

# BRAND BOOK

**Interreg  
Danube Region**



**Co-funded by  
the European Union**

# CONTENT

|                           |           |
|---------------------------|-----------|
| <b>1 PROGRAMME LOGO</b>   | <b>03</b> |
| <b>2 PROJECT LOGO</b>     | <b>07</b> |
| <b>3 FONTS</b>            | <b>09</b> |
| <b>4 COLOURS</b>          | <b>12</b> |
| <b>5 GRAPHIC ELEMENTS</b> | <b>14</b> |
| <b>6 DESIGN TEMPLATES</b> | <b>18</b> |

The Interreg Danube Region Programme has a distinct visual identity with key elements that make it easily recognizable, while also adhering to visual identity of European Union cohesion policy programmes and projects.

This guide explains these core elements and will help projects that receive funding from the European Union (EU) through the programme meet all the necessary communication requirements as outlined in the regulations (Articles 46-50 and Annex IX of Common Provisions Regulation (EU) No 1060/2021, and Article 36 of Interreg Regulation (EU) No 1059/2021).

# PROGRAMME LOGO



# STRUCTURE

4

**Interreg  
Danube Region**



**Co-funded by  
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**The logo consists of the following elements:**

**The programme logo** acts as a distinctive signature visible in all our communication. It strictly adheres to the guidelines set by the European Commission for recipients of EU funding regarding the use of the EU Emblem.

- The flag (EU emblem)
- The statement “Co-funded by the European Union”
- The programme name “Danube Region”
- Funding strand “Interreg”

## EXCLUSION ZONE & PROPORTIONS

The **minimum height** of the EU emblem must be 1 cm. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

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.



# LOGO VARIATIONS

## STANDARD LOGO

Whenever possible, the standard version should be used in its full colour version.



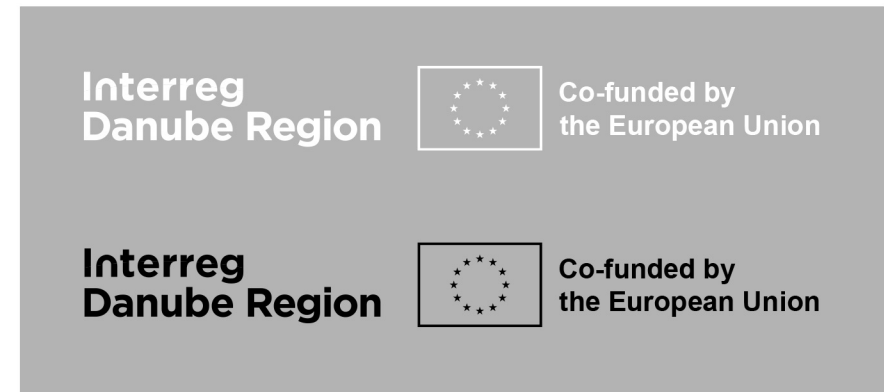
## LOGO VERSIONS FOR DARK BACKGROUNDS

Ideally, the programme logo should be used on white or light background only. On dark backgrounds, use the standard logo with a white rectangle. If it can't be used due to space restrictions or other reasons, you can use a white and color version.



## MONOCHROME LOGO VERSIONS

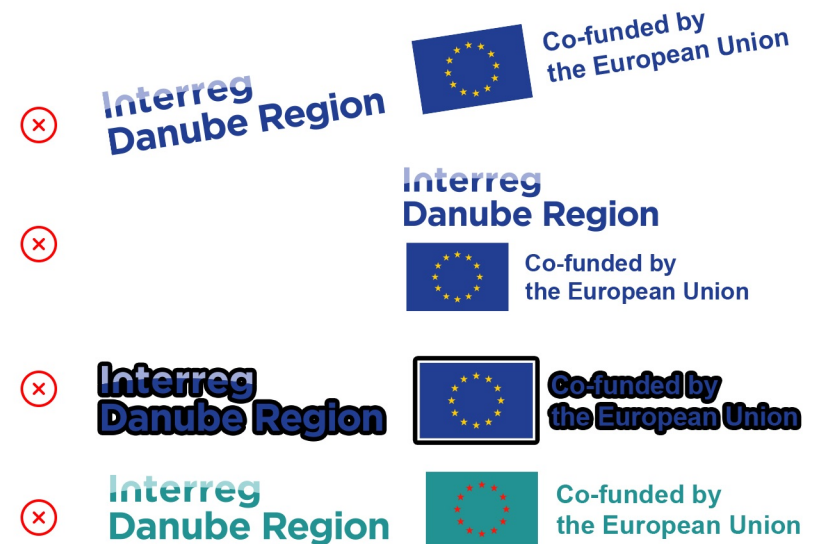
For single colour reproductions or engravings, a monochrome versions of the logo should be used.



# INCORRECT USE

Changing the logo is not allowed at all.

Only use the official logo or the versions and formats mentioned in these guidelines.



# PROJECT LOGO

# STRUCTURE

The **project logo** consists of the programme logo and acronym of the project name placed on a wave in the colour of their thematic priorities (see Chapter 4 Colours).

The rules for using logos on light or dark backgrounds are the same for both programme and project logos.

It's best to use the standard colour logo on a white/light colour background, or standard colour logo with white rectangle when placing it on dark or busy backgrounds.

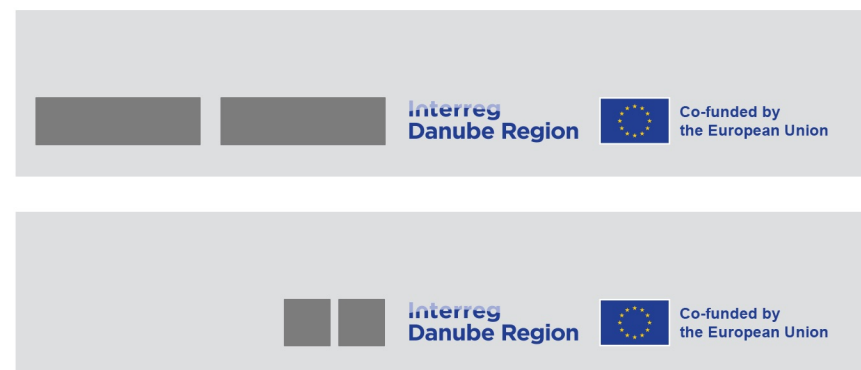


# CO-BRANDING

8

When you wish to incorporate **other logos next to the project logo**, such as partner logos, or any other logos:

- Never position other logos above the Interreg logo.
- Ensure that no institutional logo (representing organizations like partner organizations) exceeds both the height and width of the EU emblem.



# FONTS

## PRIMARY TYPEFACE

**The primary programme typeface** to be used in all applications, spanning body text to headlines, is Open Sans. The specified guidelines are applicable across all print publications and stationery applications.

This typeface, including web font kits, are readily available for free and can be easily downloaded, for example, from this link:

<https://www.fontsquirrel.com/fonts/open-sans>

## SECONDARY TYPEFACE

As an **alternative typeface** to Open Sans, we use Aileron. It can be used alone, or in combination with Open Sans.

Open Sans - 9 weights

Light

ABCDEFGHijklmn

*Light Italic*

*ABCDEFGHijklmn*

Regular

ABCDEFGHijklmn

*Italic*

*ABCDEFGHijklmn*

Semi Bold

ABCDEFGHijklmn

Bold

ABCDEFGHijklmn

***Bold Italic***

***ABCDEFGHijklmn***

**Extra Bold**

**ABCDEFGHijklmn**

***Extra Bold Italic***

***ABCDEFGHijklmn***

# TYPOGRAPHY COLOUR PALETTE

11

# Title

60/66 pt, Bold

## Subtitle

20/24 pt

## Headline 1

50/54 pt, Bold

## Headline 2

50/54 pt, Bold

## Headline 3

20/24 pt, Bold

## Headline 4

14/16 pt, Bold

**Body**

10/14 pt

*Quote*

10/14 pt, Bold Italic

• **List Level 1**

10/14 pt, bullet marker, Bold

◦ **List Level 2**

10/14pt, blank bullet marker

- **List Level 3**

10/14 pt, dash marker, 75% color

Caption

8/10 pt, 75% color

**Use:**

Headers - Sub Headers

**Colour:**

Reflex Blue

CMYK: 100.80.0.0

HEX: 003399

RGB: 0.51.153

**Use:**

Paragraphs

**Colour:** Black

CMYK: 100.100.100.100

HEX: 000000

RGB: 0.0.0

**Use:**

Paragraphs over  
dark colour.

**Colour:**

White

CMYK: 0.0.0.0

HEX: FFFFFFFF

RGB: 255.255.255



# COLOURS

## MAIN COLOURS

**Colour:**

CMYK: 100.80.0.0  
HEX: 003399  
RGB: 0.51.153

**Colour:**

CMYK: 100.0.15.70  
HEX: 004444  
RGB: 0.68.68

## COMPLEMENTARY COLOUR

**Colour:**

CMYK: 0.74.100.0  
HEX: ff6600  
RGB: 255.102.0

## PRIORITY COLOURS

13

**Colour:**

CMYK: 88.55.1.0  
HEX: 0E6EB6  
RGB: 14.110.182

**Colour:**

CMYK: 73.0.44.0  
HEX: 18BAA8  
RGB: 24.186.168

**Colour:**

CMYK: 45.0.99.0  
HEX: 9ACA3C  
RGB: 154.202.60

**Colour:**

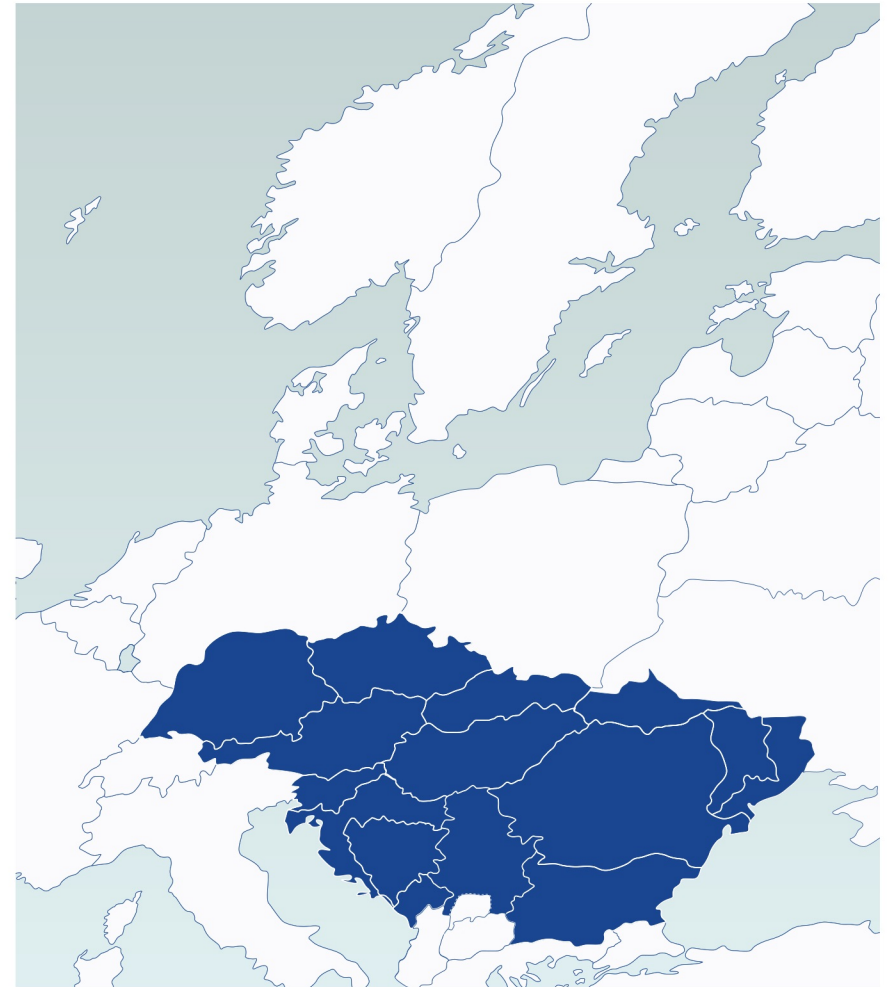
CMYK: 10.78.64.1  
HEX: DA5C57  
RGB: 218.92.87

# GRAPHIC ELEMENTS

# MAP VISUALS

15

The main programme visual features a geographic outline of the programme area. It is intended for use when emphasizing the territory in communication activities.



# THE WAVES

16

















The wave gradient visual of the programme can be used in various shapes and formats. If in doubt how to use it, please contact the programme secretariat.



# PRIORITY ICONS

17

The icons used by DRP for its thematic priorities were created for all EU funding programmes. They serve as complementary elements.

| COLOUR POSITIVE   | COLOUR NEGATIVE   | MONOCHROME POSITIVE   | MONOCHROME NEGATIVE   |
|---|---|---|---|
|    |    |    |    |
| A SMARTER DANUBE REGION   |   |   |   |
|    |    |    |    |
| A GREENER DANUBE REGION   |   |   |   |
|  |  |  |  |
| A BETTER COOPERATION GOVERNANCE IN THE DANUBE REGION                                |   |   |   |
|  |  |  |  |
| A MORE SOCIAL DANUBE REGION   |   |   |   |

# DESIGN TEMPLATES

# POWERPOINT TEMPLATE

19

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Project Title

# Annual Event

Cybersecurity Protocol Setup

Meeting  
Budapest — 1 March 2024Presenter  
First Last

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Project Title

## Security Measures

Inadequate cybersecurity measures pose a significant threat to our company's sensitive data and operations. As cyber threats evolve, our current defenses are increasingly vulnerable, necessitating urgent action.



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Project Title

## "Addressing cybersecurity risks is not an option but a necessity in safeguarding our data and preserving organizational integrity."

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Project Title

## Thank you for attending!

**projectTitle.com**

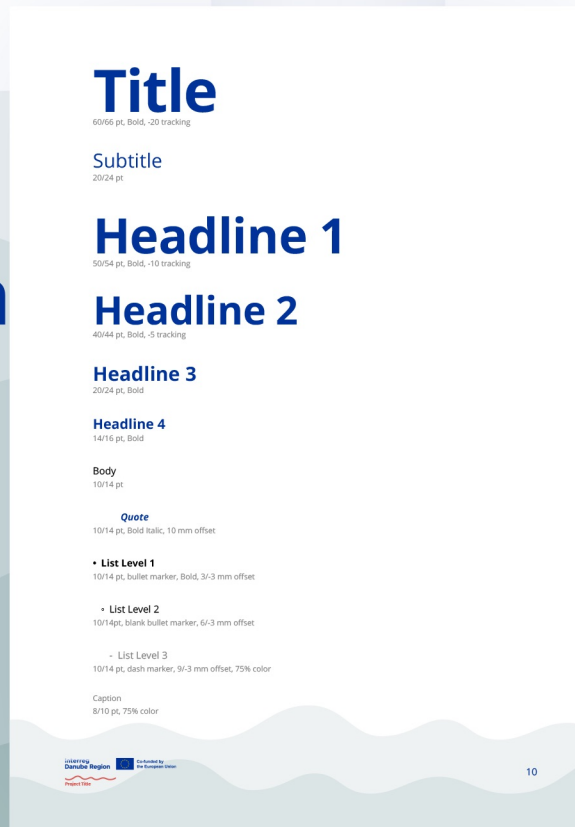
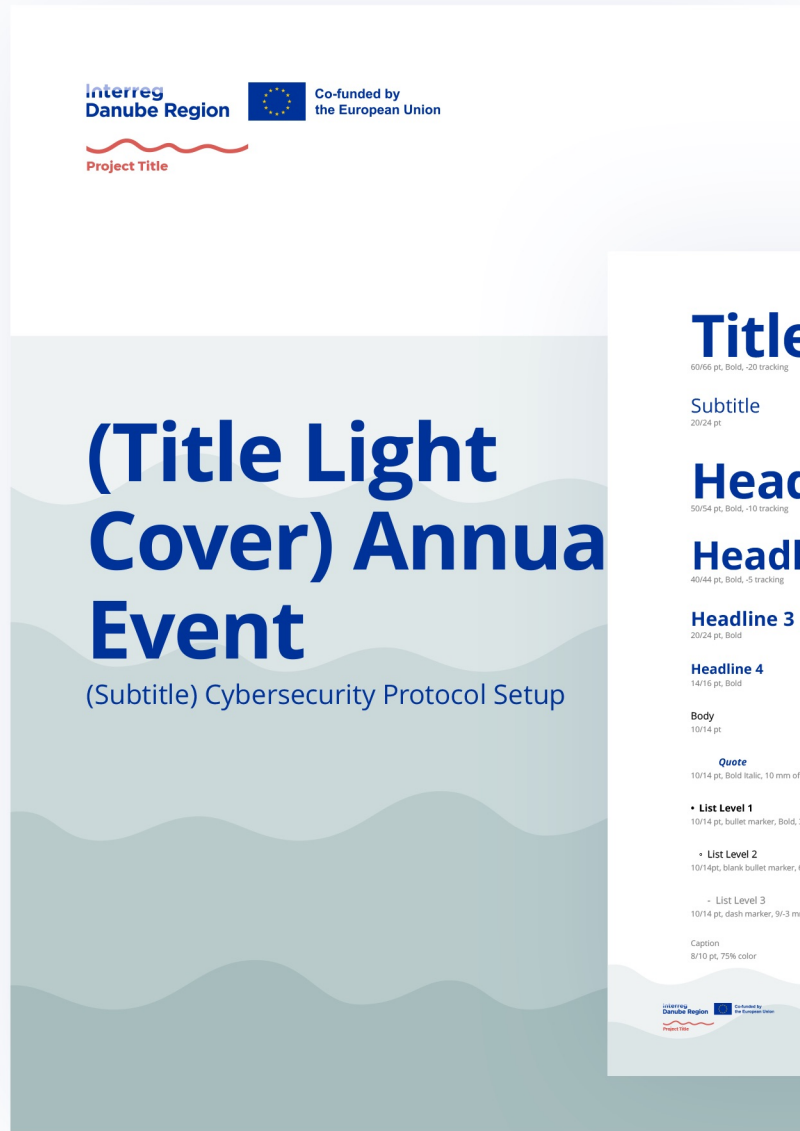
First Last  
info@projectTitle.com  
+32 123 456 789

Budapest utca 1  
1055 Budapest, Hungary

facebook.com/projectTitle  
x.com/projectTitle  
youtube.com/projectTitle



# WORD TEMPLATES FOR PRINT



# DIGITAL USE

20



# PROJECT POSTER



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Project Title

# Project Title

Full Project Name line 1  
Full Project Name line 2

This project is supported by the Interreg Danube Region  
Programme project co-funded by the European Union.

|                                      |                                      |   |
|--------------------------------------|--------------------------------------|---|
| <b>1.000.000 €</b><br>Project Budget | <b>1.000.000 €</b><br>Interreg Funds | <b>1/2024-12/2024</b><br>Project duration |
|--------------------------------------|--------------------------------------|---|

**projectwebsite.com**

Full Name  
email@project.com  
+XX XXX XXX XXX

Street address  
ZIP City, Country

Facebook profile link  
X profile link  
Youtube profile link

# ROLL UP

21



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Project Title

# Project Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel

**10** people

**200** projects

**1,2** million funds

**20** involved



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