



POWER Interregional Programme Corporate identity

Our brand should be instantly recognizable because of its strong personality. For this personality to be successfully expressed, we must use our corporate identity clearly and consistently. These guidelines are intended for anyone who is responsible for, or involved in producing items on which the POWER programme identity appears whether it is a business card, sign, advertisement or brochure. Please ensure you follow the guidance to help maintain this clarity.

The proposed corporate identity of the POWER programme to ensure a common branding right across partner regions is:

Use of logos

There are 3 logos to be used on any material and communication related to the POWER Programme. These are:

POWER programme



EU EMBLEM



INTERREG IVC



Pantone colours POWER logo: Blue = 072 Yellow =123

Please do not:

1. Rotate the logo
2. Stretch the logo
- 3.. Allow the background to swamp and hide the logo. Any background colour should contrast with the logo strongly enough for its shape and definition to be maintained
4. Change the logo's colourways

All material relating to our INTERREG IVC POWER programme– stationery, leaflets, posters, newsletters, websites **must contain the following THREE logos in the following order:**

- POWER logo on top or in line with:
- EU emblem with either the text "Project part-financed by the European Union" or "Project part-financed by the European Union (European Regional Development Fund) within the INTERREG IIVC Programme" (in English or any other official language).
- INTERREG IVC

Both EU logos might be placed together on the bottom of the page if the POWER logo is used on its own.

All guidelines related to the publicity of and published by the INITERREG IVC secretariat are below:



Publicity measures

No matter what support chosen to communicate on a project, there are minimum requirements for publicising the European co-financing and the programme that facilitates the funding. Partners will find here specific guidelines on how to meet these requirements. Beyond the purely regulatory nature of information and publicity measures, they are also important in creating awareness of a project's activities and results, and in helping other regions to potentially capitalise on these results.

Legal basis

All projects must comply with the publicity and information requirements laid down in the Commission Regulation (EC) No 1828/2006 (Articles 8 and 9) of 8 December 2006 and in the subsidy contract signed between the lead partner and the managing authority (Article 7). The regulation and the subsidy contract template can be downloaded from the INTERREG IVC programme's website.

Publicity rules

The use of the INTERREG IVC logo and EU emblem is compulsory on all communication materials and tools produced by the co-financed project. It is also necessary to indicate on all communication materials a reference to the contribution of the ERDF and the programme. This could be for example the phrase "co-financed by the European Regional Development Fund and made possible by the INTERREG IVC programme". Where the EC regulation 1828/2006 speaks of a statement by the managing authority, please note that this statement is integrated into the programme logo: "Regions of Europe sharing solutions". Annex 7 of the INTERREG IVC programme manual provides complete technical details of the various logos and their use on various supports. This should be implemented with great care to respect the size, colour and other dimensions specified.

The elements as described in Annex 7 can be downloaded from the INTERREG IVC website in highdefinition vectorial format for printing use (EPS format). JPEG, GIF or other low-definition formats should only be used for electronic versions of documents. It is up to the project partners to ensure they have the latest version of the publicity guidelines and ensure they are followed.

The project undertakes to send a copy of all publicity material to the POWER secretariat, who is authorised to use this material in promoting the programme.

