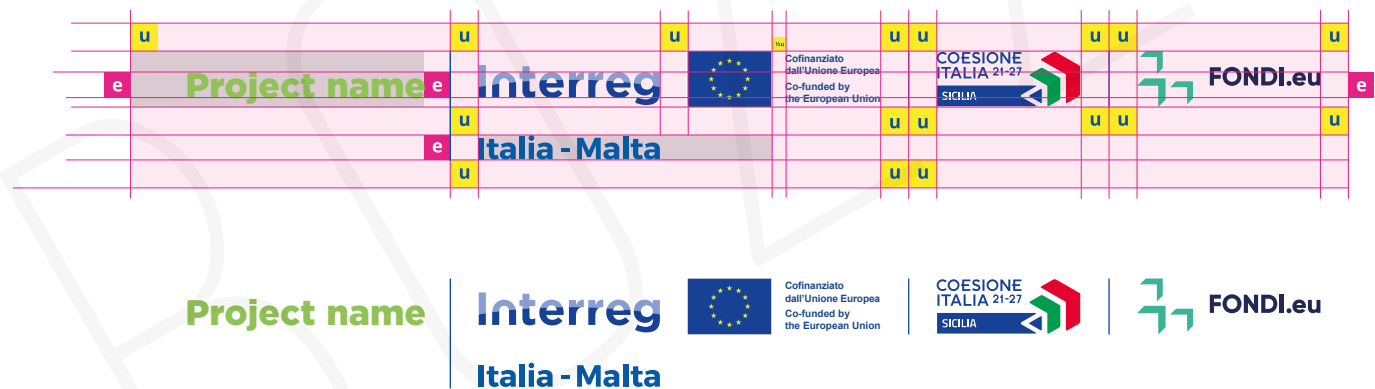
Width: the space allocated to the project name or logo must be equal to the combined width of the Interreg logo and the EU emblem (excluding the white border).
Height: the maximum height allowed is equal to the height of the EU emblem (excluding the white border).

3. STANDARD POSITIONING

The project name or logo must be positioned below the Interreg logo, separated by a thin straight line. The anchor point is the top left corner of the customised project area.



4.1.1 Project Name Matching



Alternatively, the project name/logo can be placed to the right or left of the programme logo.

4.1.2 Project Name Matching

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Contacts

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