

Project Design Guide





0. Introduction

design guide for Interreg Baltic Sea Region projects

This design guide is meant as a support tool to the projects' visual identity. It is voluntary for a project to use this guide or parts of it. A project may choose to develop its own corporate design instead. A visual identity refers to the visible elements of a brand, such as colour, form, and shape. A core item of the visual identity is the logo. This guide and the material provided therein are useful when producing any project related documents, website, audio-visual material etc. The design guide is meant to be used by the project's communication manager and passed on to others involved in project communication, e.g. the project partners and service providers developing a website, print material or similar.

The guide is a support

The purpose of the design guide is to reduce the projects' efforts and costs for developing a visual identity, to help projects follow the visibility rules defined in the Programme Manual and to increase the visibility of Interreg among decision makers and other target groups in the European Union.

Interreg is the mother brand

The design guide is based on the Interreg Baltic Sea Region Programme's corporate design manual. With its corporate design manual and with this design guide, the Programme encourages projects to follow the corporate branding approach of the Interreg community.

Visibility rules apply on top

The mandatory visibility rules and regulations are defined in three reference documents" (see http://www.interreg-baltic.eu/visibility_rules.html). This guide implements the respective rules and regulations, but it does not replace them. Communication managers and project partners are advised to familiarise themselves with the regulations in order to avoid unexpected cuts of costs occurring in project communication.

1. Logo	4
2. Grid system	14
3. Colours	16
4. Typography	20
5. Visual elements	24
6. Programme area maps	26
7. Office templates	28
8. Social Media	38

1. LOGO

1.1. Project logo

The project logo is an adaptation of the Programme logo. It is voluntary for projects to use it. The project logo includes all elements needed to comply with the visibility rules of the Programme.

The logo for approved Interreg Baltic Sea Region projects consists of five elements:

- Interreg brand name
- Project name
- Segmented wave
- EU supplement (EU flag and text reference to European Regional Development Fund)
- Divider (between the interreg brand name and project name)

The Typography of the Interreg brand name is based on the Gotham-font, which is only used in this application. The typography of the project name is based on the Merryweather font. The difference in the font type of Programme and project name serves the achievement of two goals:

1. Show clearly the difference between Programme (Gotham font) and project (Merryweather font).
2. At the same time show the affiliation of the project to the Programme by using a secondary Programme font.

The colour of the project name corresponds to the priority colour of the project.

The wave consist of 9 segments in the Programme's primary colours (for the use of the colours, see chapter 3).

Important: The European Commission has defined the use of the European Union supplement in great detail in Implementing Regulation (EU) No. 821/2014 (articles 3, 4, and 5). In this regulation, the positioning and size of the Emblem and the reference to the fund are specified, e.g. for different media and in different contexts (such as combination with other logos). The rules must be strictly followed as non-application may have financial consequences for those using EU funds. Please consult the respective language version of the Implementing Regulation here:

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2014.223.01.0007.01.ENG

The MA/JS has compiled a guidance with examples of how the EU emblem ("EU flag" can be used and cannot be used according to the regulations. The guidance is available for download here:

http://www.interreg-baltic.eu/visibility_downloads.html



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

Sample acronym first line
Sample acronym second line

Priority 1:
Capacity for innovation



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

Sample acronym first line
Sample acronym second line

Priority 2:
Management of
natural resources



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

Sample acronym first line
Sample acronym second line

Priority 3:
Sustainable transport

1. LOGO

1.2 Logo construction & protection zone

The basic typographic logo construction complies with the joint Interreg brand book provided by INTERACT at the time of preparation of the Programme corporate design (in June 2014).

The **protection zone** covers the logo plus “4U” completely wrapped around it. The EU flag also has a protection zone wrapped around it as shown in the picture to the right.

The three primary corporate colours are used in the wave (for the use of the colours, see chapter 3). The project name is coloured in the project’s priority colour).



■ "l"-width golden ratio

4U "e"-width square

Project logo with two lines of project name

1. LOGO

1.3 Logo colour versions

Different types of media use different colour input: to meet these needs there are special colour versions of the logo: full coloured (CMYK & RGB), Greyscale and monochrome inverted version.

Do

Use logo in full colour whenever possible.

Use logo on white background whenever possible.

The project logos are available online in different versions for various uses. They can be downloaded on the Programme website:

http://www.interreg-baltic.eu/visibility_downloads.html

file format	recommended use	background	colour scheme	size (pixels)
.jpg	larger office print	white	RGB	8740 x 3182 (1l)* 8740 x 3659 (2l)*
.png	screen and office documents	transparent	RGB	1800 x 656 (1l)* 1800 x 754 (2l)*
.ai	professional design	white & transparent	CMYK	scalable

* 1l = single lined project name
2l = two-lined project name



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

Sample acronym first line
Sample acronym second line

full colured (CMYK & RGB)



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

Sample acronym first line
Sample acronym second line

Greyscale



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

EUROPEAN UNION

Sample acronym first line
Sample acronym second line

monochrome inverted

1. LOGO

1.3 Logo colour versions

Don't

The MA/JS recommends to use coloured versions in the following manner:

Don't dye the logo.

Don't invert the logo if not necessary. In case there is a coloured or image background, the logo has to be shown on its own white background with a 4U protection zone wrapper.

Never twist or squeeze the logo to fit into a form or space.



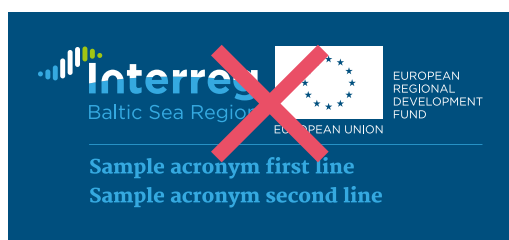
on any image background



in any other colour



in other colours



partially inverted



twisted



squeezed: scaled unproportionally

1. LOGO

1.4 Logo size

The Managing Authority/ Joint Secretariat recommends to use the logo in its entirety.

However, this is not mandatory. It may be useful or even necessary to visually separate the EU flag and or the reference to the European Regional Development Fund from the rest of the logo.

The positioning and size, in particular of the EU flag, must be in accordance with regulation (EU) No. 821/2014 (see chapter 1.1).

Widths of visual identity elements

In order to assure for readability, please adhere to the following minimum logo sizes

	Print [300dpi]	Screen [96 dpi] <i>Pixel dimensions have to be doubled on Hi-Res / Retina Displays</i>
	Word document > 72 mm	Word document > 300 px
	Powerpoint > 85 mm	Powerpoint > 340 px
	Excel > 72 mm	Excel > 300 px
		web/online > 300 px

Minimum width: 45 mm / 300 px (72 dpi)



2. GRID SYSTEMS

2. Grid system

The Managing Authority/Joint Secretariat recommends to apply the following grid system to all kinds of media, but this is not mandatory.

The visual bracket around all Interreg Baltic Sea Region publications is a flexible grid system, consisting of 11 rows and columns. It should be applied to all kind of media.

Content area: All content has to fit inside the content area. All text frames, images, logos, icons and other graphical elements should be aligned and arranged to the 11x11 unit grid system

Protection zone: The outer frame of 1/11 elements should stay clear from content elements, exceptions are: full size photos, parts of logos if needful, graphical elements

All examples shown in this manual are designed within this 11x11 unit grid system.

protection zone

content area



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

Sample acronym first line

Sample acronym second line

3. COLOURS

3.1 Primary colours

The Managing Authority/Joint Secretariat recommends to apply as primary colour the colour of the respective Programme priority of the project (as reflected in the project logo).

Please do not use the colour of a different priority than the one of your project as primary colour.

For additional recommended colours, please see the next chapter.

The Programme applies a different set of primary colours (so-called Programme colours) which are not meant for use by the projects. The Programme applies the priority colours when communicating about priority specific topics.

Priority 1: Innovation



Research and innovation orange

CMYK 0|68|100|0
Pantone 158 C / 144 U
RGB 238 | 105 | 7
Web #ee6907

Priority 2: Natural resources



Seagrass

CMYK 75 | 25 | 100 | 15
Pantone 370 U / 364 C
RGB 69 | 128 | 47
Web #45802f

Priority 3: Transport



Medium blue

CMYK 85 | 32 | 8 | 15
Pantone 307 U / 3015 C
RGB 6 | 121 | 172
Web #0679ac

3. COLOURS

3.2 Secondary colours

This secondary colour palette serves as a pool of colours to choose from for communication activities.

The Programme applies these colours to tone info graphics, diagrams print publications etc.



Salmon
CMYK 0 | 45 | 70 | 0
Pantone 157 C / 156 U
RGB 245 | 160 | 87



Brick Red
CMYK 25 | 100 | 100 | 0
Pantone 1805 C / 1795 U
RGB 189 | 26 | 26



Purple
CMYK 30 | 100 | 10 | 0
Pantone 675 C / 227 U
RGB 184 | 17 | 120



Baltic sea turquoise
CMYK 80 | 0 | 45 | 0
Pantone 326 U / 326 C
RGB 3 | 171 | 159



Lime
CMYK 25 | 0 | 100 | 0
Pantone 381 C / 388 U
RGB 211 | 216 | 0



Donkey grey
CMYK 0 | 0 | 0 | 80
Pantone 432 U / 432 C
RGB 83 | 83 | 83



light Donkey grey
CMYK 0 | 0 | 0 | 20
Pantone Cool Gray 1 C / Cool Gray 1 U
RGB 217 | 217 | 217

4. TYPOGRAPHY

4.1 Basic typography

The typographic system for the Interreg Baltic Sea Region Programme and approved projects consists of the font family “Merriweather” which provides serif and sans serif type styles. In addition international requirements for both print and online are served: Google Web-Fonts can be downloaded and used for free. Italic type styles are allowed as well.

<http://www.google.com/fonts/>

Cyrillic Glyphs

Russian language communication can be displayed with PT Serif cyrillic / PT Sans cyrillic, which is available at Google fonts as well.

typography
typography

Merriweather light

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather regular

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather bold

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather heavy

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather Sans light

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather Sans regular

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

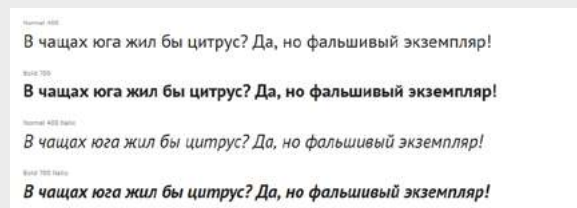
Merriweather Sans bold

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

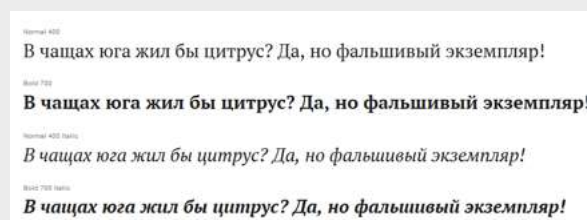
Merriweather Sans extrabold

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšć ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PT Sans cyrillic



PT Serif cyrillic



4. TYPOGRAPHY

4.2 Office typography

Common Word-, Powerpoint- and Email-documents can use Calibri instead of Merriweather Sans and Constantia instead of Merriweather Serif. Both Calibri and Constantia are part of standard Microsoft Windows Vista/7/8/10 system installations and/or come with Microsoft Office packages.

See chapter 7 for the use of Word, Excel and PowerPoint templates.

Calibri regular

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšč ... 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri bold

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšč ... 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Constantia regular

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšč ... 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Constantia regular

abcdefghijklmnopqrstuvwxyzäöüåæáøéëžšč ... 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

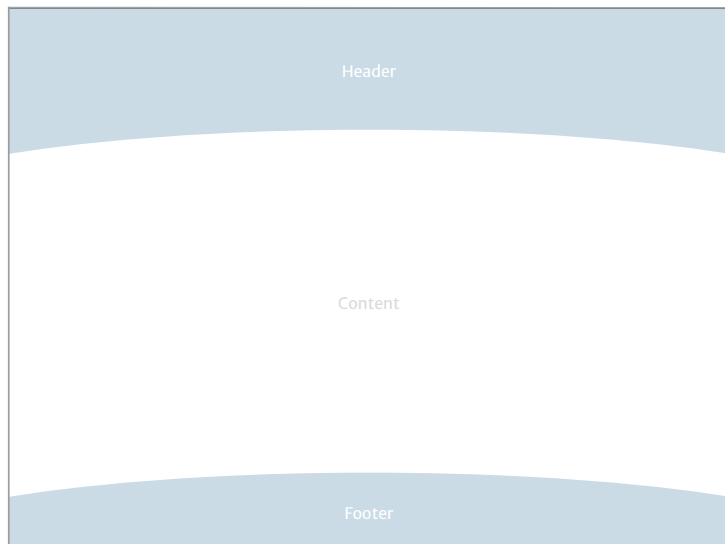
5. VISUAL ELEMENTS

5. Arc

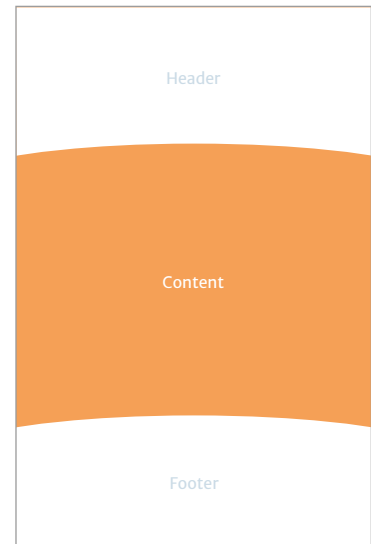
The arc is an additional visual element for the design of header and footer areas. The arc is taken from the EU wide joint Interreg brand. It symbolises connection and bridging borders.

Construction

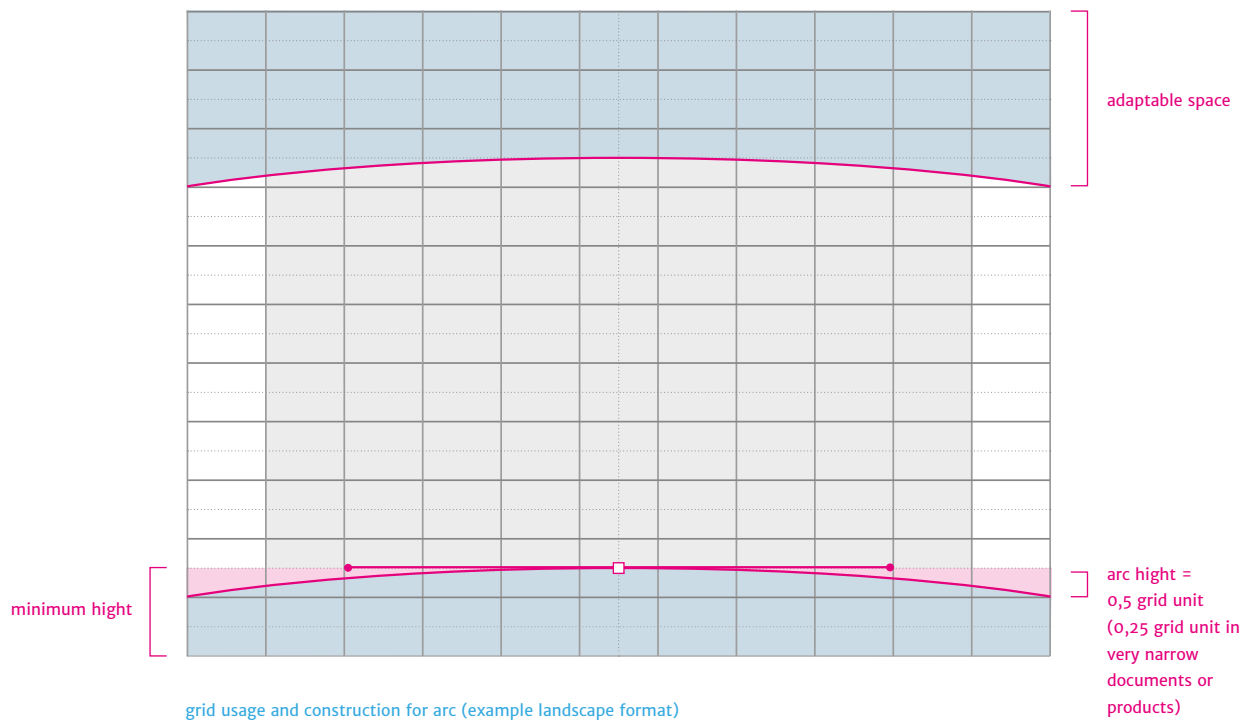
The construction of the arc is based on the grid system (11x11). The height of header and footer areas are variable if not defined. The width of the arc is defined by the width of the document. The height of header and footer is flexible, but must not be smaller than 1,5 units. Two anchor points are added 3,5 units right and left of the center to define the circular arc. The actual arc height is 0,5 units. In very narrow documents or products (such als Roll-Ups), the height should be adapted to 0,25 units. Header and footer can be combined or used separately.



arc usage in the landscape format



arc usage in the portrait format



6. Programme area maps

There are several variations of the Programme area map, including / not including country and city names.

These maps are property of the Managing Authority/Joint Secretariat. The MA/JS hereby grants third parties the right to freely change or pass on the maps, in particular for communication related to Interreg projects and Programmes.

The maps can be accessed online for download on the Programme website:

http://www.interreg-baltic.eu/visibility_downloads.html

Maps are available in two file formats:

- AI – Vector data for DTP, made with Adobe Illustrator version CS6
- PNG – Bitmap 300 dpi, for screendesign and office purposes



no-cc_title-above_legend-under



no-cc_title-above_legend-inside



no-cc_title-inside_legend-inside



countries_title-above_legend-under



countries_title-above_legend-inside



countries_title-inside_legend-inside



countries_cities_title-above_legend-under



countries_cities_title-above_legend-inside



countries_cities_title-inside_legend-inside

7. OFFICE TEMPLATES

7.1. PowerPoint template

This template is an offer of the Managing Authority/Joint Secretariat. It is not mandatory to be used, but may save the project management some time.

PowerPoint presentations as part of office communication can use Calibri font instead of Merriweather Sans.

The PowerPoint template needs to be adapted to each project:

1. Change the logo on the title slide to your project logo by clicking on “View” and next click “Slide master”. In the Slide master click on the title slide, click right on the project logo, click “change image” and chose your project logo. When finished, close the slide master.
2. Replace the magenta logo placeholders with additional logos you might want to use by clicking on the logo placeholder and choosing your logo e.g. for your institution or a partner institution.

Attention!

Additional logos must not be larger than the EU flag according to regulation (EU) No. 821/2014 (see page 4).

Presentation

Presentation Subheading

Name, Organisation
Conference, Location

ROSTOCK, 1 JANUARY 2017

Overline

Slide Heading

Slide Subheading

- e.g. bullet point text
- bullet point text
- bullet point text
- bullet point text
- bullet point text

Overline

Slide Heading

Slide Subheading



- e.g. bullet point text
- bullet point text
- bullet point text
- bullet point text
- bullet point text

Source: Database XY

[Click here to
place a logo](#)

[Click here to
place a logo](#)

Overline

Slide Heading

Slide Subheading



[Click here to
place a logo](#)

[Click here to
place a logo](#)

Overline
Slide Heading
Slide Subheading



Click here to place a logo

Click here to place a logo

Click here to place a logo

Click here to place a logo

Full name

Position

Institution/Company

Institution/Company line 2

Phone: xxx

e-mail: full.name@xx.cc.yy

www.projectwebsite.eu




EUROPEAN UNION
EUROPEAN
REGIONAL
DEVELOPMENT
FUND

Project
Acronym

31

7. OFFICE TEMPLATES

7.2. Word template

This template is an offer of the Managing Authority/Joint Secretariat. It is not mandatory to be used, but may save the project management some time.

Word templates as part of office communication can use Calibri font instead of Merriweather Sans.

The template needs to be adapted to each project: right-click on the project logo, choose “change image”, choose your project logo.

Do the same with the magenta logo placeholders if you want to add additional logos. Delete the placeholders if you do not want to use additional logos.

Attention!

Additional logos must not be larger than the EU flag according to regulation (EU) No. 821/2014 (see page 4).



right-click to place a logo

right-click to place a logo

Header text (optional)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regellalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane.

Pityful a rethoric question ran over her cheek, then she continued her way.

On her way she met a copy. The copy warned the Little Blind Text, that where it came from it would have been rewritten a thousand times and everything that was left from its origin would be the word „and“ and the Little Blind Text should turn around and return to its own, safe country. But nothing the copy said could convince her and so it didn't take long until a few insidious Copy Writers ambushed her, made her drunk with Longe and Parole and dragged her into their agency, where they abused her for their projects again and again. And if she hasn't been rewritten, then they are still using her. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regellalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way.

The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way.

www.example.org

1

DD/MM/YYYY



right-click to place a logo

right-click to place a logo

Header text (optional)

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regellalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back on the skyline of her hometown Bookmarksgrove, the headline of Alphabet Village and the subline of her own road, the Line Lane.

Pityful a rethoric question ran over her cheek, then she continued her way.

On her way she met a copy. The copy warned the Little Blind Text, that where it came from it would have been rewritten a thousand times and everything that was left from its origin would be the word „and“ and the Little Blind Text should turn around and return to its own, safe country. But nothing the copy said could convince her and so it didn't take long until a few insidious Copy Writers ambushed her, made her drunk with Longe and Parole and dragged her into their agency, where they abused her for their projects again and again. And if she hasn't been rewritten, then they are still using her. Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regellalia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar. The Big Oxmox advised her not to do so, because there were thousands of bad Commas, wild Question Marks and devious Semikoli, but the Little Blind Text didn't listen. She packed her seven versalia, put her initial into the belt and made herself on the way.

www.example.org

1

DD/MM/YYYY

7. OFFICE TEMPLATES

7.3. Excel template

This template is an offer of the Managing Authority/Joint Secretariat. It is not mandatory to be used, but may save the project management some time, e.g. when preparing participants lists.

Excel templates as part of office communication can use Calibri font instead of Merriweather Sans.

The template needs to be adapted to each project. Click into the header. Click “image”, next click “replace”, choose your project logo, then click on “format image” and scale the logo to 6,7 cm width. Do the same with the magenta placeholders and scale the additional logos to 0,7 cm height.

Attention!

Additional logos must not be larger than the EU flag according to regulation (EU) No. 821/2014 (see page 4).

7. OFFICE TEMPLATES

Templates

All templates are built with MS Office version 2013 for appropriate media production:



- Microsoft Word [docx]
- Microsoft PowerPoint [pptx]
- Microsoft Excel [xlsx]

The templates can be opened and used without loss of functions with all MS Office versions of 2007 or later.

The templates can be accessed online for download on the Programme website:

http://www.interreg-baltic.eu/visibility_downloads.html

[illegible]

right-click to play a clip

right-click to play a film

Header text (optional)

Far far away, behind the word mountains, far from the countries Vokalia and Consonants, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisiacal country, in which roasted parts of sentences fly into your mouth. Even the all powerful Poetfish has no control about the blind texts: it is an almost unorthographic life. One day there was a small line of blind texts by the name of Lorem ipsum decided to leave for the World of Grammar. The Big Lorem advised her not to do so, because there were thousands of bad Consonants, wild Question Marks and Duden Semibot, but the Little Blind Text didn't listen. She packed her seven vessels, put her initial into the belt and made herself on the way. When she reached the first hills of the Italic Mountains, she had a last view back at the skyline of her beloved Bookmarksgrove, the headline of Alphabet Village and the seaway of her own road, the Line Lane.

Phylfo's rhetoric questionmark rose over her cheek, then she continued her way.

On her way she met a copy. The copy warned the Little Blind Text, that where it came from it would have been rewritten a thousand times and everything that was left from its origins would be gone, and/or – and/or Little Blind Text should turn around and return to its own, safe country. But nothing the copy said could convince her and so it didn't take long for a few insidious Copy Writers ambushed her, made her drunk with long and weird sentences, put her in the front line of the army of the Copy Writers. She tried to break through, but the Little Blind Text, separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia. It is a paradisiacal country, in which roasted parts of sentences fly into your mouth. Even the all powerful Poetfish has no control about the blind texts: it is an almost unorthographic life. One day there was a small line of blind text by the name of Lorem ipsum decided to leave for the World of Grammar. The Big Lorem advised her not to do so, because there were thousands of bad Consonants, wild Question Marks and Duden Semibot, but the Little Blind Text didn't listen. She packed her seven vessels, put her initial into the belt and made herself on the way.

Word (portrait)

Word (landscape)



[Click here to place a logo](#)

[Click here to place a logo](#)

Presentation

Presentation Subheading

Name, Organisation
Conference, Location

ROSTOCK, 1 JANUARY 2017

Click here to place a logo

Click here to place a logo




EUROPEAN UNION

EUROPEAN REGIONAL DEVELOPMENT FUND

Project

Acronym

Full name

Position

Institution/Company

Institution/Company line 2

Phone: xxx

e-mail: full.name@xx.cc.yy

www.projectwebsite.eu

PowerPoint

[illegible][illegible]

Excel (portrait)

Excel (landscape)

Social Media

It is mandatory for all projects to display the Programme logo and EU emblem also in its social media channels.

Most of the current social media channels have similar possibilities for personalizing the account: a personalized profile picture and header image. In order to raise brand recognition it is important to use the same elements throughout different social media channels. Please be aware that all social media channels have different specifications for the profile image and header image and the visible frame differs in desktop and mobile view. These specifications often change and hence the image needs to be adapted to the current version.

Header image:

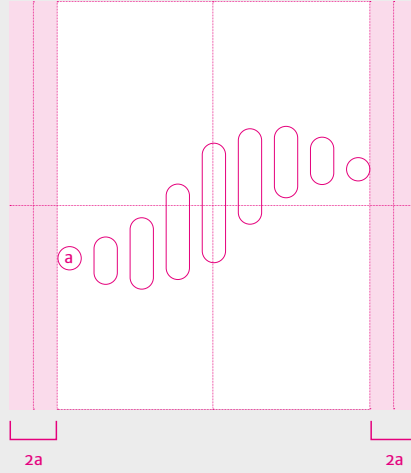
Choose a significant image that represents your project. The header image is a good place to show the mandatory Interreg Baltic Sea Region logo including the EU flag and the fund. Use a label to place the EU flag and the Programme logo in the picture.

Profile Picture:

Use of the project logo or a visual element that is part of the logo as a profile picture. The profile picture often is displayed very small. Pay attention that everything is still readable even in a very small display of the profile picture. As an alternative to the logo you can also only use the wave as a visual element.



profile picture



twitter header



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