SIRR. Project obligations

AS A PROJECT PARTNER IN SIRR, YOU ARE OBLIGATED TO COMPLY WITH SEVERAL REQUIREMENTS MADE BY THE FUNDER INTERREG NORTH SEA.

Below you will find the requirements related to varies areas of communications.

1. Display and refer the EU emblem, Interreg North Sea Programme, and the SIRR Logotype across all project materials. All project partners must include a statement highlighting the Interreg North Sea support in a visible way across all project documents and communication materials. This applies whether the material is intended for the public or for project participants.

   When including the special project symbol or any other organizations logos, ensure that:

   i. The EU emblem (“flag”) remains prominent.
   ii. The project name or symbol is never placed above the Interreg logo.
   iii. No institutional logo is both taller and wider than the largest EU emblem in the material. Institutional logos refer to an organization, such as a partner organization.

2. Put up the project poster at your premises. The poster must be in size A3 or larger. The poster may be in digital format if the screen is in sufficient size and the poster is on permanent display.

3. Project description on the webpage of each project partners: Each partner must present the project on their official website. Please add the text in the project one-pager with a brief project description below, a link to the project webpage and add the required logotypes listed in 1.

4. Social media. We strongly encourage all project partners to make use of social media to engage with relevant stakeholders and disseminate the message, progress, and results. Use the hashtag #SIRR. The programme monitors social media and will act as a multiplier of project information to achieve maximum impact.

Graphics guide for the SIRR project

SIRR STANDS FOR: SUSTAINABILITY, INNOVATION AND RESILIENCE IN RURAL AREAS

The aim of the project is to have a stronger, more resilient, sustainable and attractive rural area with a greater potential to benefit from locally led innovation. Through the project, collaboration and commitment from companies, the public sector, academia and civil society will contribute to a more attractive place to settle and work, and thus support sustainable and innovative business development.
The motto is: ”No place nor person left behind” in the green transition.

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Logotype

The word ”SIRR” is set in the font Montserrat Regular and in SIRR’s light blue tone. It is always included in the footer (see below) along with the Interreg-text and the EU flag with accompanying text, which together form the official logo for the SIRR project.

All project partners are obliged to use this logo across all our project materials.

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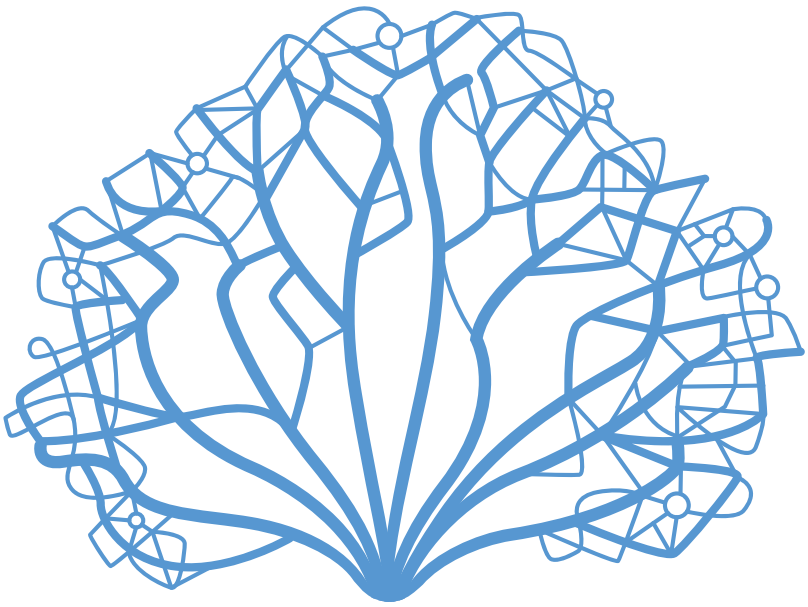
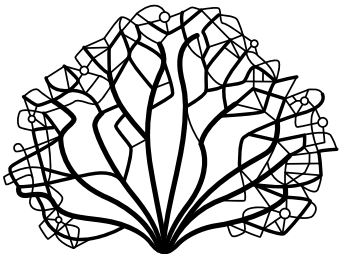
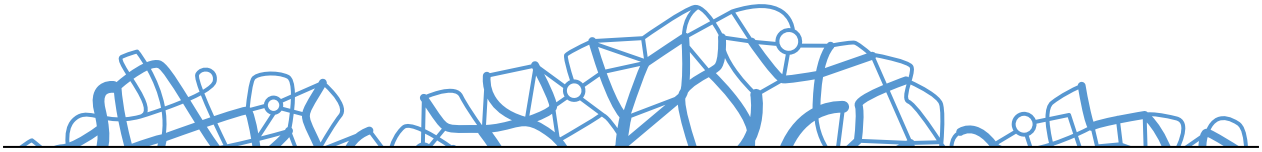
Symbol



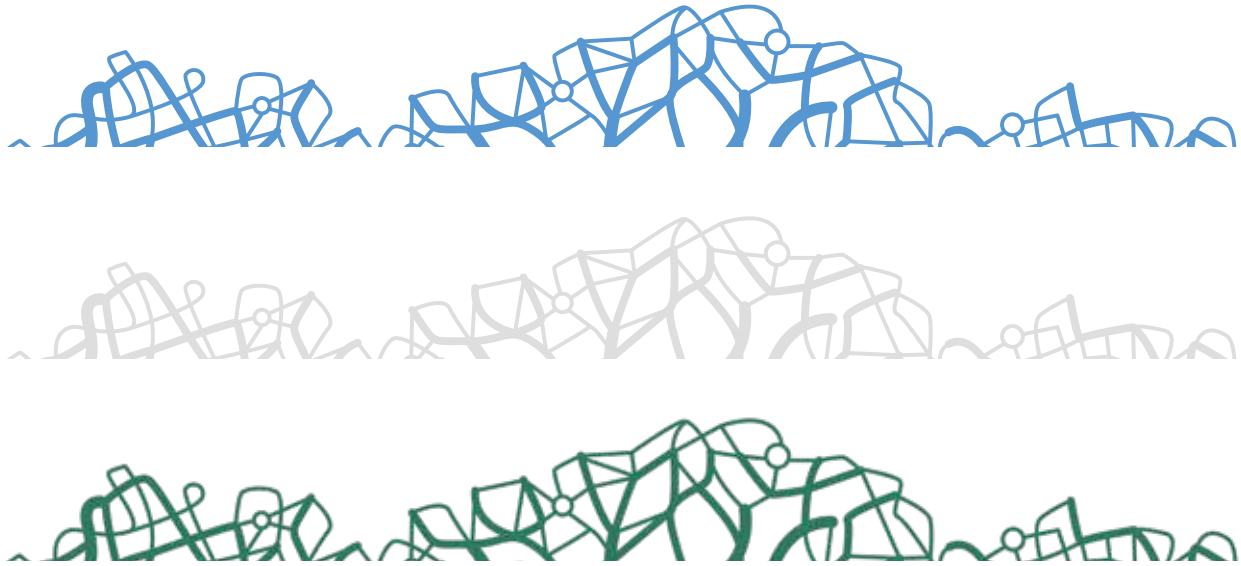


The symbol is a visualization of the project's infrastructural idea, which shows how idea generation and meetings take place in the most peripheral areas. The symbol must also be seen as an organic shape - like a bush, aquatic plant or brain.

The symbol is available in three colors: Light blue, green and black, as well as as a negative (white) if it is placed against a colored background (see layout example on the next page). When printing, only black is used if the size is less than 30 mm wide. The symbol may be cropped. The symbol is also available as a segmented, emerging GIF to use for various types of digital media.



Footer

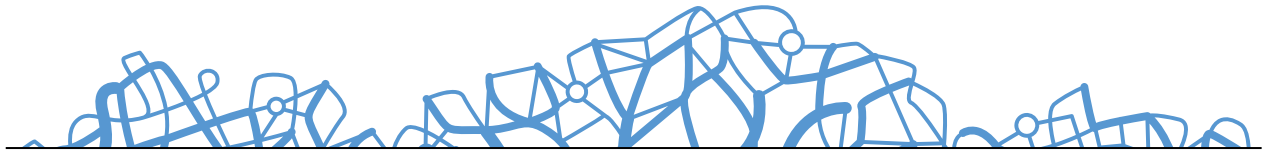


A variation of the symbol has been produced for use in the footer. The light blue version is primarily used, but it is also available in a light grey and green.
The light grey footer is used, for example, when there is no possibility of colour printing. The green footer is primarily used along with the green symbol.

The footer has the same basic layout in all contexts (see below):

1. SIRR footer*
2. A thin black line, 0.75p thick on A4 sheet
3. Notes, mail and web address information on a single line separated by dots. Font Montserrat, approx. 7 point size, left aligned
4. Official SIRR-logo with EU-flag, right aligned

* The exception is if there is a larger coloured area at the bottom of the page, similar to the last page



Fonts

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ÅÄÆÖØ
abcdefghijklmno
pqrstuvxyzåäæöø
0123456789

Libre Baskerville Regular (Google fonts) *

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
ÅÄÆÖØ
abcdefghijklmno
pqrstuvxyzåäæöø
0123456789

Montserrat Regular (Google fonts) **

* Only used in headings. No specific font size is required. As long as the main heading is bigger than the subheading.

** Used in subheadings and body text. No specific font size is required. As long as the subheading is smaller than the main heading. Body text minimun size is 10px.

Colours

SIRR Light blue
C67 M31 Y0 K0
R87 G151 B209
5797D1
PMS 284

SIRR Green
C80 M30 Y67 K15
R49 G122 B96
317A60
PMS 555

SIRR Black
C0 M0 Y0 K100
R0 G0 B0
000
PMS Black

SIRR Yellow
C0 M14 Y52 K0
R255 G222 B144
FFDE90

SIRR Pink
C0 M75 Y22 K0
R236 G96 B136
EC6088

SIRR EU-blue
C100 M84 Y8 K0
R32 G60 B138
203C8A

A heading in Libre Baskerville

SUBHEADING, UPPERCASE, SLIGHTLY BARRED AND IN COLOUR. FONT: MONTSERRAT REGULAR

Body text in Montserrat Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure 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.

A heading in Libre Baskerville

SUBHEADING, CAPITALS, SOMEWHAT BARRED AND IN COLOUR. FONT: MONTSERRAT REGULAR

Body text in Montserrat Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure 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.

SIRR | Interreg North Sea

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2022-12-29 by SCH! Grafisk form och kommunikation AB
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