



INTERREG BAL TIC SEA REGION Project Design Guide 2021-27



Version #2.0
October 2023

CONTENT

INTRO	5
LOGO	6
COLOURS	26
TYPOGRAPHY	28
SOCIAL MEDIA	32
MAP	34
TEMPLATES	36
PROJECT PAGE	42

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:
https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf

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,
- **Programme 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 HORIZONTAL

When needed, use the horizontal version of the project log. It is suitable for online and print products. It consists of the same elements, yet, a different layout gives you additional possibilities.

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.

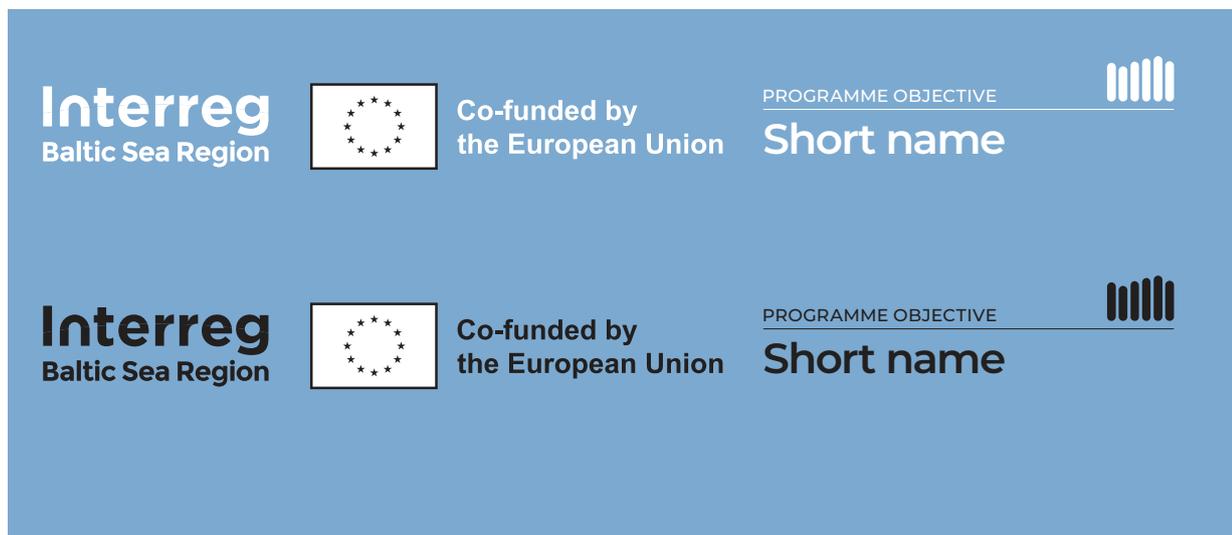
Please note that the blue background is used only to illustrate the transparency.



PROJECT LOGO HORIZONTAL MONOCHROME

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

Please note that the blue background is used only to illustrate the transparency.



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
Operational 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 various 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 lose 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.





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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 so-called „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.

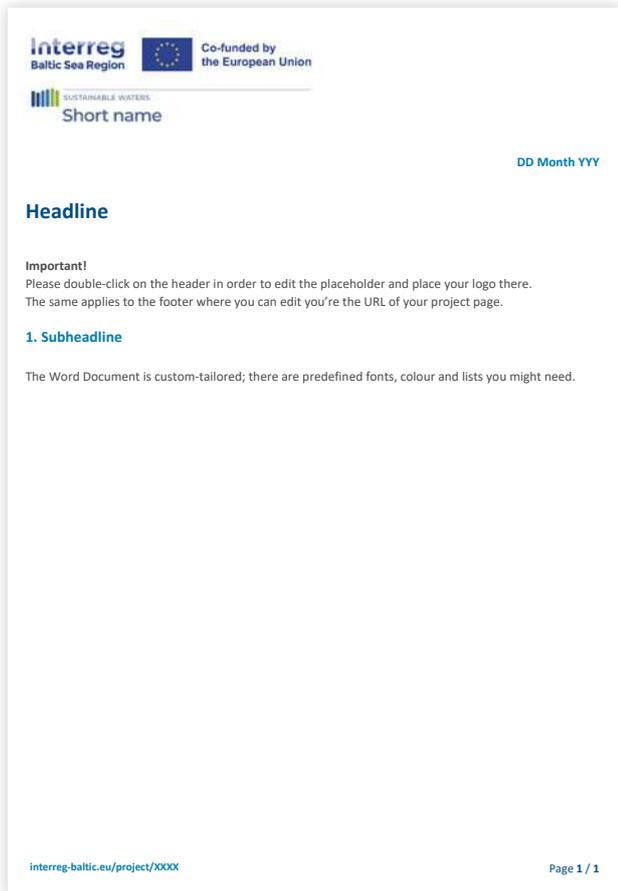
You can find the map-download here: <https://interreg-baltic.eu/toolkit/comms-visibility/>



TEMPLATES

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

WORD TEMPLATES



interreg
Baltic Sea Region



Co-funded by
the European Union

SUSTAINABLE WATERS
Short name

DD Month YYYY

Headline

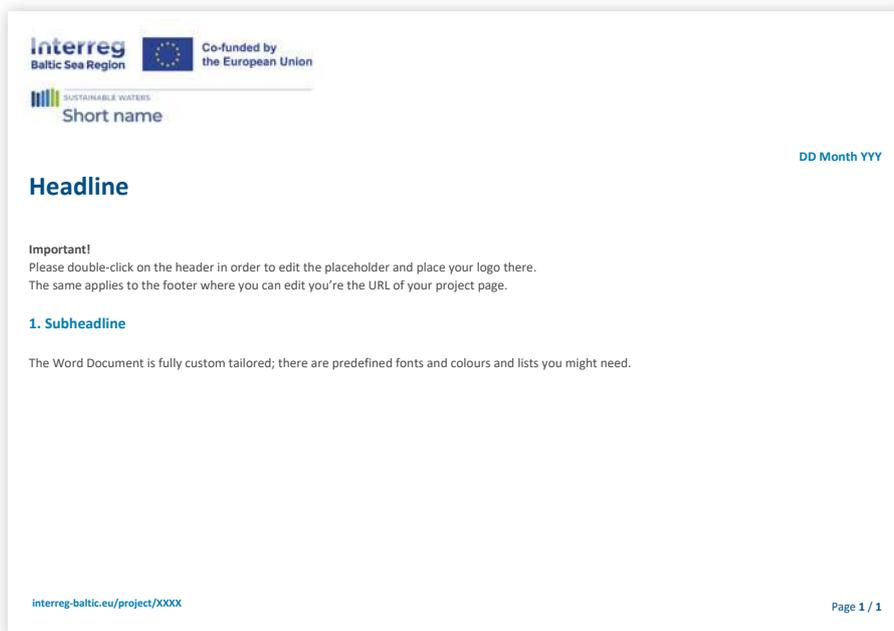
Important!
Please double-click on the header in order to edit the placeholder and place your logo there.
The same applies to the footer where you can edit you're the URL of your project page.

1. Subheadline

The Word Document is custom-tailored; there are predefined fonts, colour and lists you might need.

interreg-baltic.eu/project/XXXX

Page 1 / 1



interreg
Baltic Sea Region



Co-funded by
the European Union

SUSTAINABLE WATERS
Short name

DD Month YYYY

Headline

Important!
Please double-click on the header in order to edit the placeholder and place your logo there.
The same applies to the footer where you can edit you're the URL of your project page.

1. Subheadline

The Word Document is fully custom tailored; there are predefined fonts and colours and lists you might need.

interreg-baltic.eu/project/XXXX

Page 1 / 1

POWERPOINT TEMPLATE

interreg
Baltic Sea Region

 Co-funded by
the European Union

 SUSTAINABLE WATERS
Short name

Name of presentation.

Place | Date
Speaker

interreg-baltic.eu/project/XXXX



Wordcloud.

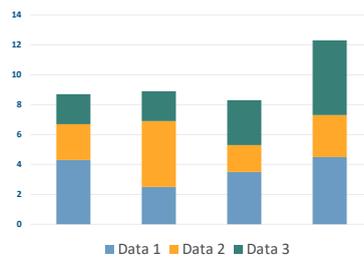
Short expression
Short expression

| 6

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..



| 8

POSTER TEMPLATE



1

1

2

Interreg
Baltic Sea Region

Co-funded by
the European Union

SUSTAINABLE WATERS
Short name

© Copyright of image

3

Project page

4

Title

Write in max 2-3 sentences what is your project about: how your project is helping whom and how – and what they can do thanks to you.
Make sure you are understood: use plain English and avoid jargon. You may also highlight support from the funds.

6

Duration
02/2023 – 05/2026

Total budget
1 679 000 €

EU funding
1 279 000 €

Norwegian funding
1 279 000 €

7

5

This #MadeWithInterreg project helps drive the transition to a green and resilient Baltic Sea region.
Organisations from the following countries cooperate together to make that happen:
Germany, Poland, Latvia, Lithuania

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 a custom-made adaptation of the Commission's proposal.

Please change

- 1** your project logo and project image.
 - 2** **Image copyright:**
Add the copyright information
 - 3** **Project page:** The link to your official homepage 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).**
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.



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, 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.

Budgets

Project short name
in numbers.

€2.39

MILLION

TOTAL

€2.39

MILLION

ERDF

€2.39

MILLION

NORWAY

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

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](#)

Success indicators

Project achievements in numbers.

3 Solutions in offer

2 Solutions in use

17 Organisations reached with solution

7 Pilot activities

12 Organisations in the project

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.

Brought to life



by 10 partners from Poland, Denmark, Latvia, Lithuania, Estonia, Germany, Sweden, Finland and Norway.



Partners



 LEADPARTNER Poznan University of Life Sciences (PL) ▼

 Partner 5 ▼

 Development Centre UMT (DK) ▲

 Partner 6 ▼

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

 INACTIVE Partner 7 HIDE!! ▼





Pilots



PILOT
Headline
The skeleton plan of a website can be broken down into component information design



PILOT
Headline
Many different skills and disciplines in the production and maintenance of websites



PILOT
Headline
The different areas of web design include web graphic design



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](#)

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...



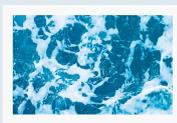
< Page 01 / 05 >

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.

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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

Interreg
Baltic Sea Region



Co-funded by
the European Union

INTERREG BALTIC SEA REGION
Project Design Guide
2021-27