

The Interreg IVB North Sea Region Programme

*Investing in the future by working together
for a sustainable and competitive region*



Guidelines and colour chart

Short version with basic guidelines about how to use the Programme logo and which colours to use. The logo is currently available in three versions, basic, with tagline and with tagline including EU emblem. This document also contains a colour chart for the Programme colours.

RELEVANT FOR ALL VERSIONS:

The logo holds an invisible protection area (red striped frame). No other elements must enter this space.

The colours of the logo must be held with no exceptions.

The log must never hold a width smaller than 34 mm.



LOGO BASIC

The most simple and stripped version of the Programme logo. The EU emblem should be attached separately. Applies to small print objects and materials with other logos and templates where the EU emblem is already applied.



LOGO BYLINE

Logo including the Programme tagline. The EU emblem should be attached separately. The recommended logo for general use. Applies for general use on print materials and other objects and materials with other logos and templates where the EU emblem is already applied.



LOGO BYLINE INCLUDING EU EMBLEM

Applies to all materials where there is no EU emblem applied elsewhere on materials or objects. Allows for the user to download one logo and meet minimum formal requirements for publicity.



LOGO + 3D + EU

Currently not available for public use.



LOGO + 3D + EU + TAGLINE

Currently not available for public use.

RELEVANT FOR ALL
VERSIONS:



LOGO BASIC BLACK & WHITE

Black and white logo, use **100% black** and **75% black**.



DO **NOT** USE THE LOGO


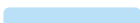

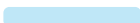
Do not use any effects that can damage the logo (if not being approved by The Interreg IVB NSRP first).

BASIC COLOURS







The Interreg IVB North Sea Region Programme



LOGO Basic corp colours		PMS 288 Coated + Uncoated		PMS 300 Coated + Uncoated
		C:100 M:80 Y:6 K:30		C:100 M:50 Y:0 K:0
		R:0 G:44 B:119		R:0 G:101 B:189

PRIORITY 1 Innovation		PMS 551 Coated + Uncoated		PMS 290 Coated + Uncoated
		C:36 M:3 Y:8 K:7		C:23 M:0 Y:1 K:0
		R:161 G:198 B:207		R:194 G:222 B:234

PRIORITY 3 Accessibility		PMS 1807 Coated + Uncoated		PMS 180 Coated + Uncoated
		C:11 M:95 Y:71 K:33		C:3 M:93 Y:84 K:12
		R:158 G:48 B:57		R:189 G:54 B:50

PRIORITY 2 Environment		PMS 371 Coated + Uncoated		PMS 370 Coated + Uncoated
		C:58 M:9 Y:95 K:64		C:66 M:1 Y:100 K:25
		R:83 G:104 B:43		R:91 G:143 B:34

PRIORITY 4 Communities		PMS 288 Coated + Uncoated		PMS 300 Coated + Uncoated
		C:100 M:80 Y:6 K:30		C:100 M:50 Y:0 K:0
		R:0 G:44 B:119		R:0 G:101 B:189

	PMS 153 Coated + Uncoated		PMS 144 Coated + Uncoated
	C:6 M:67 Y:100 K:18		C:0 M:58 Y:100 K:0
	R:187 G:101 B:14		R:233 G:131 B:0

BANNER 1 AC08 <i>gradiation</i>		C:100 M:80 Y:6 K:13
		C:100 M:50 Y:0 K:0

BANNER 2 AC08 <i>gradiation</i>		C:66 M:0 Y:100 K:20
		C:58 M:9 Y:95 K:64

BANNER 3 AC08 <i>gradiation</i>		C:3 M:93 Y:84 K:45
		C:3 M:93 Y:84 K:12

European Union  The European Regional Development Fund

	Pantone Relex Blue
	C:100 M:80 Y:0 K:0
	R:0 G:0 B:153

	Pantone Yellow
	C:0 M:0 Y:100 K:0
	R:255 G:204 B:0

BASIC COLOURS

The Interreg IVB North Sea Region Programme



LOGO

Basic corp colours



PMS 288 Coated + Uncoated
C:100 M:80 Y:6 K:30
R:0 G:44 B:119



PMS 300 Coated + Uncoated
C:100 M:50 Y:0 K:0
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PRIORITY 1 Innovation



PMS 551 Coated + Uncoated
C:36 M:3 Y:8 K:7
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PMS 290 Coated + Uncoated
C:23 M:0 Y:1 K:0
R:194 G:222 B:234

PRIORITY 3 Accessibility



PMS 1807 Coated + Uncoated
C:11 M:95 Y:71 K:33
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PMS 180 Coated + Uncoated
C:3 M:93 Y:84 K:12
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PRIORITY 2 Environment



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C:58 M:9 Y:95 K:64
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C:100 M:50 Y:0 K:0
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C:6 M:67 Y:100 K:18
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PMS 144 Coated + Uncoated
C:0 M:58 Y:100 K:0
R:233 G:131 B:0

BANNER 1 AC08 gradation



C:100 M:80 Y:6 K:13
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C:66 M:0 Y:100 K:20
C:58 M:9 Y:95 K:64

BANNER 3 AC08 gradation



C:3 M:93 Y:84 K:45
C:3 M:93 Y:84 K:12

European Union



The European Regional Development Fund



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Pantone Yellow
C:0 M:0 Y:100 K:0
R:255 G:204 B:0