

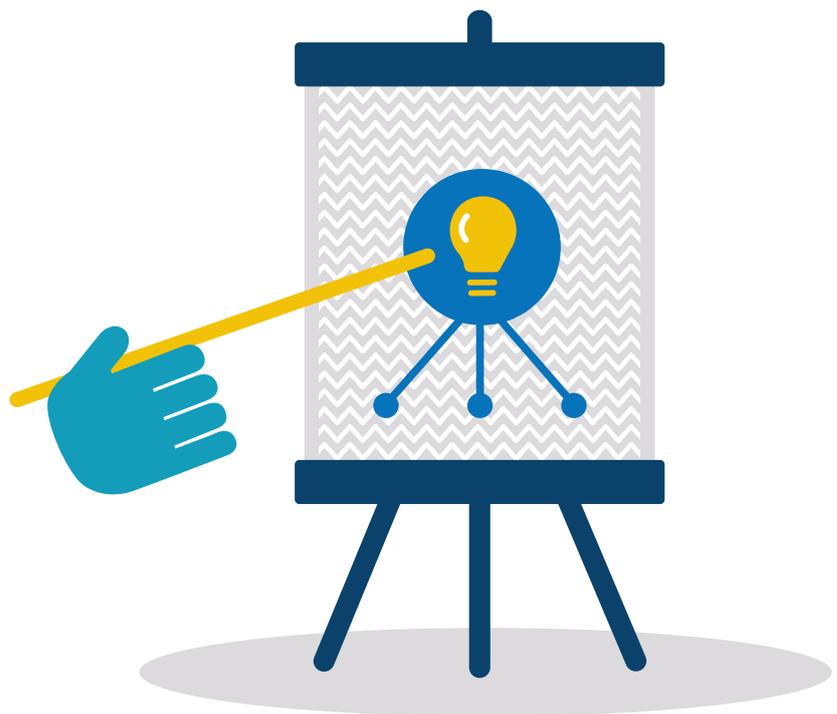
Interact



Co-funded by
the European Union
Interreg

INTERACT IV Brand Design Manual

Version #1.6
February 2023



created with ♥ by

iService Advertising Agency, Vienna | AD Oliver Ottner

www.iservice.at

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INTRO

EVOLUTION NOT REVOLUTION

Interact has built a reputation over 20 years of making cooperation easier, and helping those who work in a cooperation context achieve more. Interact is strongly supported and championed by its users.

Work to establish a more harmonised Interact brand was developed in the 2014-2020 period. In the 2021-2027 period we build on this, and aim to create a more harmonious approach for Interact, as one programme.

In addition to the required changes to meet the new regulations, small improvements aim to tackle some of the problematic areas of the brand, making it more user-friendly.

Gone are complicated font families and a print-first design approach. Gone also is a colour palette built on a few shades that don't work with our logo.

This manual sets out the vision of Interact's visual identity. It cannot be exhaustive of every scenario and tool. You are encouraged to use the letter and spirit of the manual in your work.

WHAT'S NEW?

The new logo is required by the new regulations for 2021-2027.

A new colour palette inspired by the Interreg Brand Design Manual, for Interact.

A new font family and style approach, taken from the Brand Manual, using only one font for body text and sub-headings - gone is the need to change font every time you want a bold effect.

A new persona, 'Interreg, by Interact' has been developed to deliver a more harmonious communication when items of Interact's work primarily focus on the visibility of Interreg.

Development of bespoke chapters to be used when engaging graphic designers, using design software, making videos and more.

Important:

While the Logo and Core elements obviously apply to everyone, the elements within the additional chapters carry just as much weight. They may not be relevant to every workstream or project, but they are not additional to the brand; they are part of it.

MAIN CHAPTER: LOGO

LOGO

This chapter sets out how the Interact logo must be used. The logo is the most important element of Interact's visual identity.

The logo is the expression of our programme's ownership, and quality assurance of the content we share.

The logo is also the means by which we acknowledge the funding from the European Union, and Interreg specifically. This includes our time, equipment and more, and it must be used on every item produced by Interact.

The following pages set out a few simple rules, based on the Interreg Brand Design Manual, for using the logo. Please take some time to understand how to ensure compliance with these rules.

Important:

A new rule for 2021-2027 means that failing to meet the visibility requirements can result in financial penalties. Failure to acknowledge the EU funding through the use of the logo is one of the most likely ways findings will be made and financial penalties incurred.

LOGO SPECIFICATION

Interact



**Co-funded by
the European Union**

Interreg

Logo details

The logo consists of the following elements: the logotype with the coloured arch inside, the European flag, the European Union labelling and the addition “Co-funded by the European Union Interreg”.

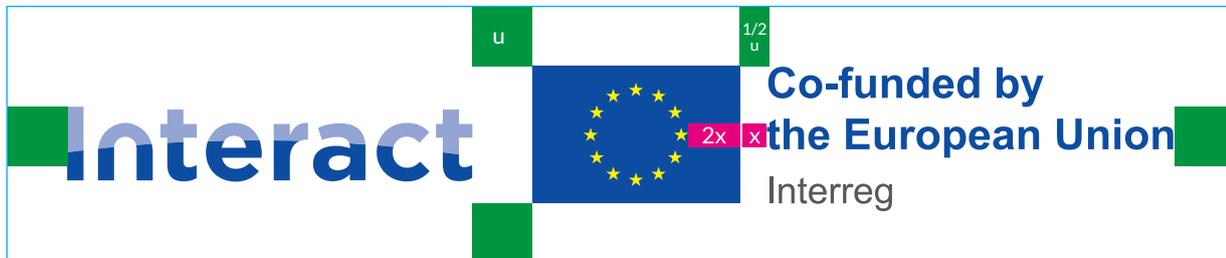
The logo is surrounded by a clear space that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

You can find the defined safe area in the following pages and it is also prepared in the logo data.

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

The Interact logo was designed to provide a robust yet unobtrusive look that allows easy combination with other logos in co-branding situations.

In order not to interfere with other pictorial design elements, and to give the European flag a graceful presence, a purely typographic solution with the Interreg branding arch was chosen.



The elements of the logo represent a unit that is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.

There might be certain cases where just parts of the logo are used - within **predefined** templates. Beyond that, there is no room to autonomously create something new.

The creation of the Interact IV logo follows three guidelines:

1) THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027
Operational guidelines for recipients of EU funding
MARCH 2021

2) Interreg Brand Design Manual / Co-Branding Version
Updated Version, 20.10.2021
(shown in green)

3) Ares(2021)5795894 - 22/09/2021
The decision set out in Ares details the logo style to be used by Interregional programmes and the PEACE PLUS programme. Development of this logo was coordinated among the programmes responsible but set down by DG REGIO in consultation with DG COMM.

Construction:

Please refer to the colour codes above.

Basic unit

The basic unit used for the definition of the logo composition is the width between the outer line of the white outline of the flag and the letters on the right. This is named „x“.

„u“ is used for the space between the blue (visible) part of the flag and the letters on the right. This measurement is clearer and helps define the spaces better.

This measure is used to define the space between certain elements as well as the clear space around the logo.

European Union label

Following the regulation, the European Union labelling is set in Arial.

Clear space (shown in light blue)

A clear space of one unit „u“ in height and width must remain around the logo. No other graphic elements or logos must be placed within this area. Likewise, this zone has to be observed for the positioning distance to the page margins. The clear space shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.

CORRECT USE OF THE LOGO

Standard logo

The standard logo is the full-colour version.

This version should be used whenever possible. Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but the background used has to be very light.

The inverted version should be used for dark coloured backgrounds only. The same rules apply, enough contrast is necessary, be it a one-coloured background or a background photo. If using photos, be sure to use those which let the logo be read easily and do not interfere with the logo.

Standard



Standard inverted



Black and white logo

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

Here the same rules apply about contrast to the background like for the standard logo.

Black logo



White logo



Special reproduction

Used only for specific print process on clothing and merchandise or with Pantone – if only one colour print (black/white or Pantone) is available.

A full coloured flag and outline flag versions exists.

It is **not allowed** to be used for anything else if standard or black & white logo usage is possible.

Special logo black – flag fully coloured



Special logo white – flag fully coloured



Special logo Pantone Reflex Blue



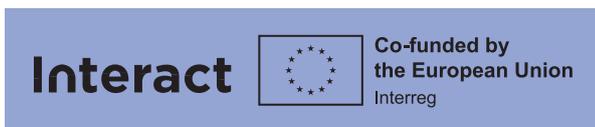
Please note:

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the rectangle (included in the logo files). Only exception: Special reproduction.

USAGE



Special logo black - flag outline



Special logo white - flag outline



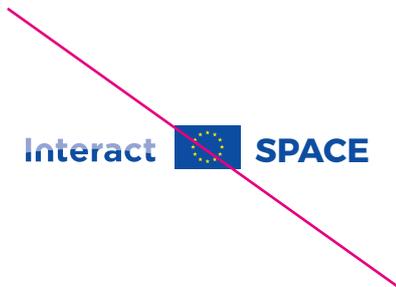
Special logo Pantone Multicoloured



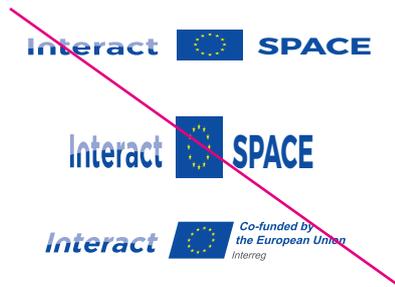
INCORRECT USE OF THE LOGO

1. Do not use other typographic elements in addition to the logo on the same line. It is allowed to use program and project names in the lines below the logo but only in accordance with the rules specified later in this manual.
 2. Do not distort, stretch, slant or modify the logo in any way.
 3. Do not cut the logo.
 4. Do not rotate the logo.
 5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
 6. Do not use outlines around the logo.
 7. Do not use the logo in body text. Instead, use just the word Interact set in the font of the body text.
 8. Do not invert the logo or use the logo in any other colour than the standard fullcolour version or greyscale which are provided.
 9. Avoid coloured backgrounds as much as possible. If you use coloured backgrounds, be sure the contrast to the logo is high enough as specified on the previous page. The logo always needs to be legible.
-

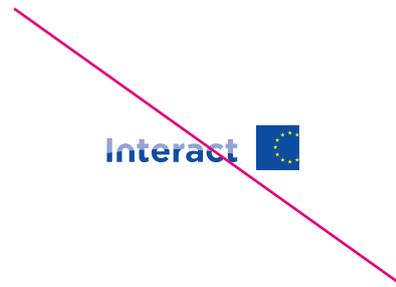
1.



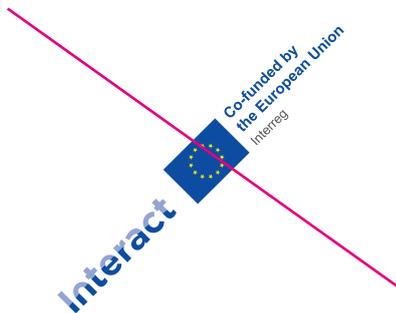
2.



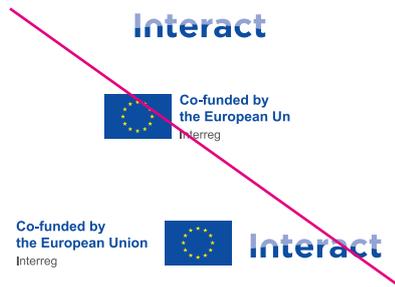
3.



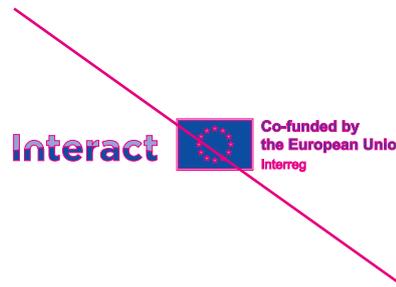
4.



5.



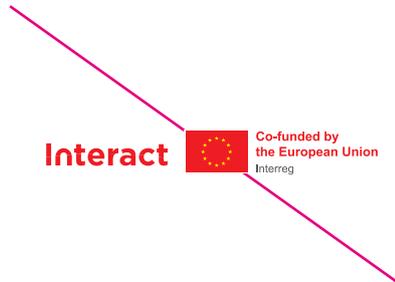
6.



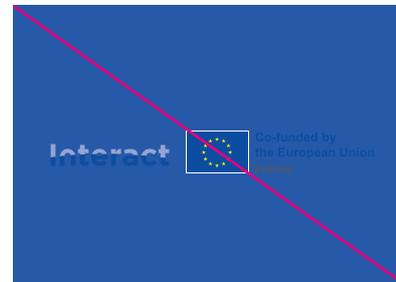
7.

dolereic to vid que odiciam di nias
sunde sam, nus delia dem sed quae
vidicitatem ham. Ad **Interact**
quam atem re estias et il mostrum
inveliq uamenim entis aceaquis nonse
provid maiossi delicipit, opti nes modis
doloreh endit, ut aut ma es abo. Ut ius,
temolup tatur?

8.



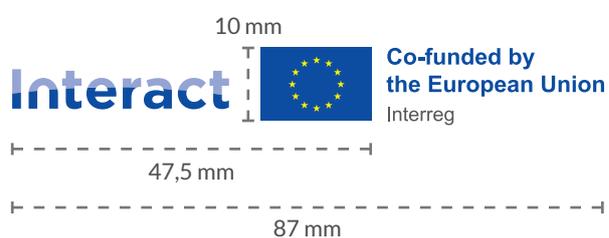
9.



LOGO SIZE

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified.

The logo should not be used smaller than the smallest logo size specified here.



Minimum logo size

The flag must be 10 mm in height

Logo size from left to right corner of the flag: 47,5 mm

Logo size of the complete logo is 87 mm

Media	Media Format	smallest logo width
Print		
A4 portrait	210 x 297 mm	87 mm
A4 landscape	297 x 210 mm	87 mm
A5 portrait	148 x 210 mm	87 mm
Business card	85 x 55 mm	87 mm (please don't change ready-made template)
Screen		
Smartphone	960 x 640 px	260 px
Tablet	1024 x 768 px	260 px
Laptop/Desktop	2580 x 1440 px	400 px (main appearance)
Powerpoint 16:9	254 x 142.88 mm	ca. 60 mm (please don't change ready-made template)
Video		
SD	1050 x 675 px	260 px
	1920 x 1080 px	400 px
FullHD & HD	1280 x 720 px	300 px

Please note

The table above is as complete and correct as possible.

We are living in an ever-changing world, and this is especially true in digital communication.

While we expect you to stay true to minimum sizes, please always make sure that you double check legibility. There will be cases in future, where guidelines are fulfilled but still the resulting product/design is simply not good and needs a second thought.

CORRECT LOGO USAGE: POSITION

MARGINS

When the logo-size is defined, **the resulting width of the EU emblem (M)** is used to determine the size of all external margins, top and bottom, vertically and horizontally.

POSITIONING

We are aware that logo positioning guidelines need to reflect on aesthetics.

IMPORTANT:

The top-right corner position should be preferred.

However, when the aesthetics of the design are affected, **feel free to find a working position as long as you stay true to the minimum margins**, as explained above.

Real-life examples would be

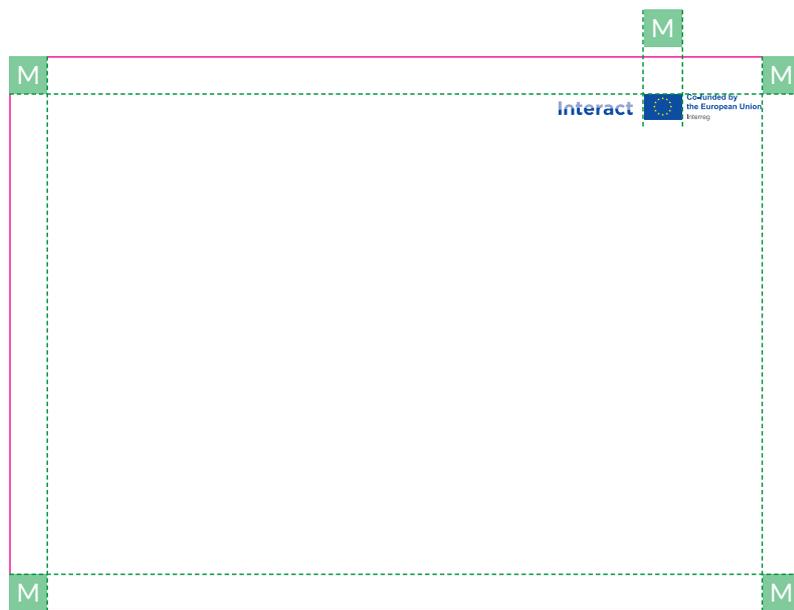
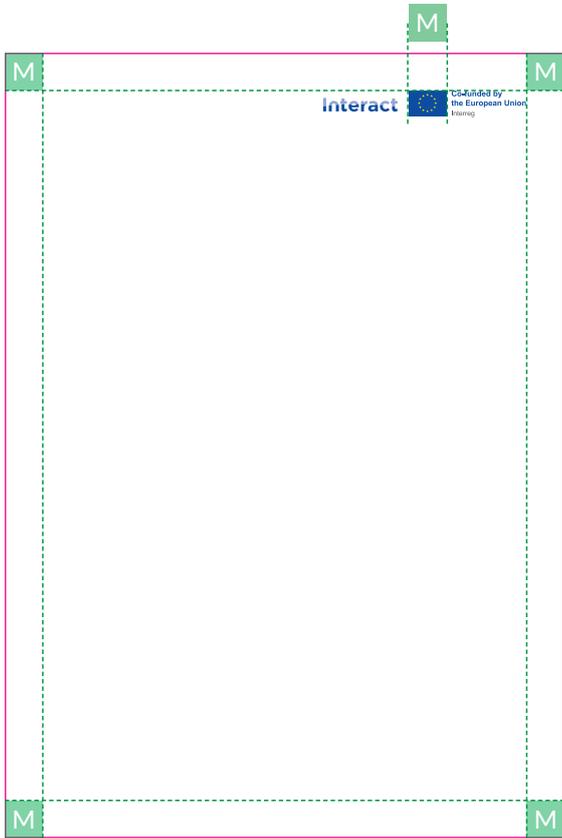
Zoom Backgrounds

Special formats (square, very slim etc.)

When it hurts the background image

...





MAIN CHAPTER: CORE ELEMENTS

WHAT IS COVERED IN THIS CHAPTER?

This chapter sets out the further realisation of Interact's visual identity. It sets out the colours, fonts and styles to be used by all colleagues in all work.

Brand consistency speaks to the underlying quality and professionalism of the content provided. It is important that all Interact's work follows the same approach as specified in this chapter especially, and the wider brand manual.

The brand has evolved since 2014-2020, and it will continue to evolve throughout the period. Please use the Corporate Communications Community to note any issues with templates, any missing templates or any required modifications to ensure the brand is consistent, even when adapted.

Interact's priority is service excellence, even when that means accepting the brand cannot meet the service need of our users. In such instances, please liaise closely with the Communication team who can support you to best deliver the service with minimal impact on the brand.

With the new approach, it is hoped that less modifications are needed and general frustrations are resolved where possible.

Important:

If you are working with designers or design software, alternative fonts are specified for such work.

COLOURS

COLOUR PALETTES

Please note that colour-guidelines are divided in two parts:

Part 1:

A colour palette to reflect the colours of Interact's logo, to be used in Interact designs.

Please note:

The Interreg Brand Design Manual defines colours with specific meanings in the 2021-2027 period. Interact's work is entirely within the "Better cooperation governance" objective.

This colour palette can be found on the subsequent pages.

Part 2:

A secondary style guide to support Interact in **delivering harmonised content to communicate Interreg.**

Please note:

The Interreg Brand Design Manual defines specific colours for objectives that Interreg programmes follow. Each colour supports a meaning, and vice versa. Additionally, icons exist which explain each meaning.

This colour palette is included in the chapter „Interreg by Interact“

INTERACT COLOURS

The logo colours are derived from the European flag and the Interact IV logo and must not be changed.

The Interact colour palette defines colours that work with the logo colours and the thematic objective colour "Better cooperation governance objective".

Each swatch is defined for all relevant colour systems.

Pantone:

Spot colours.

Special reproduction typical for giveaways and 1/2/3C prints.

CMYK

Process-colour printing. Digital and Offset printers.

C = Cyan

M = Magenta

Y = Yellow

K = Key (Black)

RGB

Monitor colours. Microsoft office and other desktop apps.

R = Red

G = Green

B = Blue

Hex

This system is preferably used for colour codes websites.

Similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel.

LOGO COLOURS

	Colour	Pantone	CMYK	RGB	HEX
	Reflex Blue	Reflex Blue	100/80/0/0	0/51/153	003399
	Light Blue	2716	41/30/0/0	159/174/229	9FAEE5
	Yellow	Yellow	0/0/100/0	255/204/0	FFCC00
	Black	Black	0/0/0/100	0/0/0	000000
	White	-	0/0/0/0	255/255/255	ffffff

POLICY OBJECTIVE COLOUR

The Interreg Brand Design Manual defines colours with specific meanings in the 2021-2027 period. Interact's work is entirely within the "A better Interreg governance" objective, represented by the colour shown.



A BETTER INTERREG GOVERNANCE

-

Colour CODES

CMYK : 87 / 51 / 0 / 0
 RGB : 14 / 110 / 182
 Web : #0E6EB6

COLOUR PALETTE - MAIN

The main colour palette defines the colours we are going to work with. They were chosen to work well with the thematic objective colour, as stated before.

MAIN PALETTE



A BETTER INTERREG GOVERNANCE

Colour CODES

CMYK : 87/51/0/0
RGB : 14/110/182
Web : #0E6EB6



COMPLEMENTARY YELLOW

Colour CODES

CMYK : 0/20/100/5
RGB : 231/196/31
Web : #e7c41f



DEEP SEA

Colour CODES

CMYK : 100/77/33/20
RGB : 18/61/103
Web : #123d67



AZURE BLUE

Colour CODES

CMYK : 80/20/20/0
RGB : 0/153/188
Web : #0099bc

COLOUR PALETTE - ADD-ONS

To add a bit to the mix, you can choose between the add-ons "GREENS" or "EARTHY".
Please do not mix up the add-ons in any publication, as it would be too colourful.

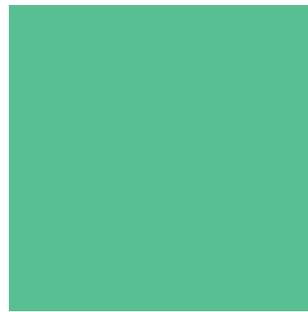
GREENS



DEEP WOODS

Colour CODES

CMYK : 82 / 33 / 57 / 22
RGB : 38 / 112 / 103
Web : #267067



FRESH GRASS

Colour CODES

CMYK : 63 / 0 / 56 / 0
RGB : 99 / 186 / 141
Web : #63ba8d

EARTHY



GOLDEN HOUR

Colour CODES

CMYK : 0 / 40 / 85 / 0
RGB : 247 / 168 / 51
Web : #f7a833



RICH EARTH

Colour CODES

CMYK : 16 / 61 / 90 / 5
RGB : 205 / 115 / 42
Web : #cd732a

LIGHT PALETTE

Sometimes, a strong vibrant colour doesn't work well in designs. The light colour swatches are based on the main colour palette, enabling designs where the colour „automatically“ fits in harmony as it is a „calculatory“ approach.

Digital - backgrounds for presentations, videos, gradients, web design areas, social media.

Print - backgrounds for large format prints, covers, textboxes with perfect readability.



A BETTER INTERREG GOVERNANCE LIGHT

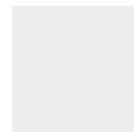
Colour CODES

CMYK : 25 / 0 / 0 / 0
RGB : 201 / 232 / 251
Web : #c9e8fb



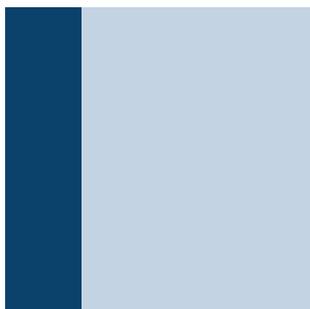
Light Grey

CMYK : 2 / 3 / 2 / 12
RGB : 229 / 227 / 228
Web : #e5e3e4



Ivory

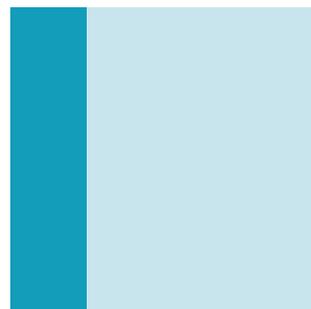
CMYK : 5 / 5 / 5 / 0
RGB : 244 / 242 / 242
Web : #f4f2f2



DEEP SEA LIGHT

Colour CODES

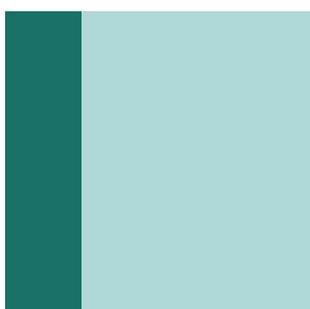
CMYK : 22 / 10 / 5 / 0
RGB : 207 / 219 / 234
Web : #cfdbea



AZURE BLUE LIGHT

Colour CODES

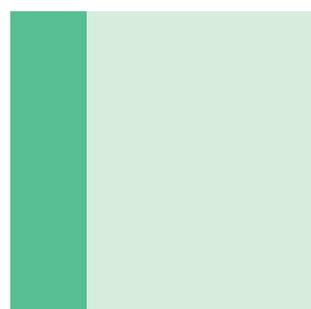
CMYK : 20 / 2 / 5 / 0
RGB : 213 / 233 / 242
Web : #d5e9f2



DEEP WOODS LIGHT

Colour CODES

CMYK : 30 / 3 / 15 / 0
RGB : 191 / 221 / 222
Web : #bfdde



FRESH GRASS LIGHT

Colour CODES

CMYK : 15 / 0 / 15 / 0
RGB : 225 / 239 / 227
Web : #e1efe3



GOLDEN HOUR LIGHT

Colour CODES

CMYK : 0 / 5 / 25 / 0
RGB : 255 / 242 / 206
Web : #fff2ce



RICH EARTH LIGHT

Colour CODES

CMYK : 3 / 17 / 25 / 0
RGB : 247 / 220 / 196
Web : #f7dcc4

"THE RED"

For specific reasons, such as to illustrate financial negatives, please use the one shown.
The colour red should never be used as a design element, or used as part of Interact's visual appearance.

-1054 **Financial Red - text only**
CMYK : 0 / 100 / 100 / 15
RGB : 201 / 12 / 15
Web : #c90c0f

TYPOGRAPHY

TYPOGRAPHY

All fonts which are part of the logo and the reference to Interreg are based on the appropriate guidelines. As we use the logo „as is“, there is no room for interpretations or changes.

Interact IV features a new set of fonts plus, on top, a strong typographic concept.

It is easy to underestimate the importance of well balanced typographic design, while even people without interest in design clearly identify bad type settings.

The following typographic guidelines reflect on experience from the former period, especially in usability in day-to-day use. Particular attention was focused on the availability in Microsoft Windows Operating Systems, without the need to install additional software.

The graphic design fonts are covered in the graphic design area of the manual.

OFFICE USE FONTS

The Georgia family will be used for headlines, to emphasize, and sometimes when we need to decorate.

GEORGIA

THE FONT STYLES

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

The Arial family is used mainly in body text and smaller application areas.

ARIAL

THE FONT STYLES

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z**

Italic

*A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z*

Numbers

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

ILLUSTRATIONS

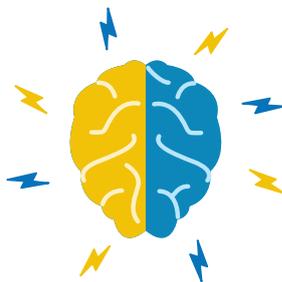
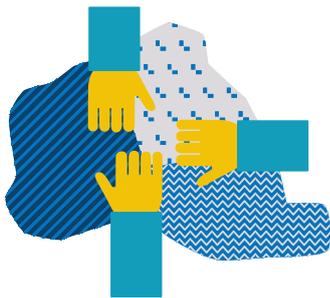
BUILDING ON PREVIOUS PERIOD, NEW COLOUR PALETTE

Interact's brand is build on illustrations, where helpers - who work in a cooperation context - illustrate the realities we work on.

The library was developed in 2014-2020 and relaunched with new colours for 2021-2027. If you cannot see an illustration that suits, reach out to the communication team as new illustrations can be added throughout the period, although there is a production time involved in this.

These illustrations are Interact illustrations and should only be used on Interact products. They should not be lent or given to other entities. Similarly, when promoting Interreg (Interreg, by Interact), the illustration should not be used.

All illustrations are coordinated by the communication team. For any issues, customisation or amendments, please contact them at communication@interact-eu.net



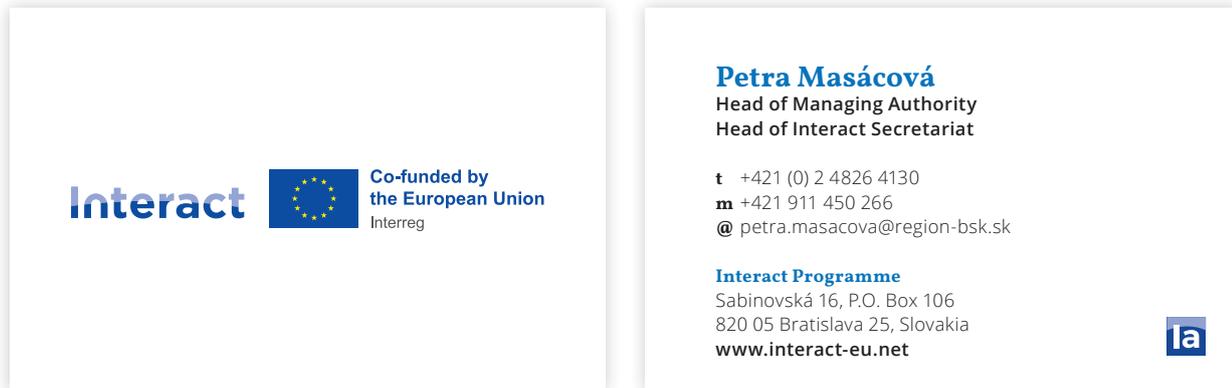
STATIONERY

All Interact stationary is based on a consistent set of templates. It is important for consistency that the official templates are used in everything we do. It should be possible for five colleagues from five offices to bring five documents to a meeting, and for these documents to be the same.

If you experience any issues or have challenges with the templates please contact the communication team.

Templates are not static; they get updated and new templates can be created. Issues and gaps in our templates are being collated in the Corporate Communication Community to be addressed in the future.

BUSINESS CARDS - 85X55mm, print on both sides



OFFICE TEMPLATES - WORD, EXCEL, POWERPOINT

All Interact templates can be found in the 'Interact Corporate Communication' community.

All templates were created with the aim of making our work easier. Using them properly ensures the corporate style is followed, and the EU Emblem and communication rules are followed as well.

If you need a template that does not exist, or you have needs that have not been met, contact the communication team.

DISCLAIMER

In all Interact publications, we should state the Copyright, Disclaimer and Publishing Details of the Interact programme. Knowledge Areas are being developed to help group content together in a more structured way. This will be further developed as Interact IV starts to produce materials.

Important: This disclaimer should also be used in publications under the 'Interreg, by Interact' identity.

Copyright: You are permitted to print, download and use this material for your personal use, and for public use. The material should always be presented with the original source acknowledged, including any relevant third party owners acknowledged in the material. None of this material may be used for commercial purposes.

Disclaimer: Cooperation can be complex, and while Interact's job is to make it easier, Interact cannot assure the accuracy of our pan-European information in any specific context. Furthermore, understanding and knowledge evolves throughout the programming period. If you spot an error, inaccuracy or inconsistency, please contact the author, or communication@interact.eu

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Date: DD.MM.YYYY

Primary knowledge area: (TAG)

Authors: (NAMES)

interact.eu

Interact



Co-funded by
the European Union
Interreg

VIDEO ELEMENTS

As video gets more and more important, we need to give priority to branding - especially as video editing has a tendency to be time-consuming.

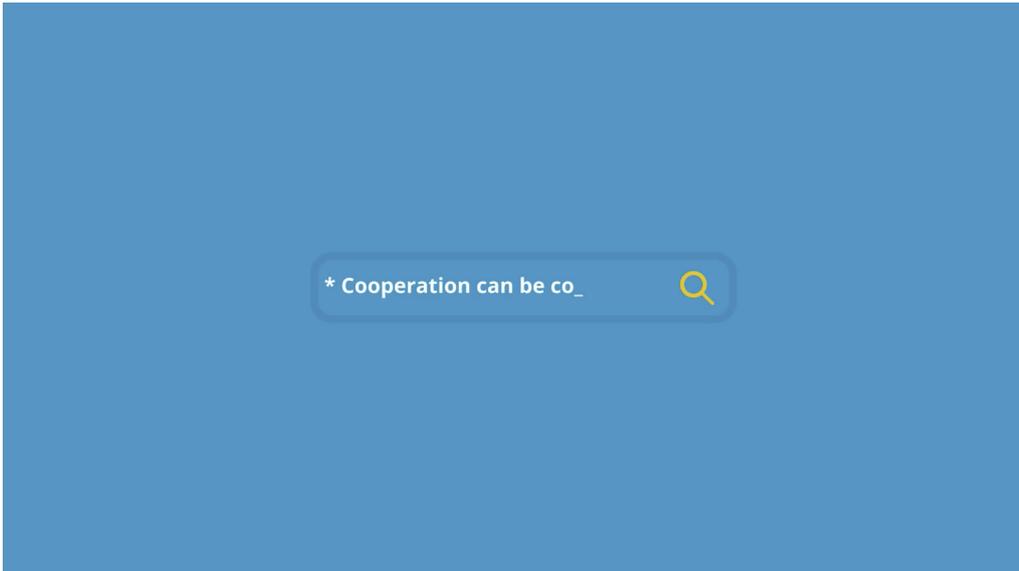
We have prepared little helpers for all typical applications, provided as re-usable elements for Adobe Premiere.

Please note

All templates are available in landscape AND square format.

INTRO

A quick, catchy snippet, featuring our claim.



OUTRO

Short snippet, featuring Logo and url.



Interact



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www.interact.eu

LOWER THIRDS

In its simplest form, a lower third can just be text overlaying the video.

Lower thirds are arranged in *tiers*, or lines:

One-tier lower thirds:

Usually used to identify a story that is being shown, or to show a presenter's name.

Two-tier lower thirds:

Used most often to identify a person on screen. The person's name appears on the first line, with their place of residence or a description below that. Two-tier lower thirds may also be used as "locators" to identify where a story is taking place.

In case you need to recreate it, not using the template:

Interact favicon | small gap | white rectangle with fonts "Open Sans" Bold and Regular, colour "Deep Sea"



SOCIAL MEDIA OVERLAYS

Videos produced for social media are most likely as short as possible to be attractive to viewers. While in social media we start right away without intro, we provide **overlays** if you need titles or explanations to add context.

In case you need to recreate it, not using the template:

Logo | rectangle colour "Deep blue" with a fitting transparency to let the content shine through (start with 70%) | font "Vollkorn" in white

You might want to include **lower thirds** too.

Please note

Square video formats work best on most platforms!





STANDARDS TO PRODUCE SUSTAINABLE ITEMS

APPROACH

While different offices, people and cultures may have different views on giveaways, as one Interact programme we state our broad principles from our brand perspective that apply to all offices.

Our approach guides towards an equal standard, where sustainable and purposeful promotional items are produced.

On top of that we want to reduce our carbon footprint regarding all materials we produce, including print products.

To reach this goal, we need to understand and acknowledge a few guidelines:

1) Climate-neutral printing

Printing companies vary a lot. Despite a continuously growing base, it is not standard that printers produce with a climate-neutral seal of approval (quality seal). Names and seals vary from country to country, please look out for certificates and favour those companies where procurement rules allow.

2) Quantities of printed material

With the availability of digital-printing, producing smaller batches meeting short(er) term needs, doesn't mean unit price goes up. Please always compare and tend to satisfy only your short term needs before running into outdated product littering.

3) Goodies & Giveaways: Type of material

This seems to be a no-brainer ("sturdy materials beat plastic"), but it is a bit more complicated than that. As we will discuss in point 4) and 5), there is more to consider. Basically, the rule of thumb is that we should prefer wood and metal to plastic and plastic compound.

4) Goodies & Giveaways: Durability, Longevity

A USB-Stick is made of plastic, yet it is going to be heavily used for a rather long time.

A plastic ballpen is not cool, yet if it is refillable, it beats a wooden single-use pen by far. (Make sure to communicate the possibility to refill, maybe already include a refill in the giveaway)

Sweets are rather neutral if the plastic-packaging is recyclable.

Sweets are not cool if the packaging is aluminum or plastic and thrown away.

5) Goodies & Giveaways: Branding, Design

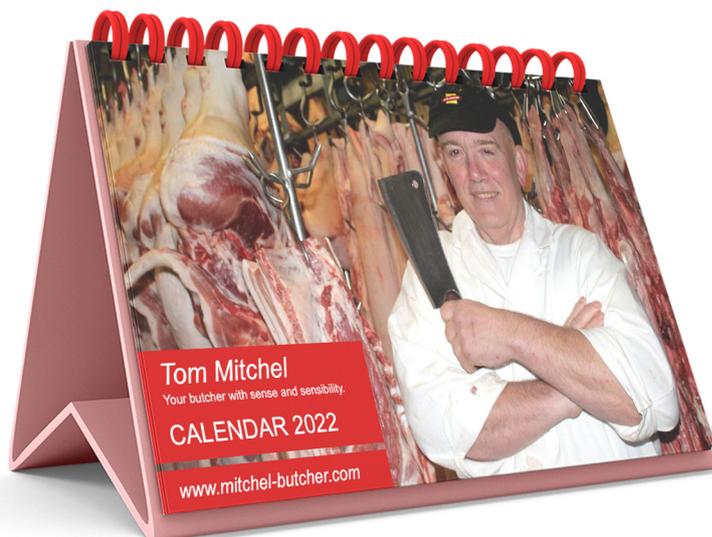
The most overseen, fundamental reason **why giveaways are so often thrown away** (on receipt) is something each one of us has already experienced: **The branding is awkward.**

Sometimes it is simply badly designed, or, **most likely, over-branded:** Too much brand, too much in your face. People don't like being your brand ambassadors by running around with your logo. You wouldn't do that, would you?

A sustainable giveaway, is the combination of a useful and purposeful "item" PLUS non intrusive, non awkward design and branding.

Let's have a look at the following pages, explaining it with some commented examples to raise our awareness for cautious branding.

WARMING UP



While I'm sure Tom is proud of his giveaway, we can agree it's not going to

- 1) occupy space on our desk,
- 2) be seen daily,
- 3) last a whole year.



Is this much better?
In terms of design maybe, but
on my work desk, all year?

EXAMPLES



What about this?

- Clear purpose & a promise to support me in my day-to-day work.
- Branding is ok-ish; nothing too fancy but not boring or ugly.
- Wording (play on 52 weeks of a full year) is witty, not buzzwordy or advertising.
- If the content (social media ideas) is good, people will love it and look forward to next year's version - maybe even keep the old one to not lose the other ideas. Or pass it on to their media teammate, comms person, etc.
- Advertising **Interact** is easy:
 - Mark special European days
 - Suggest posts for, e.g. the European Year of Youth
 - Lighthearted content:
 - 10. Jan - Clean Off Your Desk Day
 - 22 April - Earth Day reminder to look at projects supporting a greener Europe and our own efforts as individuals to protect the planet.

...

REFRAME CONTENT LIGHT-HEARTED



Please note these are not actual or final designs.

COME UP WITH WITTY VIEWPOINTS



MAIN CHAPTER: VOICE OF INTERACT

WHAT IS COVERED IN THIS CHAPTER?

This chapter sets out the voice of Interact. It is not a replacement for your own words and voice, but guidance to help you be more consistent with colleagues.

The core personality of Interact is fairly well established, and experienced in five offices and by over 20 nationalities. While key words exist, the precise expression of Interact's persona has not been set down.

As part of the brand renewal there is an opportunity to codify and develop this further and support the adoption of the brand.

A workshop for all Interact colleagues, conducted on 29.11.2022 explored the brand traits and audiences we speak to. It then set out the following voice chart which articulates the Interact persona.

In addition, the Brand Manual adopts the principle of plain language as part of the Interact brand identity.

We work in an incredibly technical environment, with bespoke abbreviations and terminology often used outside normal parameters.

Plain language approaches are our best tool to make sure we are understood by our audiences, whether they are native speakers or if they would say they struggle with business-level English.

BRAND VOICE CHART

A brand voice chart summarises an organisation's brand voice. It is meant to be used as a quick reference for anyone.

It works like this: In defining the brand voice, one of the most important steps is identifying the traits that

we want our brand voice to embody. Typically, this list is limited to roughly six adjectives (traits). The brand voice chart organizes these qualities, explains in more detail what is covered, and quickly offers guidance about what we should (and should not) do in order to embody the quality.

Personality traits	Description	
Responsive	We acknowledge the target groups' and stakeholders' needs. We respond in a timely manner by finding a solution for it/them.	
Inspiring	We animate and motivate target groups/stakeholders by steering discussions on common challenges	
Passionate	We love what we do. We bring this passion to our work to make cooperation easier. We care about our target groups and their work.	
Reliable	We consistently achieve high quality of performance; we can be trusted.	
Solution oriented	We are looking for practical implementation rather than endless theoretical discussion	
Change agents	We want to effect positive change, and not promote redundant practices.	

Do to live by it	Don't to not disturb it
We respond to actual needs, and we actively look for these needs. We acknowledge emails as we read them, especially if we need time to reply on the substance – communicate that we are looking into it!	We don't ignore actual needs, or put our own wishes and ideas first. We don't leave our audiences wondering what is happening while we look into their questions.
We stimulate target groups/stakeholders with innovative ideas/approaches/solutions. We boost their daily processes by sharing experiences and creating platform for exchanges	We don't force/tell target groups/stakeholders (how) to do things; we don't do goldplating
We create great content. We create a safe and open exchanging environment We bring fun to the world of Interreg We are fully committed	We don't do boring, or irrelevant. We work within the framework provided, but are not limited to the way things have always been done.
We acknowledge emails on receipt of the challenge, not waiting until we have the solution.	We don't break promises or mislead people into incorrect answers/solutions. We offer our unqualified opinion, when someone else may have the better answer.
We use our skills to arrive at actionable outcomes and strive for a change, with a focus on the goal	We don't try to be or look busy without effecting a change. We don't get lost in details. We don't take offence or get defensive when collaborating.
We advocate for better approaches, and call out gold plating – especially our own. We consider risks, but are always interested in new ideas and better solutions.	We don't live in comfort zones, we don't stop learning and we don't let one miss-step stop a good idea. We don't present innovations and ideas as model solutions, or accept the status quo.

MAKING YOUR LANGUAGE WORK

The second element of Interact's voice is plain language. The way we speak and write, so we are understood by our audiences.

Within Interact we are over 20 nationalities, and our business culture is shaped by our various experiences. Our Interreg audiences contain many more nationalities, cultures and experiences which we need to respond to.

We cannot effect change, if we are not understood. We are not understood if we are not clear.

Our work has to reach our target audiences in a way they understand. It must get its message through and make sense. After all, the work is already complex enough.

While technical language may be necessary, we do not complicate our text further with buzz words and other complexities. Showing how clever we are never comes before making our work easy for our audiences to understand.

Plain language is at the heart of how our audience hears us, and listens to what we have to say.

PLAIN LANGUAGE PRINCIPLES

The first rule of plain language is: write for your reader. Use language he/she understands and feels comfortable with. This means you must learn as much as possible about your reader before you start to write.

If that is not possible, imagine your average reader, and write for that person. Only write to experts if you know they are your target readers. An Interreg colleague once said – "write as if your reader was a gifted 12-year-old" – sound advice indeed.

In the following chapters we will consider how to:

- A) **approach** your text
- B) **structure** your text
- C) find the appropriate **words**

A – Approach & Basics

Design for understanding

When we write we want our readers to read, understand, remember and act upon the information we are giving them. Cluttered, complicated writing means people might start reading your text, but they will soon give up on it in frustration. Alternatively, they will stick with it but misunderstand it and perhaps do the wrong thing as a result of reading it. Either way, you haven't achieved your aim with writing.

Making your writing reader-friendly is an important part of developing effective communication. Texts that are clear, straightforward and well-organised are far easier to understand than those written in the more traditional style we are used to.

Have an introductory sentence

It's important to have a heading on your text – but that's not enough. If you want to draw your reader in – which you do - then you must start with a relevant introductory sentence that prepares your reader for what is to follow.

We often write the way we think, putting our premises first and then our conclusion. However, doing so means what should have been our introductory sentence arrives at the end of our text. As the name suggests, place your introductory sentence at the start of your text and let your readers know what to expect as you continue. Prepare the way for them – hook them into your topic. Move it up front and let users know where you're going. Some busy readers will want to skim your document, stopping only for what they want or need to know.

Similarly, you can help those readers who prefer to skim a text before reading it in detail by starting each paragraph with an introductory sentence – as long as this appears natural in your text and doesn't stilt the flow.

Write short sentences

Each sentence should ideally have just one idea – two at the very max. Longer sentences tire your reader out. And here, the risk for you is that people give up reading your text. Shorter sentences are ideal for presenting complex information – as they "chunk" the content, making it "biteable" for your reader to digest.

Use lists

People love lists – why is this so? Well, they present the information in an orderly way, they cut out unnecessary detail and they can be used to show a hierarchy of information.

Tip

Always introduce your lists with a lead-in or defining phrase.

Lists are useful because they:

- Can highlight levels of importance
- Can help the reader understand the order in which things happen
- Help readers skim and scan
- Make it easier to identify all the steps in a process than a flowing text does
- Add white space for easy reading
- Are an ideal way to present items, conditions, and exceptions

But beware - you can overuse lists. So be selective - use them to highlight important information, not to present everything and anything in your text. Remember: readers also appreciate and are well-served by variation in your text.

Highlighting

As well as lists and headings, it is wise to use bold and italics to emphasise important concepts in a text. Again, don't be tempted to overuse these.

N.B.: Writing sentences in capital letters is never a good choice – primarily because it is considered bad form – almost like the writer is shouting at his/her reader.

Similarly, don't underline huge swathes of your text – it makes the text tiring and difficult to read.

PLAIN LANGUAGE PRINCIPLES

B – Structure

Focus on what users want to know

Let's face it, people only want to know what applies to them. So, the best way to grab and hold someone's attention is to find out who they are and what they want to know.

Think about what your readers know about the situation or topic you're writing about. Then, guide them through the information they need to know.

To help you do this, start with the following questions:

- Who is my reader?
- What does my reader already know about the subject?
- What does my reader need to know?
- What questions could my reader have?

Organise the information

Organisation is key. Start by stating your purpose and what you aim to achieve with your text. Emphasise the "what's in it for me" for your reader. Arrange content in a logical order. Put the most important information at the beginning and include background information (if necessary) towards the end.

Make it easy to follow

People read our texts and documents because they are hungry for information - and they want to be satisfied quickly. Organise your text so it's easy for the reader to find this information and follow the progression of the information in your text.

For complex documents, create a comprehensive table of contents. This should serve as a reliable roadmap that your readers can follow to quickly find what they need.

General first – then exceptions, conditions, and specialised information later

A useful organising principle is to put general information first, and specialised information or exceptions later. This ensures that the material that addresses most readers' needs in most situations appears early in your text.

This technique addresses another issue too – if you start with an overview, followed by more in-depth information, you can more easily address different levels of understanding. For example, the general

Tip

Think through the questions your users are likely to have on your topic, then organize your text accordingly.

public and non-specialists should be able to understand the first part easily, after which you can introduce more detailed/complex information for your more experienced readers in your topic.

Write short paragraphs

As with sentences, your paragraphs should be short. Short paragraphs are easier to read and understand than long paragraphs – and they greatly reduce the risk of your reader "falling out" of your text – perhaps never to return to it.

While writing experts recommend paragraphs of no more than 150 words, you can happily set a maximum – a strict maximum – of 250 words, consisting of several short sentences, of course. Remember to vary the lengths of your paragraphs, to avoid reader-fatigue.

Using short paragraphs is an ideal way to open up your writing and create white space, making writing more attractive to your reader – and easier for them to understand.

Cover one topic per paragraph

Limit each paragraph or section to one topic to make it easier for your reader to understand your information and follow the flow. Each paragraph should start with a sentence that tells the reader what to expect. Putting each topic in a separate paragraph makes your information easier to digest. (But only if the content is appropriate for being presented in this way. Sometimes two topics will make a better paragraph when they are very closely linked.)

Write short sections

Short sections "chunk" the information nicely for your reader, allowing them a break to reflect on what they have read so far, then return to your text after a short while without losing the thread of it.

PLAIN LANGUAGE PRINCIPLES

C – Words

Choose your words carefully

Words are the most basic building blocks of written and spoken communication. Don't complicate things by using jargon, technical terms or abbreviations that people won't understand. Choose your words carefully and be consistent in your choices.

Why? Because choosing your words carefully is an important part of communicating clearly. While it is generally not a problem for a writer to be expressive, most technical or scientific writing has no place for literary flair. People do not curl up in front of the fire with a regulation to have a relaxing read. (But nor should your style of writing regulations make it a stressful read!)

Use simple words and phrases

When you are choosing your words, go for the familiar or commonly-used rather than the unusual or obscure. Here, there is online help to be had – especially from The Plain English Campaign at <http://www.plainenglish.co.uk/the-a-z-of-alternative-words.html>

Be concise

Nothing is more confusing to the reader than long, complex sentences containing multiple phrases and clauses. Be more critical of your own writing, and consider whether you need every word. Challenge every word, considering if you need it in your text. If not – then "cut out the fluff!"

Use active voice

Active voice places people at the centre of your text, making your text more interesting to your reader. While passive voice tires your reader's brain and leads to the risk of you losing your reader's interest. Using active voice and specifying who is performing an action will change the character of your writing for the better.

Use positive language

We're accustomed to thinking and speaking positively. When we write in the negative, we place another stumbling block in the readers's way, making it more difficult for them to understand us.

Many ordinary words have a negative meaning, such as unless, fail to, notwithstanding, except, disallowed, terminate, void, insufficient, and so on. Watch out for these when they appear, and try to find a positive word instead to express your meaning.

Tip

Have a look at www.thesaurus.com

Don't

The event is being organised by us.

Do

We are organizing the event.

Tip

Have a look at www.thesaurus.com

Keep the subject, verb, and object close together

The natural word order of an English sentence is subject-verb-object. This is how you first learned to write sentences, and it's still the best way. When you put modifiers, phrases, or clauses between two or all three of these essential parts, you make it harder for the user to understand you.

Use the same terms consistently

You will confuse your reader if you use different terms for the same concept or object. For example, if you use the term "senior citizens" to refer to a group, continue to use this term throughout the material. Don't substitute another term, such as "the elderly" or "the aged." Using a different term may cause the reader to wonder if you're referring to the same group.

You don't need synonyms to make your writing more interesting. The danger in using synonyms is that while they can make your text more interesting, they often make it less clear to your reader.

Minimise abbreviations

Abbreviations were once thought to help a reader, saving them from long phrases. However, they are often so over-used that the poor reader constantly has to look back in the text, or consult a glossary or appendix, to remember what they mean. And when you force your reader to do this you are in effect taking them out of the "track" of your text and disrupting their concentration. Don't do that to your reader!

If you absolutely can't avoid using an abbreviation, at least make sure you define it the first time you use it in your text. For example, "European Union Strategy for the Baltic Sea Region (EUSBSR)"

Use pronouns to speak directly to your reader

Pronouns make the text personal for your reader. They help him/her better relate to what you're saying to them. Using "you", for example, pulls your reader into the information and makes it relevant to them.

Writing for an individual forces you to analyse carefully what you want the reader to do.

This way, you'll find it easier to:

- Put the information in a logical order
- Answer questions and provide the information that your reader wants/needs to know

Don't

This section describes actions that would be required for supervisors submitting personnel transfer requests.

Do

This section tells you how to submit personnel transfer requests.

Don't

Copies of tax returns must be provided..

Do

You must provide copies of your tax returns.

PLAIN LANGUAGE PRINCIPLES

Avoid jargon

Jargon is unnecessarily complicated language, and it rarely informs your reader well.

When we say not to use jargon, we're not advocating you leave out the "Interreg-speak" we all use on a daily basis. We are advising you to always make sure your language is as clear as possible.

Special terms can be useful shorthand within a particular group of readers, and may be the clearest way to communicate with that group. However, going beyond necessary technical terms to write in jargon can cause misunderstanding or alienation, even if your readers are specialists.

We often fail to realise that terms we know well may be difficult or meaningless to our readers. This is another good reason for knowing as much as possible about your readers before you start to write.

Remember: write to communicate, not to impress. If you do that, you should naturally use less jargon.

Tip

Have a look at www.thesaurus.com

**MAIN CHAPTER:
GRAPHIC & WEB DESIGN AREA**

WHAT IS COVERED IN THIS CHAPTER?

The first part of this chapter sets out how we work with graphic designers to create beautiful documents. Included in the Brand Manual are dozens of InDesign files which have elements that can be used as is.

Designers should be strongly encouraged to use the templates where they can. If additional pages are needed, they should be required as open files to help expand our Library of such files.

The second part of this chapter sets out how we present Interact's work on websites, including under the Interreg, by Interact persona.

A common website footer is a new required element which should be provided on all websites, whether promoting Interact or Interreg.

Where web tools and professional accounts are purchased, we should seek to consistently use the Interact brand elements set out in the following chapters.

GRAPHIC DESIGN FONTS

The Vollkorn family will be used for headlines, to emphasize, and sometimes when we need to decorate, as well as online.

VOLLKORN

THE FONT STYLES

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Italic

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

The Open Sans family is used mainly in body text and smaller application areas, as well as online.

OPEN SANS

THE FONT STYLES

Light

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

**Bold &
Italics**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Numbers

0 1 2 3 4 5 6 7 8 9
0 1 2 3 4 5 6 7 8 9

GRAPHIC DESIGN - TYPOGRAPHIC CONCEPT. ATTITUDE & EXPLANATION

Interact IV features a **typographic concept**. While you are again free to work with your graphic design studios to your liking, we would love to see the new underlying attitude in typographic design appear in your product whenever possible.

This will play a big part in harmonizing your products among all offices.

The chosen fonts have been selected with an eye on availability in Windows Operation Systems. While this is a good idea for interoperability, those fonts are not necessarily known to be a perfect option in font-artistry. In order to get to a beautiful and professional layout, a good typographic rhythm is to be achieved. **Let us show you how we imagine it.**

QUAM EXERUM HARIBORUM

Harum eos et odigent, pra
volesec nimet am, acium
nihictatur.

Ectatecest et ut qui tem fugitatur, quid quia quam exerum et et quam ut as con pa vo-
lutem earumqu idellaut exceatquo **omnimpo runtiam quibus** dolupti umquos aut qui
doloristion rent quatur magnam iur?

ANATOMY

EYEBROW TEXT - READ TEXT BELOW

Headline is preferably multi-line to increase impact.

Body text, in typical working font sizes that reflect text length readability and column width.

Increasing Headline readability with Eyebrow Text

An eye-tracking study found that most users don't read entire headlines. Instead, they scan the left side and only read the first few words. They do this because they're searching for keywords to see if the content is worth clicking.

If the first few words in your headline don't hint at what the content is about, users will likely skip it. When they hunt for information, their patience and attention span is short. There's a lot of content and they don't want to waste time. They need to see relevant keywords quickly, and the best way to do this is to use eyebrow text.

Eyebrow text is a descriptive keyword or phrase placed above the main headline. It appears in a smaller font and sums up the content in just a few words or raises engagement with a promise. With eyebrow text it is easy to enrich the headline.

The eyebrow heading is smaller than the main headline but still easy to spot. We made it distinct by varying the style to uppercase the letters. Changing its colour on top is a solid option too.

When to Use Them

Not every headline needs an eyebrow. It's redundant to add an eyebrow if your headline is short and contains many keywords. Remember readers will scan the first words. If your first two words already feature keywords, an eyebrow could distract. They're most useful for long headlines that don't contain keywords.

Users Need Context

Users normally don't read every text. Present your keywords upfront in an eyebrow text to give them the context they need to stay.

Using a stable typographic rhythm results in a pleasing (if not beautiful) and sturdy layout. On the left, we don't add much as the next level headline and body text below provides a stable, welcoming and engaging impression.

We can now, if needed, add more elements - like quotes - to the mix, to make it more attractive.

GITASPEL ITISTIIS RERUM VOLORUPT

Omnihit, quiandis et pelitat ianiminimus modis ea dignis.

Ectatecest et ut qui tem fugitatur, quid quia quam exerum et et quam ut as con pa vultem earumqu idellaut exceatquo **omnimpo runtiam quibus** dolupti umquos aut qui doloristion rent quatur magnam iur? Ectatecest et ut qui tem fugitatur, quid quia quam exerum et et quam ut as con pa vultem earumqu idellaut exceatquo.

Untotam quidere essequist, quatectem et quam aceritis simporione inis iur?

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Aria dolupicabo. Ota corenim ilignam utatusanimin pernatur autae optatem. Ut dusa a sitatem. Ullit, sectotatibus aut vent.

Uda volorro minulli caborem. Totam, quunt eum antioruptis seribea quidia doluptatem inus dolupti quam non porum vent labo. Busto equatur?

Odi optatquo cum velitibustiis re etur acimusa ne nem recate omnihit exeraerum ullam re volum accus ilit, cus peris ex est, solorporum, odipsum doloribus as et labo. Quossimolor as et apeliandi quam quo beati nihil intio. Dion pratiae porpores volecerumet mi, con eum laccabo repere plam etusda valor

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„It is the mission of the EU to offer a good health system for our citizens.“

URSULA VON DER LEYEN

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BOXING, MENTIONS, DECORATION

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Emphasizing something very important in yellow.

You can also split the page into one-third and two-third columns.

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Oraecum et, ut ant repello ritionsed qui odit ullame dolut eum sectur? Qui doles aditae vendandi ute porrum facerum aut as si ut eaquos et ut aut antus endebis et volorum comnis et, nonecto modit eari dolecture culpa sin resed modita iunt re, sam consequi ostiisc iaecus dercil ium ut esto que porecatium eos que sitatia quam aligeni cores aut desciatium aliam fugit offictores ea nimagnierende plitame repediatus eume dellat porupti busdam, quiamusda velente abori aut eum conseceaquis dolor repercitium, sit, volore nobit acerepudaer.

¹ European Commission (2016), Health investments by European Structural and Investment Funds (ESIF) 2014-2020

² European Union's Health Programme (2016), Mapping of the use of European Structural and Investment Funds in Health in the 2007-2013 and 2014-2020 programming periods.

³ European Commission (2016), Health investments by European Structural and Investment Funds (ESIF) 2014-2020

Let's have a look at how to do listing visualizations

Lists are also an important part of an editorial design, so let's see what they could look like here. Please just use left-alignment with lists:

- This is the first option of a listing system. Keep a **clear distance** between the enumeration and the text.
- And here comes another one - be sure to keep a good distance **between every listing** so it is legible. This will make it easy for readers to understand the text and get the important information faster.
- Keeping good distance between listings means that the space between them should be **bigger than the line pitch but smaller than the passage pitch**.

It is possible that there are more complex listings. Let's have a look at that too to get an idea:

- Here we go again with the first point - take a closer look at how the **different point weights** are interacting with each other and give a better understanding of the layering of the information.
 - “ This is important so we have another option for an additional listing system.
 - “ Look how this is working for complex listings to get a good distinction between the different layers of information.
 - “ Let's add another point so it gets really clear what we want to show you. We hope you enjoy this.
- And here a second main point so you can get a better feeling of how this works. Keep a bigger distance to the previous points so it gets even clearer.
- And a third one just to make a good visualization of this whole listing system overall. Listings are really important.

Numerological listing needs a bit more space between number and text. We decided to leave out a point after the number as we think it is not necessary:

- 1 This is the first option of a listing system with numbers.
- 2 And here comes another one - be sure that the distance between number and text is wide enough.
 - 2.1 This can be an option for additional listing systems and an additional layering option because this may be needed.
 - 2.2 Look how this is working for complex listings to get a **good distinction** between the different layers of information.
 - 2.3 Let's add another point so it gets really clear what we want to show you. **We hope you enjoy this.**
- 3 The distance between number and text will need to be bigger than in the point listing system.

You can bring in additional elements like lines if it helps to distinguish certain elements or helps with legibility of special parts or informations. Just be sure to not overdo it.

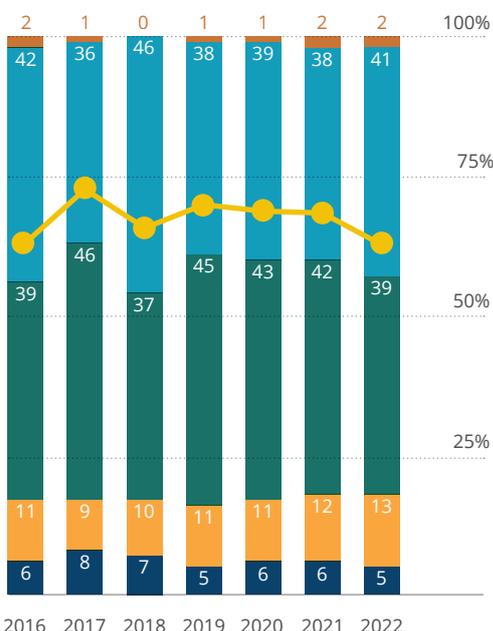
You can bring in additional elements like lines if it helps to distinguish certain elements or helps with legibility of special parts or information. Just be sure to not overdo it.

AND NOW TO THE FUN PART

Infographics, charts and diagrams at their best

HEALTHCARE SECTION DISTRIBUTION

Additional text if needed to describe the chart better. Keep it as short as possible to not overwhelm the reader.



Charts and diagrams can be a wonderful thing to show data in an appealing way.

There is some magic in showing data in the form of graphical elements – and producing good charts, infographics and diagrams really is some sort of magical process indeed.

For the graphical elements you can use all the prepared colours – just take care that the data is readable and it looks beautiful. Depending on the data you need to show, take care that the colour palette is as reduced as possible but as readable as needed.

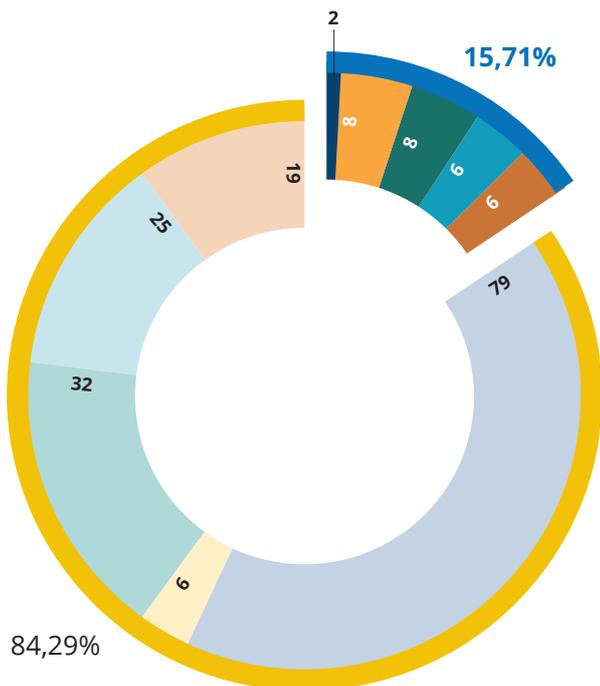
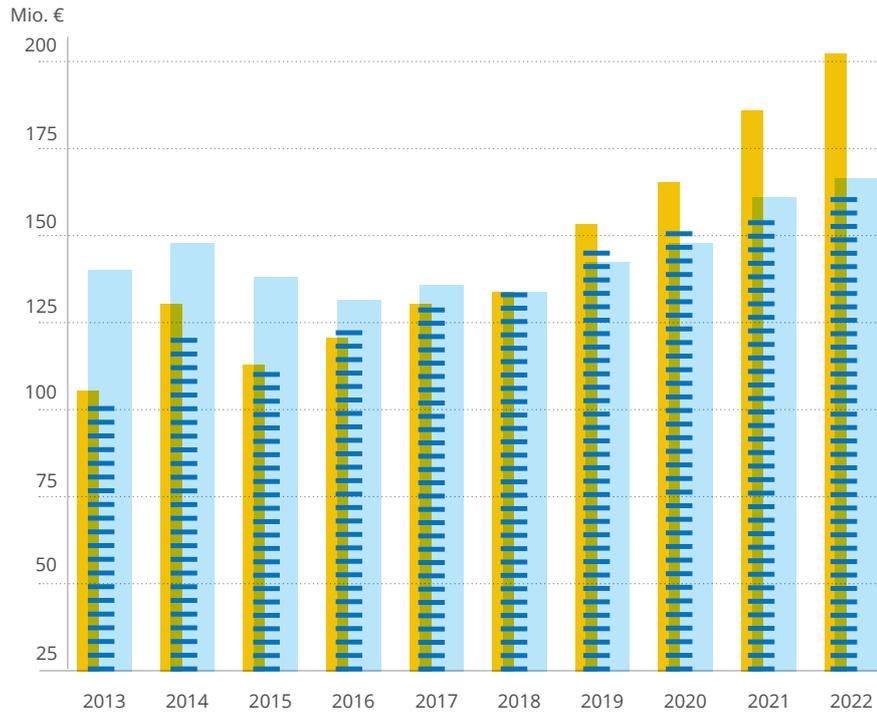
You can play around with shapes, elements and overlaying effects and so on – whatever helps the graphic to be readable and candy to the eye.

Beautifully-prepared infographics are nice to look at – and what's beautiful for the eye is easier to understand and will catch the readers attention. You want to make those data stand out.

HEALTHCARE BUDGET DEVELOPMENT 2013-2022

Additional text if needed to describe the chart better. Keep it as short as possible to not overwhelm the reader.

- Available budget for healthcare
- Needed budget for healthcare
- ▬▬▬ Average between available and needed budget



HEALTHCARE BUDGET EUROPE VS. WORLDWIDE IN %

- Europe
- Worldwide
- Operation
- Rehabilitation
- Hospital Stay
- First aid & general practitioner
- Intensive medicine

LIST IT ALL

Tables – an underrated design element

Tables and lists can be a very important feature in a report and should not be forgotten. One way to work with tables can be the following formula:

Keep them as minimalistic as possible – but as readable as needed. Reduce lines where they are not absolutely necessary – this will space up your lists and make them look lighter and more elegant than keeping everything boxed up.

Sometimes it is better to just work with different line thickness or with light background colours for distinctions. Just take care that it looks nice and clean. Even using white lines (if working with coloured rows or columns) can be a very smart decision, as it lightens up a list to not look like boxes.

A good thing to help clean up charts is to reduce the usage of colours as much as possible.

As for every other part: Make it look beautiful and readable – then you are good to go. Less is sometimes more. :)

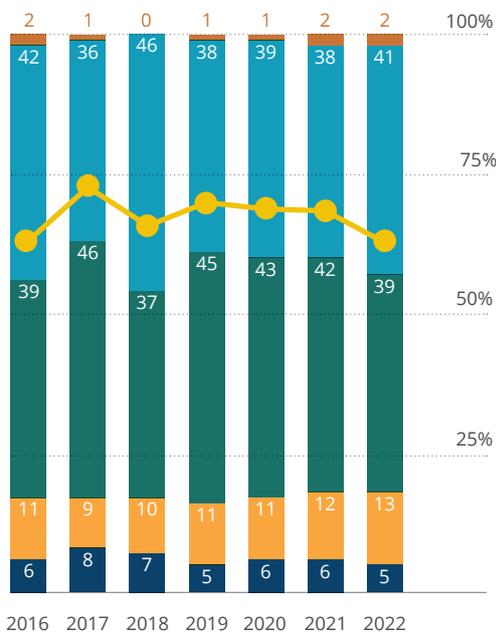
Let us take a closer look at what charts can look like.

Health Care Provider	Frequency	%
Age (Years)		
18–25	142	40.9
26–35	168	48.4
>36	37	10.7
Sex		
Male	144	41.5
Female	203	52.4
Profession		
Nurse	282	81.3
Medical Doctor	18	5.2
Health Officer	31	8.9
Midwifery	16	6.4
Total	347	100%

Budget per year and section in Mio €	2018	2019	2020	2021	2022	Staff headcount/ division	in Mio.
						Rehabilitation	15
First Aid	17						
Hospital Stay	40						
Intensive Care	19						
Precaution	12						

Economic stability	Necessities	Demographics & Social Context	Environment	Development & Education
Employment status	Safe, secure, quality housing	Gender identity/ inequality	Crime rate/violence	Early childhood development
Income level & FPL	Access to affordable, healthy food options	Sexual orientation/ discrimination	Access to transportation	Adverse childhood experiences
Health insurance status	Access to clean drinking water	Ethnicity/racism	Safety of built environment	Quality and level of education obtained
Expenses	Air quality	Language barriers	Recreational & leisure opportunities	Health literacy
Financial safety net	Utilities (heat, etc.)	Social network, capital and support	Availability of healthcare	Educational level
Income level & FPL	Access to affordable, healthy food options	Sexual orientation/ discrimination	Access to transportation	Adverse childhood experiences

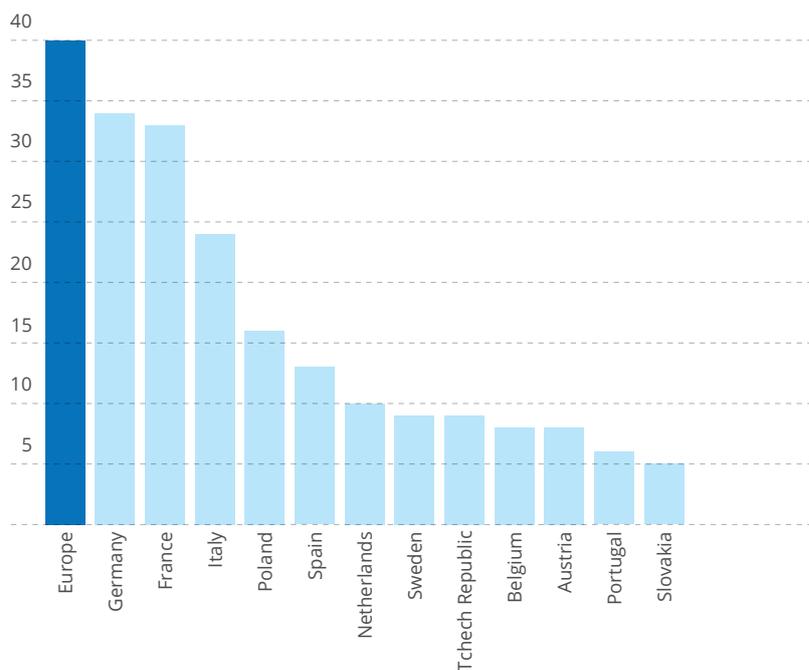
GRAPHIC DESIGN - INFOGRAPHICS & CHARTS



HEADLINE, NAME OF THE CHART

Additional text if needed to describe the chart better. Keep it as short as possible to not overwhelm the reader.

- Operation
- Rehabilitation
- Hospital stay
- First aid & general practitioner
- Intensive medicine
- Overall covered costs

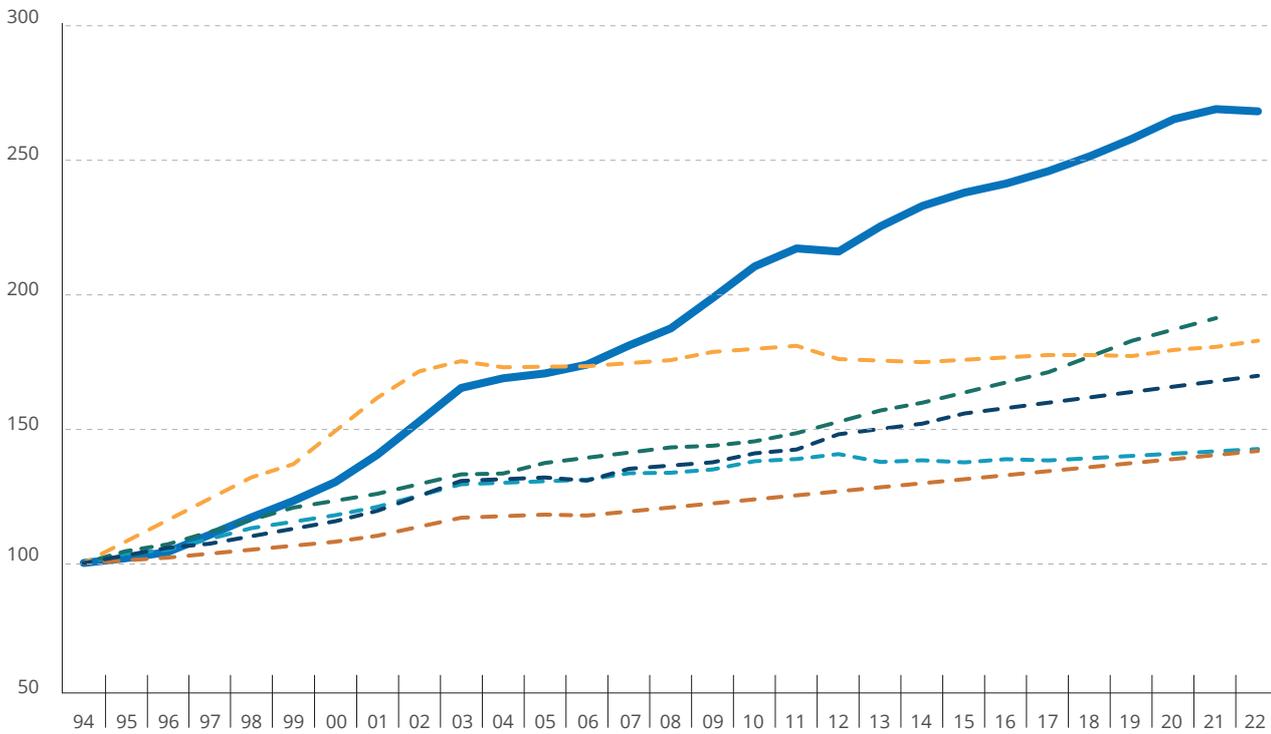


HEADLINE, NAME OF THE CHART

Additional text if needed to describe the chart better. Keep it as short as possible to not overwhelm the reader.

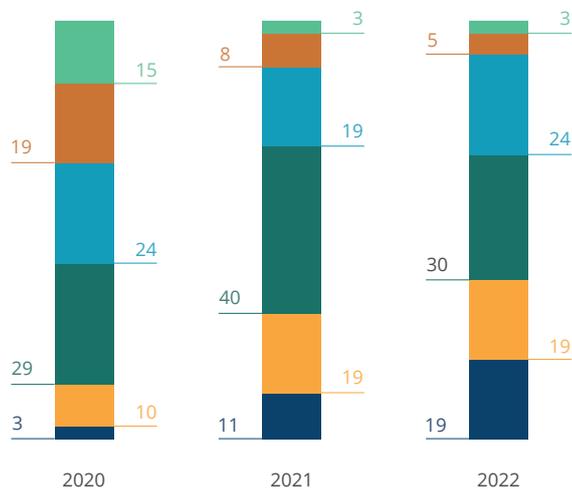
HEADLINE, NAME OF THE CHART

- Operation
- Rehabilitation
- Hospital stay
- First aid & general practitioner
- Intensive medicine
- Overall costs

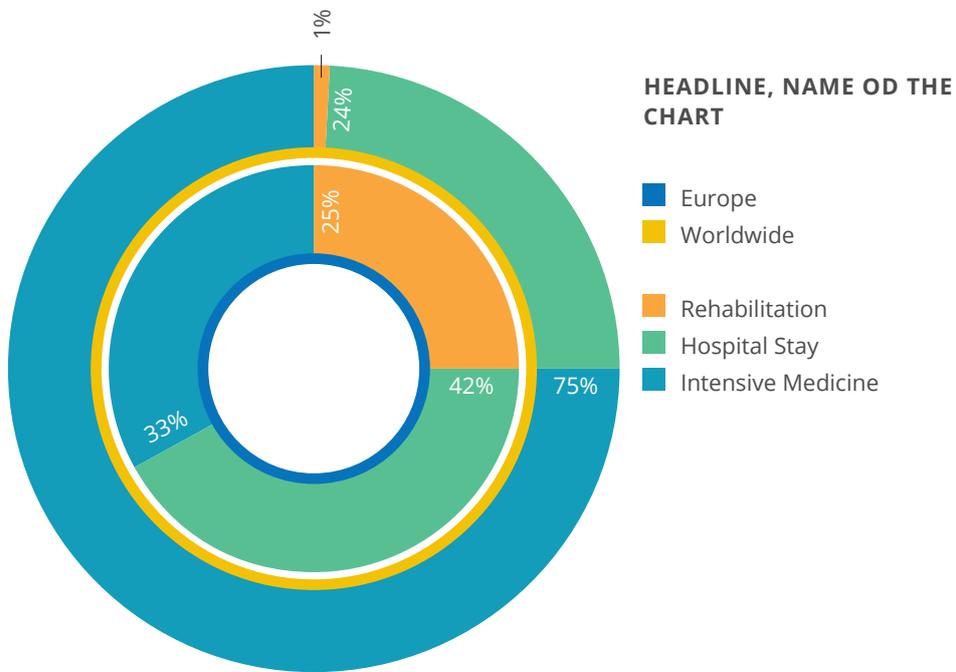


HEADLINE, NAME OF THE CHART

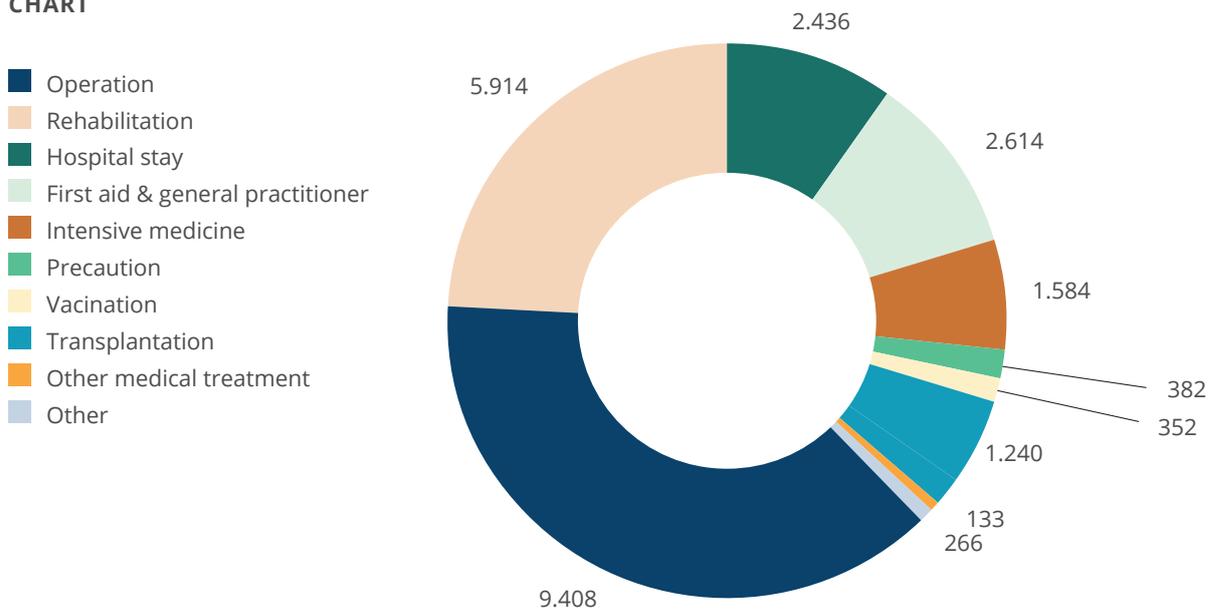
- Operation
- Rehabilitation
- Hospital stay
- First aid & general practitioner
- Intensive medicine
- Precaution



GRAPHIC DESIGN - INFOGRAPHICS & CHARTS



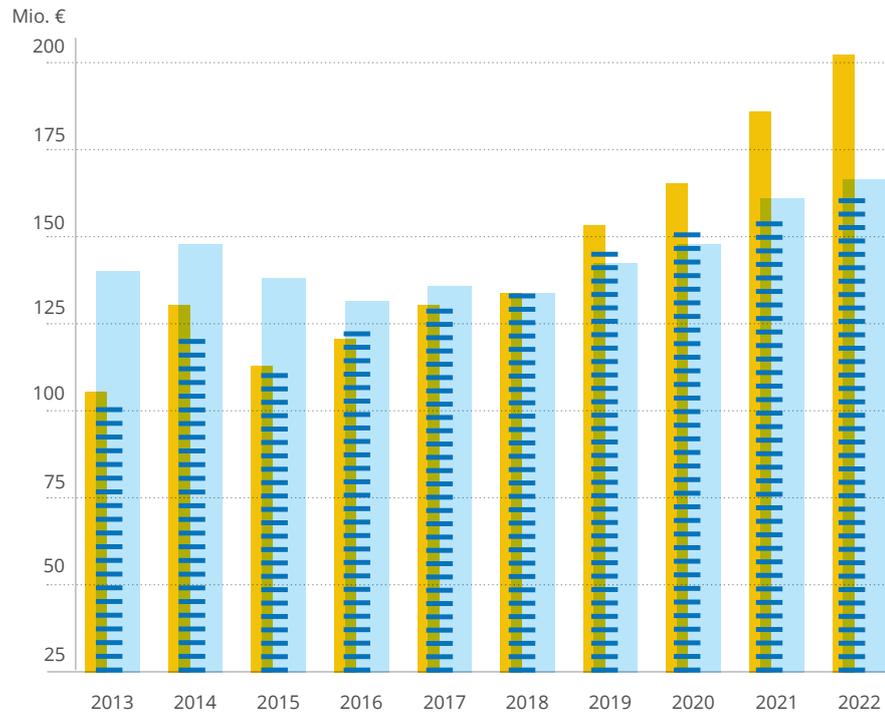
HEADLINE, NAME OD THE CHART



HEADLINE, NAME OD THE CHART

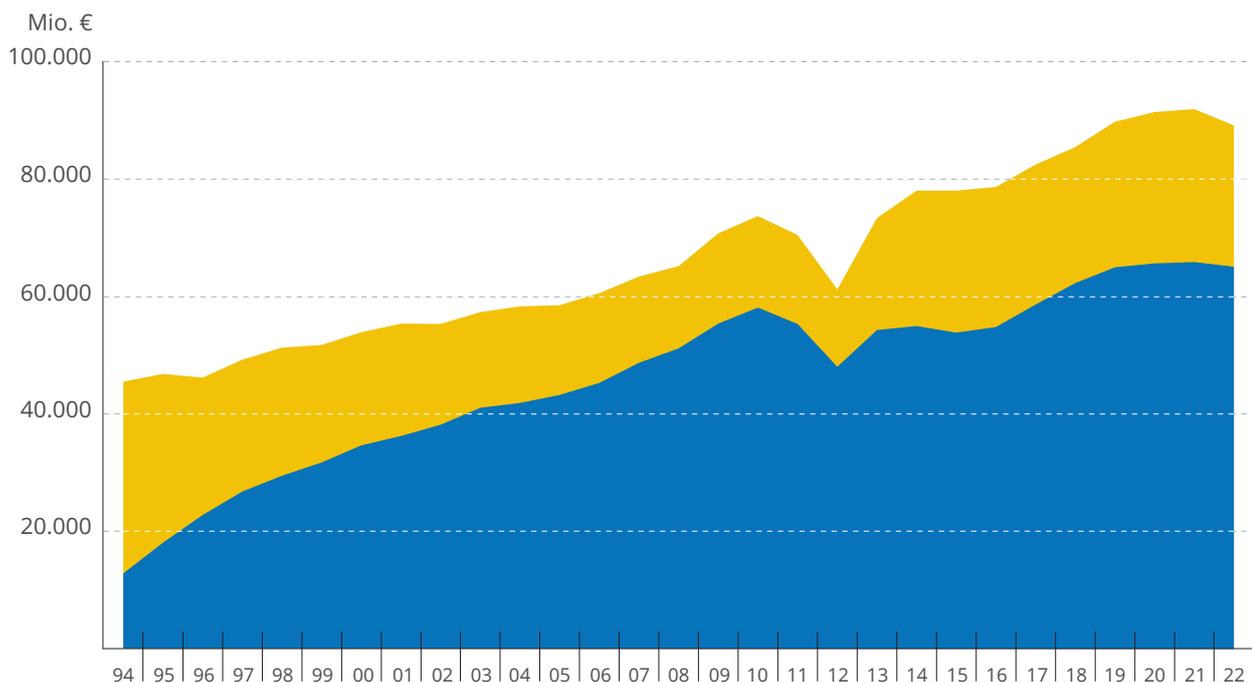
Additional text if needed to describe the chart better. Keep it as short as possible to not overwhelm the reader.

- Available budget for healthcare
- Needed budget for healthcare
- ▬ Average between available and needed budget



HEADLINE, NAME OD THE CHART

- Europe
- Worldwide



COMMON WEBSITE FOOTER

APPROACH

All Interact funded websites and online tools, whether promoting Interact or Interreg, are required to have an Interact corporate footer.

These footers are intended to set out Interact's role and provide a minimum level of useful information. They mustn't contain the tool's own foot, which should be an additional element above this footer.

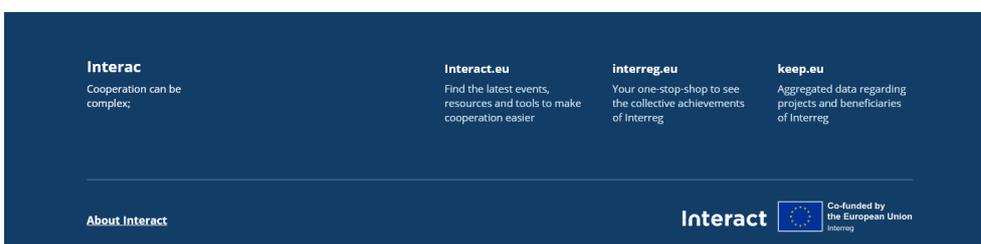
The solution features a dark and light theme, based on Interact's colour palette. The two colour versions (Dark and Light) enable you to provide a contrast from your tool's footer and the Interact programme footer.

The font used is Open Sans, which is the font required by both the Interact Brand Design Manual, and the Interreg Brand Design Manual.

The designs shown on the next pages can be downloaded as Adobe XD file and pdf to ensure easy implementing.

THREE OPTIONS, DARK

The two colour versions (Dark and Light) enable you to provide a contrast from your tool's footer and the Interact programme footer.



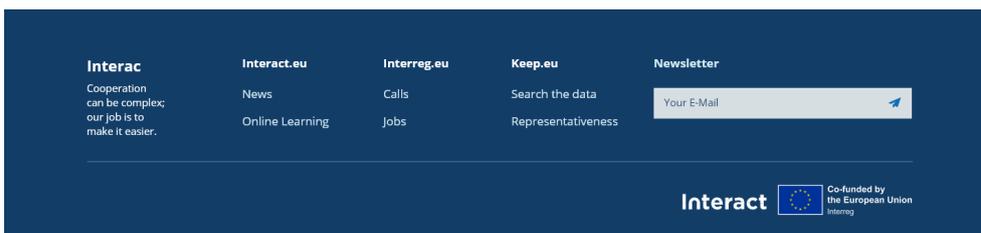
^^

Online tools which promote and follow the Interact identity should use the **Standard version**.



^^

Online tools which promote and follow the Interreg identity should use the **Minimalist version**.



^^

If more elements are required in the Interact footer, the **Alternative version** sets out the structure that should be followed.

THREE OPTIONS, LIGHT

Interact Cooperation can be complex; our job is to make it easier.	Interact.eu Find the latest events, resources and tools to make cooperation easier	interreg.eu Your one-stop-shop to see the collective achievements of Interreg	keep.eu Aggregated data regarding projects and beneficiaries of Interreg
About Interact	  Co-funded by the European Union Interreg		

Managed by Interact	 Interact.eu	 Interreg.eu	  Co-funded by the European Union Interreg
-------------------------------------	---	---	--

Interac Cooperation can be complex; our job is to make it easier.	Interact.eu News Online Learning	Interreg.eu Calls Jobs	Keep.eu Search the data Representativeness	Newsletter Your E-Mail <input type="text"/>
  Co-funded by the European Union Interreg				

DIRECTIONS FOR WEBSITE UI & UX

APPROACH

The next few pages set out a toolbox that offers a solution for common web design challenges, and a moodboard of how we imagine the look and feel of Interact-based webpages.

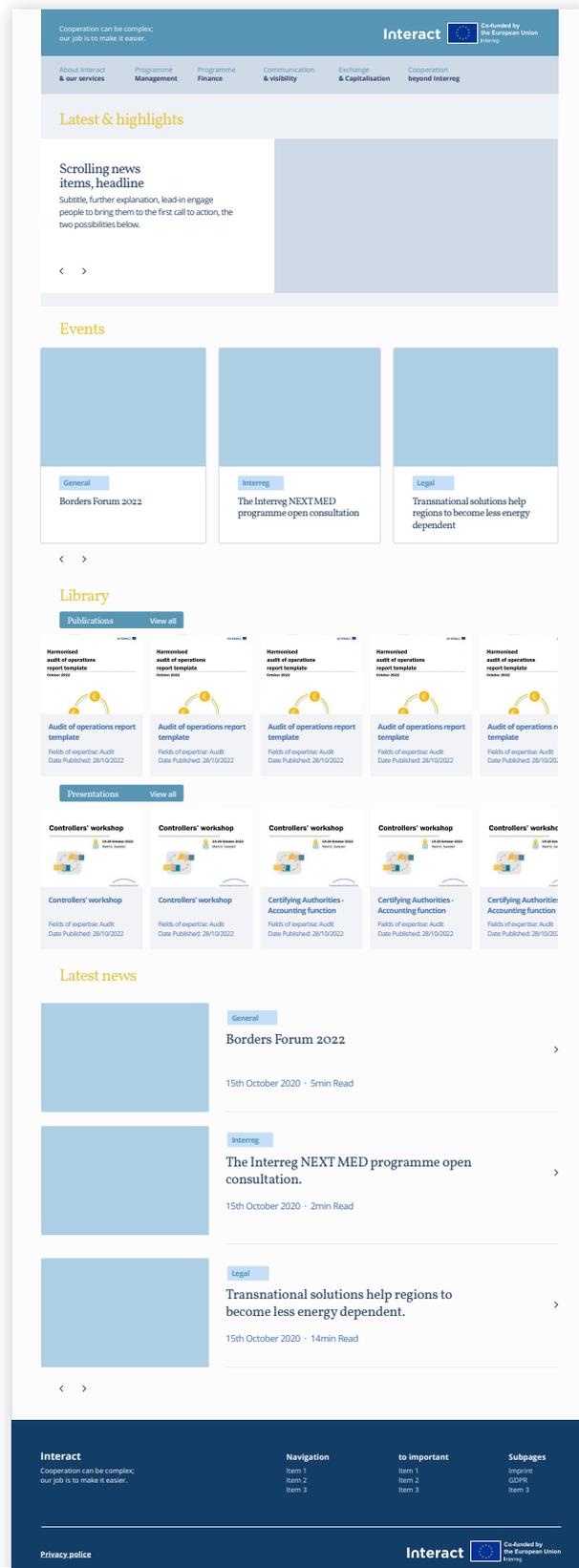
These pages should also inspire Interreg websites, which may have different audiences and different content needs.

The overall appearance of any web product or tool can only be created for the tool and its purpose. While it is hoped the elements can be taken as is, tailoring to meet specific needs is expected.

This toolbox should you an idea and some hints for how to build a consistent, contemporary user interface and user experience, so that in the end we are proud to say it's 'Managed by Interact'.

When commissioning a new web tool, designers must be signposted to all other existing websites as well as this manual, to make sure websites and web tools are built in a more consistent way than they were in 2014-2020.

Consider the content rhythm suggested over the following pages. Please be inspired by the menu set out here.



TOOLBOX, GET INSPIRED, TAKE WHAT YOU NEED,

Meet our team of experts in finance, legal, funding and marketing.

Let's talk about how we can help you achieve Let's talk about how we can help Let's talk about how we can help you achieve Let's talk about how we can help

Video or image, structured gallery module.



Fact 1
Quis nostrud elit utation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

Fact 2
In reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

Fact 3
Quis nostrud elit utation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor

Fact 4
In reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

Introduction and headline.

Subtitle, further explanation, lead-in engage people to bring them to the first call to action, the two possibilities below.

Important info
Quis nostrud elit utation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Important info
In reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat.

Blog overview or article-list

General
Borders Forum 2022
15th October 2020 - 5min Read

Interreg
The Interreg NEXT MED programme open consultation.
15th October 2020 - 2min Read

Legal
Transnational solutions help regions to become less energy dependent.
15th October 2020 - 14min Read

Think you have what it takes to join us on our mission?

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Senior PAC [Apply →](#)

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Project Officer [Apply →](#)

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Blogs

General
Borders Forum 2022

Interreg
The Interreg NEXT MED programme open consultation

Legal
Transnational solutions help regions to become less energy dependent

BUILD YOUR OWN PAGES

A layout consisting of four vertical columns. Each column has a small numbered box at the top (1, 2, 3, 4), followed by a bold 'Headline' and a paragraph of placeholder text.

Introduction and headline to the following.
Subtitle, further explanation, engage people to click one of the two buttons below.

Download Don't download

A large blue play button icon is positioned on the right side of the layout.

€2463754
Quis nostrud exerc atation ulla mco.

1,254,826
In reprehenderit in voluptate velit esse cillum

2.85
Voluptate velit esse cillum

Got any questions? We are here to listen.
Duis aute inure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Get insights
Contact us

Lead in
This could be a nice gallery option, slick, not too much, easy to navigate.

And some text below for details, and some text below for details, some text below for details, and some text below for details...

Crossroad A
Handy module for e.g. when people need to decide out of two major options how to proceed.

Crossroad B
Handy module for e.g. when people need to decide out of two major options how to proceed.

Just a design idea for more complex content.

Four content blocks arranged in a 2x2 grid, each containing placeholder text.

MAIN CHAPTER: INTERREG, BY INTERACT

WHAT IS COVERED IN THIS CHAPTER?

This chapter sets out how we will present Interact's work to promote Interreg. This is a core task of the programme, but it has been a problematic environment for the Interact brand.

As we present Interreg to audiences not familiar with it, including Interact prominently can causes confusion.

To try and better address this challenge 'Interreg, by Interact' as a distinct identity has been created.

Remember, the Interreg logo can be used to make a funding declaration, but Interact's logo has obligations that exist in addition to the funding statement.

All products need a clear link back to Interact, achieved through using the disclaimer page (page 37) on a publication, or through a small text statement.

It must only be used to promote Interreg, and never used when we seek to make cooperation easier.

If you are in any doubt, please contact the communication team for support.

ICONS

The basis of any work to make Interreg more visible must be the Policy Objectives and the Interreg Specific Objectives set by the Commission.

Each policy area has a standard colour, as well as an icon in that colour to denote it. In Interact's work to make Interreg more visible - especially to EU level stakeholders - these icons and colours are fundamental.

FROM INTERREG BRAND DESIGN MANUAL



A smarter Europe –
innovative and smart
economic transformation



A greener, low-carbon Europe



A more social Europe –
implementing the European
Pillar of Social Rights



A more connected
Europe – mobility and
regional ICT connectivity



A Europe closer to citizens –
sustainable and integrated development of urban,
rural and coastal areas through local initiatives



A safer and more secure Europe



A better Interreg governance

VISIBILITY OF
INTERREG:
HARMONISED
INTERREG PROMOTION

SECONDARY COLOUR PALETTES

The Interreg Brand Design Manual is the starting point of a more harmonised Interreg identity, and the foundation of cross-programme communication and joined up communication campaigns.

However, the Manual is not enough to build a strong basis for that cooperation. It is too broad, too open to interpretation and it works in too diverse an environment to stand alone.

The following section sets out how Interact must approach joint visibility work and communication on a pan-European level about the shared achievements of Interreg.

The starting point is the brand design manual and the colours created per theme. The colours have meaning, and should only be used in the context where that meaning applies.

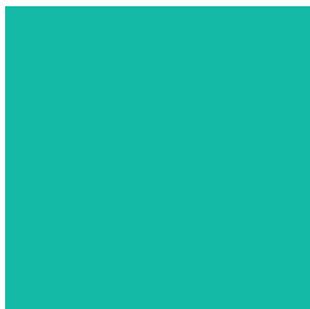
Using a second powerful colour pairing, the POs and ISOs are able to be nicely reflected in a deep colour palette that can be used by Interact, and shared with Interreg if desired.

The opportunity is set out here, to use Interact design files to deliver Interreg by Interact materials. This enables Interreg visibility campaigns to start with an in-depth, structured and harmonised approach to communication and joint visibility.

If this approach is adopted, it not only ties Interreg to Interact, but Interact to Interreg. The joint promotion will have a similar feel to Interact's own work, and further enhance the shared and harmonised approach under the Interreg identity.

A SMARTER EUROPE – INNOVATIVE AND SMART ECONOMIC TRANSFORMATION

The secondary colour palette defines the colours we are going to work with when promoting Interreg. Colours were chosen to work well with the thematic objective colour. The "Light Version" is a transparent setting of the respective colours - to be used when backgrounds and suchlike are too heavy if the saturated colours are used.



A SMARTER EUROPE MAIN COLOUR

Colour CODES

CMYK : 72 / 0 / 43 / 0
RGB : 44 / 179 / 165
Web : #2cb3a5



COMPLEMENTARY YELLOW

Colour CODES

CMYK : 5 / 10 / 100 / 7
RGB : 236 / 206 / 0
Web : #e7c41f

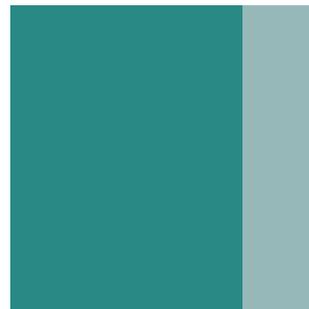


A

Colour CODES

CMYK : 90 / 40 / 60 / 35
RGB : 0 / 89 / 84
Web : #005954

Light Version: 50%

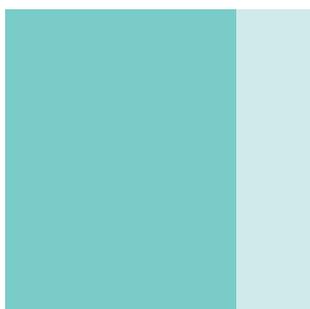


B

Colour CODES

CMYK : 80 / 29 / 49 / 5
RGB : 42 / 135 / 132
Web : #2a8784

Light Version: 50%

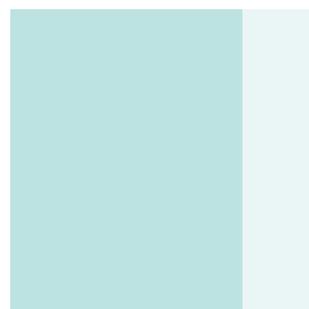


C

Colour CODES

CMYK : 50 / 0 / 25 / 0
RGB : 137 / 204 / 202
Web : #89ccca

Light Version: 35%



D

Colour CODES

CMYK : 25 / 0 / 12 / 0
RGB : 203 / 231 / 230
Web : #cbe7e6

Light Version: 30%



Light Grey

CMYK : 2 / 3 / 2 / 12
RGB : 229 / 227 / 228
Web : #e5e3e4



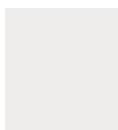
Middle Grey

CMYK : 38 / 25 / 25 / 10
RGB : 160 / 167 / 171
Web : #a0a7ab



Dark Grey

CMYK : 50 / 35 / 35 / 50
RGB : 91 / 97 / 99
Web : #5b6163



Ivory

CMYK : 5 / 5 / 5 / 0
RGB : 244 / 242 / 242
Web : #f4f2f2



Light Taupe

CMYK : 25 / 17 / 20 / 0
RGB : 202 / 204 / 202
Web : #caccac



Taupe

CMYK : 50 / 39 / 40 / 15
RGB : 132 / 133 / 132
Web : #848584

A GREENER, LOW-CARBON EUROPE

The secondary colour palette defines the colours we are going to work with, when promoting Interreg. Colours were chosen to work well with the thematic objective colour. The "Light Version" is a transparent setting of the respective colours - to be used when backgrounds and the like are too heavy using the saturated colours.



A GREENER, LOW CARBON EUROPE MAIN COLOUR

Colour CODES

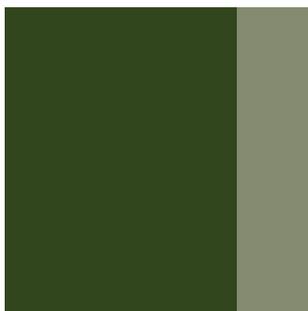
CMYK : 48 / 0 / 89 / 0
RGB : 154 / 196 / 63
Web : #9ac43f



COMPLEMENTARY YELLOW

Colour CODES

CMYK : 5 / 10 / 100 / 7
RGB : 236 / 206 / 0
Web : #e7c41f



A

Colour CODES

CMYK : 73 / 47 / 100 / 50
RGB : 59 / 75 / 29
Web : #3b4b1d

Light Version: 50%



B

Colour CODES

CMYK : 61 / 22 / 100 / 6
RGB : 116 / 150 / 44
Web : #74962c

Light Version: 40%

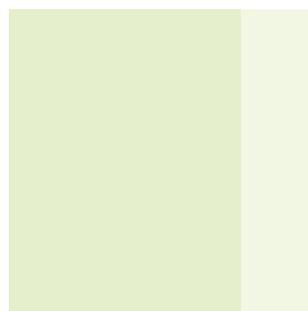


C

Colour CODES

CMYK : 35 / 10 / 55 / 5
RGB : 177 / 192 / 134
Web : #b1c086

Light Version: 40%



D

Colour CODES

CMYK : 10 / 0 / 25 / 0
RGB : 237 / 242 / 208
Web : #edf2d0

Light Version: 50%



Light Grey

CMYK : 2 / 3 / 2 / 12
RGB : 229 / 227 / 228
Web : #e5e3e4



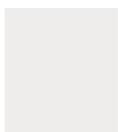
Middle Grey

CMYK : 38 / 25 / 25 / 10
RGB : 160 / 167 / 171
Web : #a0a7ab



Dark Grey

CMYK : 50 / 35 / 35 / 50
RGB : 91 / 97 / 99
Web : #5b6163



Ivory

CMYK : 5 / 5 / 5 / 0
RGB : 244 / 242 / 242
Web : #f4f2f2



Light Taupe

CMYK : 25 / 17 / 20 / 0
RGB : 202 / 204 / 202
Web : #caccac



Taupe

CMYK : 50 / 39 / 40 / 15
RGB : 132 / 133 / 132
Web : #848584

A MORE SOCIAL EUROPE – IMPLEMENTING THE EUROPEAN PILLAR OF SOCIAL RIGHTS

The secondary colour palette defines the colours we are going to work with, when promoting Interreg. Colours were chosen to work well with the thematic objective colour. The "Light Version" is a transparent setting of the respective colours - to be used when backgrounds and the like are too heavy using the saturated colours.



A MORE SOCIAL EUROPE MAIN COLOUR

Colour CODES

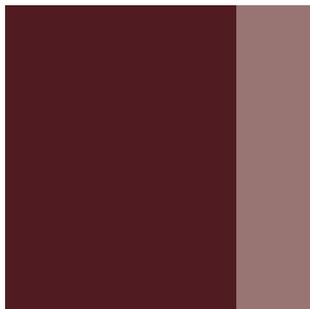
CMYK : 10 / 75 / 60 / 0
RGB : 220 / 93 / 88
Web : #dc5d58



COMPLEMENTARY YELLOW

Colour CODES

CMYK : 5 / 10 / 100 / 7
RGB : 236 / 206 / 0
Web : #e7c41f

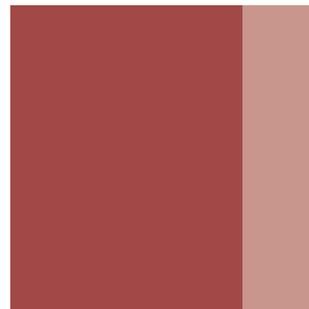


A

Colour CODES

CMYK : 39 / 83 / 67 / 62
RGB : 88 / 36 / 36
Web : #582424

Light Version: 50%

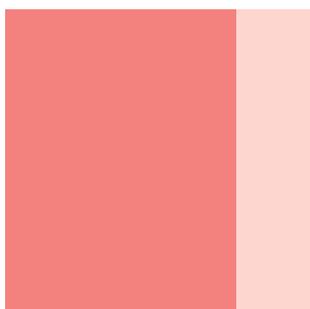


B

Colour CODES

CMYK : 25 / 79 / 66 / 19
RGB : 167 / 70 / 67
Web : #a74643

Light Version: 50%

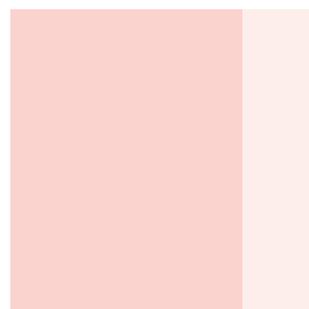


C

Colour CODES

CMYK : 0 / 61 / 40 / 0
RGB : 240 / 130 / 129
Web : #f08281

Light Version: 30%



D

Colour CODES

CMYK : 0 / 20 / 12 / 0
RGB : 251 / 218 / 216
Web : #rbdad8

Light Version: 40%



Light Grey

CMYK : 2 / 3 / 2 / 12
RGB : 229 / 227 / 228
Web : #e5e3e4



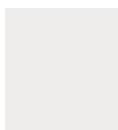
Middle Grey

CMYK : 38 / 25 / 25 / 10
RGB : 160 / 167 / 171
Web : #a0a7ab



Dark Grey

CMYK : 50 / 35 / 35 / 50
RGB : 91 / 97 / 99
Web : #5b6163



Ivory

CMYK : 5 / 5 / 5 / 0
RGB : 244 / 242 / 242
Web : #f4f2f2



Light Taupe

CMYK : 25 / 17 / 20 / 0
RGB : 202 / 204 / 202
Web : #caccia

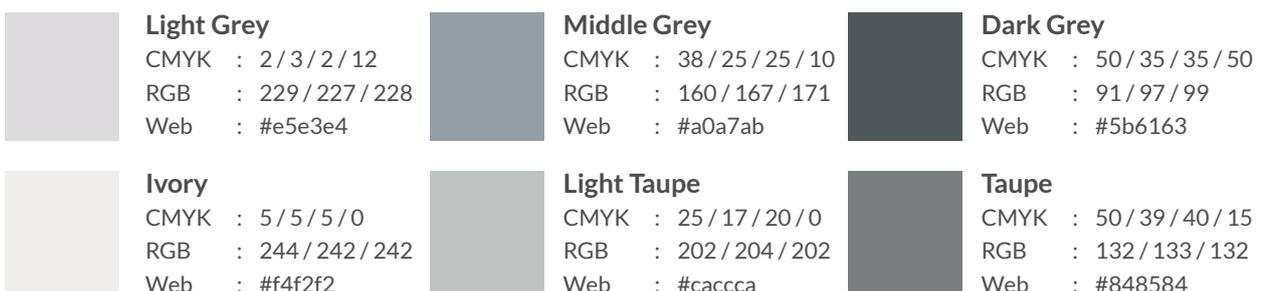
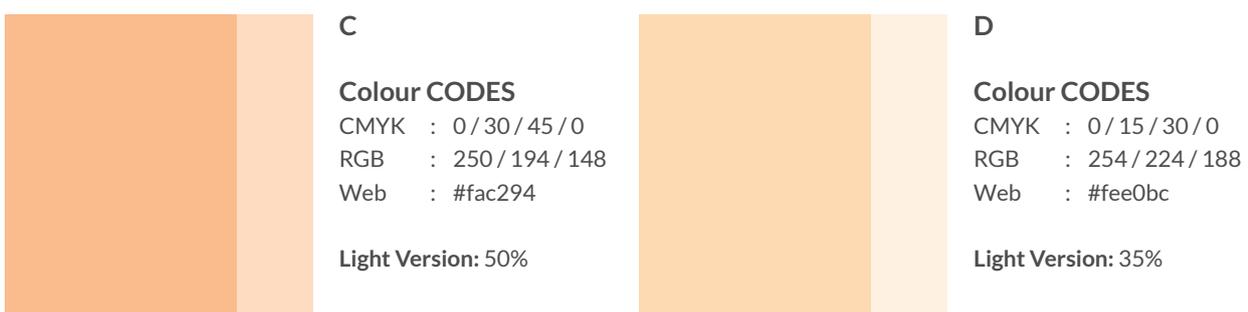
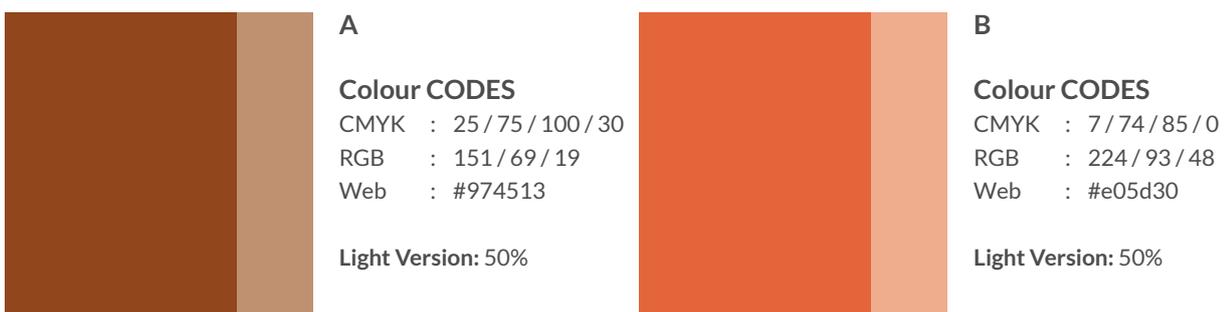
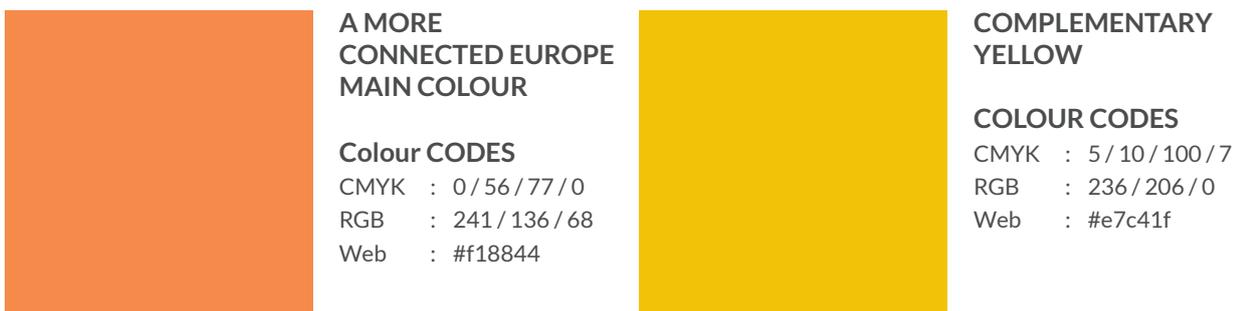


Taupe

CMYK : 50 / 39 / 40 / 15
RGB : 132 / 133 / 132
Web : #848584

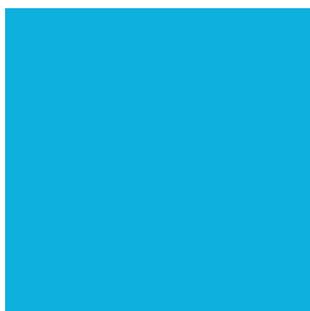
A MORE CONNECTED EUROPE – MOBILITY AND REGIONAL ICT CONNECTIVITY

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A EUROPE CLOSER TO CITIZENS – SUSTAINABLE AND INTEGRATED DEVELOPMENT OF URBAN, RURAL AND COASTAL AREAS THROUGH LOCAL INITIATIVES

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**A EUROPE CLOSER
TO CITIZENS
MAIN COLOUR**

Colour CODES

CMYK : 73 / 9 / 6 / 0
RGB : 11 / 173 / 221
Web : #0baddd



**COMPLEMENTARY
YELLOW**

Colour CODES

CMYK : 5 / 10 / 100 / 7
RGB : 236 / 206 / 0
Web : #e7c41f

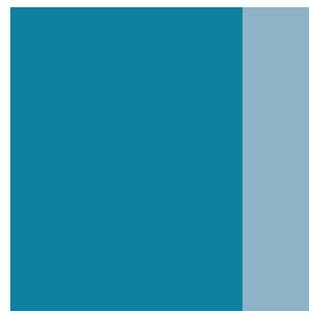


A

Colour CODES

CMYK : 95 / 57 / 42 / 93
RGB : 0 / 72 / 93
Web : #00485d

Light Version: 50%

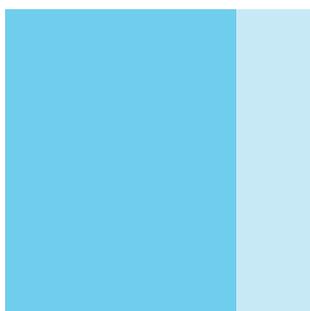


B

Colour CODES

CMYK : 85 / 35 / 25 / 5
RGB : 0 / 127 / 161
Web : #007fa1

Light Version: 50%

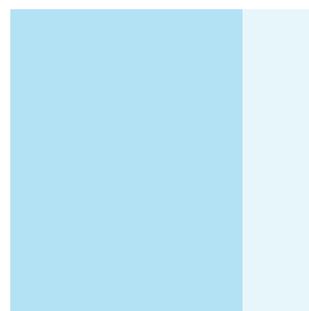


C

Colour CODES

CMYK : 50 / 0 / 5 / 0
RGB : 132 / 207 / 237
Web : #84cfed

Light Version: 40%



D

Colour CODES

CMYK : 27 / 0 / 2 / 0
RGB : 196 / 230 / 248
Web : #c4e6f8

Light Version: 30%



Light Grey

CMYK : 2 / 3 / 2 / 12
RGB : 229 / 227 / 228
Web : #e5e3e4



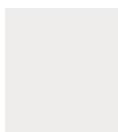
Middle Grey

CMYK : 38 / 25 / 25 / 10
RGB : 160 / 167 / 171
Web : #a0a7ab



Dark Grey

CMYK : 50 / 35 / 35 / 50
RGB : 91 / 97 / 99
Web : #5b6163



Ivory

CMYK : 5 / 5 / 5 / 0
RGB : 244 / 242 / 242
Web : #f4f2f2



Light Taupe

CMYK : 25 / 17 / 20 / 0
RGB : 202 / 204 / 202
Web : #caccac



Taupe

CMYK : 50 / 39 / 40 / 15
RGB : 132 / 133 / 132
Web : #848584

A SAFER AND MORE SECURE EUROPE – SAME AS "A MORE SOCIAL EUROPE"

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A MORE SOCIAL EUROPE MAIN COLOUR

Colour CODES

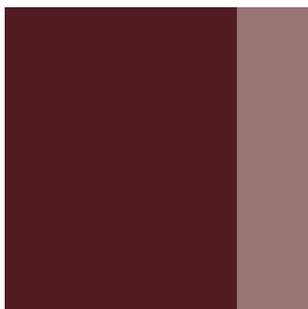
CMYK : 10/75/60/0
RGB : 220/93/88
Web : #dc5d58



COMPLEMENTARY YELLOW

Colour CODES

CMYK : 5/10/100/7
RGB : 236/206/0
Web : #e7c41f

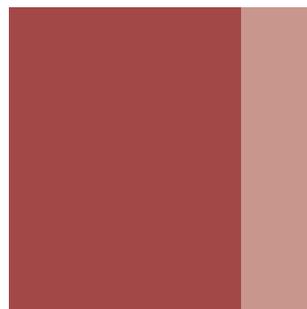


A

Colour CODES

CMYK : 39/83/67/62
RGB : 88/36/36
Web : #582424

Light Version: 50%

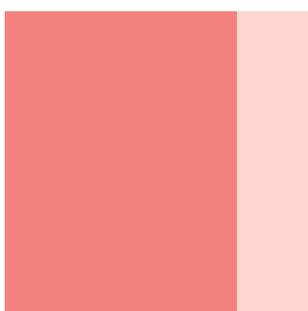


B

Colour CODES

CMYK : 25/79/66/19
RGB : 167/70/67
Web : #a74643

Light Version: 50%

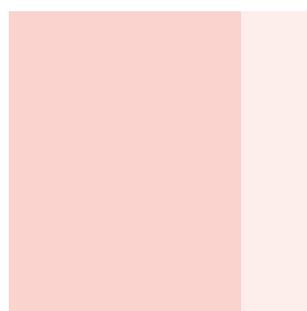


C

Colour CODES

CMYK : 0/61/40/0
RGB : 240/130/129
Web : #f08281

Light Version: 30%



D

Colour CODES

CMYK : 0/20/12/0
RGB : 251/218/216
Web : #rbdad8

Light Version: 40%



Light Grey

CMYK : 2/3/2/12
RGB : 229/227/228
Web : #e5e3e4



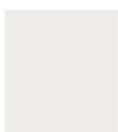
Middle Grey

CMYK : 38/25/25/10
RGB : 160/167/171
Web : #a0a7ab



Dark Grey

CMYK : 50/35/35/50
RGB : 91/97/99
Web : #5b6163



Ivory

CMYK : 5/5/5/0
RGB : 244/242/242
Web : #f4f2f2



Light Taupe

CMYK : 25/17/20/0
RGB : 202/204/202
Web : #caccia



Taupe

CMYK : 50/39/40/15
RGB : 132/133/132
Web : #848584

A BETTER INTERREG GOVERNANCE

The secondary colour palette defines the colours we are going to work with, when promoting Interreg. Colours were chosen to work well with the thematic objective colour. The "Light Version" is a transparent setting of the respective colours - to be used when backgrounds and the like are too heavy using the saturated colours.



A BETTER INTERREG GOVERNANCE

Colour CODES

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #0E6EB6



COMPLEMENTARY YELLOW

Colour CODES

CMYK : 5 / 10 / 100 / 7
RGB : 236 / 206 / 0
Web : #e7c41f



A

Colour CODES

CMYK : 90 / 71 / 47 / 51
RGB : 34 / 50 / 68
Web : #223244

Light Version: 60%

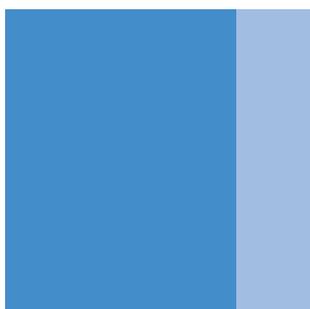


B

Colour CODES

CMYK : 100 / 70 / 30 / 12
RGB : 42 / 74 / 116
Web : #294a73

Light Version: 50%

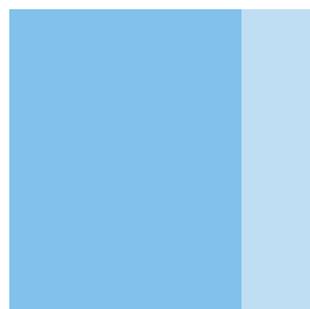


C

Colour CODES

CMYK : 70 / 35 / 0 / 0
RGB : 79 / 143 / 204
Web : #4f8fcc

Light Version: 50%



D

Colour CODES

CMYK : 45 / 10 / 0 / 0
RGB : 149 / 199 / 237
Web : #95c7ed

Light Version: 50%



Light Grey

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #043D69



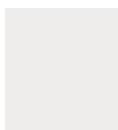
Middle Grey

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #043D69



Dark Grey

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #043D69



Ivory

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #043D69



Light Taupe

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #043D69



Taupe

CMYK : 87 / 51 / 0 / 0
RGB : 14 / 110 / 182
Web : #043D69



GRAPHIC DESIGN - EXAMPLES OF COVER VISUALIZATIONS

HEALTH: A VERY IMPORTANT TOPIC OF OUR TIME

Report: Health & Aging in cooperation programmes

WHAT **SOCIAL HEALTH SYSTEMS** NEED TO PROVIDE
TO BE READY FOR THE FUTURE OF EUROPE



THE FUTURE OF ECONOMY

Report: Smarter Europe programmes

HOW EUROPE NEEDS TO PREPARE FOR THE FUTURE WITH A NEW FORM OF ECONOMY

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Report: A Europe closer to citizens

WHEN CITIES ARE GETTING MORE CROWDED, WE NEED TO MAKE THEM **WORTH LIVING** FOR THE PEOPLE THERE

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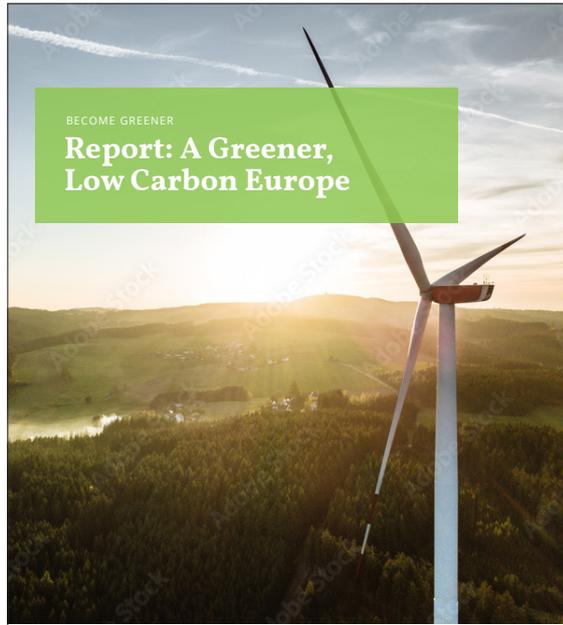


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A NICE EYEBROW TEXT COMES HERE

This is the headline of this article

A sub-headline should make the reader interested.

This is a distinction possibility for a column/an author column.

This chapter reviews projects and programmes focusing on health and ageing services during the 2014-2020 programming period. In this and the following chapters, 'health and social services' indicates all projects related to health, while 'ageing-related projects' indicates 'health and social services' projects with a unique focus on ageing.

Emphasizing something very important in colour.

To select projects specifically related to the scope of this report, the keep. eu database¹⁵ was first filtered for the Thematic Objective of 'Health and social services' for the 2014-2020 programming period. **This identified 308 EU cooperation projects with targets or aims such as general population, innovation, infrastructure, SMEs**, researchers, interested public, policymakers, health and social care providers, youth, or specific illnesses. These projects belong to Interreg V-A, Interreg V-B, Interreg V-C, IPA CBC and PEACE IV programmes. To detect those focusing on ageing issues (i.e. specifically targeting the elderly), each project description was checked to understand the scope of the project, the target and expected results. **This is an active distinction in a text in the main colour.** With targets or aims such as general population, innovation, infrastructure, SMEs, researchers, interested public, policymakers, health and social care providers, youth, or specific illnesses. These projects belong to Interreg V-A, Interreg V-B, Interreg V-C, IPA CBC and PEACE IV programmes. To detect those focusing on ageing issues (i.e. specifically targeting the elderly), each project description was checked to understand the scope of the entire project.



The Coronavirus has shown us, where our health system needs to be adapted.

Trying to bring in an Initial can also be an option. EU cooperation projects with targets or aims such as general population, innovation, infrastructure, SMEs¹, researchers, interested public, policy-makers, health and social care providers, youth, or specific illnesses. These projects belong to Interreg V-A², Interreg V-B, Interreg V-C, IPA CBC and PEACE IV programmes³. To detect those focusing on ageing issues (i.e. specifically targeting the elderly), each project description was checked to understand the scope of the entire project.

Oraecum et, ut ant repello ritionsed qui odit ullame dolut eum sectur? Qui doles aditae vendandi ute porrum facerum aut as si ut eaquos et ut aut antus endebis et volorum commis et, nonecto modit eari dolecture culpa sin resed modita iunt re, sam consequ ostiusc iaecus dercil ium ut esto que porecatium eos que sitatia quam aligeni cores aut desciatium aliam fugit offictores ea nimagniende plitame repediatus eume dellat porupti busdam, quiamusda velente abori aut eum conseceaquis dolor repercitium, sit, volore nobit acerepudaer.

Oraecum et, ut ant repello ritionsed qui odit ullame dolut eum sectur? Qui doles aditae vendandi ute porrum facerum aut as si ut eaquos et ut aut antus endebis et volorum commis et, nonecto modit eari dolecture culpa sin resed modita iunt re, sam consequ ostiusc iaecus dercil ium ut esto que porecatium eos que sitatia quam aligeni cores aut desciatium aliam fugit offictores ea nimagniende plitame repediatus eume dellat porupti busdam, quiamusda velente abori aut eum conseceaquis dolor repercitium, sit, volore nobit acerepudaer.

¹ European Commission (2016), Health investments by European Structural and Investment Funds (ESIF) 2014-2020

² European Union's Health Programme (2016), Mapping of the use of European Structural and Investment Funds in Health in the 2007-2013 and 2014-2020 programming periods.

³ European Commission (2016), Health investments by European Structural and Investment Funds (ESIF) 2014-2020

GRAPHIC DESIGN - ADDITIONAL EXAMPLES IN DIFFERENT COLOURS

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14 | 1.2 PAGINATION VISUALISATION



This is a picture description visualization – this is how this could look like.

Trying to bring in an Initial can also be an option. EU cooperation projects with targets or aims such as general population, innovation, infrastructure, SMEs¹, researchers, interested public, policymakers, health and social care providers, youth, or specific illnesses. These projects belong to Interreg V-A², Interreg V-B, Interreg V-C, IPA CBC and PEACE IV programmes³. To detect those focusing on ageing issues (i.e. specifically targeting the elderly), each project description was checked to understand the scope of the entire project.

Oraecum et, ut ant repello ritionesd qui odit ullame dolut eum sectur? Qui doles aditae vendandi ute porrum facerum aut as si ut eaquos et ut aut antus endebis et volorum commis et, nonecto modit eari dolecture culpa sin resed modita iunt re, sam conseqo ostusci iaeus dercil lum ut esto que porcatium eos que sitatia quam aligeni cores aut desciatium alam fugit officiores ea nimagniende pitame repadiatus eume dellat porupit busdam, quiamusda velente abori aut eum conseeaquis dolor repercitium, sit, volore nobit acerepudaer.

Oraecum et, ut ant repello ritionesd qui odit ullame dolut eum sectur? Qui doles aditae vendandi ute porrum facerum aut as si ut eaquos et ut aut antus endebis et volorum commis et, nonecto modit eari dolecture culpa sin resed modita iunt re, sam conseqo ostusci iaeus dercil lum ut esto que porcatium eos que sitatia quam aligeni cores aut desciatium alam fugit officiores ea nimagniende pitame repadiatus eume dellat porupit busdam, quiamusda velente abori aut eum conseeaquis dolor repercitium, sit, volore nobit acerepudaer.

¹ European Commission (2016), Health investments by European Structural and Investment Funds (ESIF) 2014-2020
² European Union's Health Programme (2016), Mapping of the use of European Structural and Investment Funds in Health in the 2007-2013 and 2014-2020 programming periods.
³ European Commission (2016), Health investments by European Structural and Investment Funds (ESIF) 2014-2020

PAGINATION VISUALISATION | 2 | 15

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14 | 1.2 PAGINATION VISUALISATION



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PAGINATION VISUALISATION | 2 | 15

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