PL-UA

Interreg

Co-funded by
the European Union

NEXT Poland – Ukraine

BRAND DESIGN MANUAL

Introduction

The brand design is more than a logo: it consists of characteristic elements such as colours, typefaces and a structure to help layout pages: the grid.
Only the combination of all these elements will result in optimum brand recognition.

Interreg NEXT Poland – Ukraine Programme seeks to develop valuable projects that have a real impact on the life of citizens and tourists. For the Programme to attract new people and new projects, they have to be visible.

This document will help you to use the brand of the Interreg NEXT Poland – Ukraine Programme or/and to establish your project's visual identity.

THE BRAND

1.1   Structure and specifications

The new brand is designed to provide easily recognizable identity which is part of whole system spanning various EU initiatives.

In order to keep clarity of the communication and coherence with other parts of design, the project relies on typographic solution.
The following pages outline a few simple rules for using the brand. Please take time to understand how to apply these rules so the brand always appears clear and consistent.
The logotype consists of the following elements:
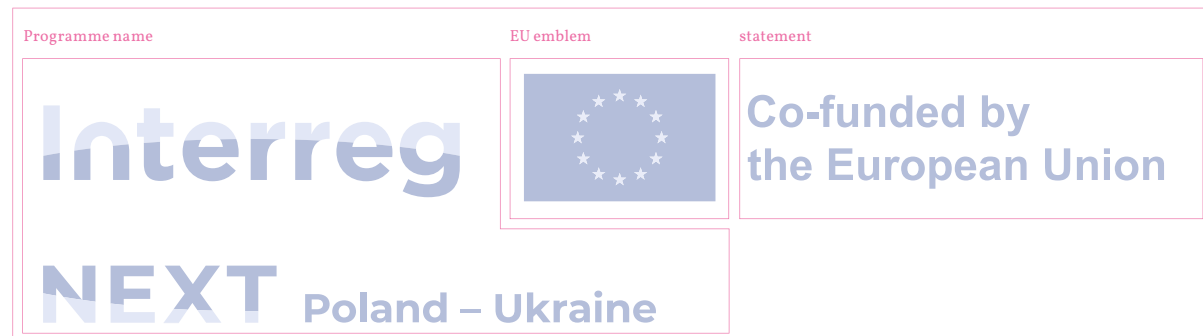- the EU emblem
- the statement
- Programme name

The elements of the brand represent a unit which is defined as invariable.
The composition of the brand elements follows specific rules and must not be changed.

Always use the digital brand files provided and do not try to recreate or modify the brand in any way.

Interreg

**Co-funded by
the European Union**

NEXT **Poland – Ukraine**

Logotype

Programme name   EU emblem   statement

Interreg

**Co-funded by
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NEXT **Poland – Ukraine**

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1.1 Structure and specifications

Basic form for Interreg NEXT is defined
by brand manual for Interreg initiative.
For more information, check base document.

FLAG
The height of the flag (EU emblem) sets the tone for the
height and placement of all other elements. The width
of the EU emblem is proportional to its height at a
ration of 3/2 and such proportions may never be
changed.

STATEMENT
The statement "Co-funded by the European Union"
must be positioned to the right of the
EU emblem and broken into 2 lines with
"Co-funded by" on the first line and "the European
Union" on the second. The statement
is vertically aligned to the middle of the flag.

NEXT and PROGRAMME NAME
NEXT with Programme name must be written
in 1 line.
The name NEXT is with the height of its letters
matching the height of the lowercase "e" in the Interreg
logotype.
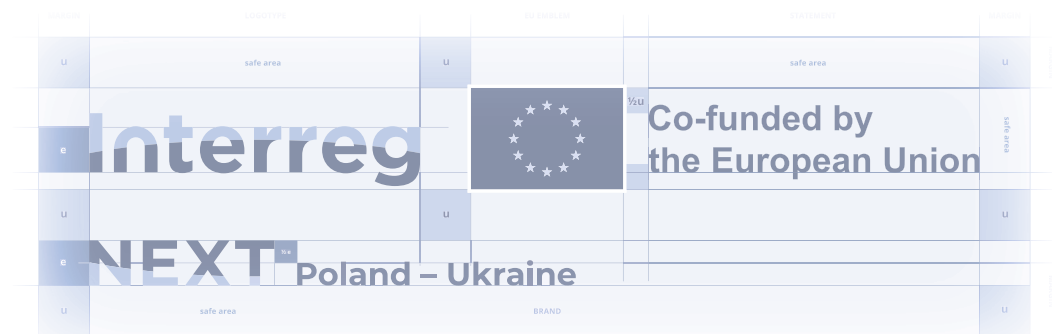
1.1   Structure and specifications

They must always be positioned against the left border of the custom area. The lighter shade of blue used in the Interreg logotype is also used for the bottom part of the NEXT in an inverted elyptic wave movement. Programme name must be placed to the right of the NEXT. It is written in lowercase with only the first letter of each country composing the name written in capital letter and separate by an en dash (with a space on both sides of the dash).

The letter spacing for all programme names is always 1 unit of kerning and never condensed or expanded.

SPACING
The space between the Interreg and the EU emblem equals 1 "u".
The space between the EU emblem and the statement equals ½ "u" - not including
the white border.
The space between the NEXT with programme name and the Interreg equals 1 "u".

A clear space of at least 1 "u" in height and width must remain around the brand. Within this area, no other graphic elements or logos may be placed.
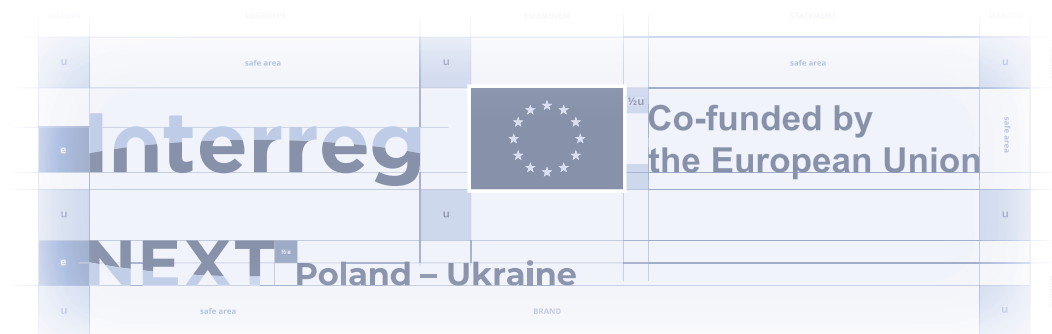
1.1 Structure and specifications

STATEMENT
The statement "Co-funded by the European Union" must always be written in Arial Bold.

NEXT
The name NEXT is written in Montserrat Bold and uppercase.
The lighter shade of blue used in the Interreg logotype is also used for the bottom part of the letters in an inverted elyptic wave movement.

PROGRAMME NAME
Programme name is written in Montserrat Bold. It is written in lowercase with only the first letter of each country or region composing the name written in capital letter and separate by an en dash (with a space on both sides of the dash).
The letter spacing for all programme names is always 1 unit of kerning and never condensed or expanded.

PL-UA
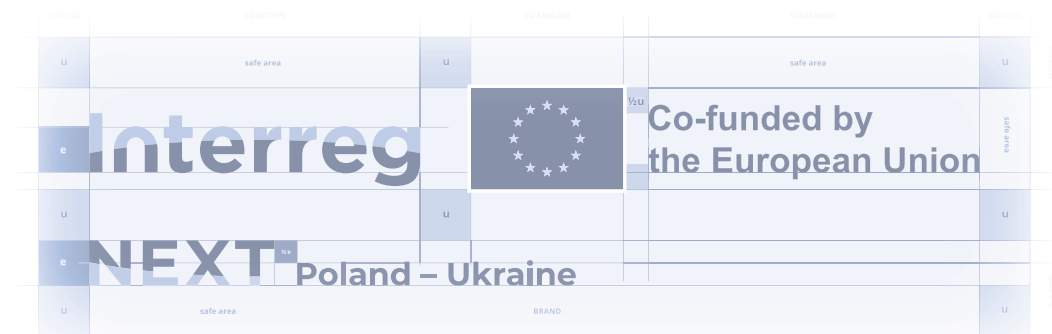
1.1   Structure and specifications

Bilingual version of the logo respects the same proportional rules as its unilingual version: distance between country names is equal to the one base unit to the flag.

1.1 Structure and specifications

National versions of the logo respect the same proportional rules as its unilingual version: distance between country names is equal to the one base unit to the flag.

1.1 Structure and specifications

Possible iterations for the logo:

- color version with countries and statement in English
- color version with countries and statement in Polish and Ukrainian
- color version with countries and statement in Polish and Ukrainian respectively
- achromatic version with countries and statement in English
- achromatic version with countries and statement in Polish and Ukrainian
- achromatic version with countries and statement in Polish and Ukrainian respectively

All approved versions are exclusively horizontal.
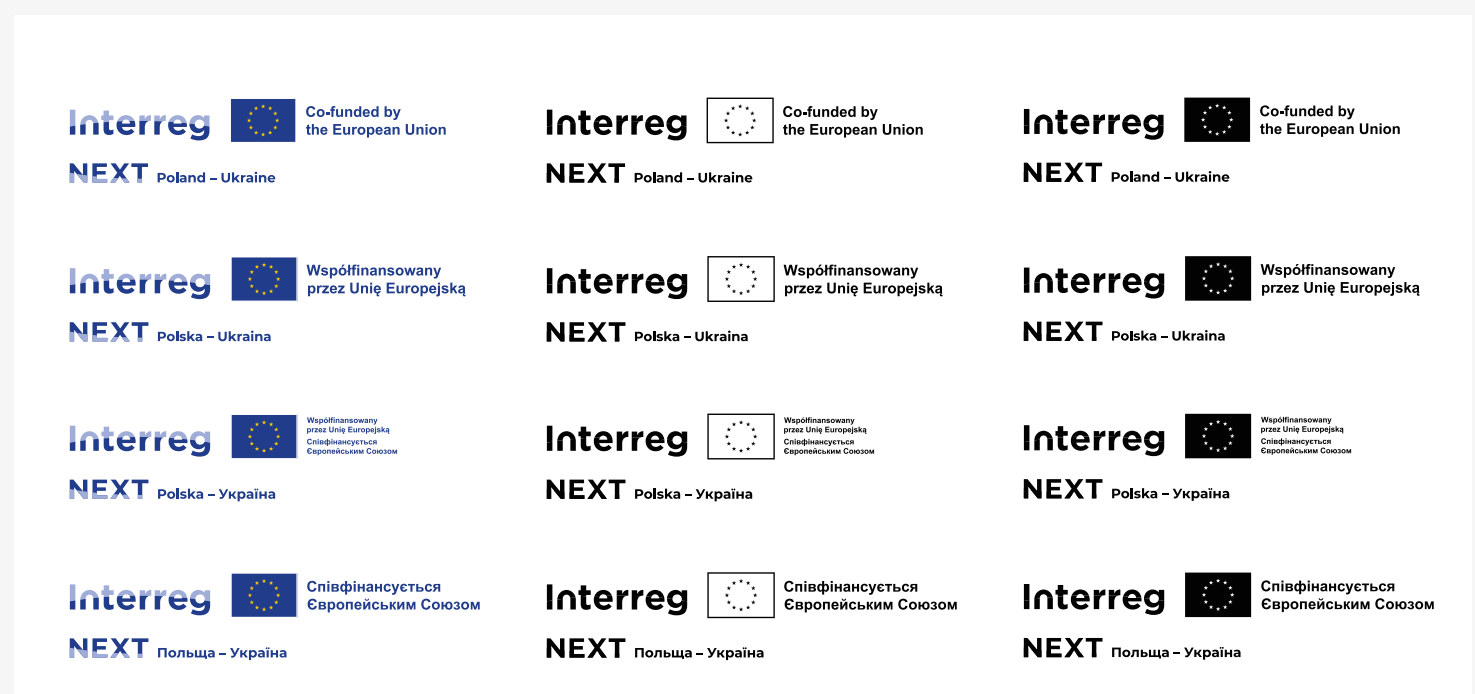
1.2   Colors

The brand colours are derived from the EU main corporate colours and must not be changed.
The Reflex Blue and Light Blue define the PL-UA Programme brand's visual identity and should be used as main colours in all communication materials.
The Yellow can be used sparsely as accent colour.

PANTONE
Spot colours

CMYK
Process-colour printing C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display with 256 gradations per channel R = Red, G = Green, B = Blue
(Red / Green / Blue)

Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 / 204 / 0

Pantone	Black
CMYK	0 / 0 / 0 / 100
HEX	000000
RGB	0 / 0 / 0

Pantone	White
CMYK	0 / 0 / 0 / 0
HEX	ffffff
RGB	255 / 255 / 255

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1.3   Correct use of the brand - color logo

STANDARD BRAND (IDEAL BRAND USE)
The standard brand is the full colour version in the colour codes specified on page 12.

BACKGROUND COLOR
Ideally the brand should be used on white or light backgrounds only.
If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 7.
- According to the EU Regulation 2021/1060, annex IX ("Communication and visibility"):
"If there is no alternative to a coloured background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle".

1.3 Correct use of the brand - color logo

WHITE & COLOUR LOGO: ALTERNATIVE
FOR DARK BACKGROUNDS
When using a white background box is not possible
due to space restrictions, context, or because it would
cover an important element of the background image,
you may use a white & colour version. In that case, the
logotype, EU emblem border and statement must be in
white using the following colour codes:

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255
The size of the EU emblem border must be 1/25 of the
height of the emblem.

1.3   Correct use of the brand
- achromatic logo

MONOCHROME BRAND
For single colour reproductions, when absolutely
necessary for printing or specific usage in a
document, a monochrome version
of the brand should be used. This version should only
be used whenever full colour is not available.

The rules for applications on light vs dark background
remain the same as specified on pages 13 and 14 - with
the brand preferably being placed in a white rectangle
whenever used on dark or busy backgrounds.

- The EU emblem must be applied with a black or
white border measuring 1/25 of the height of the
rectangle.
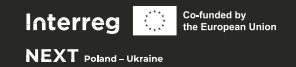
1.3   Correct use of the brand
   - achromatic logo

Preferred display of the logo:
- achromatic version should be used only if technical conditions does not allow otherwise

Alternatively:
- if using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, it might be used a white & colour version (negative). In that case, the logotype, EU emblem border and statement must be in white.
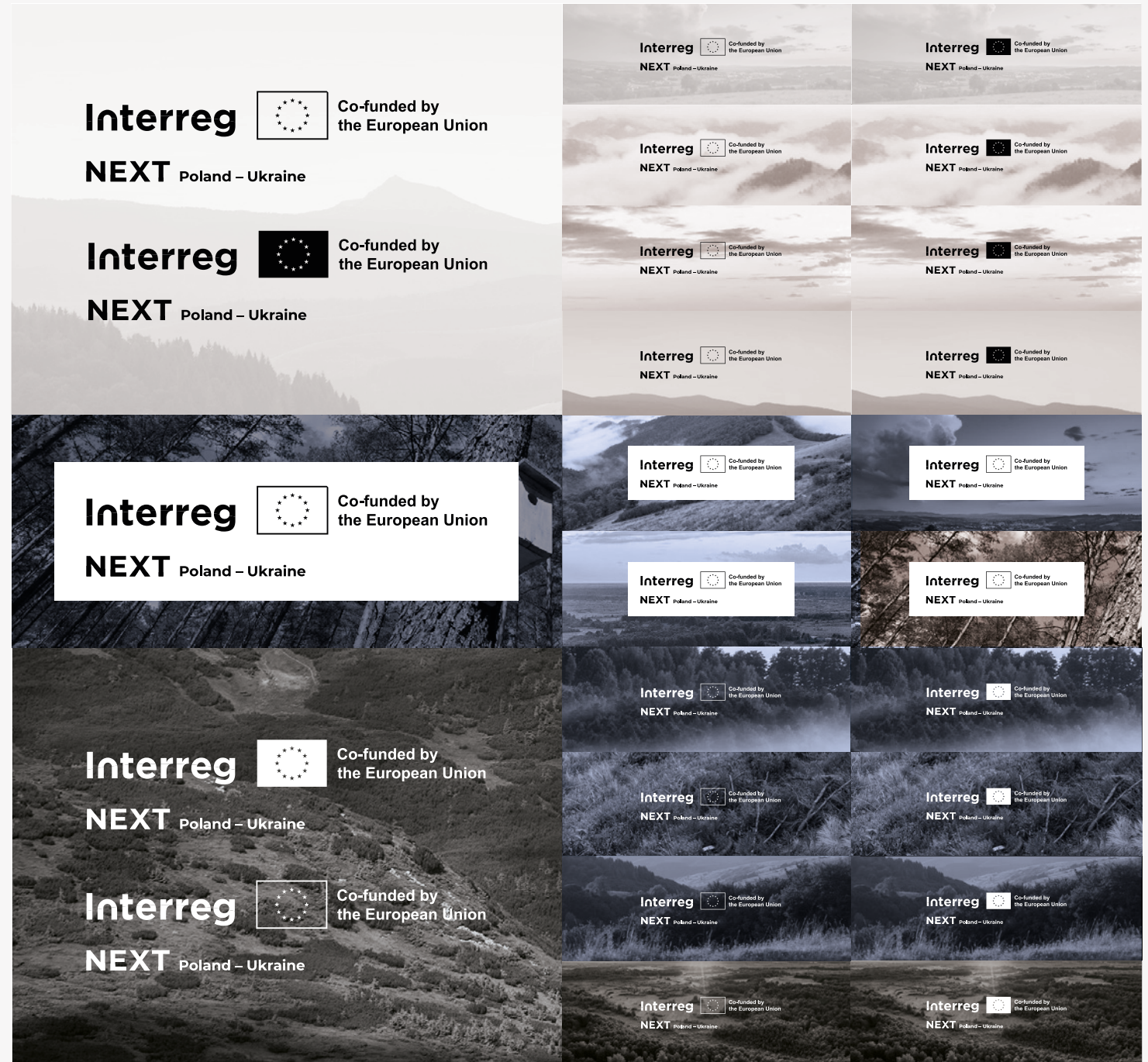
1.3   Correct use of the brand
             - size

Base logo should not be:
- smaller than 10 millimeters in height
  in case of printing
- smaller than 100 pixels in height
  in case of screen display

Bilingual logo should not be:
- smaller than 15 millimeters in height
  in case of printing
- smaller than 150 pixels in height
  in case of screen display

All logo elements must be readable.

1.4   Incorrect use of the brand

Logo Interreg NEXT Poland – Ukraine cannot be
changed in any way:
- no parts of the logo can be cut off or rearranged
- logo cannot be distorted in any way (no stretching,
  slanting, outlining, recoloring, rotating or otherwise
  modifying)

The vertical version of the statement positioning
provided by the European Commission in its March
2021 Operational Guidelines for recipients of EU
funding does not apply to the PL-UA logo and shall
never be used.
The statement should always be positioned to the right
of the EU flag.
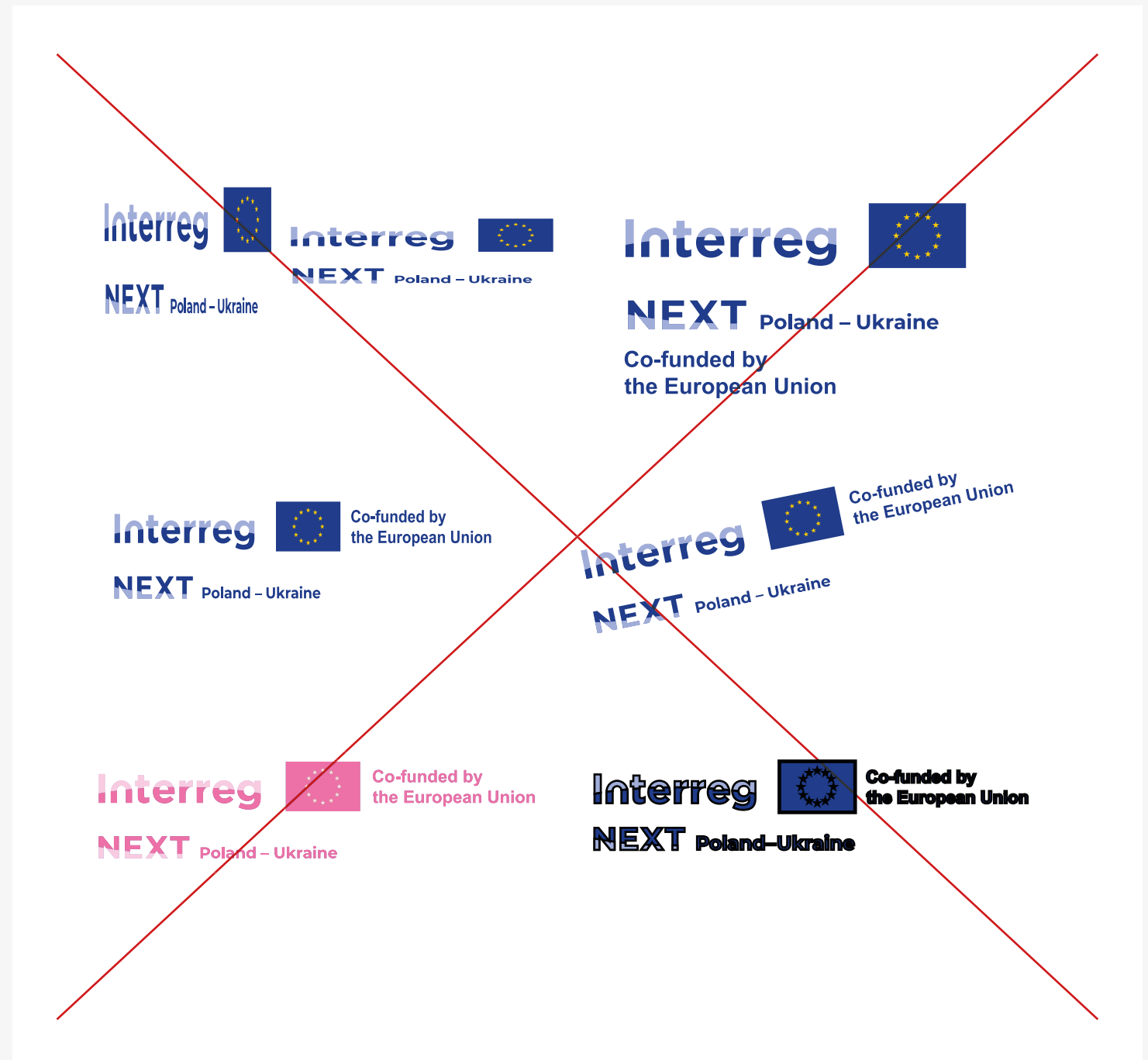
1.4 Incorrect use of the brand

Do not use outlines around the brand.

Do not use the brand in body text.
Instead, in body text, use just the word
Interreg set in the font of the body text.

Avoid coloured backgrounds as much as

possible. White backgrounds should be preferred
at any time.

Hicienda niminciisti venis aut plabor arum veles doluptatem vellati onsectaest et ilde **Interreg** NEXT porescia il il molorro odipid quia nonsequi omniminus es dicipic ipisti conseque id magnimi, comnima gn
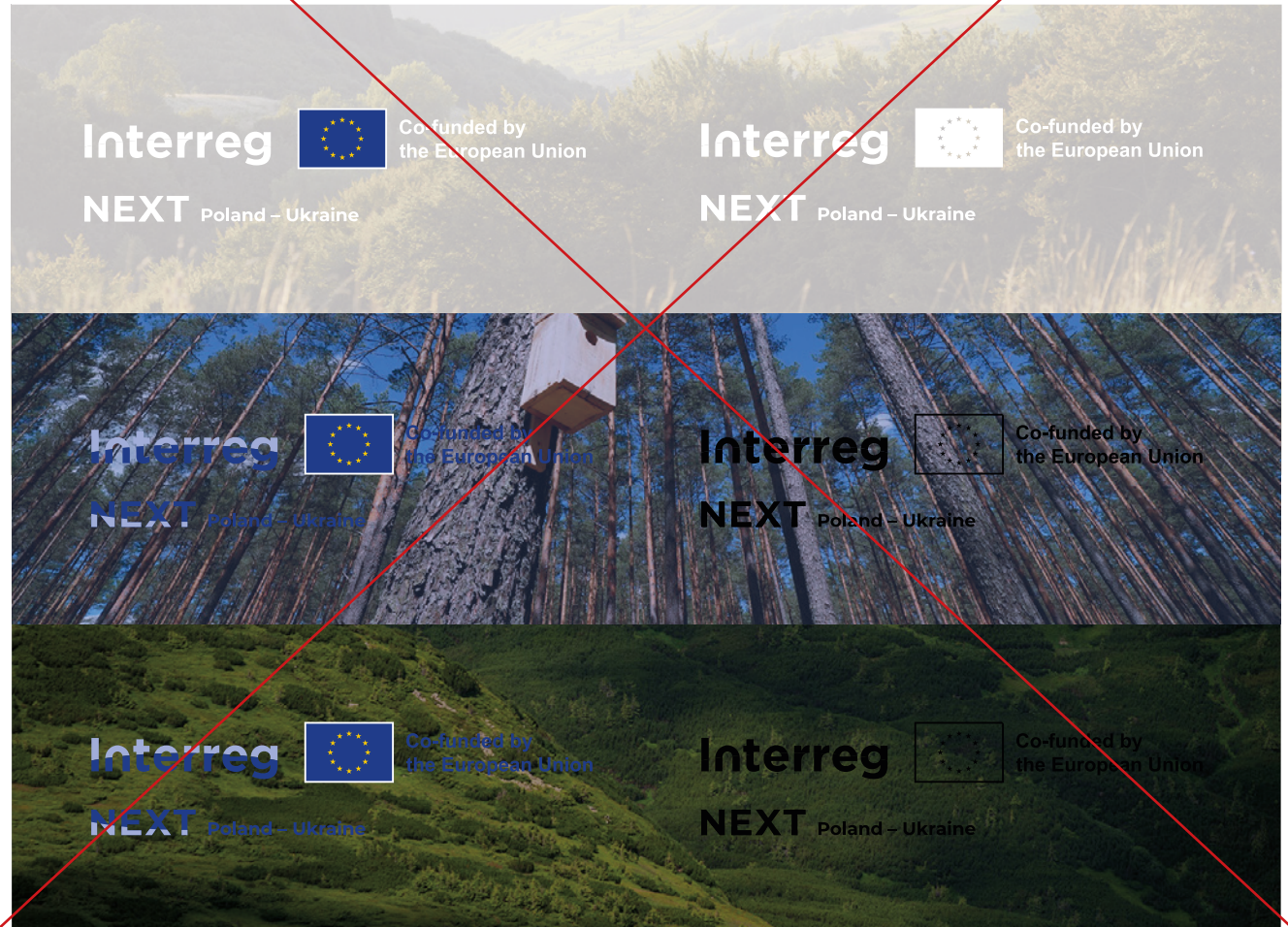
PROJECT LOGO

2.1   Typeface and style

Project acronyms/logos are not a part of the Interreg NEXT Poland – Ukraine logo but rather should be considered as an annexed element. As such, the PL-UA logo should always appear any time the project name/acronym or logo is used.

FONT TYPE & SIZE
Projects are free to develop their own logo. Alternatively, they should simply use their acronym written in Montserrat Bold in the colour of their priority.
The project name cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 "e" nor smaller than ½ "e". In both cases the first capital letter is used as reference.
In the event that the acronym cannot be written in 1 line within these limitations, it can be broken into 2 lines. These need to fit within the project's custom area.

 PROJECTS' CUSTOM AREA
WIDTH: the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).
HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

STANDARD PLACEMENT
The standard placement for project names/logos is below the PL-UA logo, separated by a thin straight line. The project acronym/logo is positioned against the top left corner of the custom area.

2.2   Positioning

HORIZONTAL PLACEMENT
Alternatively, project acronyms/logos can be positioned to the left or right side of the PL-UA logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

Project acronyms/logos can never be positioned above the Interreg logo.

When the project name/logo is placed to the right of the PL-UA logo (A), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

When the project acronym/logo is placed to the left of the Interreg logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

DEFINING THE LINE
A Reflex Blue (EU main corporate colours) line is used to separate the PL-UA brand from the project name. This line is positioned exactly 1 "u" below the PL-UA brand and 1 "u" above the project custom area. It covers the entire width of the brand, not including the margin areas.
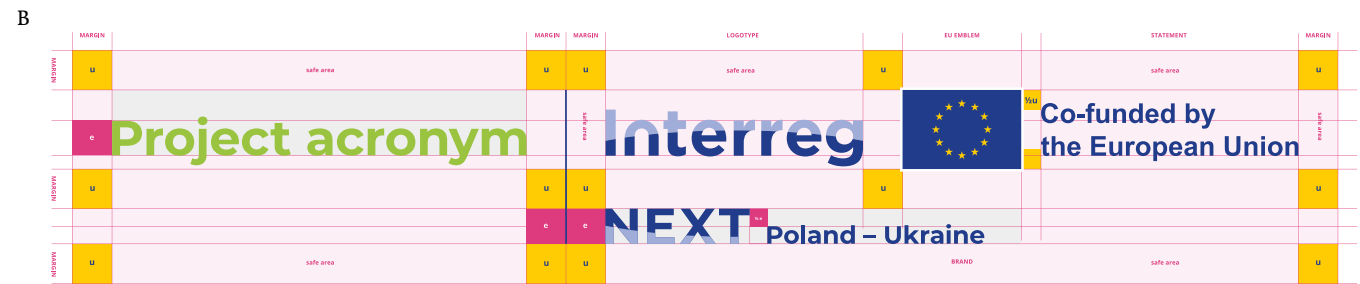
2.2 Positioning

The bilingual version of the logo respects the same proportional rules as its unilingual version. The rule for spacing between the EU flag and the statements is the same as explained on page 6 and 7.
Only one language at a time is admitted for the project name. Should you need the project logo in various languages, create a separate logo for each language.

TYPEFACES

3.1 Primary typefaces: Open Sans

The generic typeface for all applications, from body text to headlines, is Open Sans.
It has a neutral yet friendly appearance suitable for all applications while its wide variety of weights and styles makes it very versatile.
It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.
The following rules apply for all print publications and stationery applications.

**Headline 1
Open Sans Bold
20/24**

**ABCDEFGhijklmn
1234567890
!@#$%^&*()**

**Headline 2
Open Sans Bold
12/16**

**ABCDEFGhijklmn
1234567890
!@#$%^&*()**

**Headline 3
Open Sans Bold
8/12**

**ABCDEFGhijklmn
1234567890
!@#$%^&*()**

**Headline 4
Open Sans Semibold
8/12**

**ABCDEFGhijklmn
1234567890
!@#$%^&*()**

Text body
Open Sans Regular
8/12

**ABCDEFGhijklmn
1234567890
!@#$%^&*()**

*Quote/remark/emphasis
Open Sans Italic
8/12*

*ABCDEFGhijklmn
1234567890
!@#$%^&*()*

*Footnote
Open Sans Italic
6/8*

*ABCDEFGhijklmn
1234567890
!@#$%^&*()*

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3.2 Secondary typeface: Vollkorn

As an alternative serif typeface to Open Sans, Vollkorn was chosen. It can be used alone
or in combination with Open Sans - as described
on page 28.
The following rules apply for all print publications and stationery applications.

Headline 1
Vollkorn Bold
20/24

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 2
Vollkorn Bold
12/16

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 3
Vollkorn Bold
8/12

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Headline 4
Vollkorn Regular
8/12

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Text body
Vollkorn Regular
8/12

ABCDEFGhijklmn
1234567890
!@#$%^&*()

Quote/remark/emphasis
Vollkorn Italic
8/12

ABCDEFGhijklmn
1234567890
!@#$%^&()*

Footnote
Vollkorn Italic
6/8

ABCDEFGhijklmn
1234567890
!@#$%^&()*

3.3   Alternative typefaces

If neither Open Sans or Vollkorn are available, you must use the universal fonts family "Arial, sans-serif" or "Georgia, serif".

These fonts must be used following the same rules as stated on page 25.

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Italic

Vollkorn Bold

Vollkorn Regular

Vollkorn Italic

Arial Bold

Arial Regular

Arial Italic

Georgia Bold

Georgia Regular

Georgia Italic

3.4   Typeface combinations

The two typefaces Open Sans and Vollkorn can be used together for better or diverse aesthetics.
For example, you can chose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with the font sizes and font weights.

LIQUAEPED QUOS ASSUM ULLORIO

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PL-UA

PRIORITIES

4.1   Colour use

The colour scheme was developed to label the priorities clearly.

The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and brand colours of Interreg NEXT Poland – Ukraine.

PANTONE
Spot colours

CMYK
Process-colour printing C = Cyan, M = Magenta,
Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display with 256 gradations per channel R = Red, G = Green, B = Blue
(Red / Green / Blue)

Environment		Health		Tourism	
Pantone	376 C	**Pantone**	7418 C	**Pantone**	645 C
CMYK	48 / 0 / 89 / 0	**CMYK**	10 / 75 / 60 / 1	**CMYK**	60 / 31 / 0 / 0
HEX	9ACA3C	**HEX**	DA5C57	**HEX**	6E9BD2
RGB	154 / 202 / 60	**RGB**	218 / 92 / 87	**RGB**	110 / 155 / 210

Cooperation		Borders		Accessibility	
Pantone	1375 C	**Pantone**	582 C	**Pantone**	2582 C
CMYK	4 / 40 / 97 / 0	**CMYK**	49 / 35 / 98 / 23	**CMYK**	50 / 80 / 0 / 0
HEX	F0A300	**HEX**	817C24	**HEX**	954B97
RGB	240 / 163 / 0	**RGB**	129 / 124 / 36	**RGB**	149 / 75 / 151

## 4.2   Standard icons

The icons were designed to work well together
as a series, using similar iconography, forms
and line weights.
The standard use of the icons is in the colour
of the priority it represents.
These icons can be used either with a transparent
background or a white background. If used with
a transparent background, they should only be
placed on white or clear colours. When placed
on dark colours, graphic background or images,
the icons must be used with their white
background or negative form.

4.3 Standard icons - monochrome

The icons were designed to work well together as a series, using similar iconography, forms and line weights.

The standard use of the icons is in the colour of the priority it represents.

These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.
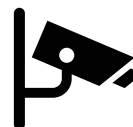
4.4   Icon variants - vertical

To make them clearer (especially when used
for the first time), the name of the priority
can be added.

ŚRODOWISKO	ZDROWIE	TURYSTYKA	WSPÓŁPRACA	GRANICE	DOSTĘPNOŚĆ
ДОВКІЛЛЯ	ЗДОРОВ'Я	ТУРИЗМ	СПІВПРАЦЯ	КОРДОНИ	ДОСТУПНІСТЬ
ENVIRONMENT	HEALTH	TOURISM	COOPERATION	BORDERS	ACCESSIBILITY

PL-UA

4.4 Icon variants - horizontal

Horizontal version of icons.

ENVIRONMENT

ŚRODOWISKO

ДОВКІЛЛЯ

HEALTH

ZDROWIE

ЗДОРОВ'Я

TOURISM

TURYSTYKA

ТУРИЗМ

COOPERATION

WSPÓŁPRACA

СПІВПРАЦЯ

BORDERS

GRANICE

КОРДОНИ

ACCESSIBILITY

DOSTĘPNOŚĆ

ДОСТУПНІСТЬ

CORRECT USE OF THE BRAND

5.1 Positioning

The appearance of a brand varies greatly according to the medium it is used in.
Therefore, minimum sizes for print, screen and video are specified.
The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins.
The brand should not be used in any size smaller than the smallest size specified here.

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

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Interreg

NEXT Polska – Україна

Współfinansowany przez Unię Europejską
Співфінансується Європейським Союзом

52.5 mm

PL-UA
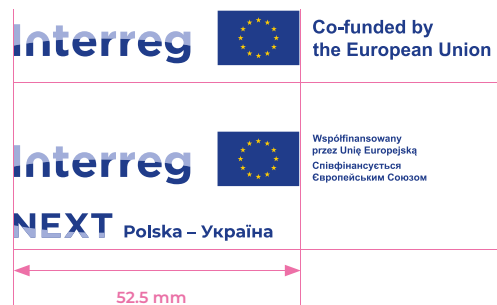
5.1   Positioning

Default position for logo should be top of the page, with preference for right corner (top left corner being second choice in case of particular designs).
Strip with flags: always located on the left side, set apart from the edge.
Margin for logo should never be smaller than width of the EU flag in the logo.

Suggested distances:
- optimal margin should be equal to 10% of the width of the shorter side (one cell of the applied grid)
- logo never should be wider than 40% of the width of the document, excluding designs with centered presentation
- flag stripe should be centered on the margin axis, or, if there is not enough space for clear presentation, on the margin line.
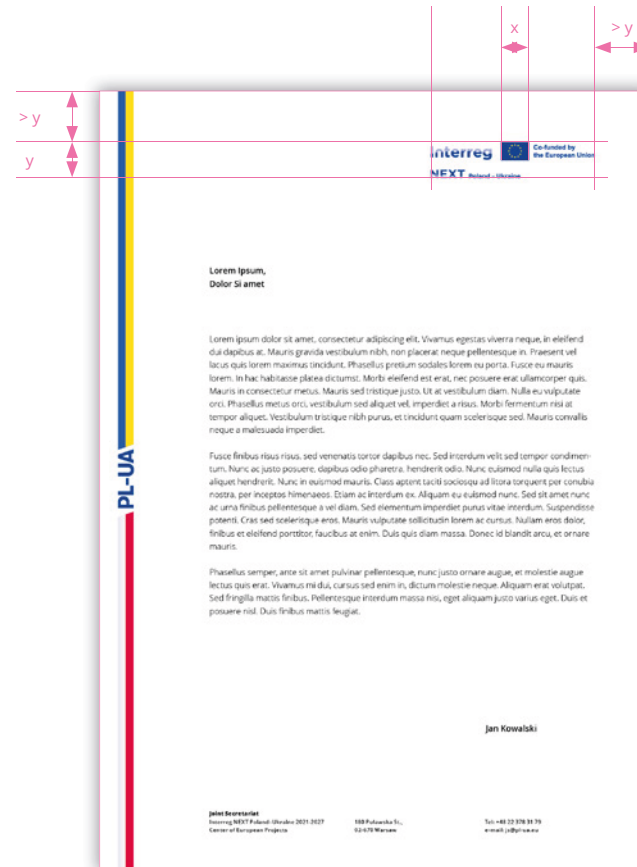
5.1   Positioning

The three constant rules, size of the brand, size of the
margins, brand positioning (see page 37) applies to all
formats and supports other than A4.

INSTRUCTIONS
1. Calculate the width of your artboard or page (A)
2. Divide it by 4 and round the number obtained
down to the closest integral number considering a
maximum of 2 decimals (¼ A).
3. Resize the logo accordingly and calculate the
resulting width of the EU emblem.
4. Apply the same width to your margins, both
horizontally and vertically.
5. Place the logo along the margin lines defined
- preferably on the top-left corner.

While top left corner placement is preferred,
whenever necessary you can choose to position
the brand on a different corner as long as
you follow the rules for margins and dimensions.
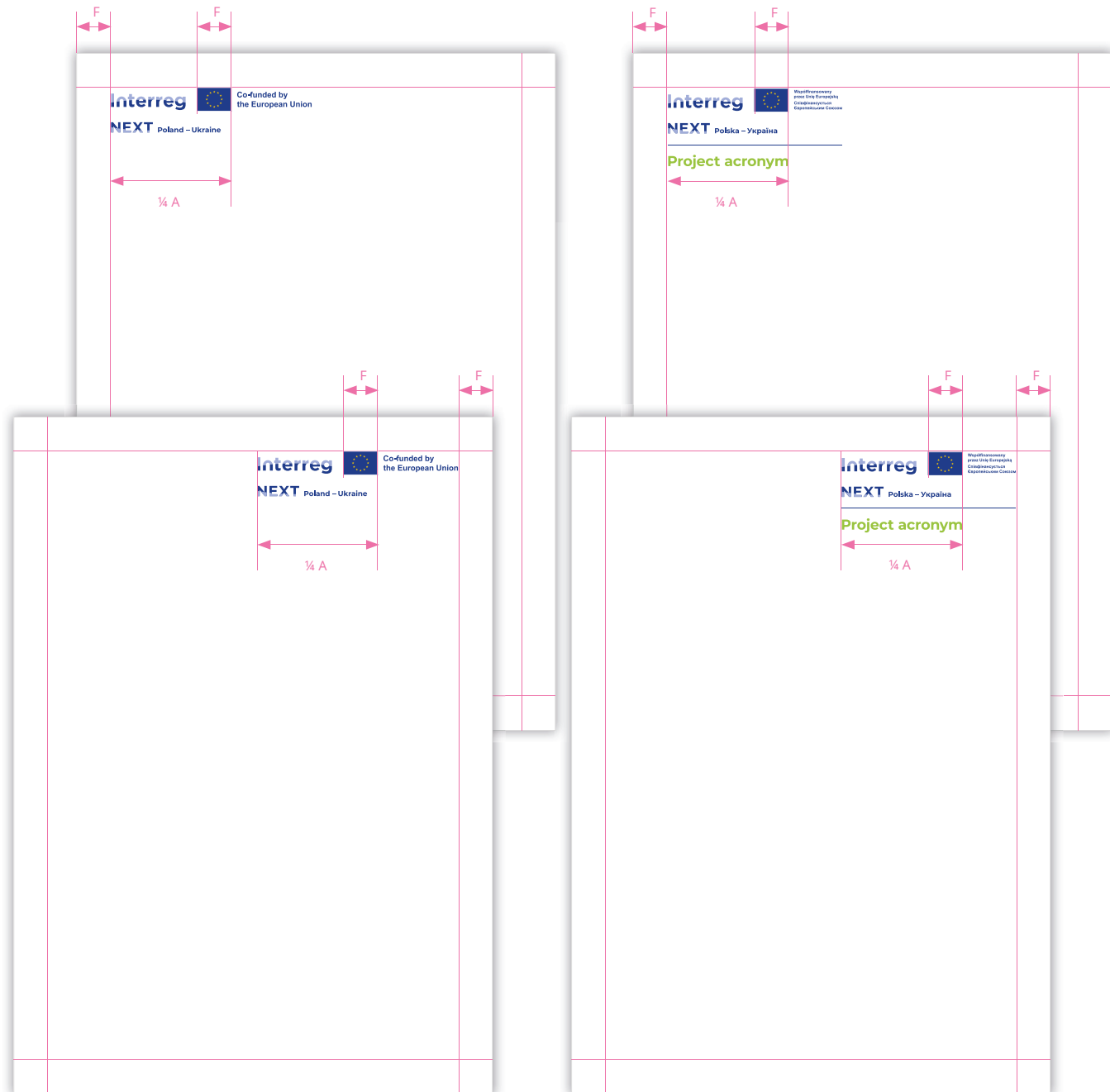
5.1   Positioning

For the horizontal layout, the same rules apply as those described on the page 38.
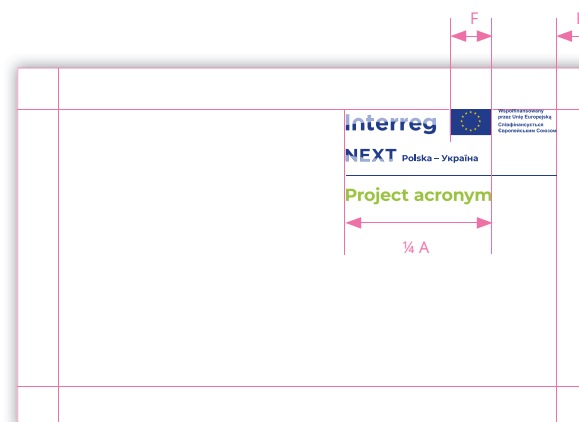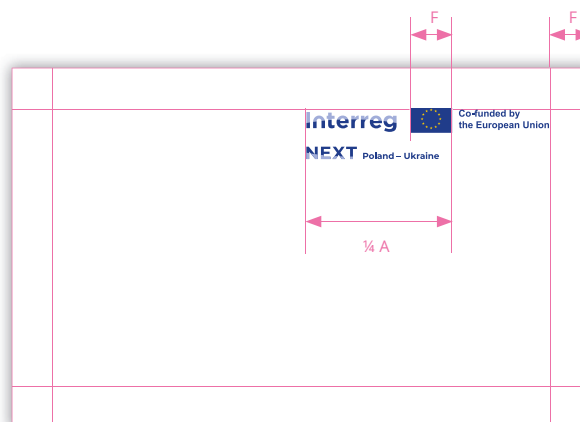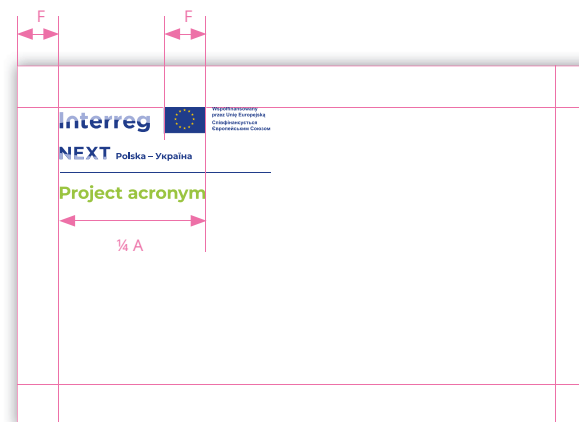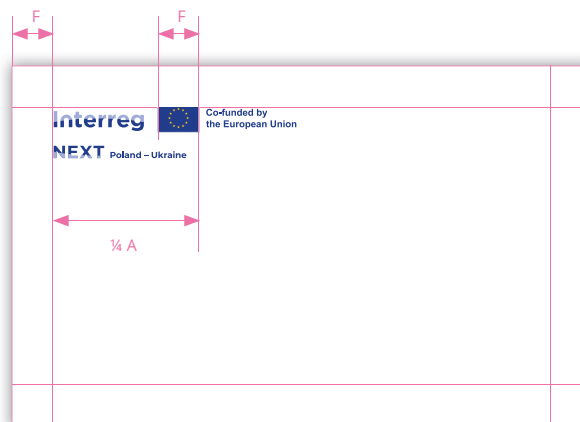
5.2   Social media

Use one of these two options for your social media platforms:
1. If the social media platform doesn't allow for a banner image (like Instagram, for instance)
use option 1 for your avatar, which includes the full brand.
2. If the social media platform allows for a banner image, use option 2 for your avatar, with the Interreg logotype alone. This is permitted as long as you include the full brand in the social media banner image, as shown in the examples.
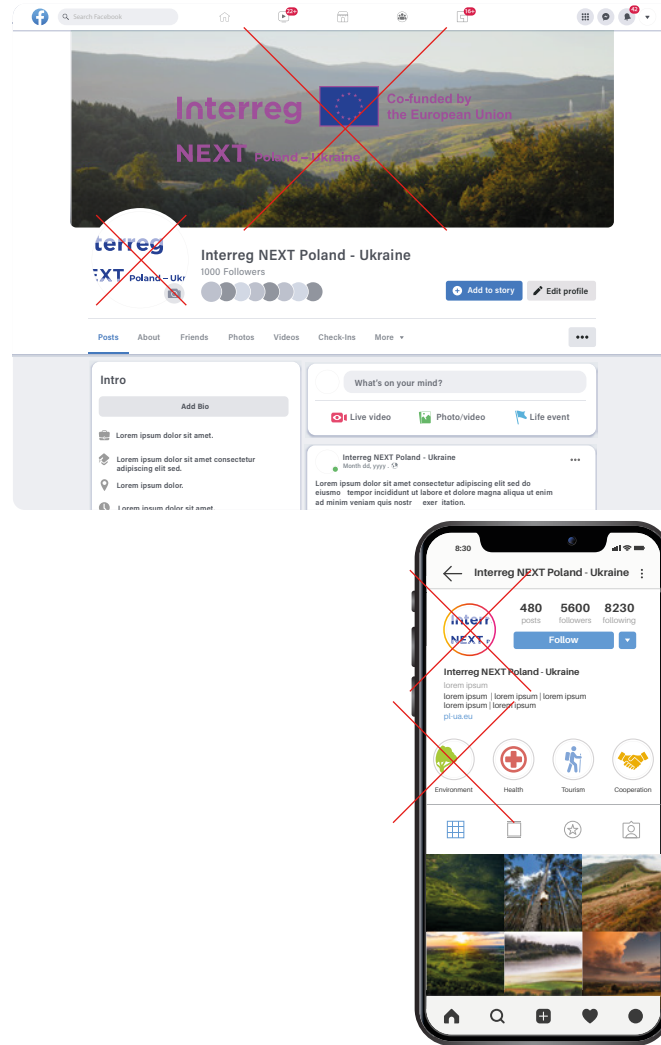
2.

2.

1.
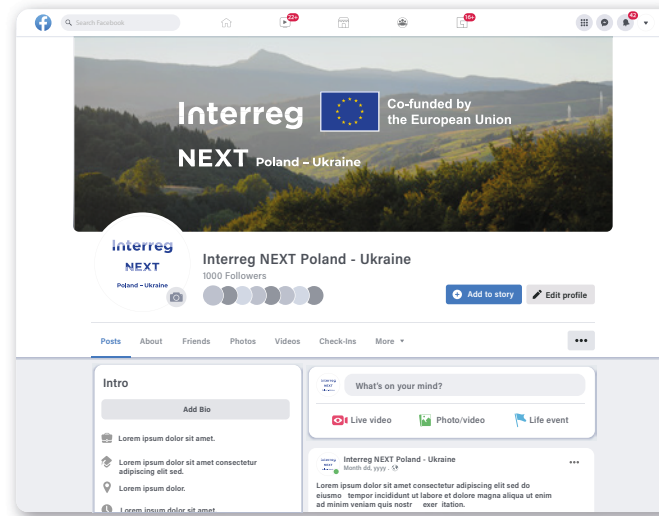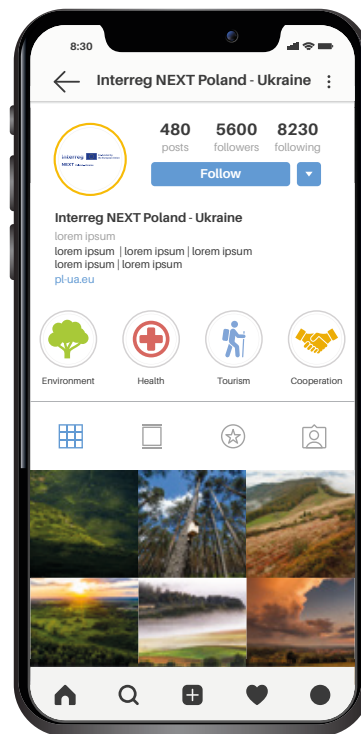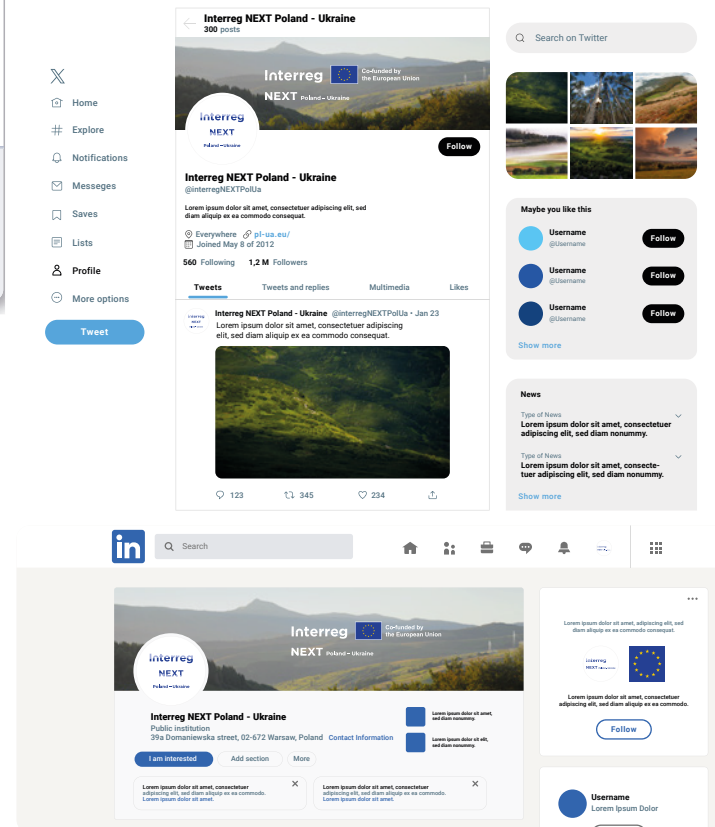
5.3   Incorrect use of the brand in social media

The same rules as on pages 18 and 19 apply for social media applications, be it for profile images and avatars or publications of any sort.

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