



Corporate Design Manual





Corporate Design Manual

This corporate design manual describes the basic visual features to be used for communication about the EU funding programme Interreg Baltic Sea Region. It was prepared by and for the use of the Managing Authority/ Joint Secretariat of the Programme. Projects within the Programme will receive an adapted and shortened version, the project design guide.

Others may apply the visual features for communication of the Programme upon request to info@interreg-baltic.eu.

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0.1 Grid system

The visual bracket around all BSRP 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

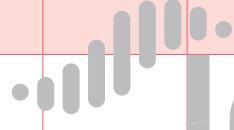
Protection zone: The outer frame of 1/11 elements should stay clear from content elements, exceptions are: full size Photos, parts of Logos if needful, graphical elements

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

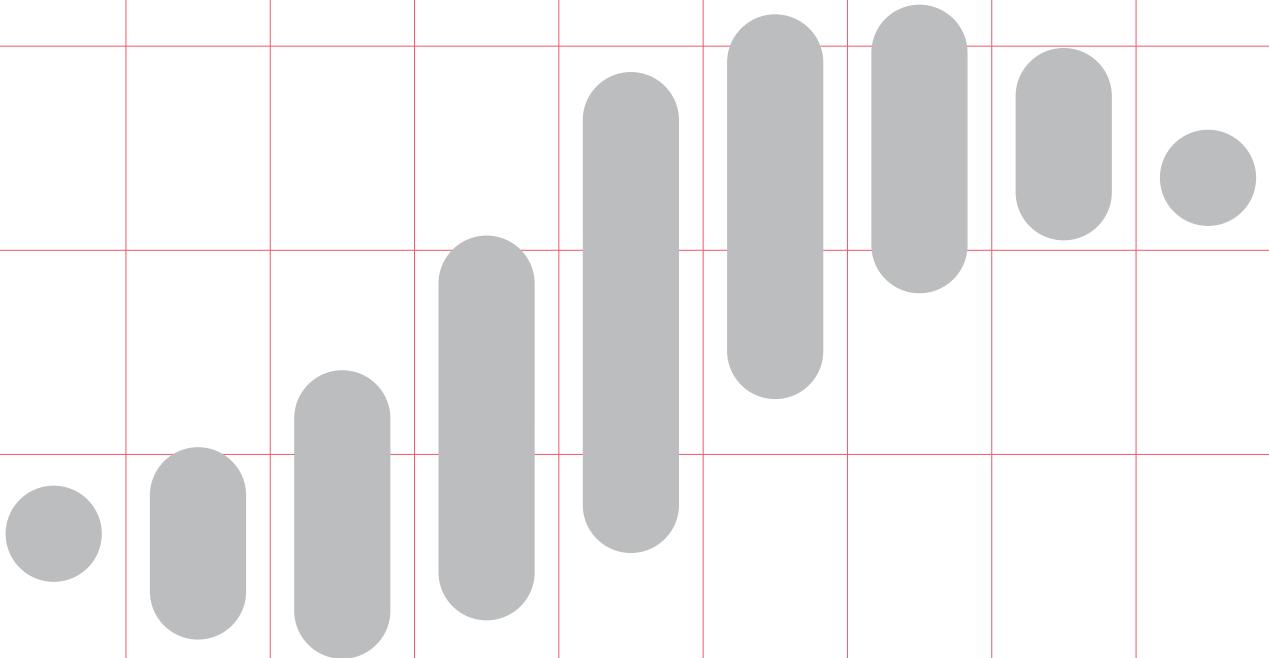
** excluding the website due to technical reasons*

protection zone

content area



Interreg
Baltic Sea Region



1. LOGO

1.1 Logo

The “Interreg Baltic Sea Region” logo consists of two elements:

Typography: Interreg brand name

Visual: Segmented wave

The Programme area name is always added to the logo using the same font and colour.

The Typography is based on the Gotham-Font, which is only used in this application.

The wave consists of 9 segments.



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.

The **protection zone** covers the logo plus “4U” completely wrapped around it, but without EU flag and its elements.

The three primary corporate colours are used in the logo (*see Chapter 2.*).

Version A



Version A | File: IBSR_logo_EUflag_horizontalA

Version B



Version B | File: IBSR_logo_EUflag_horizontalB

■ “ φ ”-width golden ratio

4U “e”-width square

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: CMYK, Pantone, RGB and Grayscale, black and white and inverted version.

Do

Use logo in full colour whenever possible.

Use logo on white background whenever possible.



CMYK



Pantone



RGB



Grayscale



Black and white



monochrome



monochrome inverted

1.3 Logo colour versions

Don't

Never use colours other than the ones defined in this manual.

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 in some form or space.



on any image background



in any other colour



in other colours



partially inverted



twisted



squeezed: scaled unproportionally

1. LOGO

1.4 EU supplement

Next to the Programme logo, every communication item has to display the European Union Emblem (flag) and name. In addition, the name of the European Structural Fund needs to be specified (See design proposal).

Important: The European Commission has defined the use of the European Union Emblem in great detail in Implementing Regulation (EU) No. 821/2014. In this document, 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

We propose two options for use:

1. next to each other
2. separated from one another

The EU supplement can be used in three arrangements to meet different requirements: solo, vertical and horizontal.

Do

If BSR logo and EU supplement are displayed side by side, they have to be aligned on the same baseline as shown in the figure beside. If "Interreg BSR" and EU supplement are shown separated from another, the supplement has to be scaled up. The flag is the benchmark: it has to be the height of "I" in Interreg plus wave as depicted beside.

The EU supplement has to be aligned to the BSR logo position according to the 11#grid.



flag and "EUROPEAN UNION" given by EU.
"EUROPEAN REGIONAL DEVELOPMENT FUND"
Gotham book, Donkey grey

Don't

non-adjusted sizes

depict smaller than 15 mm width (vertical arrangement) 28.5 mm (horizontal arrangement)

Version A

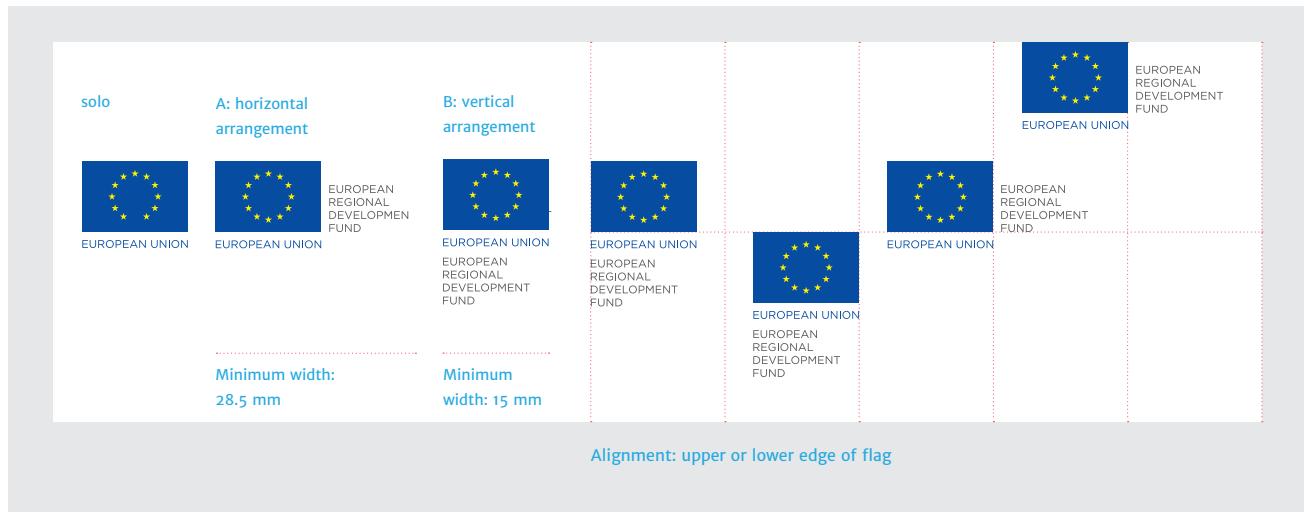


1. Alignment and size adjustment when next to each other: Flag height = "Interreg + Baltic Sea Region" height



2. Size adjustment when separated: Flag height = "Interreg + Baltic Sea Region"+Wave

1. LOGO

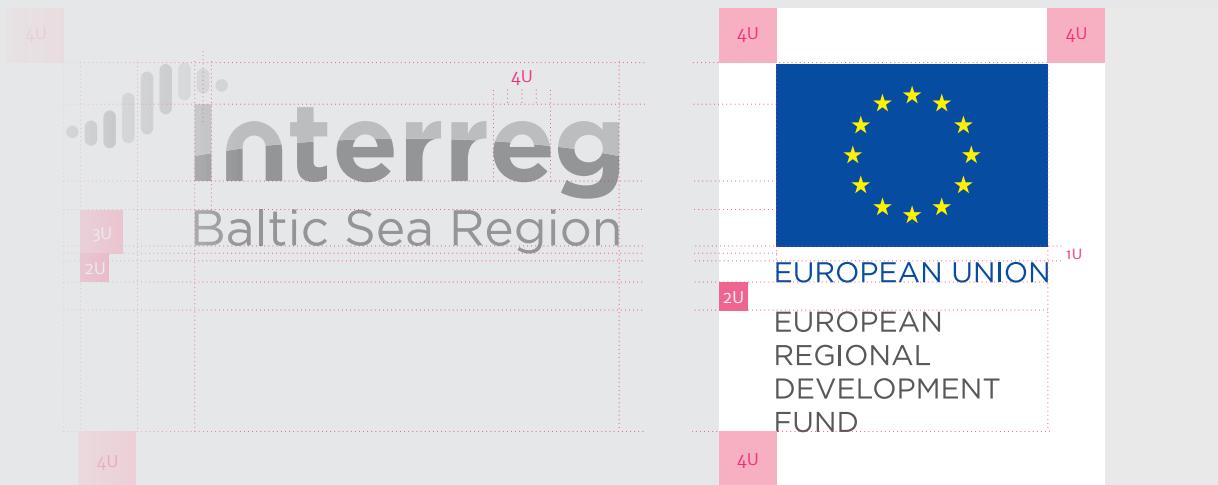


flag and "EUROPEAN UNION" given by EU.
"EUROPEAN REGIONAL DEVELOPMENT FUND"
Gotham book, Donkey grey

Version B



1. Alignment and size adjustment when next to each other: Flag height = "Interreg + Baltic Sea Region" height



2. Size adjustment when separated: Flag height = "Interreg + Baltic Sea Region"+Wave

1. LOGO

1.5 Logo size and adaptations

The logo is to be displayed in entirety. There is a different logo version for small sizes between 25 und 15 Millimeters. In case the medium is a tiny one or the area to be printed/displayed on is very small (e.g. Favicon, Apple-Touch-Icon), it is allowed to just use the wave visual together with the EU emblem and name.

Widths of visual identity elements

Print	Screen [96–72 dpi] <i>Pixel dimensions have to be doubled on Hi-Res / Retina Displays</i>
 Baltic Sea Region	Letter 4/2,5 grid units page 1 74,5 mm page 2 49,6 mm
	Business card 8 grid units 39 mm
	Flyer 8 grid units 71 mm
	Roll up 6 grid units 473 mm
	Brochure 4 grid units 74,5 mm
	Website full 4 grid units 235 px small 3 grid units 180 px
	Powerpoint Title 2.5 grid units 240px Content 1.3 grid units 120px
 Baltic Sea Region	> 25mm > 100 px
 Baltic Sea Region	25–15 mm 100–60 px
	15–10 mm Favicon, App-Icon < 30 px



Minimum width: 25 mm / 100 px



Logo replacement 25-15 mm / 100-60 px



Minimum width: 10 mm / 30 px

1. LOGO

1.6. Project logos

Example application of priority colours in corresponding projects are shown here.



Project logo with two lines of project name



Sample acronym first line
Sample acronym second line

Priority 1:
Capacity for innovation



Sample acronym first line
Sample acronym second line

Priority 2:
Management of
natural resources



Sample acronym first line
Sample acronym second line

Priority 3:
Sustainable transport

2. VISUAL ELEMENTS

2.1 segmented wave

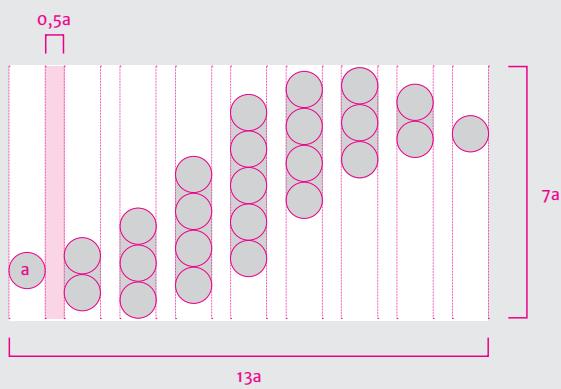
Besides the use of the segmented wave in the program and project logo, it can be used as an independent visual element, for instance on cover pages.

The wave is used, to connect information graphically and to fill blank spaces.

The wave consists of 9 segments and 3 primary colors. It can also appear single-colored, transparent, or with embedded images. The wave can be used in pictograms, Icons, Favicons or App-Icons.



Minimum width: 10 mm / 30 px



wave elements and construction

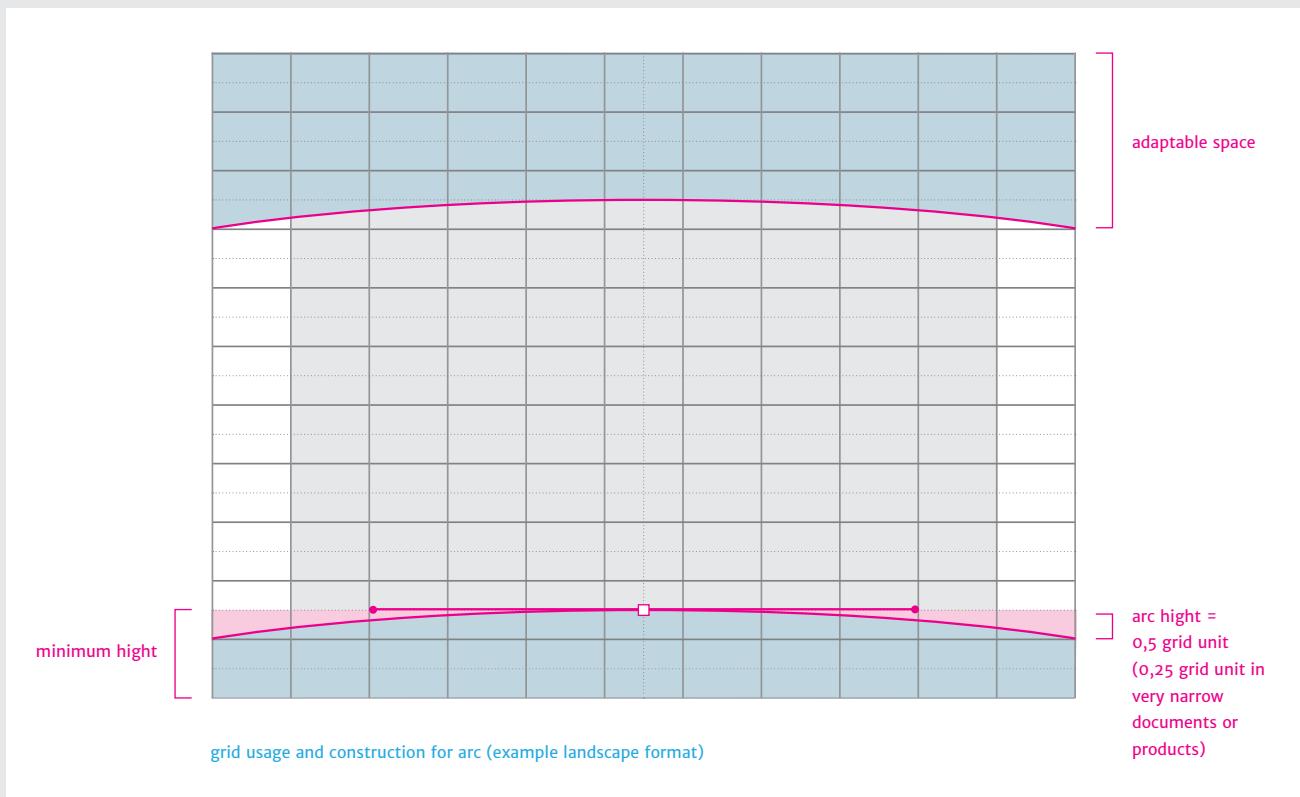
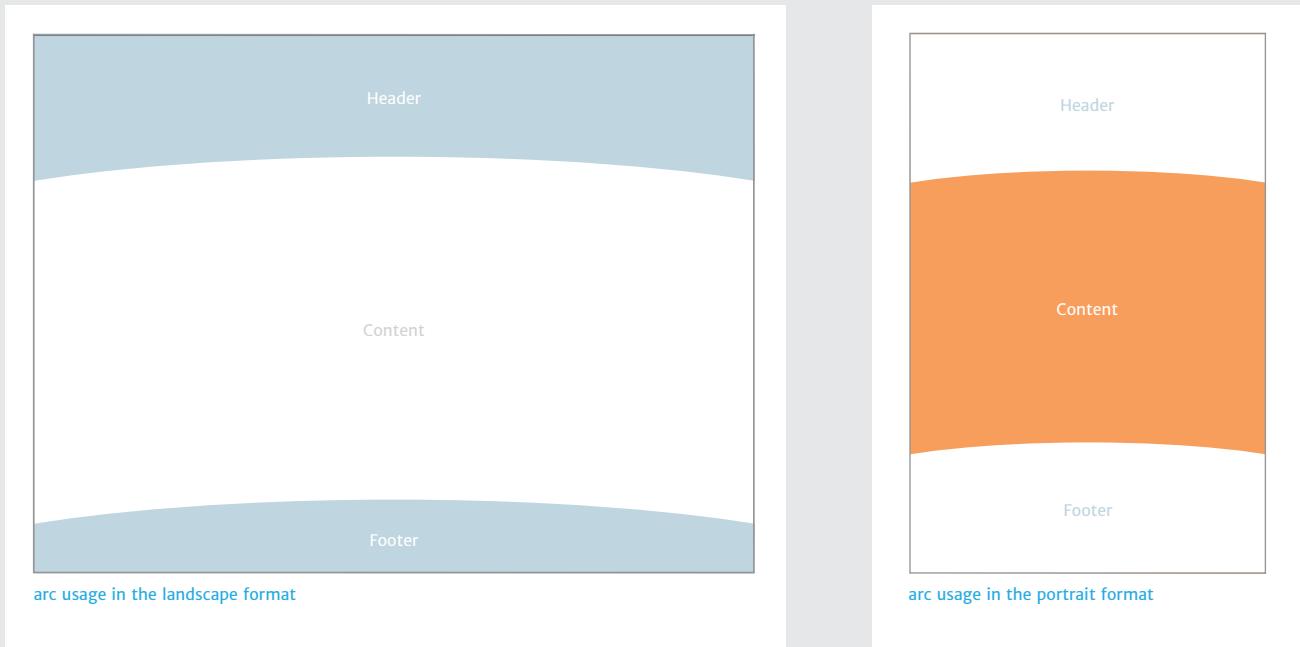
2. VISUAL ELEMENTS

2.2 arc

The circular arc is an additional visual element for the design of header and footer areas. The height of header and footer areas are variable if not defined.

Construction

The construction of the arc is based on the grid system (11x11). 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.



2. VISUAL ELEMENTS

2.3 ribbon

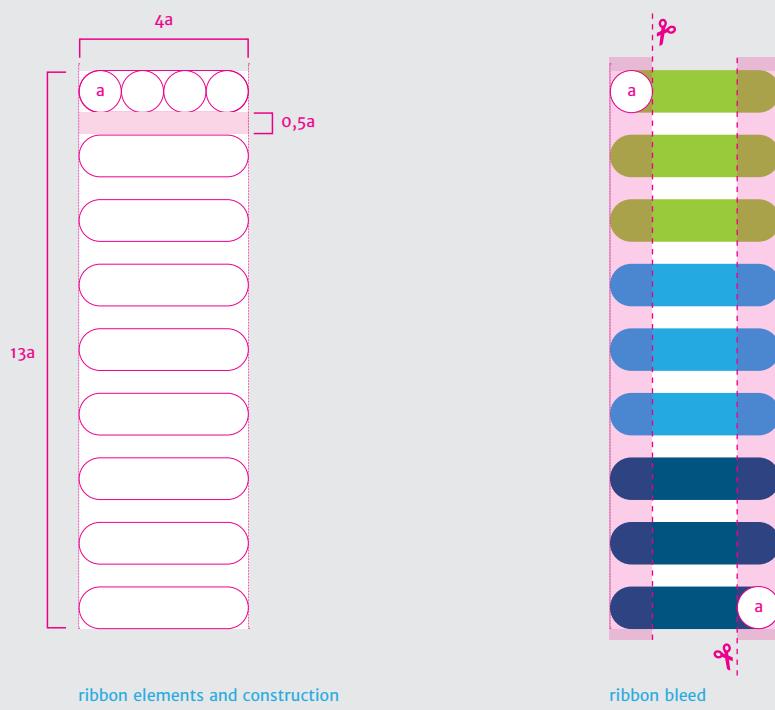
The ribbon is a visual element that can be used as a design element for example to define categories within a document.

Construction

The ribbon consists of 9 segments, usually dyed in the programme colors. It can also be used in a monochrome version. The maximum height of the ribbon should not exceed 2 grid units. The ribbon is always used with a right or left bleed.



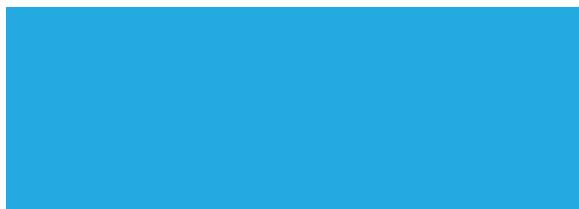
Minimum height: 15 mm / 45 px



3. COLOURS

3.1 Programme colours

The Programme colours are core identifiers for the corporate design. They should be primarily used when talking about the programme EU Interreg Baltic Sea Region. They are intended to be used for the logo and some fundamental text and graphical elements, such as lines, maps, shaped areas, headlines, captions. This will be demonstrated in the corresponding media designs.

**Baltic sea blue**

CMYK 70 | 15 | 0 | 0
Pantone 299 U / 299 C
RGB 44 | 170 | 225
Web #2caaee1

**Deep baltic blue**

CMYK 100 | 50 | 15 | 30
Pantone 3015 U / 302 C
RGB 0 | 80 | 127
Web #00507f

**Fresh green**

CMYK 45 | 0 | 100 | 0
Pantone 382 U / 382 C
RGB 161 | 198 | 17
Web #a1c611

3. COLOURS

3.2 Priority colours

The four programme priorities are represented by its titles but also by a specific colour code.

The colour code for priorities can be applied when communicating about priority specific topics or to differentiate the priorities visually within one communication item. The priority colours should not be used when there is no linkage to the priorities.

For communication purposes, the programme priority names have been shortened. In any communication item, the priority names should be used consistently, either medium or short version, not mixed.

	medium version	short version
P1	Capacity for innovation	Innovation
P2	Management of natural resources	Natural resources
P3	Sustainable transport	Transport
P4	EU Strategy support	EUSBSR support

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

Priority 4: EUSBSR support



Warm grey

CMYK 10 | 0 | 20 | 40
Pantone 414 U / 415 C
RGB 164 | 169 | 153
Web #a4a999

3. COLOURS

3.3 Secondary colours

Secondary colours can be used when more colours are needed than the programme and priority colours. They can be used in print documents or other publications to tone info-graphics, diagrams etc.



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



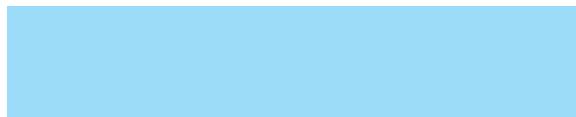
Brick Red
CMYK 25 | 100 | 100 | 0
Pantone 1805 C / 1795 U
RGB 189 | 26 | 26



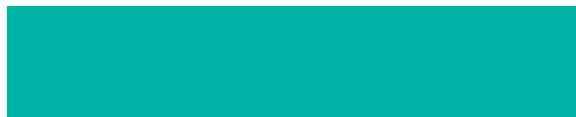
Purple
CMYK 30 | 100 | 10 | 0
Pantone 675 C / 227 U
RGB 184 | 17 | 120



Light deep baltic blue
CMYK 24 | 8 | 8 | 0
Pantone 537 C / 537 U
RGB 204 | 220 | 229



Light baltic sea blue
CMYK 35 | 0 | 0 | 0
Pantone 291 C / 2905 U
RGB 175 | 223 | 249



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



light fresh green
CMYK 30 | 0 | 67 | 0
Pantone 2289 C / 2289 U
RGB 197 | 216 | 115



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

3. COLOURS

3.4 colour range

The following page shows all colours in an overview.

Programme colours



Baltic sea blue

CMYK 70 | 15 | 0 | 0
Pantone 299 U / 299 C
RGB 44 | 170 | 225

Secondary colours



Salmon

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



Deep baltic blue

CMYK 100 | 50 | 15 | 30
Pantone 3015 U / 302 C
RGB 0 | 80 | 127



Brick Red

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



Fresh green

CMYK 45 | 0 | 100 | 0
Pantone 382 U / 382 C
RGB 161 | 198 | 17



Purple

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

Priority colours



Research and innovation orange

CMYK 0 | 69 | 100 | 0
Pantone 158 C / 144 U
RGB 236 | 105 | 7



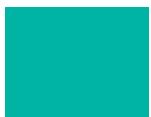
Light deep baltic blue

CMYK 24 | 8 | 8 | 0
Pantone 537 C / 537 U
RGB 204 | 220 | 229



Seagrass

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



Light baltic sea blue

CMYK 35 | 0 | 0 | 0
Pantone 291 C / 2905 U
RGB 175 | 223 | 249
Web #afdef9



Medium Blue

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



Baltic sea turquoise

CMYK 80 | 0 | 45 | 0
Pantone 326 U / 326 C
RGB 3 | 171 | 159
Web #03ab9f

Lime

CMYK 25 | 0 | 100 | 0
Pantone 381 C / 388 U
RGB 211 | 216 | 0
Web #d3d700



Warm grey

CMYK 10 | 0 | 20 | 40
Pantone 414 U / 415 C
RGB 164 | 169 | 153
Web #a4a999



light fresh green

CMYK 30 | 0 | 67 | 0
Pantone 2289 C / 2289 U
RGB 197 | 216 | 115
Web #c5d872



Donkey grey

CMYK 0 | 0 | 0 | 80
Pantone 432 U / 432 C
RGB 83 | 83 | 83
Web #535353



light Donkey grey

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

4.1 Basic typography

The typographic system for the Interreg Baltic Sea Region Programme 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
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather regular
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather bold
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather heavy
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather Sans light
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather Sans regular
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather Sans bold
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Merriweather Sans extrabold
abcdefghijklmnopqrstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PT Sans cyrillic

Normal 400
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!
Bold 700
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!
Normal 400 Italic
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!
Bold 700 Italic
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!

PT Serif cyrillic

Normal 400
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!
Bold 700
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!
Normal 400 Italic
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!
Bold 700 Italic
В чацах юга жил бы цитрус? Да, но фальшивый экземпляр!

4. TYPOGRAPHY

4.2 Office typography

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

See chapter 4.2 Letter and 8. PowerPoint.

Calibri is destined to be used for all plain text.

Constantia is applied only to all constant letter head elements.

Calibri regular

abcdefghijklmnoprstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Calibri bold

abcdefghijklmnoprstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Constantia regular

abcdefghijklmnoprstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Constantia regular

abcdefghijklmnoprstuvwxyzäöüåæáøéžšč ... 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Calibri is destined to be used for all plain text.

Constantia is applied to constant letter elements.

5. STATIONERY

5.1 Business cards



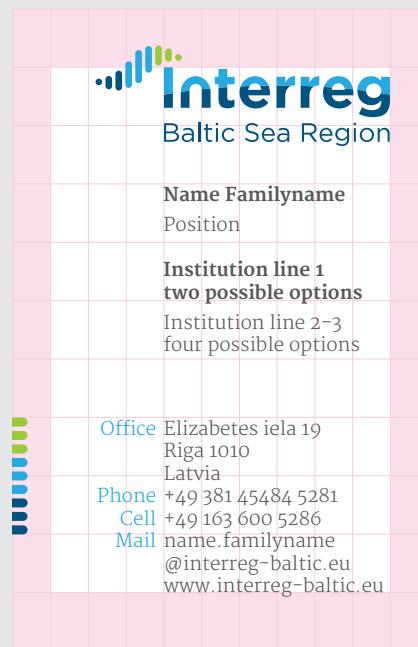
basic version



basic version Riga branch office



back side with grip



grid usage

5. STATIONERY

5.2 Letter

Letters as well as other Office communication media can use Calibri and Constantia instead of Merriweather fonts due to compatibility reasons (see chapter 3).



Interreg Baltic Sea Region | Grubenstraße 20 | 18055 Rostock | Germany

Company name
Firstname Familyname
Street
City
Country

Managing Authority/Joint Secretariat

IB.SH
Investitionsbank Schleswig-Holstein
Grubenstrasse 20
18055 Rostock
Germany

Name Familyname
Phone +49 381 45484 5281
Cell +49 163 600 5286
Mail Name.familyname@interreg-baltic.eu
Date 19.03.2015

Concern

Dear Mr/Ms ...

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.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consetetur adipiscing elit, sed diam nonumy nibh euismod tincidunt ut laoreet dolore magna



Managing Authority/ Joint Secretariat
IB.SH Investitionsbank Schleswig-Holstein

Grubenstrasse 20
18055 Rostock, Germany
Reg. Kiel HRA 4310

Joint Secretariat – Riga branch office
Latvian State Regional Development Agency

Elizabetes iela 19
Riga 1010, Latvia
Reg. Riga 90001733697



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

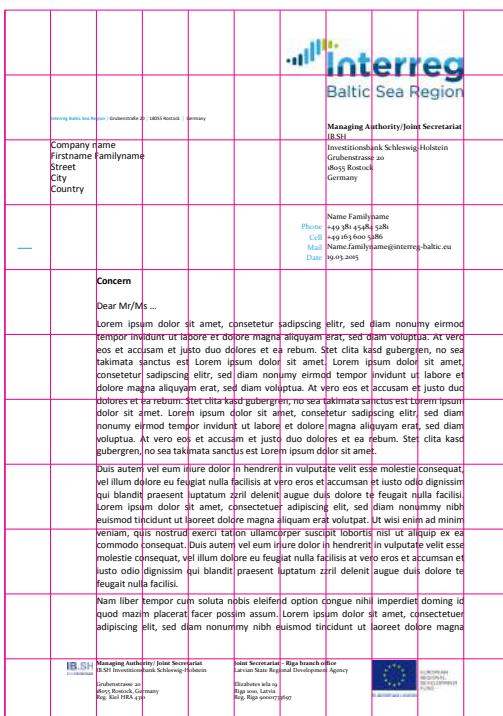
5. STATIONERY



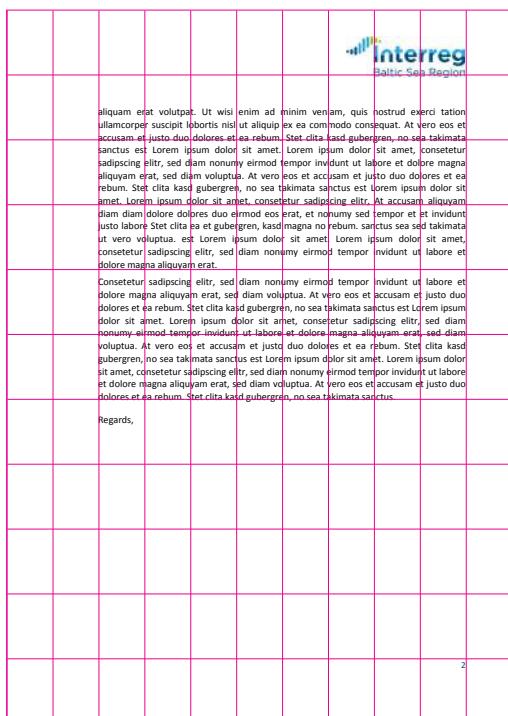
opposite page:

2nd and following pages

[alternate version with MA/JS-Logos in bottom section](#)



grid usage for 1st page



grid usage for 2nd and following pages

aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. 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, At accusam aliquyam diam diam dolore dolores duo eirmod eos erat, et nonumy sed tempor et et invidunt justo labore Stet clita ea et gubergren, kasd magna no rebum. sanctus sea sed takimata ut vero voluptua. 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.

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Regards,

5. STATIONERY

5.3 Adress sticker

Uses the same grid as business cards. Additional EU supplement on front page possible.



Managing Authority /
Joint Secretariat
IB.SH
Investitionsbank
Schleswig-Holstein

Office Grubenstrasse 20
18055 Rostock
Germany

Phone +49 381 45484 5281
Mail info@interreg-baltic.eu
Web www.interreg-baltic.eu



Managing Authority /
Joint Secretariat
IB.SH
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Schleswig-Holstein

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24103 Kiel
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Joint Secretariat
Riga branch office
Latvian State
Regional Development
Agency

Office Elizabetes iela 19
Riga 1010
Latvia

Phone +371 6 735 7368
Mail info@interreg-baltic.eu
Web www.interreg-baltic.eu

6. PUBLICATIONS

6.1 Leaflet

General Leaflet



Who can participate? Project partners can be for example

- public authorities at local, regional or national level
- research and training organisations
- NGOs
- sectoral agencies and associations
- enterprises (new since 2014)



Managing Authority
Joint Secretariat
Seed Money Facility
IB.SH
Investitionsbank Schleswig-Holstein

Office Grubenstrasse 20
18055 Rostock
Germany
Phone +49 381 45484 5281
Cell +49 163 600 5286
Mail info@interreg-baltic.eu
Web www.interreg-baltic.eu



Funding cooperation

Interreg Baltic Sea Region is an EU funding Programme which finances cooperation projects which contribute to a more innovative, more accessible and sustainable Baltic Sea region. Interreg Baltic Sea Region supports the implementation of the EU Strategy for the Baltic Sea Region.

Who are we? Interreg Baltic Sea Region has been offering funding for transnational projects for more than 15 years. As an Interreg Programme, it is part of the European Union's cohesion policy – aiming at mutual learning and developing joint solutions to common problems.

What do we fund? Projects need to involve at least three partners from three different countries from the cooperation area. Total project budgets typically range between 1.5 and 4.5 million EUR for seven or more partners working together for two to three years.

Priority 1

“Capacity for innovation”

will offer support for e.g. development of innovation infrastructures, implementation of smart specialisation strategies and development of non-technological innovations.

Priority 3 will concentrate on

“Sustainable transport”

Here themes such as accessibility of remote areas, maritime safety, environmentally friendly shipping and urban mobility will attract project proposals.

Priority 2

“Efficient management of natural resources”

highlights the need to manage natural resources more efficiently. Resource efficient blue growth, renewable energy sources, energy efficiency and clear waters are examples of the areas that will receive support.

Priority 4

offers support to the stakeholders of the EU Strategy for the Baltic Sea Region.

Assistance to the Priority Area Coordinators and Horizontal Action Leaders, seed money projects of the EU Strategy, organisation of Strategy Forums and other implementation tasks will be co-financed.

Which topics receive funding? Interreg Baltic Sea Region offers funding in four thematic fields, the so called Priorities. Each project must tackle one of the objectives within the priorities.

How much funding can you get? The funding depends on the location and type of partner. Each partner's activities are financed by 50 %; 75 % or 85 %. Each project partner thus has to provide own contributions of 15 to 50 % to receive programme co-financing. Available funds come from the European Regional Development Fund (ERDF), the European Neighbourhood Instrument (ENI) and Norway.



6. PUBLICATIONS

6.2 Brochure

The Brochure will be in a handy dimension of nearly DINA4-Format, but slightly lower: 210 x 250 mm



Title of this brochure



6. PUBLICATIONS

CHAPTER TITLE



59 % Hypermolor
32 % Deltatur semper idem
9% Tubollatse Iritis
4 % Selencalenda

Headline

Ga. Temporem es et harciunt repra seque voluptatur, volupc imaginis nonsequatur modis et doluptatem expero eos volo. solupit lit, commis et modi utemodistum dolum cor sint ommimagnisi atur?

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Baltic Sea Region Programme 2014–2020 | Brochure Title

top: Introductory or general interest

bottom: Project spread

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Opertura iam receiveth Nihilima, Pat, quam moveriv astrae nos vil comaior sterbenque sius is ficea diocne esilic inatum prae niam ta tem aut noccio, condam te, convesin ors cae que numentum, et, sicuti pueri, publici querete cuperi ite, vid contellis, sede et gna inprae. Vivivitla acchi, culqui convvo, Catum sede futiun cablo initus bonsulis sa cludachum oc, quem vastie haundi sentim alicentis. Satqua ca me consuppl. Te yes-sidicatu fit.

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veri sauti sena pra vid revilla cre comnihilat. Nit.

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Caption Perittempor alibus quam doluptaque landae not aut volupta tqjstia qui quam.
Foto © Petri Bilka

same time changing market conditions and numerus EC directives pose ever stricter environmental standards on SMEs, who are often unprepared to face this challenge.

Within this context, SPIN will:

- Identify eco-innovation highlights developed in the region.
- Address the needs of SMEs by matching supply & demand for technical & organisational solutions
- Develop & test tools/instruments/schemes facilitating the application of sustainable innovation

Within the project duration already SPIN will reach more than 2500 SMEs throughout the region. It will induce investment in SMEs that apply new solutions for their needs worth €m, while Baltic innovative SMEs increase their competitiveness. SPIN will connect 200 outstanding institutions in the field of sustainable innovations in the BSR and will assemble over 1000 best practice examples in a SPIN database on innovations. It will elaborate and test a consistent transnational action plan enhancing the application of innovations throughout the BSR.

The project will focus on selected EU directives that are of particular relevance to the SMEs and create demand for sustainable innovations. They also determine the key sectors the project is focusing on as well as the innovation highlights to be promoted.

SPIN is a Baltic 21 Lighthouse Project and as such a joint effort of governments, national sector associations and transnational NGOs forming Baltic 21 (Agency of the BSR). SPIN brings together the seven institutions on sustainable innovation in the BSR and builds on the work of the Baltic 21 Industry Sector and the Baltic 21 Institute for Sustainable Industry. The partnership covers 9 organisations from 8 countries and is composed

of three complementary types of PPs (public authorities, applied R&D institutes and institutions supporting practical action) sharing the same aim, i.e. the promotion of sustainable production. This set-up allows SPIN to apply an integrated political and practical approach.

SPIN is establishing concrete framework conditions and provides pilots at the BSR level for a strategy on the transfer of innovations from 6 to SMEs.

Uptas dolut molar min estet aut esecto velliqut ut quinaiqapel inusam non re, commole nimonel indgenserp ipsanti squatuo quat lam suntu que quia verum explit dolupta temolupa illt hiliqo sandandae erit apriorem albilsto tem doles ellorae. Itatin pore vera venis et, corporatum es por adipsa audio molor mos et qui occabit usapiti bea quea des idunt rat.

Project acronym

SPIN

Project title

Sustainable Production through Innovation in Small and Medium sized Enterprises

Application call

1

Priority

1. Fostering innovations

Project website

www.spin-project.eu



Project title sustainable production through innovation in small and medium sized Lorem ipsum



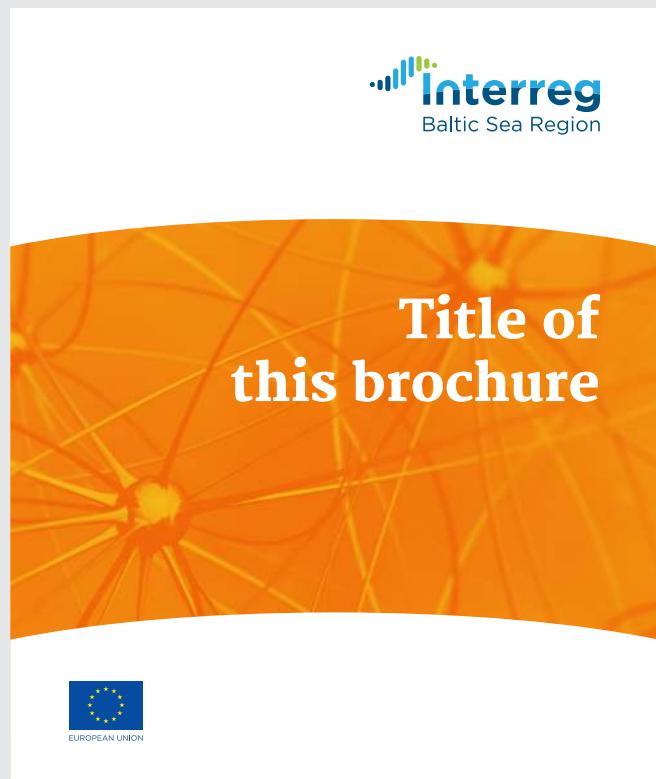
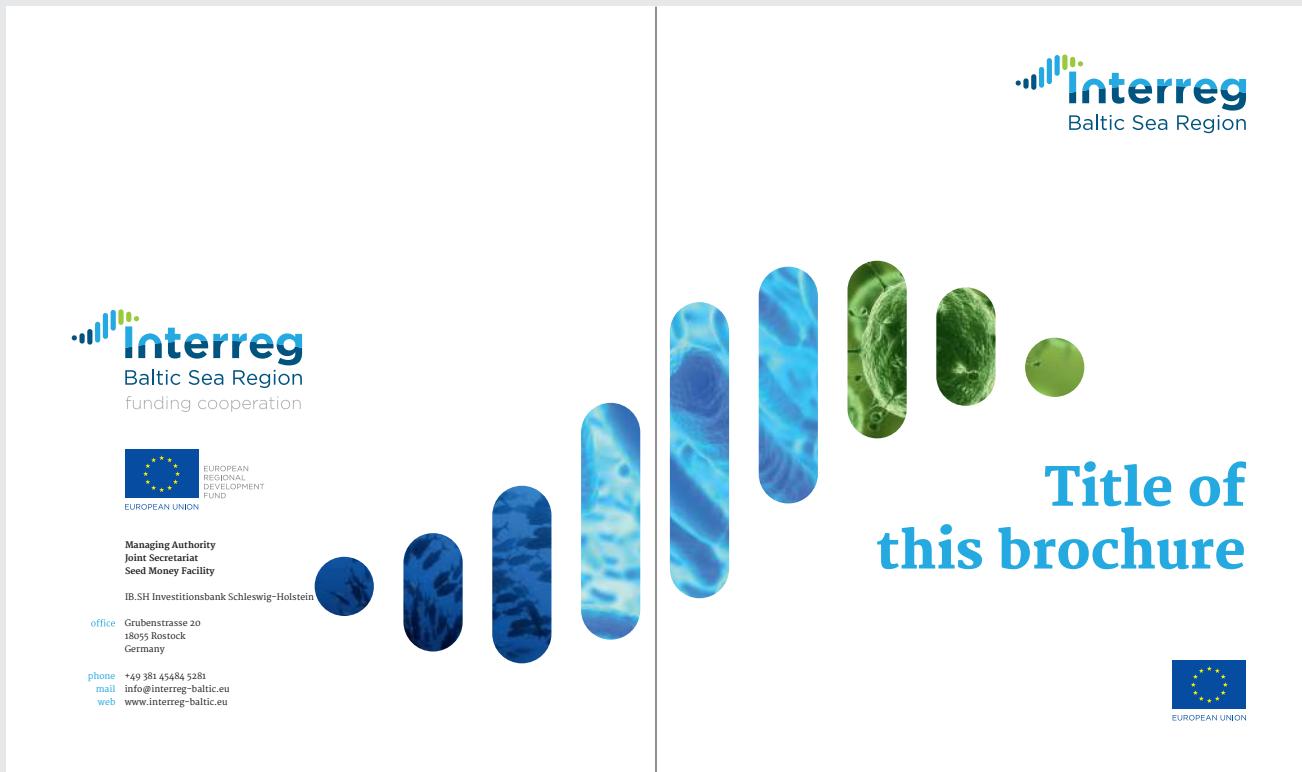
Innovation is widely understood as the driving force for an economic growth. It is new products and services, and new technologies of producing, packaging or delivering them which add value to economy, and enable us to improve our standard of living. Innovations in sustainable production can make especially small and medium enterprises (SMEs) more competitive, profitable and environmentally friendly.

The Baltic Sea Region has a great R&D potential, yet the application of these innovations especially by the SMEs is still scarce. At the

Baltic Sea Region Programme 2014–2020 | Brochure Title

4

Cover and Back: alternative title version with overlapping keyvisual and photos instead of just the colours



Cover: alternative title version corresponding to flyer layout

7. EXHIBITION DISPLAY

7.1 Exhibition display



EUROPEAN
REGIONAL
DEVELOPMENT
FUND

For a more innovative, better
accessible and sustainable
Baltic Sea Region

Capacity for
innovation

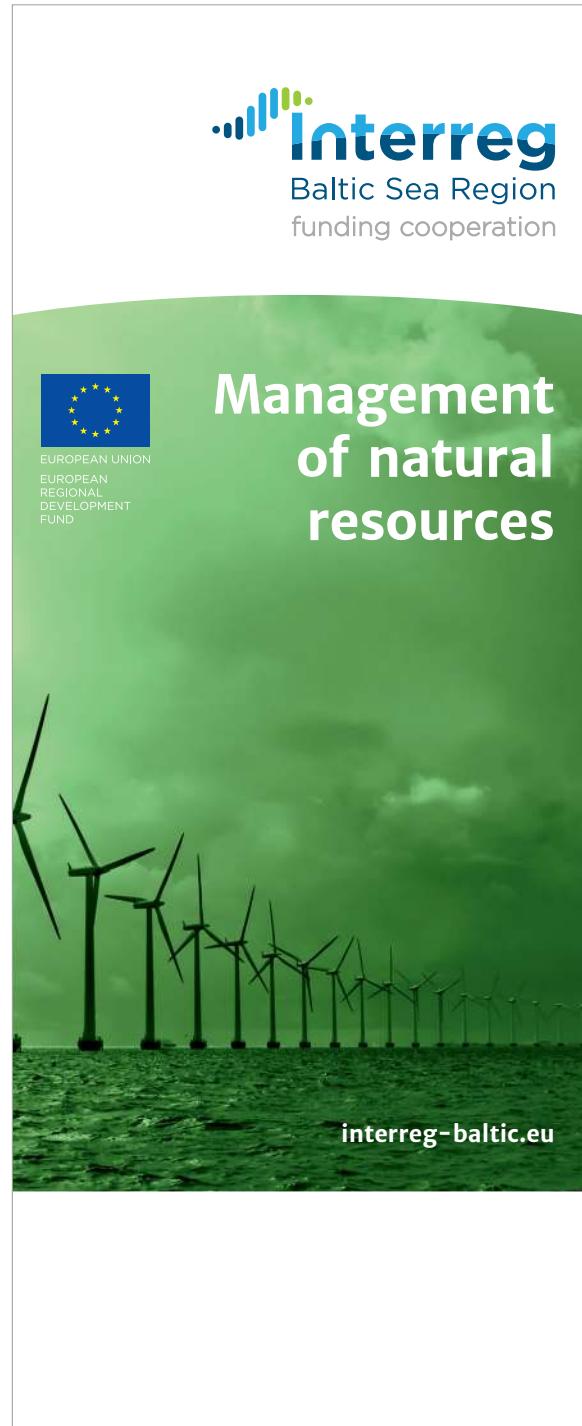
Management
of natural
resources

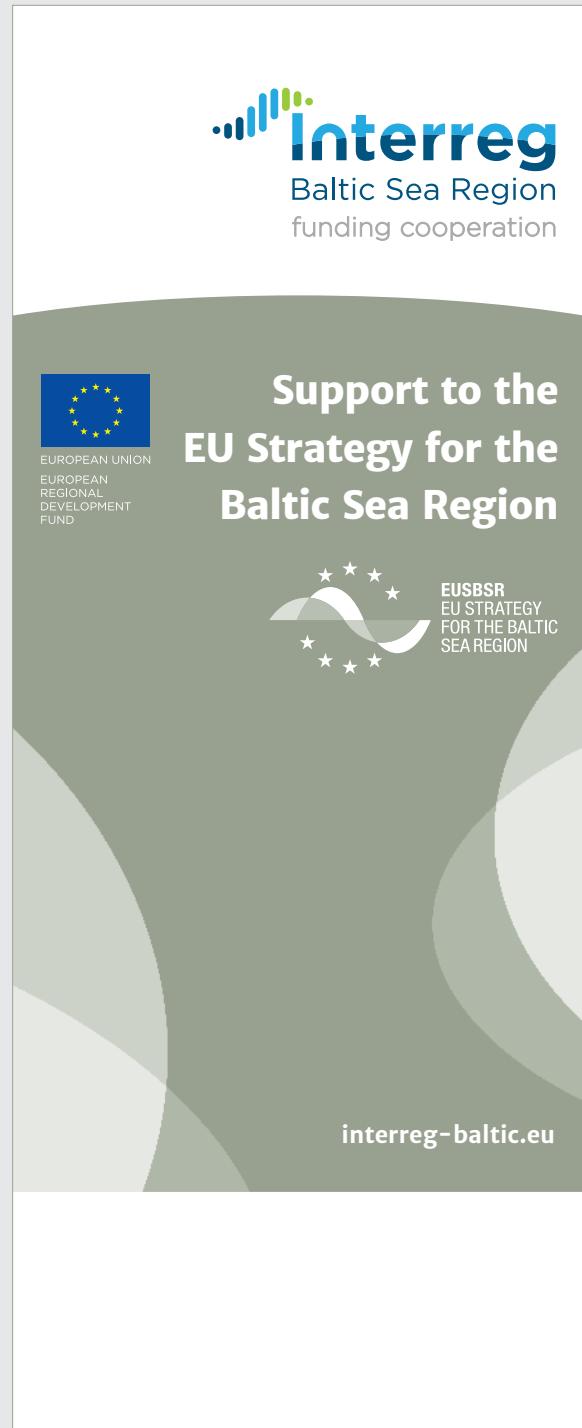
Sustainable
transport

Support to
the EU Strategy
for the Baltic
Sea Region

interreg-baltic.eu

7. EXHIBITION DISPLAY





8. MAPS

8.1 Maps

There are several variations of the programme area map, including /not including country and city names. Please select applicable version.

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



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countries_cities_title-above_legend-inside



countries_cities_title-inside_legend-inside

9. POWERPOINT PRESENTATION

9.1 PowerPoint Presentation

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

All text and design elements, such as images and diagrams, should be aligned to the 11x11 grid unit system. Exceptions are allowed where useful.

Title of presentation institutional capacity for macro-regional cooperation

Occasion XYZ Conference & Workshop

Location | 22.-23.08.2014

Speaker Name Familyname



Slide headline

Lorem ipsum dolor sit amet nunc habemus in coalescent universae sumus. Noc habitam argo causa honoris:

- First topic similibus solvuntur
- Second topic ventura
- Third topic in ises ab ernit
- Fourth topic vivere non est
- Fifth topic is on color #535353 83 83 83
- Sixth topic is last

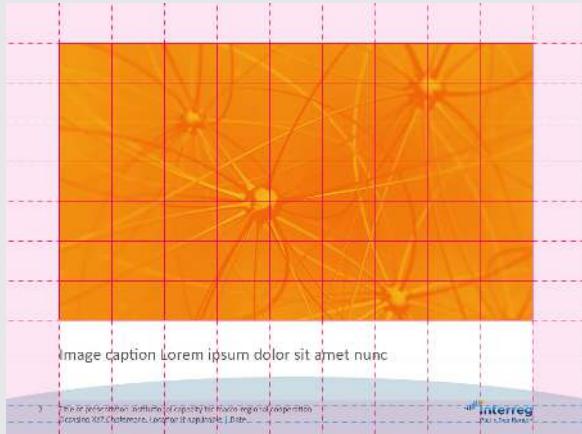
9. POWERPOINT PRESENTATION



Grid usage for title slide

The content slide template uses a grid background. It features a slide headline 'Slide headline' in large blue font. Below it is a paragraph of placeholder Latin text: 'Lorem ipsum dolor sit amet nunc habemus in coalescent universae sumus. Noc habitam argo causa honoris:'. A bulleted list follows: '• First topic similibus solvuntur', '• Second topic ventura', '• Third topic in ises ab ernit', '• Fourth topic vivere non est', '• Fifth topic is on color #535353 83 83 83', and '• Sixth topic is last'. At the bottom, there is a footer bar containing the number '2', the title, location, and date, along with the Interreg logo.

Grid usage on standard content slide



Grid usage in standard image slide



Enhanced image slide



Final slide with image



Grid usage



Final slide



Grid usage for final slide

10. INTERNET

10.1 Internet

The web pages uses a different 12 unit grid due to technical reasons. Navigation and content items such as menu-, news- and event-boxes, map, text, images, strong visual links (priorities) and teasers are flexibly aligned to this grid.

Responsive web design

All site elements adapt and fit themselves automatically to common devices: Desktop monitors, Laptops, Tablets and Smartphones.



Interreg – Baltic Sea Region Programme 2014-2020

Login | Imprint | Privacy | Contacts

Interreg funding cooperation
Baltic Sea Region

EUROPEAN UNION

Innovation Natural resources Transport EUSBSR Strategy support

THE PROGRAMME

PROGRAMME AREA

FAQ

What's the scope of Interreg projects?

When is the next call for projects?

How can I find partners?

Can I get feedback to my project idea?

NEWS

NEWSLETTER

All FAQs →

BORDERS THAT BRING TOGETHER – 25 YEARS OF INTERREG

The EU Borders that ...

PROJECT ACHIEVEMENTS

Achievements of the ...

PRIORITIES

Priority 1: Capacity for Innovation

Priority 2: Management of natural resources

Priority 3: Sustainable transport

Priority 4: EU Strategy support

SOCIAL MEDIA

Interreg Baltic Sea Region

Managing Authority / Joint Secretariat
IB.SH
Investitionsbank Schleswig-Holstein
Grubenstraße 22
18059 Rostock, Germany
phone +49 381 45484 0
✉ info@interreg-baltic.eu

Joint Secretariat – Riga branch office
Latvian State Regional Development Agency
Elizabetes iela 10
1010 Riga, Latvia

IB.SH
Investitionsbank

10. INTERNET

<http://www.starfish.eu/projects/starfish>

Interreg – Baltic Sea Region Programme 2014-2020

Logout | Privacy | Contact | Help | Log in

StarFish

Full project title: lorem ipsum dolor sit amet nunc habemus ad astro piscam

PROJECT NEWS

09.07.2014 Interreg Baltic Sea Region Programme

Projects 09.07.2014 Aliquic re comminim reipublic mi, imperi sequitur nihil nostrum aliq iusto volor et bettorum.

News 09.07.2014 Fugitum omnis aligent in roubibus eate sit, sa quid iuntis sulpicia a consti de ultate pell tresspit verum doleremt vole blab.

Events 09.07.2014 Contacts Project news overview

PROJECT EVENTS

09.07.2014 Sequis Conference aut la dolopatatis non earis et herkulaneum Erundis funditabit Helsinki

09.07.2014 Aliquic re comminim reipublic Copenhagen

Project events overview

PROJECT OUTPUT

12.09.2014 Lorrem StarFish 2 The quest for a Baltic Sea Region identity and brand – Recommendations

12.09.2014 Jibique non oblolement StarFish 1 summa cum fuisse in lks ab eritis hujus per Omontia apposse triangulatio

21.12.2013 Investors Guide StarFish 1

Project output overview

LEAD PARTNER

Sovarmeti Operative Kommando
P.O. Box 1234
2220 Brøndby
DK
Peter Søberg Poulsen
E-mail: pst@com.demolink.dk
Phone: +45 33 43 34 05
Fax: +45 33 43 34 29

PROJECT MANAGER

Sovarmeti Operative Kommando
P.O. Box 1234
2220 Brøndby
DK
Claus Nielsen
E-mail: cst@com.demolink.dk
Phone: +45 33 43 33 01
Fax: +45 33 43 33 09

INFORMATION MANAGER

HELCOM 1
Johanniskolm 6 B
2050 Helsingør
DK
Ulla Ahonen
E-mail: ula.ahonen@helcom.fi
Phone: +35 82 75 12 63 51
Fax: +35 82 75 12 63 59

PROGRAMME AREA

List of partners

- Admiral Danish Fleet HQ, National Operations, Maritime Environment
- Baltic Marine Environment Protection commission
- Swedish Coast Guard
- Finnish Environment Institute (SYKE), Environmental Damage Division
 - Seascape Network (FINLAND)
P.O.Box 140
Region EADP-Suomi
 - Contact person: Mr. Kallevi Jämsä
Phone: +358 204942448
E-mail: kallevi.jaemsae@syke.fi
Web: www.suomi.syke.fi
- Appropriately total partner budget in EUR:

EUPE	576,878,000
EPAE	431,150,000
EMD	0,000
Non-EU national contributions	0,000
- Estonian Board of Border Guard
- State Environmental Service, Marine and Inland Waters Administration
- Maritime Institute in Gdańsk

Interreg
Baltic Sea Region

Managing Authority /
Joint Secretariat /
Joint Money Facility /
Growthpoints 29

IB.SH
Baltic Sea Region

IB.SH
Baltic Sea Region

IB.SH
Baltic Sea Region

Lithuanian State Regional Development Agency
Joint Secretariat /
Euro French Islands

12 unit screen design grid
typical use for project page

Home | Help | Logout | Register | Help | Log in

 StarFish

Full project title lorem ipsum dolor sit amet nunc habemus ad astro piscam

PROJECT HOME

Starting Sea Region
Programme

Project

Activities

Objectives

Impact

Timeline

Project Home

Project Events

Project Output

Project Summary

Project Details

Project Overview

Summary-description of the project

Background and purpose of the project

Project description

Project objectives

Project activities

Project outputs

Project outcomes

Project impact

Project summary

Project details

Project overview

LEAD PARTNER

Schleswig-Holsteinische Landesanstalt für Natur- und Umweltforschung

Other partners

Project title

Project acronym

Project duration

Project budget

Project output

Project outcome

Project impact

Project summary

Project details

Project overview

PROJECT MANAGER

Schleswig-Holsteinische Landesanstalt für Natur- und Umweltforschung

Project manager

Project manager contact

Project manager phone

Project manager fax

Project manager email

Project manager address

PROJECT COORDINATOR

Kiel University of Applied Sciences

Project coordinator

Project coordinator contact

Project coordinator phone

Project coordinator fax

Project coordinator email

Project coordinator address

PROGRAMME AREA

Maritime Spatial Planning

Maritime Spatial Planning, Maritime and Inland Waterway Management

Marine Workforce in Islands

List of partners

Alstom Transport SE, Alstom Transport Operations, Bahnstiftung Deutschland

Baltic Sea Environment Protection Foundation

Swedish Coast Guard

Forest Investment Institute (FIFI), Forestal Investment Finance

State Forest Institute

Region Brandenburg

Contract partner (C), Subject matter expert (S)

EU Project Management Office (PMO)

Approximate initial project budget in EUR

Initial Project Budget

EU Project Financing

Management services initial estimate

Stakeholders Bank of Member States

EU Environmental Services, Marine and Inland Waterway Management

Marine Workforce in Islands

[Home](#) > Baltic Sea Region Programme (04.04.2014)

Header: Home | About | Contact | Log in | Log out

News overview

[Programme news](#) [Project news](#) [Call for proposals](#) [Events](#)

INTERREG VI-A Baltic Sea Region Programme [Project news](#)

Baltic Sea Region Programme looking for a Project Manager
The South Baltic Programme is looking for an experienced Project Manager to take the July Technical Interactions meeting in Olomouc, Czech Republic. The deadline for the submission of applications is 28 August 2014. For more information see [here](#).

INTERREG VI-A Baltic Sea Region Programme 2014-2020 in brief

News

Impressions from the Interreg workshop, Turku Baltic Sea Days
Together with the Central Baltic and the South Baltic Programmes, the Baltic Sea Regional Programme organised a joint workshop "Testing funding approaches for 2014-2020" at the Baltic Sea Days in Turku, Finland, on 27-28 November 2013. The workshop gave first information for potential (new) partners about funding available through the Interreg programme in the last round.

News

PT Technical news - Shaping the future #

News

20-21 November for the Interreg Baltic Sea Region Programme Conference 2014
Preparation for 2014 starts today! We like to look at the achievements and explore the future opportunities for the Baltic Sea Region Programme Conference 2014 in Western Poland on 20-21 November 2014 in Western Poland.

News

Executive Summary of the Annual Report for 2013
The Annual Report for 2013 for the Baltic Sea Region Programme is now available online. The report gives an overview of the work done by the programme during 2013. Read the Executive Summary of the project facts & figures and to find out what happened in the Baltic Sea Region programme during 2013.

News

PT Technical IT - Initiatives in e-participation for all citizens

News

PT AGI - Another Coast Logistics handle over recommendations to High-level Committee

News

South Baltic Programme looking for a Project Manager
The South Baltic Programme is looking for an experienced Project Manager to take the July Technical Interactions meeting in Olomouc, Czech Republic. The deadline for the submission of applications is 28 August 2014. For more information see [here](#).

News

Newletter: Baltic Sea Region Programme 2014-2020 in brief

News

Impressions from the Interreg workshop, Turku Baltic Sea Days
Together with the Central Baltic and the South Baltic Programmes, the Baltic Sea Regional Programme organised a joint workshop "Testing funding approaches for 2014-2020" at the Baltic Sea Days in Turku, Finland, on 27-28 November 2013. The workshop gave first information for potential (new) partners about funding available through the Interreg programme in the last round.

News

PT Technical news - Shaping the future #

News

This could be an Event announcement as well (#of Events Mark 20-22 November for the Baltic Sea Region Programme Conference 2014
Preparation for 2014 starts today! We like to look at the achievements and explore the future opportunities for the Baltic Sea Region Programme Conference 2014 in Western Poland on 20-21 November 2014 in Western Poland.

Events

22.02.2014: Baltic Awareness Conference
04.04.2014: Interreg VI-A Baltic Sea Region Programme Conference
04.04.2014: INTERREG VI-A Baltic Sea Region Programme Conference
10.04.2014: INTERREG VI-A Baltic Sea Region Programme Conference

PROGRAMME AREA



project page

news overview

projects list

standard text

10.2 Social Media

Interreg Baltic Sea Region is present in different 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 the 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 change very often and hence the image needs to be adapted to the current version.

Other personalization possibilities such as color of text need to be adapted individually according to this CD manual. In the following, the construction of header and profile picture is explained.

Header image:

The header image of social media accounts is often a picture in landscape format. As the measurements of the header images differ throughout the different media, a picture needs to be used that is flexible in size and framing.

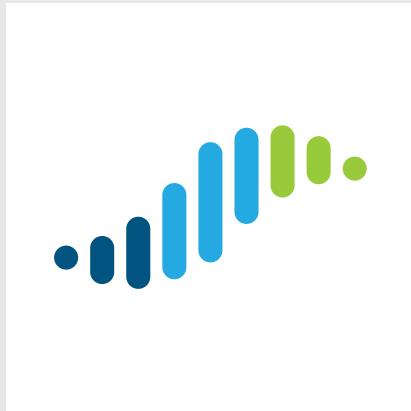
The header image of the IBSR social media accounts consists of two elements: the picture “Rostock port from above” and the EU flag. The EU flag is placed in a white rectangle label at the top right of the picture. The EU flag is a mandatory element and needs to be visible in desktop and mobile views of the channel.

Profile Picture:

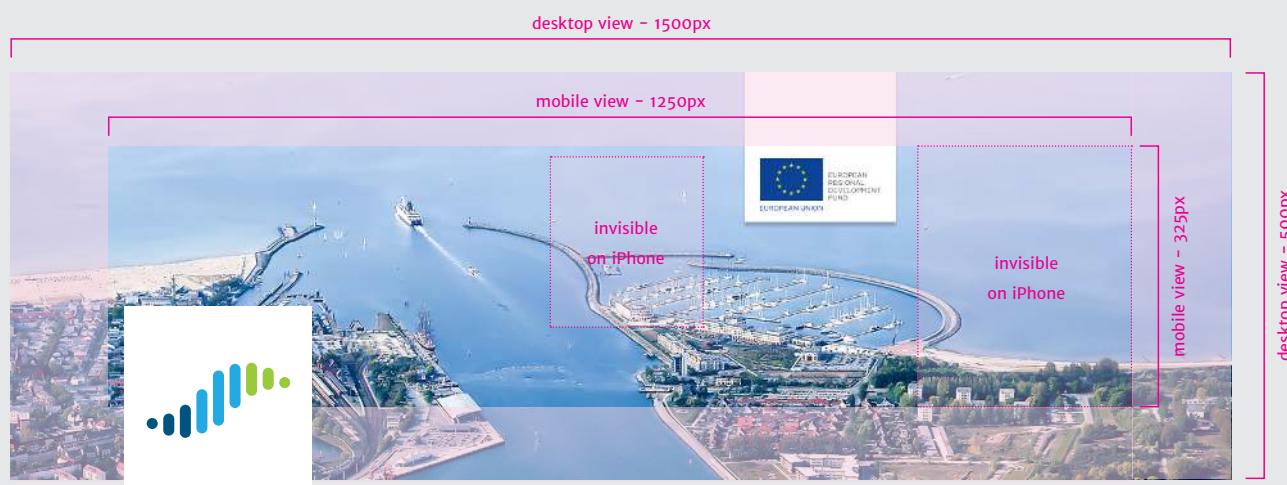
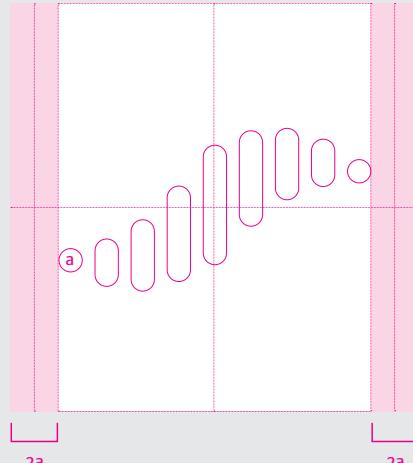
The profile picture of social media channels often is a square image that is displayed in different sizes.

The profile picture of the IBSR channels is the wave with white background.

The next page shows the construction of profile picture and header image at the example of Twitter.



profile picture



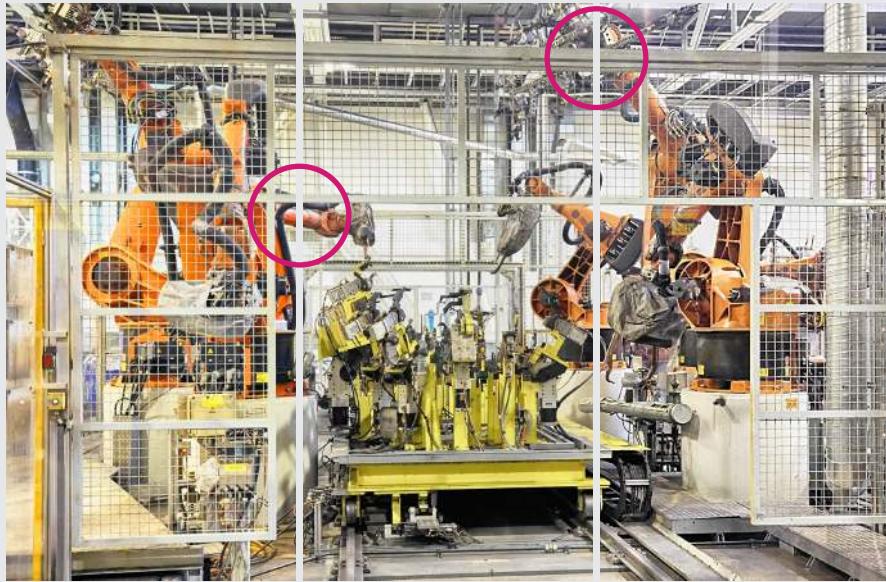
twitter header

11. IMAGES

11.1 Editorial images

Editorial images commonly originate from projects, events and other sources. The motifs, hue, technical and aesthetic quality are as dissimilar as their sources are. To generate an even look, we recommend to

- a) use the visual bridge element at the bottom of images (see ch. 5.3 brochure)
- b) slightly desaturate and use of unsharp mask filter for photographs. This will result in sharp, crisp images.



original

slightly desaturated

sharpened: unsharp mask

11. IMAGES

11.2 Priority keyvisuals

Keyvisuals are well curated, distinct images which represent the priorities. Keyvisual photographs are toned according to the priority colours. The motifs should be calm with wide areas of steady original colouring and evenness.



Keyvisual priority 1
Innovation



Keyvisual priority 2
Natural ressources



Keyvisual priority 3
Sustainable transport



Keyvisual priority 4
EUSBSR support

11. IMAGES

11.3 Specific objectives keyvisuals

Each priority has specific objectives. There is a key visual illustrating each of these objectives. The motifs should be chosen in a way that the topic of the specific objective becomes clear.



1.1 research innovation infrastructures



1.2 smart specialisation



1.3 non-technological innovation



2.1 clear waters Healthy BalticSea



2.2 renewable energy



2.3 energy efficiency



2.4 blue growth



3.1 interoperability



3.2 accessibility



3.3 maritime safety



3.4 shipping



3.5 urban mobility



4.1 seed money



4.2 support of PACs and HALs

A. Templates

All templates are built with genuine software for appropriate media production:

Printed matter: InDesign CS6 [indd]

Office: Microsoft Word [docx], Microsoft PowerPoint [ppt]

Web design: Adobe Photoshop CS6 [psd]

Medium	File	File format	PDF
Adress sticker	bsrp_adress-sticker_master	indd	●
Business card	bsrp_businesscard_master	indd	●
Brochure	bsrp_brochure_210x250_master	indd	●
Leaflet	bsrp_leaflet_din-lang_master	indd	●
Rollup	bsrp_rollup_master	indd	●
Letter	bsrp_letter_a4_master	dotx	●
Powerpoint	bsrp_ppt_master	potm	
Website	bsrp_www_master	psd	



Adress sticker

Business cards



Brochure



Leaflet



Rollup



PowerPoint



Website



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