



EUROPEAN UNION

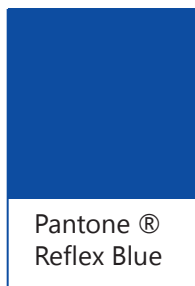


# Communication guidelines

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Programme logo and EU emblem: mandatory in all project communication products! Both mandatory elements are available as a compound logo on the Programme website. Please use them on white background!



Pantone Reflex Blue  
CMYK 100 / 80 / 0 / 0  
RGB 0 / 51 / 153  
Hexadecimal #000099



Pantone 2716 C  
CMYK 40 / 30 / 0 / 0  
RGB 158 / 174 / 229  
Hexadecimal #9eae5



Pantone Yellow  
CMYK 0 / 0 / 100 / 0  
RGB 255 / 204 / 0  
Hexadecimal #FFCC00

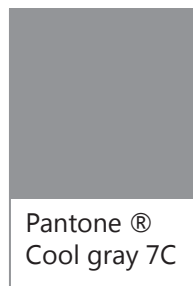
Greyscale reproduction is advisable for working print materials.



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Pantone Neutral black C  
CMYK 0 / 0 / 0 / 100  
RGB 34 / 34 / 34  
Hexadecimal #222222



Pantone Cool gray 7C  
CMYK 0 / 0 / 0 / 50  
RGB 152 / 152 / 152  
Hexadecimal #989898

## Admissable monochromatic use



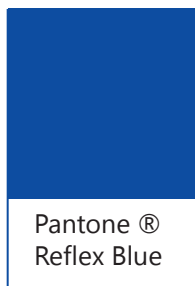
Pantone Neutral black C

CMYK 0 / 0 / 0 / 100

RGB 34 / 34 / 34

Hexadecimal #222222

## Admissable monochromatic use



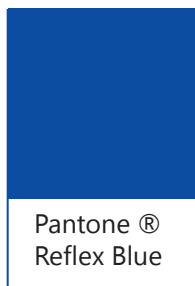
Pantone Reflex Blue  
CMYK 100 / 80 / 0 / 0  
RGB 0 / 51 / 153  
Hexadecimal #000099

All communication products must make a reference to the funding source: European Regional Development Fund. Beneficiaries may use the compound logo composed of the Programme logo, the EU emblem and the ERDF reference which is available for download on the Programme website.



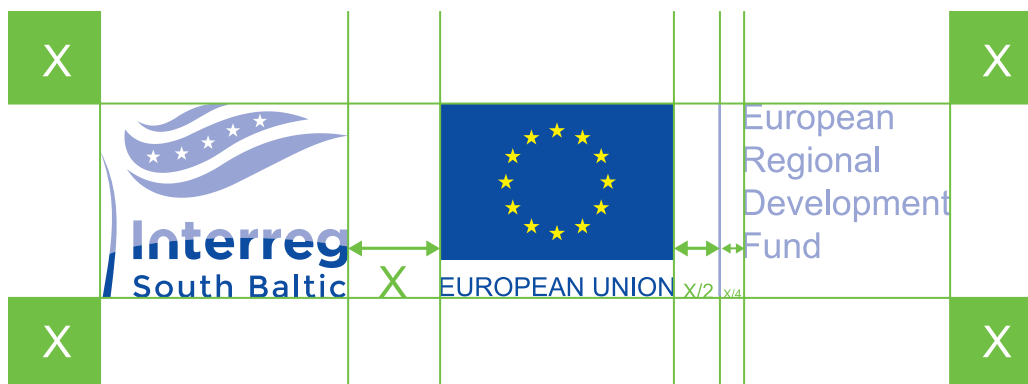
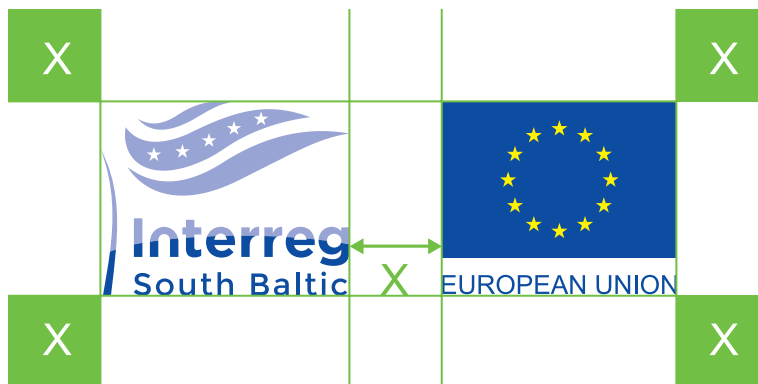
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European  
Regional  
Development  
Fund



Pantone Reflex Blue  
CMYK 100 / 80 / 0 / 0  
RGB 0 / 51 / 153  
Hexadecimal #000099

Clear space refers to a distance of "X", as a unit of measurement surrounding each side of the compound logo. "X" equals the distance between the Programme logo and the EU emblem. A minimum clear space requirement has been established to ensure the prominence and clarity of the compound logo. It is essential that the logo remains free of all graphics, taglines, identities, photography, and typography.





The project and partner logos cannot exceed the height of the mandatory compound logo.



My logo



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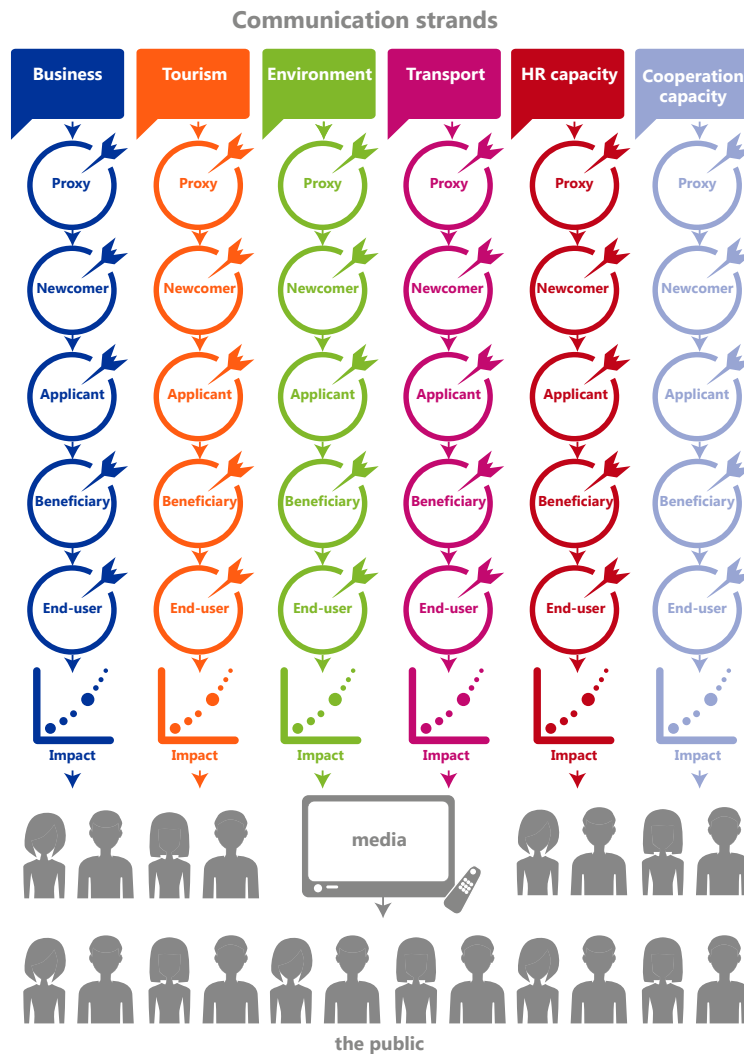
Coloured background must be avoided. If inevitable, please use a white rectangular logo container. The clear space to the inner edges of the white container amounts to  $X/2$ . The clear space to the edge of the page equals  $X$ .



## Don'ts



Communication strands: designed to cluster the communication efforts of projects which share similar target groups. The communication strands are driven by joint and reciprocal promotion activities of affiliated projects.



It is recommendable that project belonging to one of the 6 communication clusters assimilate the cluster colours into their project visual identity. The cluster colours may be combined with neutral gray shades.

**Business**

**Tourism**

**Environment**

**Transport**

**HR capacity**

**Cooperation  
capacity**

Pantone ®  
Reflex Blue

Pantone ®  
1595 C

Pantone ®  
360 C

Pantone ®  
234 C

Pantone ®  
1795 C

Pantone ®  
2716 C

Pantone Reflex Blue  
CMYK 100 / 80 / 0 / 0  
RGB 0 / 51 / 153  
Hexadecimal #000099

Pantone 1595 C  
CMYK 5 / 75 / 100 / 0  
RGB 220 / 96 / 22  
Hexadecimal #dc6016

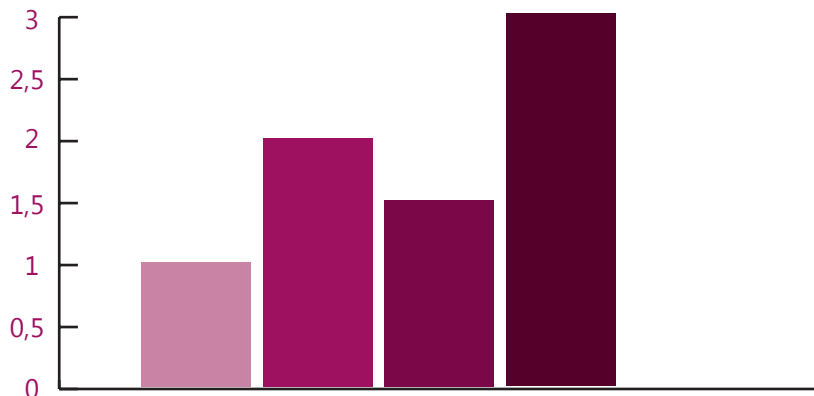
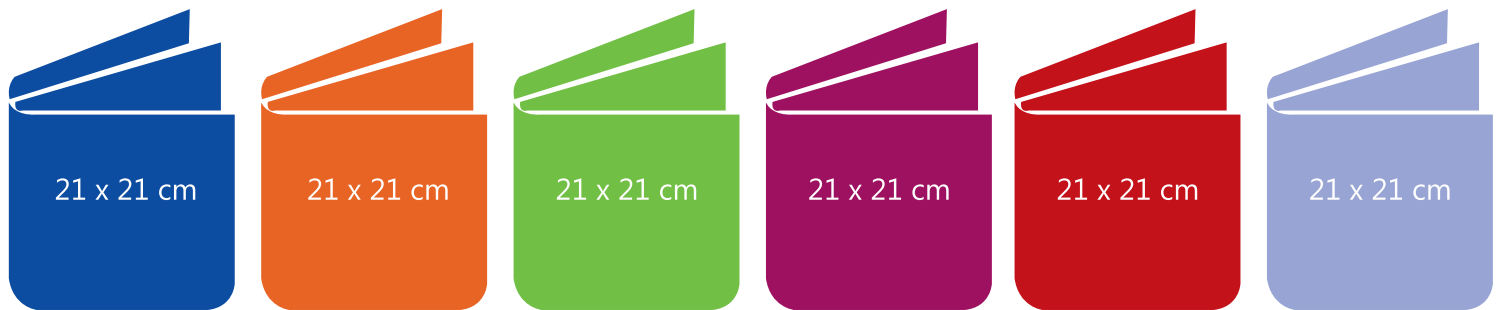
Pantone 360 C  
CMYK 60 / 0 / 100 / 0  
RGB 107 / 192 / 75  
Hexadecimal #6bc04b

Pantone 234 C  
CMYK 0 / 95 / 0 / 40  
RGB 166 / 0 / 100  
Hexadecimal #a60064

Pantone 1795 C  
CMYK 0 / 100 / 100 / 20  
RGB 196 / 22 / 28  
Hexadecimal #c4161c

Pantone 2716 C  
CMYK 40 / 30 / 0 / 0  
RGB 158 / 174 / 229  
Hexadecimal #9eae5

Recommended project typography: a humanist sans-serif typeface. Recommended layout of publications: 21x21 cm. The cluster colours can be complemented with colours using less than 100% of the tint or adding more black values.



All written outputs developed by projects must include the following disclaimer:

*"The contents of this [type of output] are the sole responsibility of the author[s] and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020."*

All foreground intellectual property, i.e. outputs created within a South Baltic project, must be made publically available.

## Projects shall

- render physical and immaterial contributions to cluster network sessions, trainings and thematic events;
- render physical and immaterial contributions to Programme annual events and other publicity measures;
- maintain an archive with media coverage about their projects and / or cluster activities;
- contribute to the Programme impact investigation (e.g. success stories that bring about positive change);
- maintain a project website or a dedicated project section on partners' websites throughout the project lifetime and for 5 years beyond the end of the project.