


# INTERREG BALTIC SEA REGION Project Design Guide 2021-27

---



Version #1.0  
November 2022

# CONTENT

INTRO	5
LOGO	6
COLOURS	24
TYPOGRAPHY	26
SOCIAL MEDIA	30
MAP	32
TEMPLATES	34
PROJECT PAGE	40

# INTRO

## DEAR PROJECT PARTNERS

### You are part of the Interreg community

With great pleasure, we welcome you to the Interreg family! We believe that your project partners can make the best use of the diverse cultures, perspectives and expertise to push forward joint solutions for a green and resilient Baltic Sea region.

We also believe that a good project heavily relies on good communication. We do understand it is not easy to reach out and be heard in the contemporary world, though. But as an Interreg project, you are part of a strong community that brings to life the vision of the European Union: to ensure peace and prosperity for people. It is a brand that increases the visibility of your project towards your target groups and decision-makers. It also allows for speaking in a more harmonious manner about the added value of transnational cooperation.

### Purpose of this Project Design Guide

In order to join communication forces, we encourage you to follow this Project Design Guide. This Guide is in line with the Interreg Baltic Sea Region Programme corporate design. It also makes sure there is enough space for your project identity.

On top of the strong Interreg communication, this guide saves you time and resources. The products are both in line with visibility requirements and visually attractive. We also considered multiple ways how you may want to use the brand design. Make use of it!

### Mind the visibility requirements!

Visibility requirements apply to all co-financed printed and digital products, publications, websites (including their mobile views), online, offline and on-site activities and events. Specific regulations apply to the physical investments and purchase of equipment of the project partners.

Please note that this guide implements the applicable visibility rules and requirements but does not replace them. We advise that communication managers and project partners familiarise themselves with the requirements depicted in the Programme Manual (<https://interreg-baltic.eu/programme-manual-2021-2027/>) and directly in the EU regulations (<https://interreg-baltic.eu/toolkit/comms-visibility/>). If you do not comply with visibility requirements, you risk budget cuts.

### How to use the guide?

We encourage you to use the Project Design Guide as your own. Alternatively, you are free to select only those design elements that fit your project best. This guide goes hand in hand with individual project pages and templates we have prepared for you.

# LOGO

---

## THE PROJECT LOGO

---

There are different ways how to successfully reach your target groups with your message. One of the elements that may help is a project logo.

A project logo in Interreg Baltic Sea Region 2021-2027 is an adaptation of the Programme logo. But we have taken project identity to a new level by complementing the project name with the fitting priority icon and Programme objective. In this easy step, your communication gets more meaningful while complying with visibility requirements at the same time.

### Important!

**The project logo, and consequently the EU emblem, shall be prominently featured on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants.**

A list of requirements to properly acknowledge the funds you will find in the Programme Manual  
<https://interreg-baltic.eu/programme-manual-2021-2027>.

Check the detailed rules set by the European Commission on the practical use of the European Union emblem in Annex IX of the Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021. Visibility requirements for projects are also listed in Articles 47 and 50 of Regulation (EU) 2021/1060 and Article 36 of Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021:  
<https://eur-lex.europa.eu/legal-content/EN/ZXT/?uri=OJ:L:2021:231:TOC>

Additional guidelines you will find in  
THE USE OF THE EU EMBLEM IN THE CONTEXT  
OF EU PROGRAMMES 2021-2027  
Operational guidelines for recipients of EU funding  
MARCH 2021

# PROJECT LOGO STANDARD

Standard for almost every usage, in print and online.

It consists of

- Programme logo
- Priority icon  
and, in the related Priority colour,
- Progame objective
- Project short name

The design includes a **white frame that is part of the logo**. While not visible on white backgrounds when used instead of helps using it on dark or noisy backgrounds, like images.

**Important:** the white frame marks the protection area: within this area no other graphical elements or logos can be placed.

*Please note that the shadow is used only to illustrate the white frame.*



# PROJECT LOGO MONOCHROME

- a) Specific print process on clothing and merchandise or with Pantone.
- b) If only black or white is available.

*Please note that the shadow is used only to illustrate the white frame.*



## LOGO SIZES PRINT

---

The appearance of a brand varies greatly according to the product it is used for.  
There are minimum sizes for print specified.

**There is one easy rule of thumb:**

As shown below, the **minimum height of the EU emblem must be 1 cm** (not including the statement or the margins).

For specific items, like pens, the emblem can be reproduced in a smaller size\*.



**TIP:**  
When you use the **pdf version of the logo** and place it in your documents **without scaling**, it will be **already at the minimum size** required. You can always make it bigger, but not smaller.

\*  
THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027  
Operati onal guidelines for recipients of EU funding  
MARCH 2021

## LOGO SIZES ONLINE

---

There is no definite guideline on the minimum size on online products in the Commission's documents. This is due to the fact that devices, screens, monitors and responsive design differ widely.

**TIP:**  
The logo package you received includes 3 different sizes for each logo variation. Change to a bigger/smaller version when applying it - until it looks sharp and crisp (as with scaling you always loose quality of an image).

**Important!**  
In every case: if other logos are displayed in addition to the EU emblem, the emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.

# INCORRECT USE OF THE LOGO



Please don't

- hurt the Protection area
- delete the white background
- colour any parts
- rotate

the logo.

In a nutshell, please use the logo „as it is“, without modifications.



# SAMPLE USAGE



Please note:

These are not actual designs but this is how you can keep the logo in a prominent position without ruining the designs.



## SAMPLE USAGE

---



Please note:  
These are not actual designs but this is how you can keep the logo  
in a prominent position without ruining the designs.

---

## SAMPLE USAGE

---







Please note:

These are not actual designs but this is how you can keep the logo in a prominent position without ruining the designs.



*Please note:*

These are not actual designs but this is how you can keep the logo in a prominent position without ruining the designs.





Please note:

These are not actual designs but this is how you can keep the logo in a prominent position without ruining the designs.





*Please note:*  
These are not actual designs but this is how you can keep the logo in a prominent position without ruining the designs.

# COLOURS

## PRIORITY COLOURS

We encourage you to use the priority colour in your project communication. You can see it already on your project page, why not apply it on other occasions?



### PRIORITY 1

-

#### Colour CODES

CMYK : 10 / 48 / 100 / 1  
RGB : 226 / 145 / 0  
Web : #e29100



### PRIORITY 2

-

#### Colour CODES

CMYK : 80 / 50 / 24 / 7  
RGB : 61 / 109 / 149  
Web : #3d6d95



### PRIORITY 3

-

#### Colour CODES

CMYK : 79 / 34 / 77 / 13  
RGB : 55 / 109 / 73  
Web : #376d49



### PRIORITY 4

-

#### Colour CODES

CMYK : 46 / 49 / 42 / 30  
RGB : 123 / 106 / 107  
Web : #7b6a6b

# TYPOGRAPHY

This is not obligatory, feel free to use our typography design.  
We combined fonts wisely to get a good type rythm and professional impression in design.

## OFFICE DOCUMENTS FONT

We propose Calibri font because of its wide availability. The typeface has been released for free with Microsoft Office in 2007, later was added as Standard Font in each Windows OS since Vista. It is also available in office software of other operating systems.

# CALIBRI

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

italics

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

WEB, CUSTOM GRAPHICS AND PUBLICATION FONTS

HEADLINES, STANDOUT & EMPHASIS, GRAPHICS

PT SERIF

THE FONT STYLES

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Italics  
Light

*A B C D E F G H I J K L M*  
*N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

Numbers

0 1 2 3 4 5 6 7 8 9  
0 1 2 3 4 5 6 7 8 9

WEB, CUSTOM GRAPHICS AND PUBLICATION FONTS

TEXT

LATO

THE FONT STYLES

Light

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z

Bold &  
Italics

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
***a b c d e f g h i j k l m***  
***n o p q r s t u v w x y z***

Extensive  
styles.  
Heavy,  
Black, Italics  
& regular  
numbers

**A B C D E F G H I J K L M**  
**N O P Q R S T U V W X Y Z**  
***a b c d e f g h i j k l m***  
**1 2 3 4 5 6 7 8 9**  
**% @ ®**



# SOCIAL MEDIA

Many of you will reach out and engage with your target groups via social media. Regardless of the channel you select, you need to properly acknowledge the EU funds. Get inspired how you can do that! Use the project logo in your visuals, including the videos.

Highlight the EU support in individual posts, too. In texts, you can also use # like #Interreg #MadeWithInterreg etc. .

Remember also to mention the EU support in the profile description.

*TIP:*  
Each social media platform has different possibilities for branding but most feature a socalled „header image" - a rather large image on top of your project page.

Please find an approach to design for the most relevant platforms on the right. These are not actual designs; they showcase how a combination of a prominent logo plus project image can work.

## PLATFORM HEADERS



Facebook



LinkedIn



Twitter



**Youtube**  
*Please note:*  
For best results, the logo should be placed in the exact middle, the bright area marks the safe-zone for desktop and mobile. Outside, your logo will be cut.

# PROGRAMME AREA MAP

## MAP

The map with a geographic outline of the Programme area is a traditional Programme key visual. Drawn with or without country and region borders or specific highlights, it matches different communication needs. These visuals can be used when the territory is in the focus of communication activities. You can easily switch on/off all elements when working in design-apps. You can find the map-download here: <https://interreg-baltic.eu/toolkit/comms-visibility/>



# TEMPLATES

Templates for most common usage and apps are part of your welcome package.

## WORD TEMPLATES



## EXCEL TEMPLATE

[illegible]

# POWERPOINT TEMPLATE

**interreg**  
Baltic Sea Region

 Co-funded by  
the European Union

 COOPERATION OF PEOPLE AND  
BUSINESS  
**Short name**

[illegible]

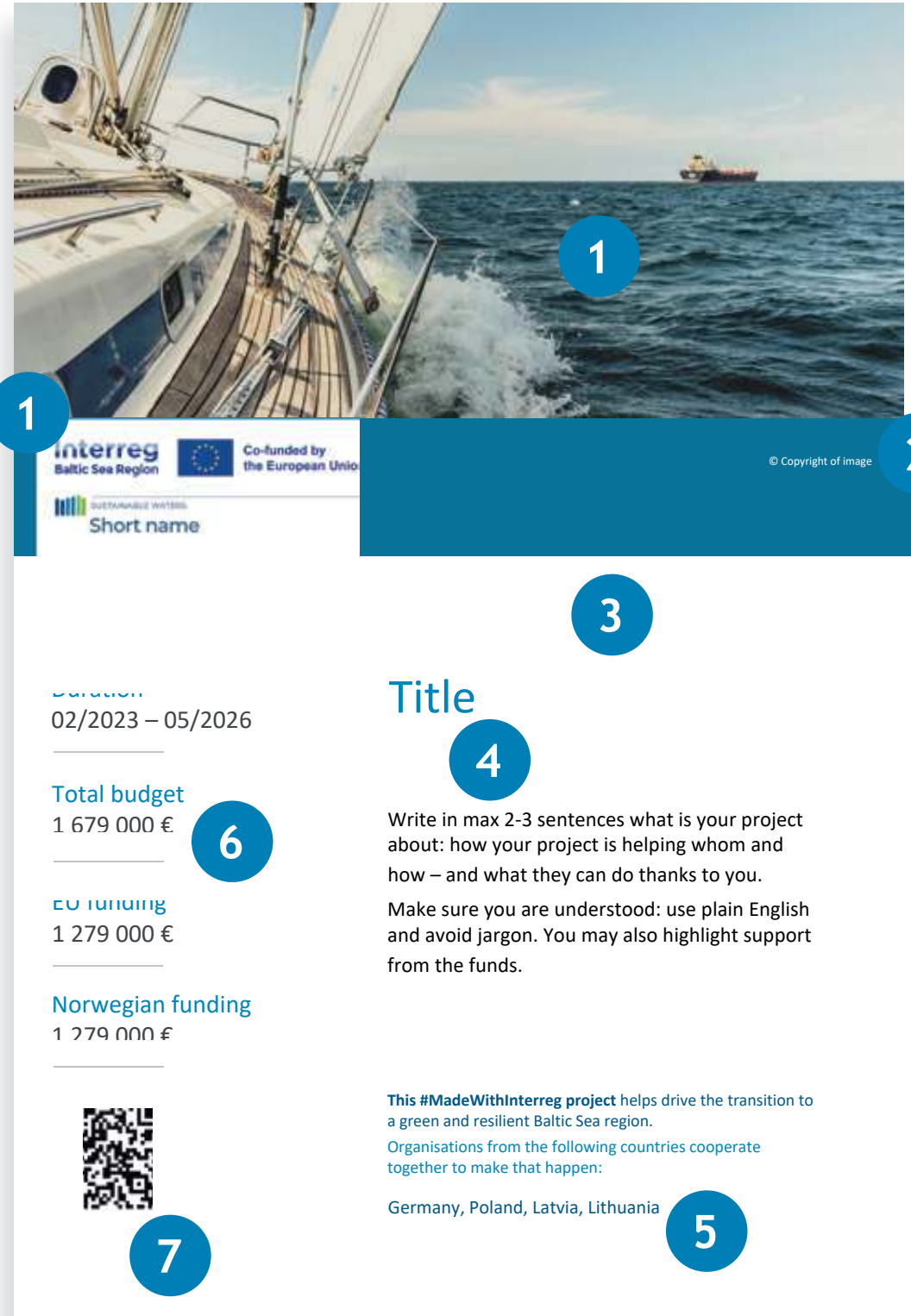
## Charts.

### Subheadline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eget quam lacus. Vivamus laoreet tempus lacus, in ultricies. Lorem ipsum dolor sit amet, consectetur adipiscing elit..

Bar	Data 1	Data 2	Data 3	Total
1	4	2	2	8
2	2.5	4.5	2	9
3	3.5	2	2.5	8
4	4.5	3	5	12.5

# POSTER TEMPLATE



# HOW TO USE THE TEMPLATE?

In accordance with formal requirements, you need to display „at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Programme; where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display“.

We encourage that you use the poster template which is in line with visibility requirements and is an custom made adaptation of the Commission's proposal.

- Please change
- 1 your project logo and project image. Alternatively, you can use the Programme logo, too.
  - 2 Image Copyright: Please use the copyright information
  - 3 Project page: The link to your official homeapge [interreg-baltic.eu/project/XXX](https://interreg-baltic.eu/project/XXX)
  - 4 Short description of your project
  - 5 List of countries: Please list all partner countries here
  - 6 Project key facts to the basic info
  - 7 QR code leading the project library ([interreg-baltic.eu/projects](https://interreg-baltic.eu/projects)). Use may use the QR code to generate an individual code to your project page.

# PROJECT PAGE

You are obliged to use this page to actively communicate developments in the project implementation as well as to promote your project achievements.



You also need this page in order to report about progress in your work.

Your project page already includes a lot of information about your project that comes directly from BAMOS+. At the same time, we have prepared a lot of features you can use freely across project implementation.


You can also notice visual affiliation to the visual brand of the Programme.

**Important!**

In accordance with your subsidy contract, Article 8, Point 6, please note that: The lead partner takes full responsibility for the content of any audio, visual or audiovisual notice, publication, deliverable, output or communication and visibility material that has been developed by the lead partner, any of the project partners or third parties on behalf of the lead partner or the project partners and is provided to the IB.SH or published on the project subpage hosted at the Programme portal. Should a third party claim compensation for damages (e.g. due to an infringement of intellectual property rights or personal data protection rights), the lead partner will indemnify the IB.SH in case the IB.SH suffers any damage because of the content of the said material.


Co-funded by  
the European Union





Short name

FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME OF PROJECT, FULL NAME, FULL NAME OF PROJECT,

# Short name of project

 About

 News


 Solutions

PROGRAMME 2021-2027

PRIORITY CLIMATE-NEUTRAL SOCIETIES

OBJECTIVE ENERGY TRANSITION

PROJECT TYPE CORE PROJECT



## Short name of the project short name

Project Teaser

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

### Most current highlight

We are preparing our first trade fair!

We booked a booth at [www.xzcdflk.com/fair2022](http://www.xzcdflk.com/fair2022), currently preparing all objects, test cases and printouts we are going to bring with us.

Each day, at 1pm we are in demo mode, make sure to not miss it!

### Project summary

#### Lorem ipsum dolor si met.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.


#### DETAILS

Project type  
Core project

Implementation  
May 2016 - April 2019

Status  
Completed

Contribution to EUSBSR  
Policy Area Innovation



Project represented in platforms  
[Name](#) and [link](#)

#### TARGET GROUPS

Local public authority  
Large enterprise  
target group  
target group  
target group

#### SOCIAL MEDIA (MASK NAME)

[www.facebook.com/xyz](http://www.facebook.com/xyz)  
[www.instagram.com/xyz](http://www.instagram.com/xyz)

#### NEWSLETTER

[Subscribe here »](#)

#### ADDITIONAL LINKS

[Support us at Reddit »](#)  
[Platform for partners »](#)

#### PROJECT TAGS

Innovation [Blue Economy](#) [Government Water Resilience](#) [Waste water Objectives](#) [ERDF Innovation](#) [Blue Economy](#) [Water Resilience](#) [Waste water Objectives](#) [ERDF](#)

## Budgets

Project short name in numbers.

€2.39	€2.39	€2.39
MILLION	MILLION	MILLION
TOTAL	ERDF	NORWAY



Success indicators

Project achievements in numbers.



Overview

What we produced so far.

This is a direct access area to the most important outputs of the project.

Link

OUTPUT/SOLUTION

Pilot as yet untitled

OUTPUT/SOLUTION

Most important output, solution

OUTPUT/SOLUTION

Most important solution

Pitch video

Acronym in 25 seconds.

Watch Acronym in their own words.



Partners



LEADPARTNER Poznan University of Life Sciences (PL)

Development Centre UMT (DK)

Town Herning  
Region DANMARK  
Country Denmark  
NUTS1 ....  
NUTS2 ....

Representative Joan Knudsen  
Phone 4 596 166 202  
E-mail joan@ldcluster.com  
Web www.cdcluster.com

Partner 5

Partner 6

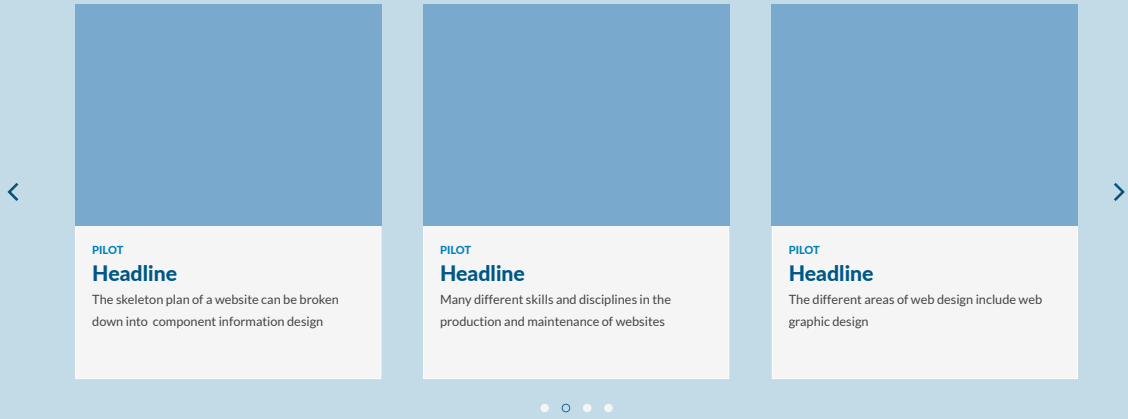
INACTIVE Partner 7 HIDE!!

Short name of project



About News Solutions

Pilots



Solutions / Outputs

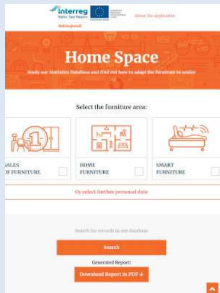


Database for idunno

This database collects new knowledge on the seniors' needs and preferences regarding kitchen, bedroom and upholstery furniture. Thanks to an optimised search engine, this online tool allows for finding relevant information about the seniors' needs and preferences according to their e.g. country of origin (Denmark, Germany, Finland, Lithuania, Latvia, Poland and Sweden), age, sex and independence. The database guides manufacturers and designers in developing age-friendly furniture by providing valuable hints on how to adapt their products to create a safe home space for seniors.

https://projects.interreg-baltic.eu/projects/xyz.html#output-97

View output Copy direct link to this output



Publications

All Category1 Category2

Papers

Download a zip with all images from our big kickoff event at 04.05.2021 in Rostock.

View/Download

Additional docs

Please download our alternative version of the study.

View/Download

Interesting activities

Download a zip with all images from our big kickoff event at 04.05.2021 in Rostock.

View/Download

Additional docs

Please download our alternative version of the study.

View/Download

Page 01 / 05

Downloads

XYZ View/Download

XYZ with a too long ti... View/Download

XYZ View/Download

XYZ View/Download

XYZ View/Download

XYZ View/Download

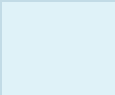


## Events

15-17 JUN 2021

### Final Conference by us

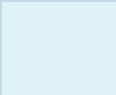
We are organising its final event together with several other...



20 AUG 2021

### Final Conference by NonHazCity

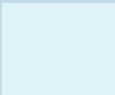
We are organising its final event together with several other...



15-17 JUN 2021

### Final Conference by us

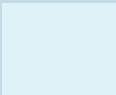
We are organising its final event together with several other...



20 AUG 2021

### Final Conference by NonHazCity

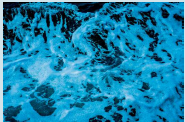
We are organising its final event together with several other...



< Page 01 / 05 >

## Images

Please choose albums below



Album title  
04/2022



Piloting in the field.  
03/2022

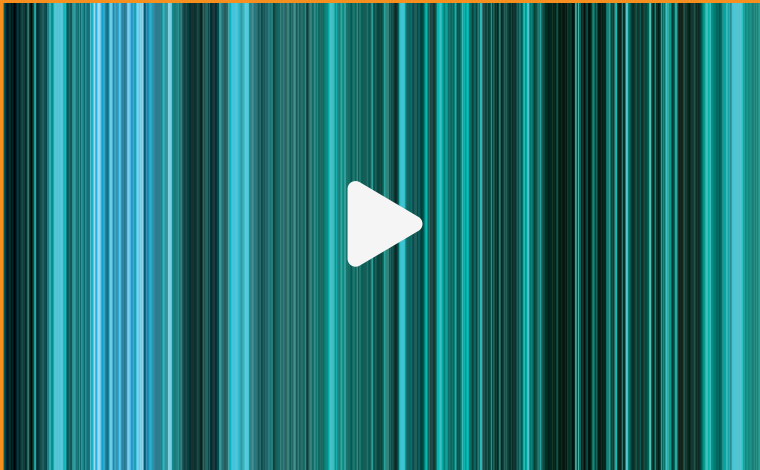


Piloting in the field.  
02/2022



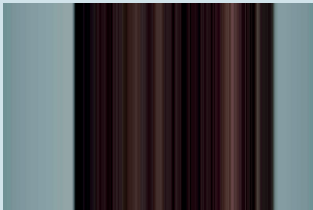
Piloting in the field.  
01/2022

## Videos



< Video 01 / 05 >

## Quotes



Michał Gburowski  
DEPUTY MAYOR OF GDANSK

”

Thanks to Interreg, Gdansk advanced innovative solutions to green its transport system and introduced the first autonomous local bus line in Poland.

Gdansk's Deputy Mayor for Sustainable Development and Housing, explains what the city achieved by joining transnational projects funded by Interreg Baltic Sea Region.

Thanks to Interreg, Gdansk advanced innovative solutions to green its transport system and introduced the first autonomous local bus line in Poland.

Gdansk's Deputy Mayor for Sustainable Development and Housing, explains what the city achieved by joining transnational projects funded by Interreg Baltic Sea Region.

Thanks to Interreg, Gdansk advanced innovative solutions to green its transport system and introduced the first autonomous local bus line in Poland.

Gdansk's Deputy Mayor for Sustainable Development and Housing, explains what the city achieved by joining transnational projects funded by Interreg Baltic Sea Region.

## HELP & CONTACTS

In case of any **issues with the project pages**, please contact us at **support@interreg-baltic.eu**

In case of any other **communication related topics**, do not hesitate to contact us via **communication@interreg-baltic.eu**



Co-funded by  
the European Union

# INTERREG BALTIC SEA REGION Project Design Guide 2021-27