

# The Interreg V-A Italia-Malta programme's Brand Design Manual

Technical specifications for the logo's  
correct application and adherence to information  
and communication procedures

 **Interreg**  
**Italia-Malta**

Fondo Europeo di Sviluppo Regionale  
European Regional Development Fund





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Technical specifications for the logo's  
correct application and adherence to information  
and communication procedures



## Introduction

**Interreg** is the identifying brand for European Territorial Cooperation and by common agreement shared among the European cooperation programmes specified by the European Commission's INTERACT programme.

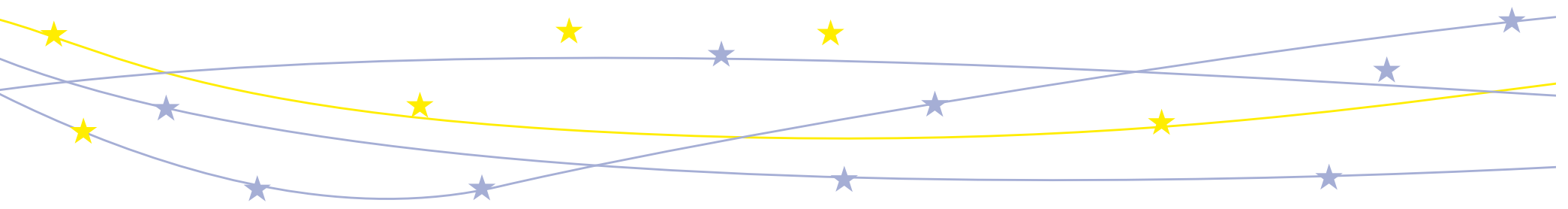
The use of the common logo is aimed at strengthening visibility and improving the general public's understanding of cooperation programming actions in general, and the Italia Malta programme in particular.

In the 2014-2020 programming cycle the Interreg logo/brand in its Italia-Malta variant will be used for all public communication inherent to the programmes, projects, institutions, and the media etc.

The Interreg Italia-Malta logo will also be adapted to the needs of recipients who will use it for their project's communication, information, and dissemination activities.

*This user's manual has been drawn up referring to the information contained in the INTERREG Brand design manual – Full brand integration published by the INTERACT Programme and integrating it with the indications for use by the recipients of projects financed by the Interreg V-A Italia-Malta programme.*

*In fact, the logo has been designed to be used in different ways and it is adaptable to every project adhering to the programme, while respecting the technical characteristics, colours and proportions supplied in this manual.*



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# 1. Logo elements

*The design of the brand is much more than a simple logo: it consists, in fact, in a number of characteristic elements such as the colours, typeface, proportions and positioning in the layout. Only the combination of all these elements translates into a recognizable symbol identifiable in every context.*





## 1.1. The logo

The logo is the most important visual element identifying the Interreg Italia-Malta. The new logo has been designed aiming at a robust though discreet aesthetic that allows the easy combination with other logos *e.g.* with the projects' logos.

So as not to interfere with other decorative elements or with the presence of the European flag, the Italia-Malta Programme identification symbol has been placed to the left of the Interreg logo, without any further graphic elements added in an area that allows its immediate identification and recognition.

*The following pages illustrate some simple rules for the correct use of the Interreg Italia-Malta logo.*



**Interreg**  
**Italia-Malta**

Fondo Europeo di Sviluppo Regionale  
European Regional Development Fund



UNIONE EUROPEA  
EUROPEAN UNION



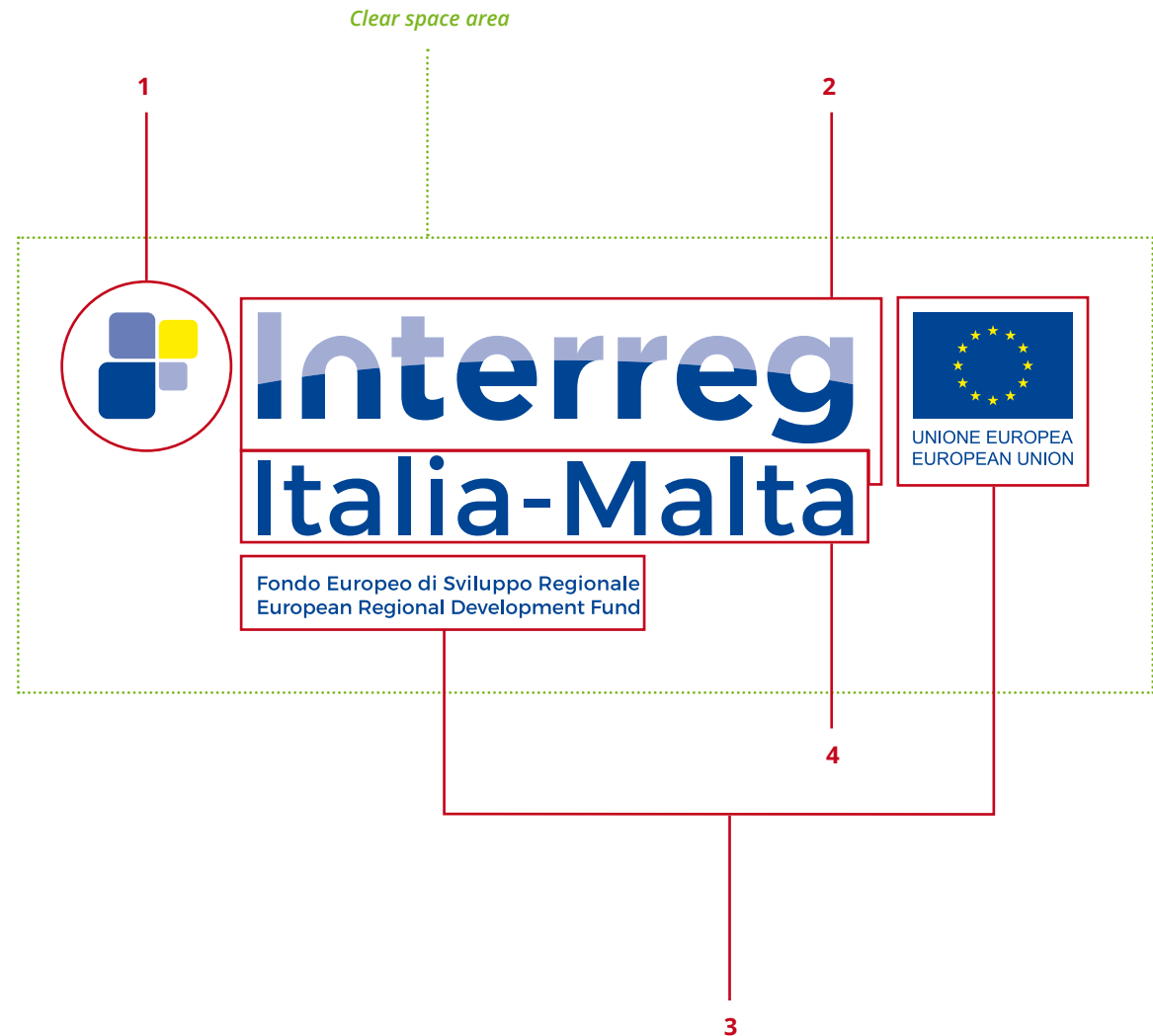
### 1.1.1. Logo details

The logo includes mandatory elements provided by the EU regulation n. 1303/2013 which refers to a common graphic lay-out for the different European territorial cooperation programmes, the programme name, and the previous logo that had created a strong visual identity with the recipients and the public.

The logo is made up of the following elements: 1) the Italia Malta programme identification symbol; 2) the INTERREG logotype containing the coloured arch; 3) the European Union emblem, the European Union wording, reference to the European Regional Development Fund; 4) the Italia Malta programme wording.

The logo is enclosed within a well-defined blank space (clear space area) that establishes a minimum distance from other possible elements such as other logo, pictures, text or other design elements.

*We suggest the available digital files of the logo are used without ever trying to recreate or modify it in any way.*



### 1.1.2. Logo specifications

The elements of the logo represent a defined and invariable unit. They can never be used separately. The elements composing the logo can never be indicated separately. The composition of the logo's elements follows specific rules and cannot be modified.

#### a) The base unit

The base unit used to define the composition of the logo (indicated with an *x*) corresponds to the width of the letter "e". This measurement is used to determine the distance among the internal elements of the logo and external spacing.

#### b) The European flag

The space between the Interreg logotype and the European flag corresponds to  $\frac{3}{4}$  of the base unit (*x*). The flag height (*y*) is the same as the letter "l".

#### c) The "European Union" label

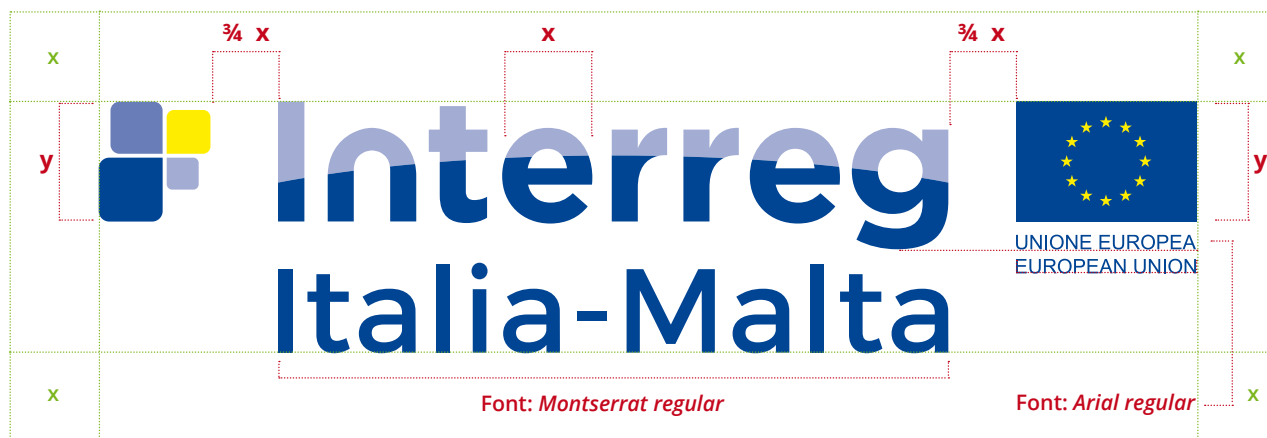
The "European Union" reference is lined up with the tail of the letter "g" and must always be written the whole breadth of the European flag. The "European Union" label must always be written in *Arial* font.

#### d) The programme symbol

The distinctive symbol of the Italia-Malta programme is positioned to the left of the Interreg logotype at a distance equal to that between the logotype and the European flag – therefore, equivalent to  $\frac{3}{4}$  of the base unit. The height of the symbol corresponds to the height (*y*) of the European flag.

#### e) The programme name

The programme name is printed in *Montserrat regular* font with spacing between the lettering (*kern*) equal to -20. The colour is Pantone® Reflex Blue (or its declination in the different colour code systems, as specified in paragraph 1.1.3) The programme name is always aligned to the Interreg logotype.



Clear space Area

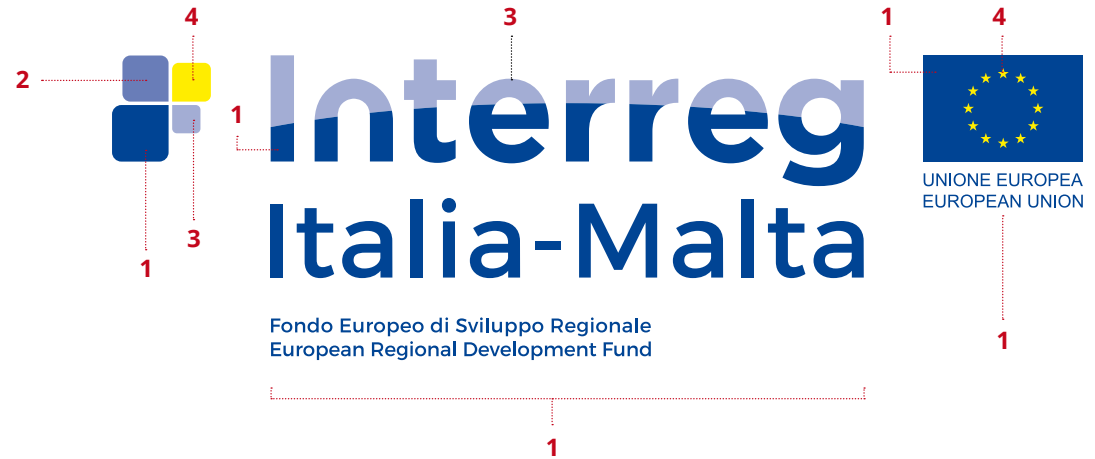
#### f) Clear space area

The open space surrounding the logo must always be equal to at least one base unit (*x*) both in height and breadth. Within this space there should be no other graphic element or additional logos. In the same manner, this zone surrounding the logo must also be observed for the positioning of the same within the page margins. This zone represents, therefore, the minimum space to be respected in all cases between the logo and any other element.



### 1.1.3. Logo colours

The logo colours are inspired by the European flag and cannot be changed. They make-up the central colours of the Interreg Italia-Malta logo and are used to identify the logo even outside the same logo in all its visual communications. The colours are determined for all colour codes.



### Explanation of the different systems in use

#### Pantone®

Spot colours

#### CMYK





Color printing process, 100 colour gradations per channel  
C = cyan, M = magenta, Y = yellow, K = black

#### RGB

Colour sample for monitor with 256 gradations per channel  
R = red, G = green, B = blue

#### Hex

A Similar system to RGB but with gradations from "00" a "FF" (Hexadecimal) per channel. This system is preferably used by web-site designers.

Colour	Pantone®	CMYK	RGB	HEX
 1 Reflex Blue	Reflex Blue	100/80/0/0	0/51/153	003399
 2 Light Reflex Blue	Reflex Blue 66%	67/50/0/0	100/125/185	647DB9
 3 Light Blue	2716	41/30/0/0	159/174/229	9FAEE5
 4 Yellow	Yellow	0/0/100/0	255/204/0	FFCC00

### 1.1.4. Use of the logo

#### A – The correct use of the logo

##### Standard logo

For standard logo we mean the colour version of the Interreg Italia Malta. This version should be used on a white ground. If there is no alternative, the use of the logo on a colour ground is possible, though this should be very light.

##### Grey-scale logo

For the reproduction of the logo in a single colour a grey-scale version is contemplated. This version must be used only if the colour version (standard) is not available.

##### Black and White logo

The black and white logo (B/W) must only be used if it is not possible to adapt the grey-scale.



**The ideal use of the logo:**  
standard logo on white ground.



**Permitted use of the logo:**  
Grey-scale logo for monochromatic application.

**Permitted use of the logo:**  
Black and white logo if the application in grey-scale is not possible.

**Permitted use of the logo (but not advised):**  
Standard logo on very light ground (a satisfactory and necessary contrast must be present!).  
**NB:**  
According to EU regulations, the European Union flag must always have a white space around the rectangle if set on a colour ground. Its width must be 1/25 of the flag's height.

**Permitted use of logo (but not advised):**  
Standard logo on a light photograph (a satisfactory and necessary contrast must be present!).  
**NB:**  
According to EU regulations, the European Union flag must always have a white space around the rectangle if set on a colour ground. Its width must be 1/25 of the flag's height.

**B – Incorrect use of the logo**

1. Do not use other additional typographical elements on the same line as the logo. It is permitted to mention the project names in the space below the logo as long as it observes the rules specified further on in the manual
2. Do not distort, lengthen, shorten, straiten or modify the logo in any way.
3. Do not cut the logo
4. Do not turn the logo
5. Do not separate the flag from the same logo or modify the composition of the elements of the logo. These are invariable characteristics
6. Do not add borders around the logo
7. Do not use the logo within a text. In this case use the words **Interreg Italia Malta** in the same text font.
8. Do not invert the logo or apply it in any other colour than the standard contemplated for the colour version or the grey-scale version for monochromatic applications.
9. Avoid as far as possible colour grounds: the only exception is made for very light colours as specified previously.

If the need arises to position the logo on a dark ground, this must be contained within a white rectangle the same dimension as that envisaged for the clear space area as specified in paragraph 1.1.2. (Sec. f) *Clear space area*). The best solution would be to create a white horizontal or vertical banner to contain the logo.



1.



2.



3.



4.



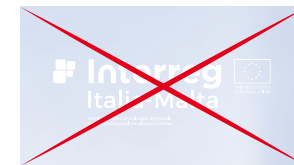
5.



6.



7.



8.



9.

### 1.1.5. Size of the logo

The aspect of a logo varies greatly in relation to the medium in which it is used. Consequently, the minimum dimensions required for the logo are specified for print, screen and video projection. The logo must not be used in any other size that is smaller than the smallest size permitted and envisaged in this manual.



*The minimum width permitted for the smallest logo size is equal to 46 mm.*

Medium	Medium sizes	Smallest Interreg Italia-Malta logo width
<b>Print:</b> A4 (both landscape and portrait)	297x210 mm / 210x297 mm	52 mm
<b>Print:</b> A5 (both landscape and portrait)	148.5x210 mm / 210x148.5 mm	52 mm
<b>Print:</b> Business card	85x55 mm	47 mm
<b>Print</b> Sign (Plaque)	Different formats	80 mm
<b>Screen:</b> Smartphone	+/- 960x640 px	150 px
<b>Screen:</b> Tablet	+/- 1024x768 px	180 px
<b>Screen:</b> Desktop / Laptop	1920x1080 px 2560x1440 px	220 px
<b>Screen:</b> Web banner	Different formats	120 px
<b>Screen:</b> Powerpoint	297x210 mm / 210x297 mm	47 mm
<b>Video:</b> HD & Full HD	1280x720 px 1920x1080 px	400 px



## 1.2. The typefaces

### 1.2.1. The typefaces (font)

In the planning and design of the logo and of the reference to the European Regional Development Fund, the *Montserrat* font was chosen because visibly similar to the Interreg logotype.

Instead, the font chosen for all the other applications, from the texts to the headlines was *Open Sans*, a modern and neutral stick-like character (i.e. *sans serif*) whose wide range of weights and styles makes it a very versatile font. The character has also been optimized for print, the web, and hand-held device interfaces and has excellent characteristics of readability in all media

As an alternative to *Open Sans*, *Vollkorn* (a character with serif) was used where stylistically a serif font was needed.

All typefaces are freely available including web font kits and can be downloaded at [www.fontsquirrel.com](http://www.fontsquirrel.com) (the following addresses are specific to single characters).

*Montserrat*:

<http://www.fontsquirrel.com/fonts/montserrat>

*Open Sans*:

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

*Vollkorn*:

<http://www.fontsquirrel.com/fonts/vollkorn>

#### **NB:**

*In reference to the European Union wording under the flag, use the Arial font as explained in Art. 4, §4 of the EU implementing regulation Directive N° 821/2014. This must not be modified!*

### *A - Typeface*

**Montserrat Regular**

**Open Sans Font Family**

**Open Sans Bold**

**Open Sans Semibold**

Open Sans Regular

*Open Sans Italic*

**Vollkorn Font Family**

**Vollkorn Bold**

Vollkorn Regular

*Vollkorn Italic*

### *B - Typeface application*

Logo extensions: programme names, project names, FESR/ERDF reference

Overall communication (body text, headlines, etc...)

Alternative font for overall communication.



### 1.2.2. Font applications

The following gives examples of using the main *Open Sans* font. Font sizes are approximate and can vary with the varying of media used, however, the relationship between font size and leading remains unvaried.

## Headline 1 Open Sans Bold 20/24

### Headline 2 Open Sans Bold 12/16

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

Text body  
Open Sans Regular  
8/12

*Quote, emphasis, etc...*  
*Opens Sans Italic e Semibold Italic*  
8/12

*Footnotes*  
*Open Sans Italic*  
6/8

### 1.2.3. Application of the alternative font

The following gives examples of using the *Vollkorn* alternative font. Font sizes are approximate and can vary with the varying of media used, however, the relationship between font size and leading remains unvaried.

## Headline 1 Vollkorn Bold 20/24

### Headline 2 Vollkorn Bold 12/16

#### Headline 3 Vollkorn Bold 8/12

Text body  
Vollkorn Regular  
8/12

*Quote, emphasis, etc...*  
*Vollkorn Italic*  
8/12

*Footnotes*  
*Vollkorn Italic*  
6/8

## **2. Project logo / complete brand integration**

*This chapter shows how to apply the Interreg Italia-Malta logo within a project*

## 2.1. The logo as project logo

The project name must be written between the “Italia-Malta” wording and the reference to the European Regional Development Fund in the colour of the main thematic objective to which the project refers (for the different thematic objective colours see chap. 3).



### 2.1.1. Project logo specifications

The project logo is perfectly integrated into the institutional Interreg Italia-Malta logo respecting each and every technical characteristic as specified previously (compare p. 9 par. 1.1.2. *Logo specifications*).

To include the project name into the institutional logo the following indications must be observed:

- the project name must be written in *Montserrat regular* font with -20 kern spacing;
- the colour must be that of the thematic objective the project refers to (e.g. the thematic objective “Research and Innovation” colour has been used in the figure to the right);
- the project name height must be equal to the “Italia-Malta” wording ( *i* ): however, the project name must not exceed the length of that same wording ( *L* ). If the project name is longer, a smaller font size must be chosen to align the length of the project name to that of the “Italia-Malta” programme name (as in the example to the right).

#### Clear space area

Also the clear space surrounding the project logo must always be equal to at least one base unit (*x*) both in height and width. Within this space there should be no other graphic element or additional logos. In the same manner, this area surrounding the logo must also be observed for the positioning of the same within the page margins. This area represents, therefore, the minimum space to be respected in all cases between the logo and any other element.



### 2.1.2. Project logo format

The following specifies the minimum logo size required for print, monitors and videos in which it appears. The logo must not be used in any other size that is smaller than the smallest size permitted and envisaged in this manual.



*The minimum width permitted for the smallest logo size is equal to 46 mm.*

Medium	Medium sizes	Smallest logo width
<b>Print:</b> A4 (both landscape and portrait)	297x210 mm / 210x297 mm	52 mm
<b>Print:</b> A5 (both landscape and portrait)	148.5x210 mm / 210x148.5 mm	52 mm
<b>Print:</b> Business card	85x55 mm	47 mm
<b>Print</b> Sign (Plaque)	Different formats	80 mm
<b>Screen:</b> Smartphone	+/- 960x640 px	150 px
<b>Screen:</b> Tablet	+/- 1024x768 px	180 px
<b>Screen:</b> Desktop / Laptop	1920x1080 px 2560x1440 px	220 px
<b>Screen:</b> Web banner	Different formats	120 px
<b>Screen:</b> Powerpoint	297x210 mm / 210x297 mm	47 mm
<b>Video:</b> HD & Full HD	1280x720 px 1920x1080 px	400 px



## 2.2. The project logo in addition to logo

The project logo can be added below or to the right of the Interreg Italia-Malta logo according to the rules listed in the following pages.



### 2.2.1. Project logo specifications

#### a) Base unit

The base unit used to define the composition of the logo (indicated with  $x$ ) corresponds to the width of the letter “e”. This measurement is used to determine the distance among the internal elements of the logo and external spacing.

#### b) Project logo sizing

The project logo can be added below or to the right of the Interreg Italia-Malta logo at the distance of  $\frac{1}{2}$  base unit.

If the project logo is placed below the Interreg Italia-Malta logo it must be the same height as the European flag ( $y$ ) and the same width as the “Interreg” word.

If instead it is placed to the right of the Interreg Italia-Malta logo, the logo must have the same width as the European flag ( $z$ ) and can be no higher than three times the  $y$  height.

#### c) Clear space area

*The clear space surrounding the project logo must always be equal to at least one base unit ( $x$ ) both in height and width.* Within this space there should be no other graphic element or additional logos. In the same manner, this zone surrounding the logo must also be observed for the positioning of the same within the page margins. This area represents, therefore, the minimum space to be respected in all cases between the logo and any other element.



## 3. Thematic objectives

*The INTERACT programme has designed a series of icons — their colours and use distinct — that represent and identify all the thematic objectives in a univocal and immediate manner as provided by the EU 1303/2013 regulation.*

*This chapter gives a description of the icons in use in the Interreg V-A Italia-Malta programme and their colours.*



### 3.1. The colours

The thematic objectives provided by the Interreg V-A Italia-Malta programme are: Research and innovation, Competitiveness of SMEs, Combating climate change, Environment and resource efficiency, Employment and mobility.

The INTERACT programme has also supported the European Territorial Cooperation programmes through the definition of the icon relating to each thematic objective. Likewise, each icon is complemented by its own colour of reference.

*The programme authorities use the 5 thematic icons; the beneficiaries use the corresponding thematic objective icon chosen for their project after approval of the same.*

#### Explanation of the different systems in use

##### Pantone®

*Spot colours*

##### CMYK

*Color printing process, 100 colour gradations per channel*

*C = cyan, M = magenta, Y = yellow, K = black*






##### RGB

*Colour sample for monitor with 256 gradations per channel*

*R = red, G = green, B = blue*

##### Hex

*A Similar system to RGB but with gradations from “00” a “FF” (Hexadecimal) per channel. This system is preferably used by web-site designers.*

	Thematic objectives	Pantone®	CMYK	RGB	HEX
	Research and innovation	109 U	0/24/93/0	253/198/8	FDC608
	Competitiveness of SMEs	3115 U	71/0/19/0	28/184/207	1CB8CF
	Combating climate change	206 U	4/86/43/0	227/64/99	E34063
	Environment and resource efficiency	382 U	49/0/99/0	152/194/34	98C222
	Employment and mobility	1665 U	2/71/72/0	234/102/71	EA6647

## 3.2. The icons

The thematic objective icons can accompany the Managing Authorities' whole institutional communication process, where the subjects treated refer to one or more thematic objective.

*Their position within the publication is rather free, except for the shape, official colour (as described in the previous paragraph) and the size of the icons that cannot be taller or wider than the European Union flag contained within the Interreg Italia-Malta logo.*

### 3.2.1. Standard aspect (positive)

The standard use of the icons regards the colour with which they represent the various thematic objectives.



Research and innovation



Competitiveness of SMEs



Combating climate change



Environment and resource efficiency



Employment and mobility

### 3.2.2. Negative aspect

It is also possible to use icons in a negative version. In this case they must be enclosed within a circle.



Research and innovation



Competitiveness of SMEs



Combating climate change



Environment and resource efficiency



Employment and mobility



### 3.2.3. Grey-scale

In grey-scale the icons can be black.



Research and innovation



Competitiveness of SMEs



Combating climate change



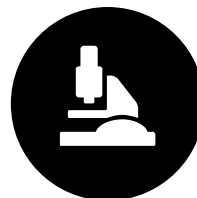
Environment and  
resource efficiency



Employment and mobility

### 3.2.4. Negative Grey-scale

Lastly, a negative grey-scale version is possible. Also in this case the icons must be enclosed within a circle, this time black.



Research and innovation



Competitiveness of SMEs



Combating climate change



Environment and resource efficiency



Employment and mobility

## 4. Applications

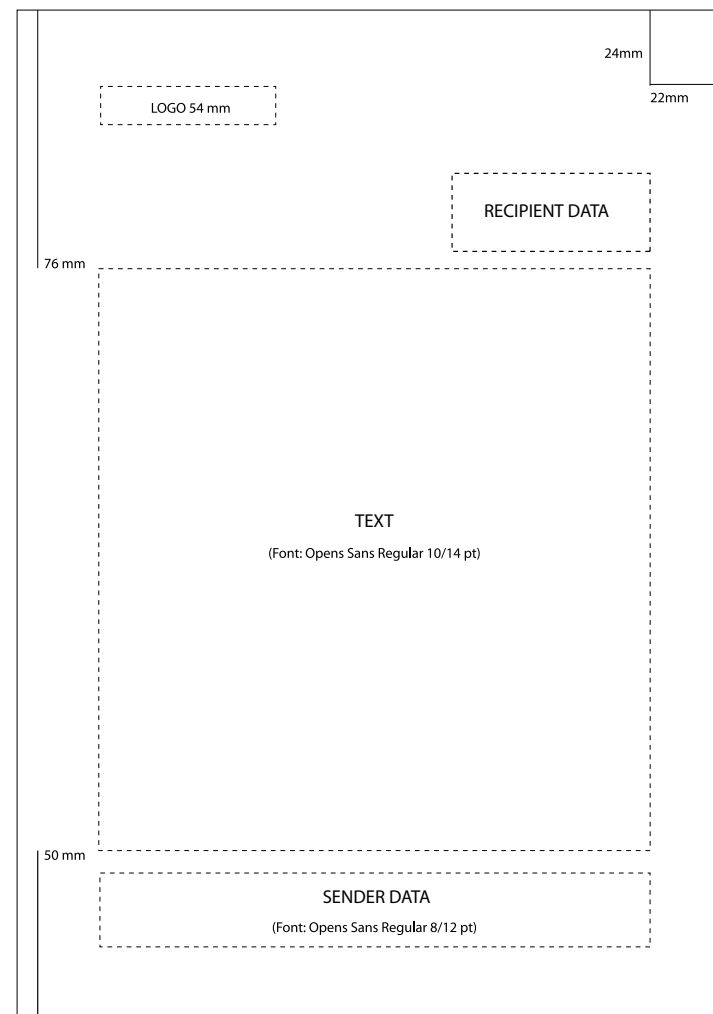
*Below we give indications, reference and examples of applying the Interreg V-A Italia-Malta logo. In particular we show examples of corporate identity (letterheads, business cards, envelopes, etc.), publications, the main bill-poster formats, and logo application on gadgets.*

## 4.1. Corporate identity

### 4.1.1. Letterhead

On the right we show the composition model for letterhead design (margin guides, letterhead, text, address).

#### Quotations





## Examples

### Institutional letterhead



Ente o Azienda  
Destinatario  
Indirizzo  
CAP - Comune  
Provincia (Stato)

Città, gg/mm/aaa

**Oggetto: Nam, unt, suntemp orehensesendi que nonseque niscillit reperaturit**

Sam, tem fugia quas prae dendel escimust maion erum sanctio nsenihil moluptae pos mi, sunt. Sum, odis eicient qui di ut exerum ex eicim quia venet ad maximilitia quo tem rerum reptati atiistio-net id qui id experia dipid es ut labore cone quassimil et ad ea consequi atibus aut facculpa asimin porentia volorrum qui nonsequam nes aut harum qui blaut labor sit, odit etus re andi dolupta temque vernatur, susapit re, sin net, odiscias esequae sum facid et re poreptissit aut odianduciae ex escit ut a dolesed quaecabo. Et exceper umquis etur, qui del ipsum aspedi accabore cor am, si id et elitatist ulparchic tes adis pro omnis unt.

Ossimint untia conesto illabo. Sed que aperuptinvel moluptur rempos possum alique nectatisqui doles de num voloriatque quaestia audant laciisq uosantium aut voloritem quatur? Epernat emperunt, qui od quam que numquia con cust, qui rerepme pori ut mi, nobis aut volorer umquasp erferume laboritas nemporit, nullescias vella volut venem. Volende bitasimusam fuga. Itat.

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[www.italiamalta.eu](http://www.italiamalta.eu)

### Project letterhead



Ente o Azienda  
Destinatario  
Indirizzo  
CAP - Comune  
Provincia (Stato)

Città, gg/mm/aaa

**Oggetto: Nam, unt, suntemp orehensesendi que nonseque niscillit reperaturit**

Sam, tem fugia quas prae dendel escimust maion erum sanctio nsenihil moluptae pos mi, sunt. Sum, odis eicient qui di ut exerum ex eicim quia venet ad maximilitia quo tem rerum reptati atiistio-net id qui id experia dipid es ut labore cone quassimil et ad ea consequi atibus aut facculpa asimin porentia volorrum qui nonsequam nes aut harum qui blaut labor sit, odit etus re andi dolupta temque vernatur, susapit re, sin net, odiscias esequae sum facid et re poreptissit aut odianduciae ex escit ut a dolesed quaecabo. Et exceper umquis etur, qui del ipsum aspedi accabore cor am, si id et elitatist ulparchic tes adis pro omnis unt.

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Evelluptatem sequame lamus eario moluptat odipiet opta cusam alique velitas et ulluptas aut officitam, voluptiatur si nessimu sdaeped ut evellor itium, te ea nossimet exerit, quamentia quidem iusam, tet modit di aut reptis audipiet archita tatatur modit la simaiorio. Ped quidebis quias quatiat-est, sin nemperspe nem fuga. Hitem voluptas voluptatur, si omniientur maion expandem excepro teceractectem re rem essit, cum asiminiv elignator rem dipsuntus volupta voluptatur simolor erferi disquo berro int qui num fuga. Expeliciist eriatem rati volut opture pedit, inctorro blab in coribus voloressequas moluptatur, te consedis et maio. Nam, unt, suntemp orehensesendi que nonseque niscillit reperaturit vendandis iliquidunto explaboris moluptiunt harum ipsunt ventore sequunt magnatem il ius, occaeperum sed enimet ut etus es qui cus repra sinvelisita nullore incia ditat evelli-qu aeperum aut hicimus et fugitatur?

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[www.sitodelprogetto.eu](http://www.sitodelprogetto.eu)

*The T.O. icon (T.O. = thematic objective) cannot be higher than the width of the European Union flag and is aligned with the Interreg Italia-Malta logo.*

*Fillet in the T.O. colour*



#### 4.1.2. Commercial envelope

Below we show the composition model for logo use on a commercial format envelope (230 x 110 mm).

##### Quotations

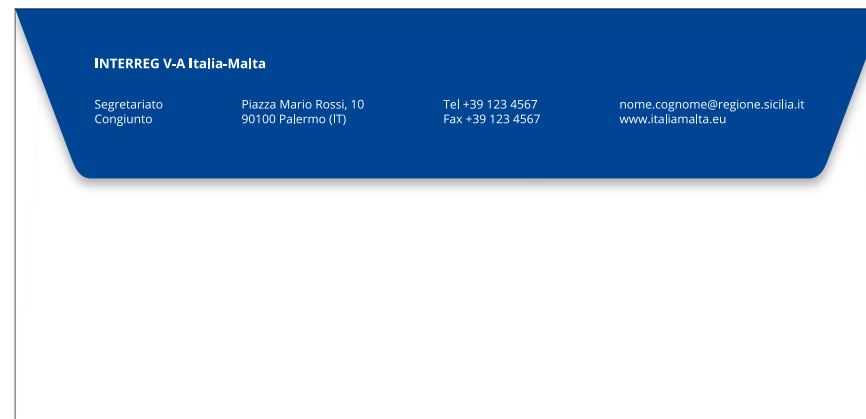


The back has the band in Pantone® Reflex Blue and the data of the sender in white Open Sans font.

##### A - Front



##### B - Back

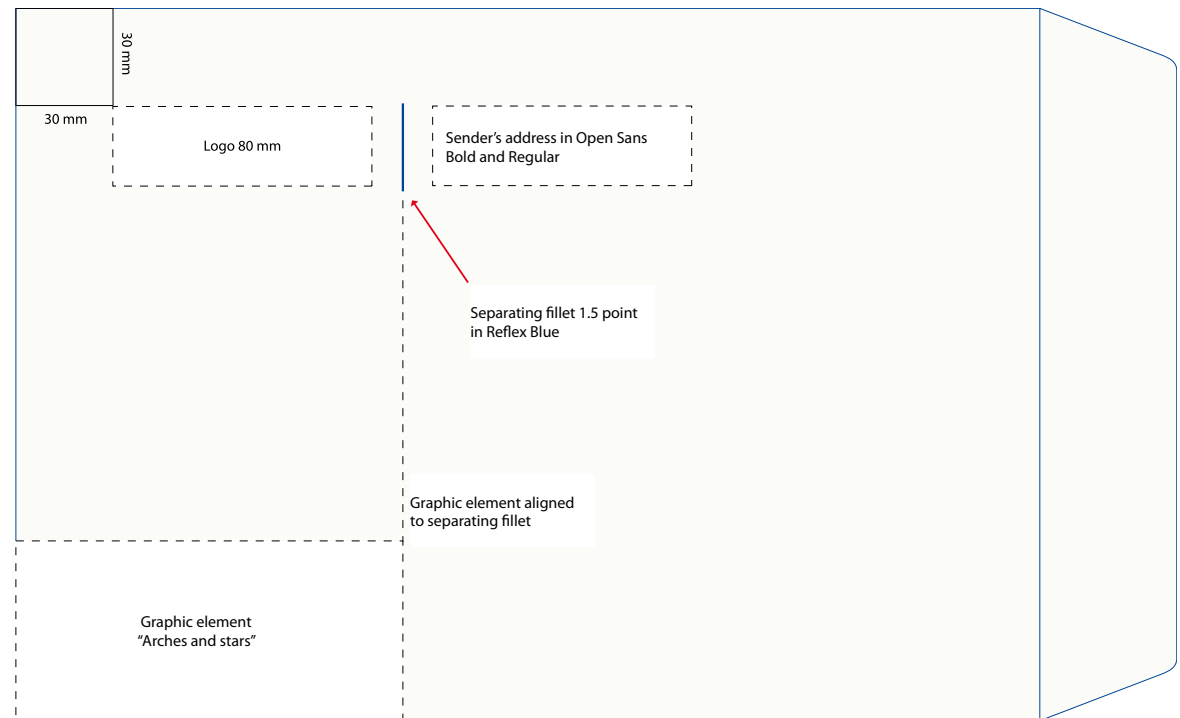




### 4.1.3. Mailers

Below we show the composition model and margin guides to be respected to personalize B5 or larger mailers.

#### Quotations



Examples



#### 4.1.4. Business cards

Two business card models are provided.

##### 4.1.4.1. Institutional MA's business card

The general card shows all the institutional data of the authority managing the programme in the institutional *Open Sans* 8/12 point font (the MA's name can be in bold).



##### 4.1.4.2. Project specific business card

The project specific business card for partners in the various projects will follow the layout of the institutional MA's card personalizing the band on the left in the corresponding thematic objective colour and adding below on the right the thematic objective icon (that cannot be higher than the width of the European Union flag!) as shown in the example.



#### 4.1.4.3. Personalized business card

The personalized business card shows, apart from the institutional data, specific data of a referent, *e.g.* the general manager, the secretary or any other person.

This version of the business card contemplates personalization on both sides.

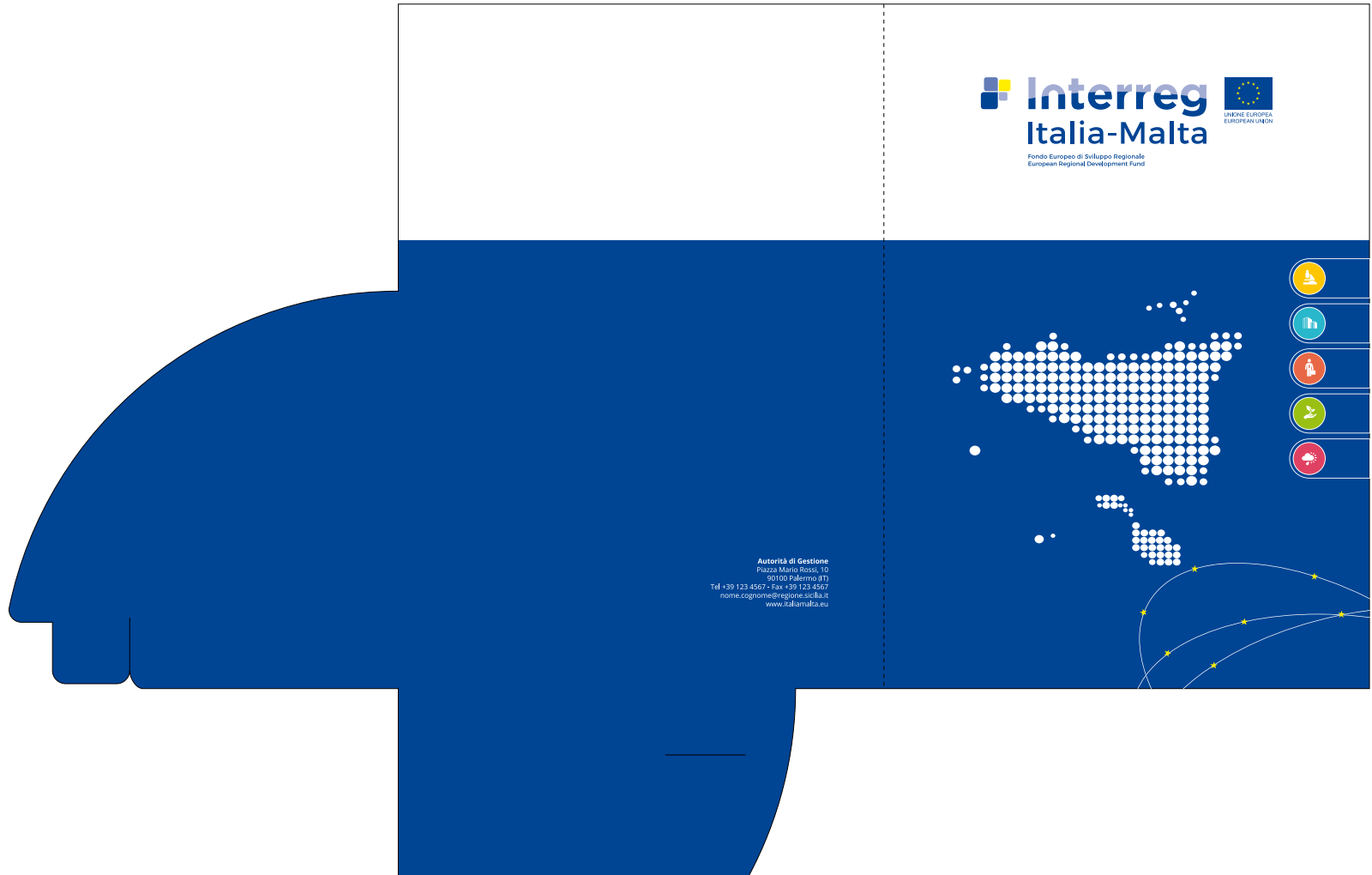
The front shows the Interreg Italia-Malta logo and wording referring to European funding, while the back, (entirely in Pantone® Reflex Blue or in its corresponding CMYK) will show the usual data in the institutional *Open Sans* 8/12 point font in white (the name of the institution/office can be in bold).





#### 4.1.5. Punched folder

*Example of an institutional folder*



Example of a project folder bearing the project logo and the thematic objective colour of reference.



#### 4.1.6. Power Point presentation

##### 4.1.6.1. Institutional for MA

The first slide presents all data relating to the programme's Managing Authority in the institutional *Open Sans* 8/12 point font set upon a Pantone® Reflex Blue band (or its corresponding RGB) and the complete Interreg Italia-Malta logo.

Following slides present only the coloured band and complete logo.



*First slide with institutional logo*

*Slides following the first*

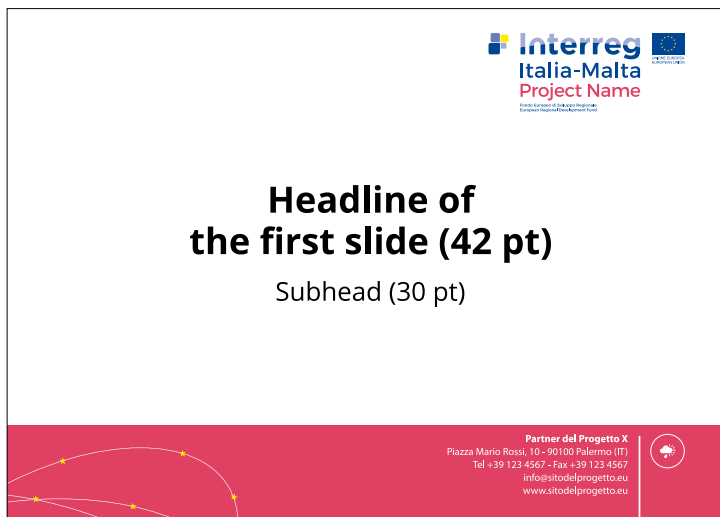




#### 4.1.6.2. Beneficiaries' PP presentation

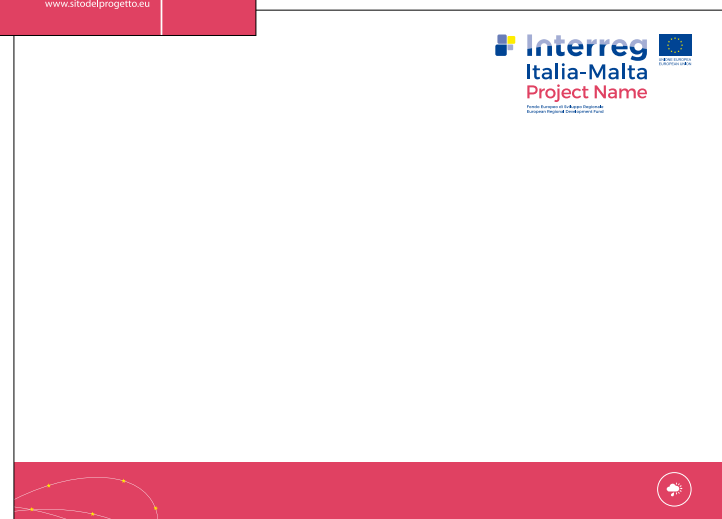
The presentation for use by beneficiaries bears in the first slide all project data in the institutional *Open Sans* 8/12 point font, the project logo and the thematic objective icon of reference. The lower band also bears the colour of the same thematic objective.

The following slides only bear the project logo, the icon and the thematic objective coloured band.

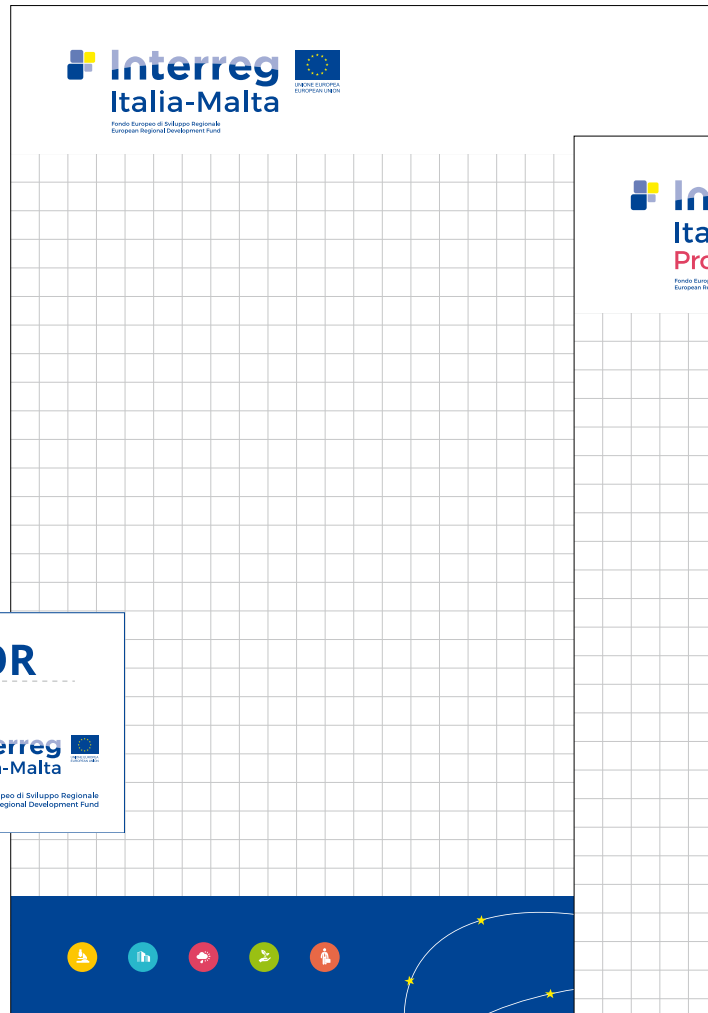


*First slide with project logo*

*Slides following the first*

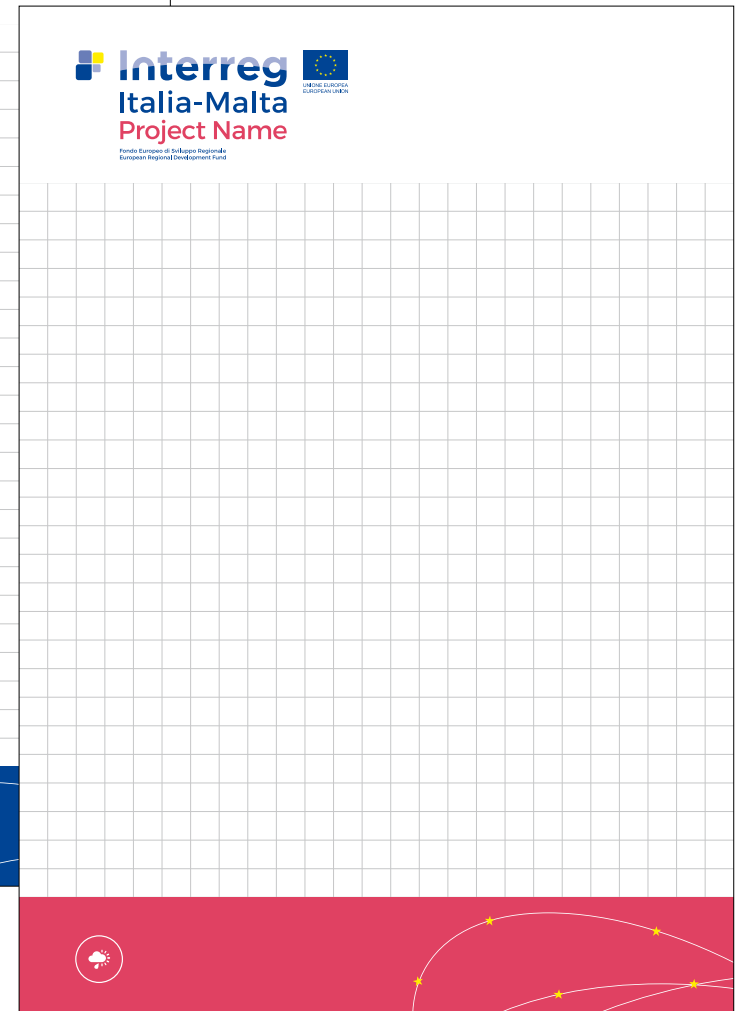


### 4.1.7. Block notes and badge



Example of an institutional block notes

Example of a beneficiary's block notes bearing the project logo and the thematic objective colour of reference.



## 4.2. Publications

### 4.2.1. A5 Brochure

The following two examples show the cover lay-out for an A5 publication/brochure both by the MA and a beneficiary of one of the projects.

The minimum height of the white area displaying the logo must not be less than 60 mm and the width of the logo must not be less than 80 mm.

The thematic objective icons can be present in the MA's publication in varying number.

*Any single icon cannot be higher than the width of the EU flag.*

MA's brochure

Project brochure



Examples of project brochure lay-outs



*In creating an A5 brochure that has as its theme one of the "thematic objectives", the relevant thematic objective colour to which it refers must always be clearly shown, avoiding confusion by placing it near a photo or image of a similar shade. The relative icon on the page must also be clearly distinguishable from other graphic elements including the same Interreg Italia-Malta logo.*

4.2.2. A4 publication (portrait) and DVD

An example of an MA's A4 institutional publication and DVD personalization.



An example of a project's A4 publication and DVD personalization.



### 4.2.3. A4 publication (landscape)

#### 4.2.3.1 Institutional A4 publication

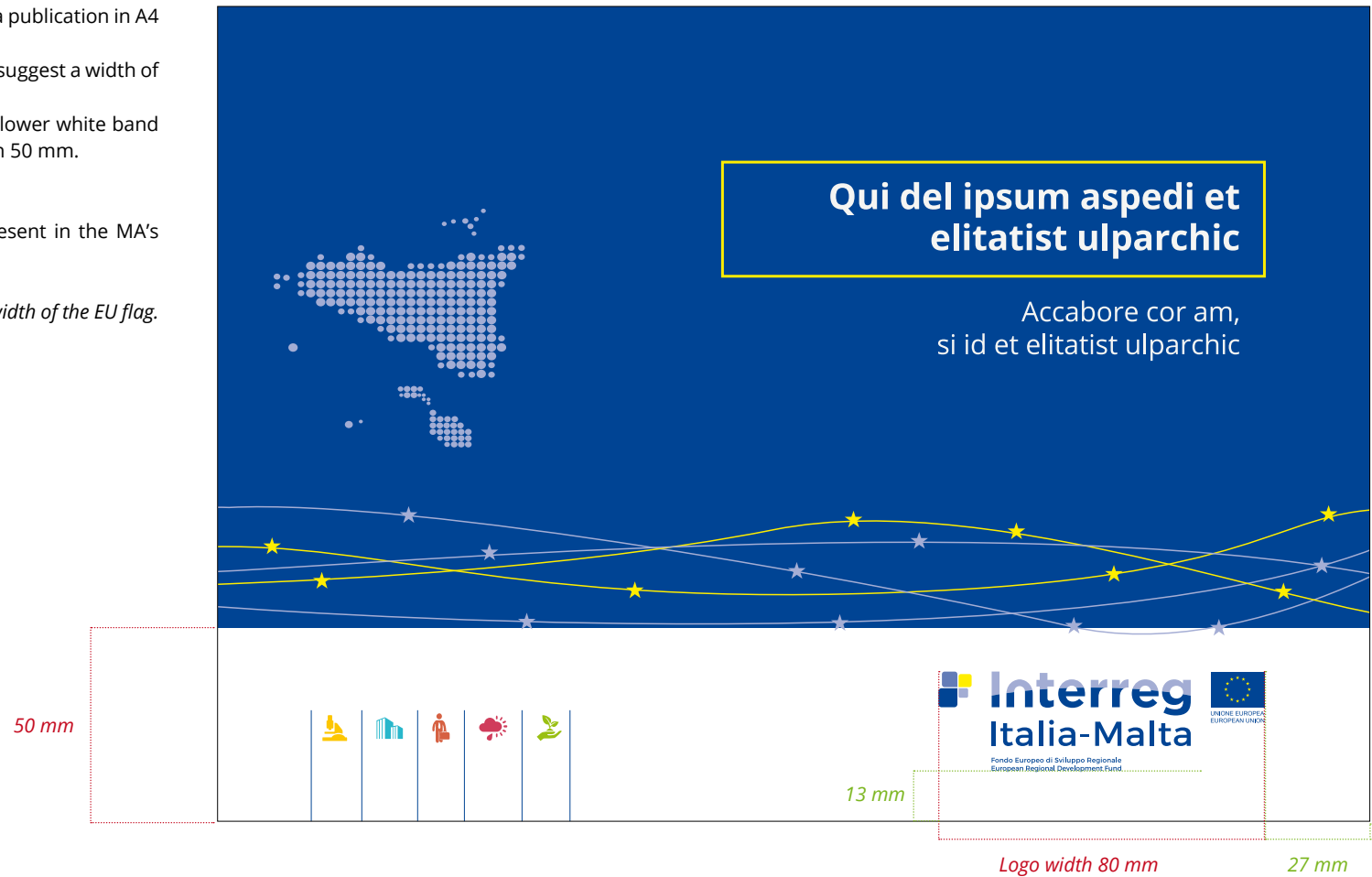
The composition model for the cover of a publication in A4 landscape format.

For the optimum visibility of the logo we suggest a width of the same no less than 80 mm.

In this case, the minimum height of the lower white band displaying the logo must not be less than 50 mm.

The thematic objective icons can be present in the MA's publication in varying number.

*Any single icon cannot be higher than the width of the EU flag.*



#### 4.2.3.2. Project A4 publication (landscape)

When a publication is prepared by beneficiaries, the predominant colour must be that of the thematic objective the project refers to (in this case “Competitiveness of Small and Medium Enterprises”). The relative icon must also be placed on the page (in positive or negative but always visible) and clearly distinguishable from other graphic elements including the same Interreg Italia-Malta logo.

*The icon cannot be higher than the width of the European Union flag.*

**Et exceper umquis etur  
Accabore cor am,  
si id et elitatist ulparchic**

Litur accabore cor  
coram, si id et elitatist  
ulparchic

**Interreg  
Italia-Malta**  
Nome del Progetto  
Fondo Europeo di Sviluppo Regionale  
European Regional Development Fund

UNIONE EUROPEA  
EUROPEAN UNION

13 mm

Logo width 100 mm

27 mm

#### 4.2.4. A4 threefold

##### 4.2.4.1. Institutional A4 threefold

In the composition of an A4 threefold, for optimum visibility of the logo, we suggest a width of the same not less than 80 mm.

In this case, the minimum height of the lower white band displaying the logo must not be less than 50 mm.

The thematic objective icons can be present in the MA's publication in varying number.

*Any single icon cannot be higher than the width of the EU flag.*

*As a graphic or aesthetic choice the texts can also be rendered in the alternative Vollkorn font in all its variants.*

Front



Back





#### 4.2.4.2. Project A4 threefold

To also ensure optimum visibility of the logo in the lay-out of a project A4 threefold, we suggest a logo width not less than 80 mm.

Also in this case, the minimum height of the lower white band displaying the logo must not be less than 50 mm.

*The icon cannot be higher than the width of the EU flag. If the European Union flag is not present on the page (as in the centre fold in the example on the right) the icon's size has no limit.*

Front



Back



*As a graphic or aesthetic choice the texts can also be rendered in the alternative Vollkorn font in all its variants.*

### 4.3. Bill-posting

#### 4.3.1. Hoarding (600 x 300 cm)

In a standard hoarding (600 x 300 cm) the width at the base of the Interreg Italia-Malta logo must not be less than 1/5 of the poster base, *i.e.* 120 cm and must respect the minimum distances indicated.

*Example of an institutional hoarding*



Example of a project hoarding



**Et exceper umquis etur**  
Accabore cor am, si id et  
elitatist ulparchic

*Logo width 120 cm*



[www.projectwebsite.eu](http://www.projectwebsite.eu)



36 cm

34 cm

### 4.3.2. Bills and posters

In the bill (A3 or 35x50 cm) and poster (50x70 cm, 100x140 cm, 140x200 cm etc.) formats, for an aesthetically pleasing composition that at the same time highlights the Interreg Italia Malta logo and the project logo, the width (b) of these must be equal to 40% of the width of the support.

#### Reference table

Support	Support sizes	Logo width (b)
A3	297x420 mm	b = 118.8 mm
Bill	350x500 mm	b = 140 mm
Poster	700x1000 mm	b = 280 mm
Poster	1000x1400 mm	b = 400 mm
Poster	1400x2000 mm	b = 560 mm

Example of an institutional poster



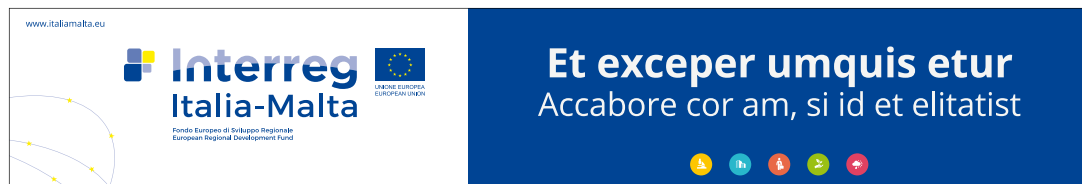
Example of a project poster



This area is reserved for the logo of institutions, Public Administrations, etc. if necessary

4.3.3. Banner/Totem/Roll-up

Institutional banner



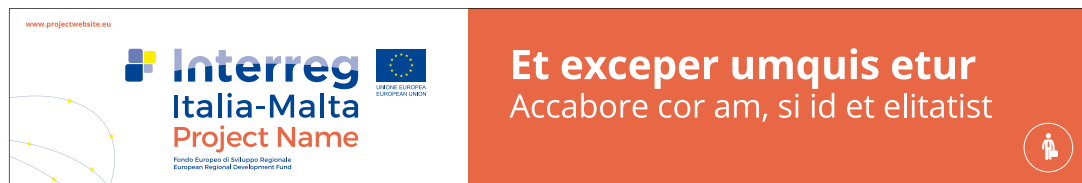
Institutional totem/roll-up



Project totem/roll-up



Project banners



## 4.4. Signs

### 4.4.1. Placards

Horizontal or vertical placards must always be of a considerable size.

The 821/2014 regulation specifies that both the institutional and project logo occupy at least 25% of the total area.

*An example of a placard bearing the institutional logo*



*Icon and colour of the thematic objective of reference*

*Example of a project placard*

#### 4.4.2. Name plates

Here we show the typical lay-out of an institutional and project A4-size name plate.

*The 821/2014 regulation specifies that both the institutional and project logo area occupy at least 25% of the total area.*



*An example of a name plate bearing the institutional logo*

*An example of a name plat bearing a project logo*

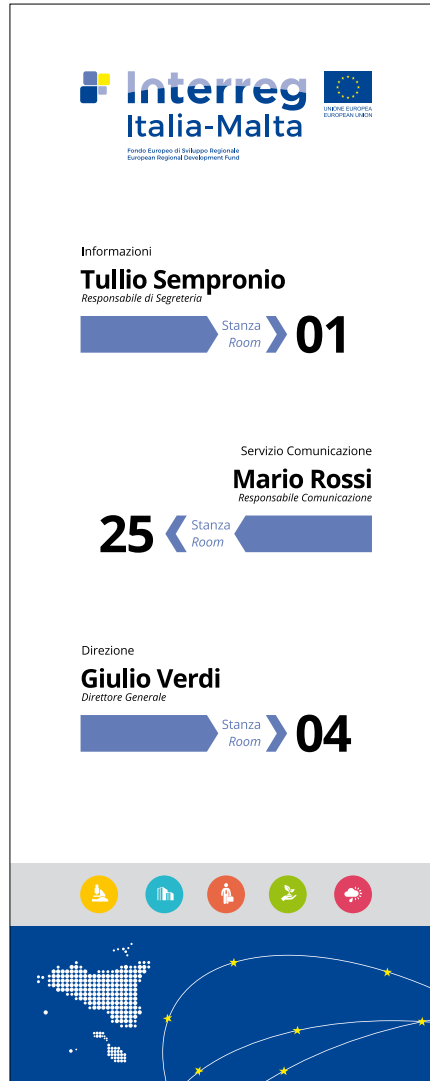


*Icon and colour of the thematic objective of reference*

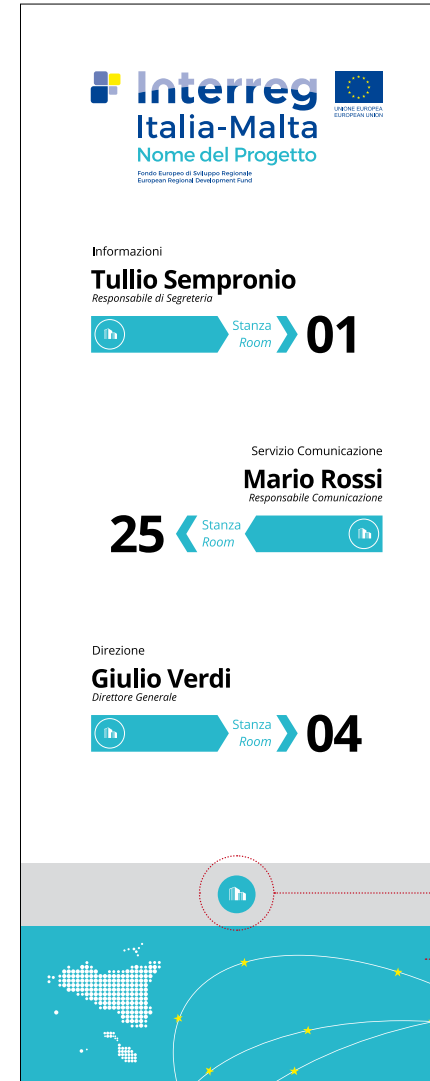
### 4.4.3. Totem sign

We show below the typical lay-out of an institutional and project totem sign.

Example of an istitutional totem sign



Example of a project totem sign



Icon and colour of the thematic objective of reference



## 4.5. Gadgets

### 4.5.1. Mugs



### 4.5.3. Pens



### 4.5.2. T-shirts



#### 4.5.4. Post-it

The MA's institutional post-it format contemplates a cover bearing the complete logo accompanied by the 5 thematic objectives and single sheets in the colours of the thematic objectives and their relative icon in negative in a corner.

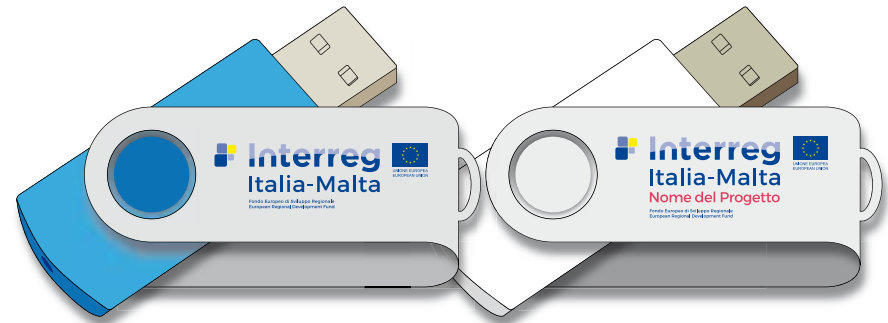
For those used by the beneficiaries of projects, the cover bears the project logo and thematic objective icon of reference while the sheets inside will be coloured exclusively in the specific thematic objective colour.



#### 4.5.5. Pen holders



#### 4.5.6. Pen drives



4.5.7. Caps



4.5.8. Mouse pads



4.5.9. Stickers



## **5. Graphic elements**

## 5.1. The “Sicilia-Malta” element

### 5.1.1. Use of the “Sicilia-Malta” element

The graphic element called “Sicilia-Malta” is only decorative and not tied in any way to the Interreg Italia-Malta logo. However, its use is regulated in the use of colours as explained in the following paragraph.



### 5.1.2. The graphic element colours




The colours (here defined for all colour codes) of the “Sicilia-Malta” graphic element are inspired by the European flag and cannot be changed.

The choice of using one colour or another is a matter of aesthetic taste or layout requirements.

On dark or very dark grounds only the negative (white) version of the graphic element is admitted.

**NB:**

*The use of other colours is not admitted.*

Colour	Pantone®	CMYK	RGB	HEX
	Reflex Blue	100/80/0/0	0/51/153	003399
	Reflex Blue 66%	67/50/0/0	100/125/185	647DB9
	2716	41/30/0/0	159/174/229	9FAEE5



## 5.2. The “Arches and stars” element

### 5.2.1. The “Arches and stars” element

The graphic element called “Arches and stars” is only decorative and not tied in any way to the Interreg Italia-Malta logo.

However, its use is regulated in its position on the page and colours as explained in the paragraphs below.

### 5.2.2. The position of the graphic element

The “Arches and stars” graphic element is always positioned at the lower page margin to the right or to the left.

**NB:**

*No other position is admitted.*

### 5.2.3. The graphic element colours

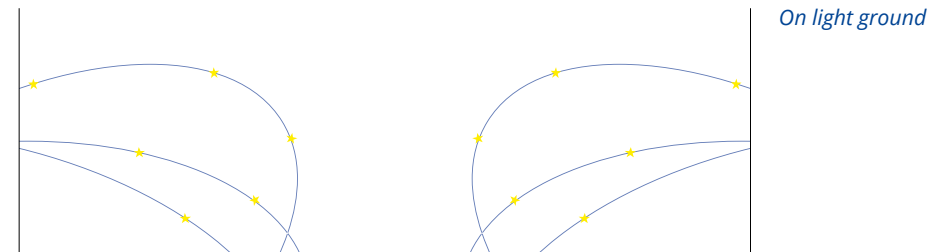
The colours (here defined for all colour codes) of the “Arches and stars” graphic element are inspired by the European flag and cannot be changed.

The choice of using one colour or another is a matter of aesthetic taste or layout requirements.

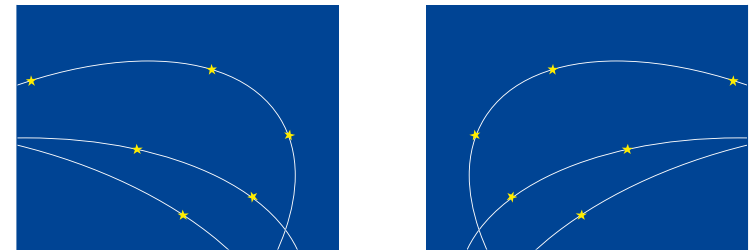
The stars of the graphic element are always rendered in yellow, while the fillet can be rendered in three tonalities of blue on light ground and in white on dark ground.





**NB:**

*The use of other colours is not admitted.*



*On dark ground*

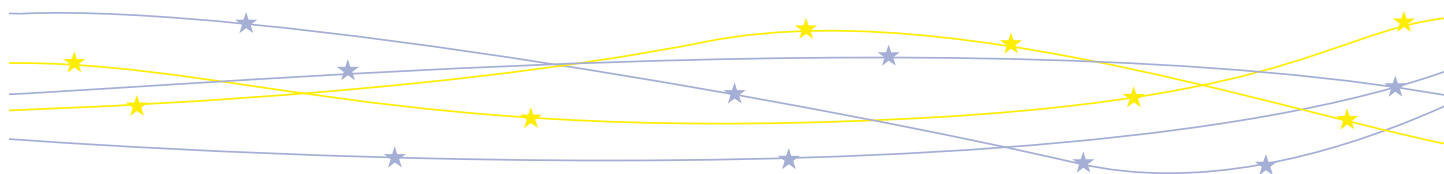


Colour	Pantone®	CMYK	RGB	HEX
	Reflex Blue	100/80/0/0	0/51/153	003399
	Reflex Blue 66%	67/50/0/0	100/125/185	647DB9
	2716	41/30/0/0	159/174/229	9FAEE5
	Yellow	0/0/100/0	255/204/0	FFCC00

### 5.3. The “Waves and stars” element

#### 5.3.1. Use of the “Waves and stars” element



The graphic element called “Waves and stars” is only decorative and not tied in any way to the Interreg Italia-Malta logo. However, its use is regulated in the use of colours as explained in the following paragraph.

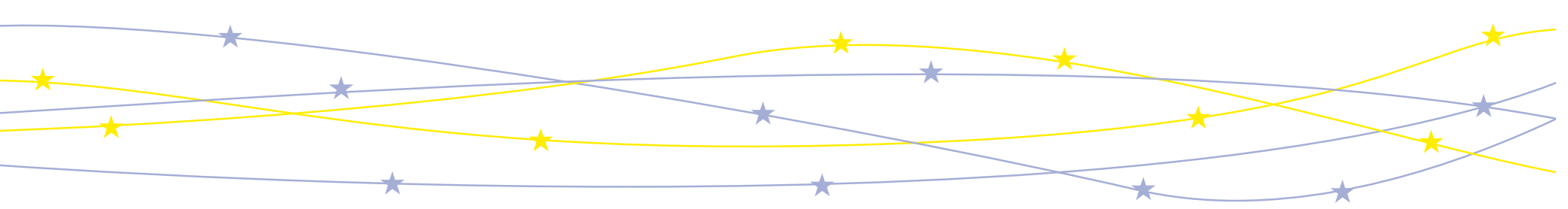


#### 5.3.2. The graphic element colours

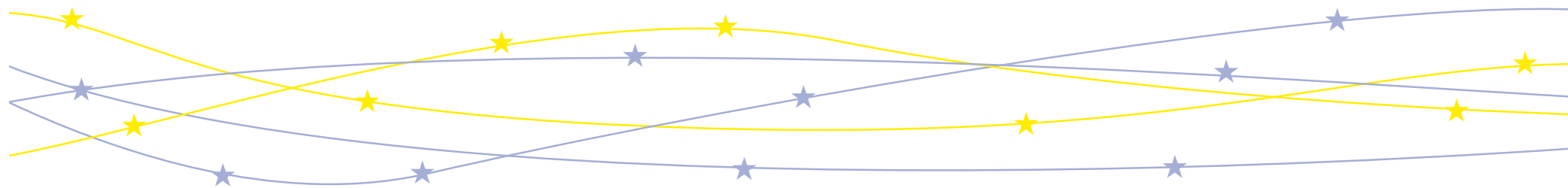
The colours (here defined for all colour codes) of the “Waves and stars” graphic element are inspired by the European flag and cannot be changed. The colours adapt to all grounds both light and dark.

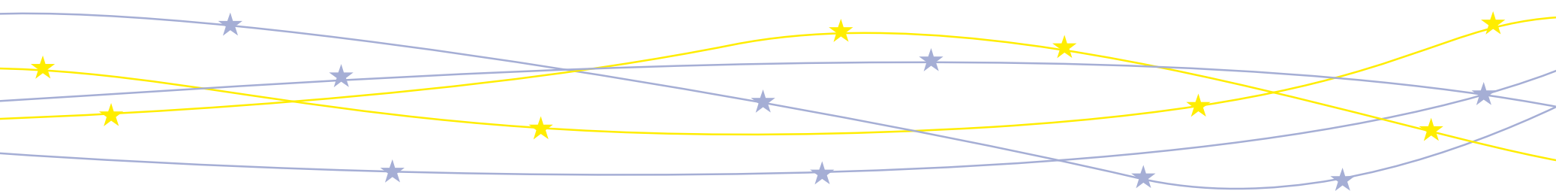
**NB:**  
*The use of other colours is not admitted.*

Colour	Pantone®	CMYK	RGB	HEX
	Yellow	0/0/100/0	255/204/0	FFCC00
	2716	41/30/0/0	159/174/229	9FAEE5









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