

# Brand guidelines

September 2025



Interreg Euro-MED Academy brand guidelines  
Version 1.0

**Interreg**  
Euro-MED



Co-funded by  
the European Union



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## The Academy

The Interreg Euro-MED Academy is a learning platform designed to turn project knowledge into long-lasting impact.

By gathering the most valuable results from Euro-MED projects in its Results Library and offering high-quality training modules, the Academy ensures that innovative tools, methods, and practices are not only preserved but also transferred, reused, and scaled up.







## Brand values

The vision is to build a shared space where the **Mediterranean community** can learn, connect, and act.

The values underlying the Academy's identity are: **scientific value, skills and sharing of expertise, training and knowledge transfer.**

This place of exchange is highly reliable in terms of content animated by a spirit of **collaboration, synergies, participation and innovation** to make the Mediterranean more sustainable for all.



## The Logo



## The Logo

The Interreg Euro-MED Academy logo consists of a pictogram featuring an **owl and an olive branch**, symbolising knowledge. The name Interreg Euro-MED Academy in **Montserrat** typography is associated with this.

The logo is available in **horizontal and vertical** versions, in blue and white.

On all materials, the Academy logo must be associated with the Interreg Euro-MED Programme logo or that of a project funded by it.





# Brandmark

The pictogram with the owl and olive branch enclosed in a circle can be used individually instead of the full logo with the Academy's name.

*The pictogram may replace the entire logo, but it is advisable to use the entire logo on covers or official documents due to the institutional weight of the name.*





# Association with the Programme logo

The Academy logo must be used **in association with the Interreg Euro-MED Programme or project logo.**

- **Full logo:** the cover and last page of a document, video or PowerPoint presentation, website.
- **Pictogram:** for internal pages or social media posts.

*Since the Academy logo represents a brand but not an organisation or partner, there is no ambiguity about the funding of the project. Therefore, its size does not need to be smaller or equal in size as the one of the EU flag of the Interreg Euro-MED Programme or projects logo.*



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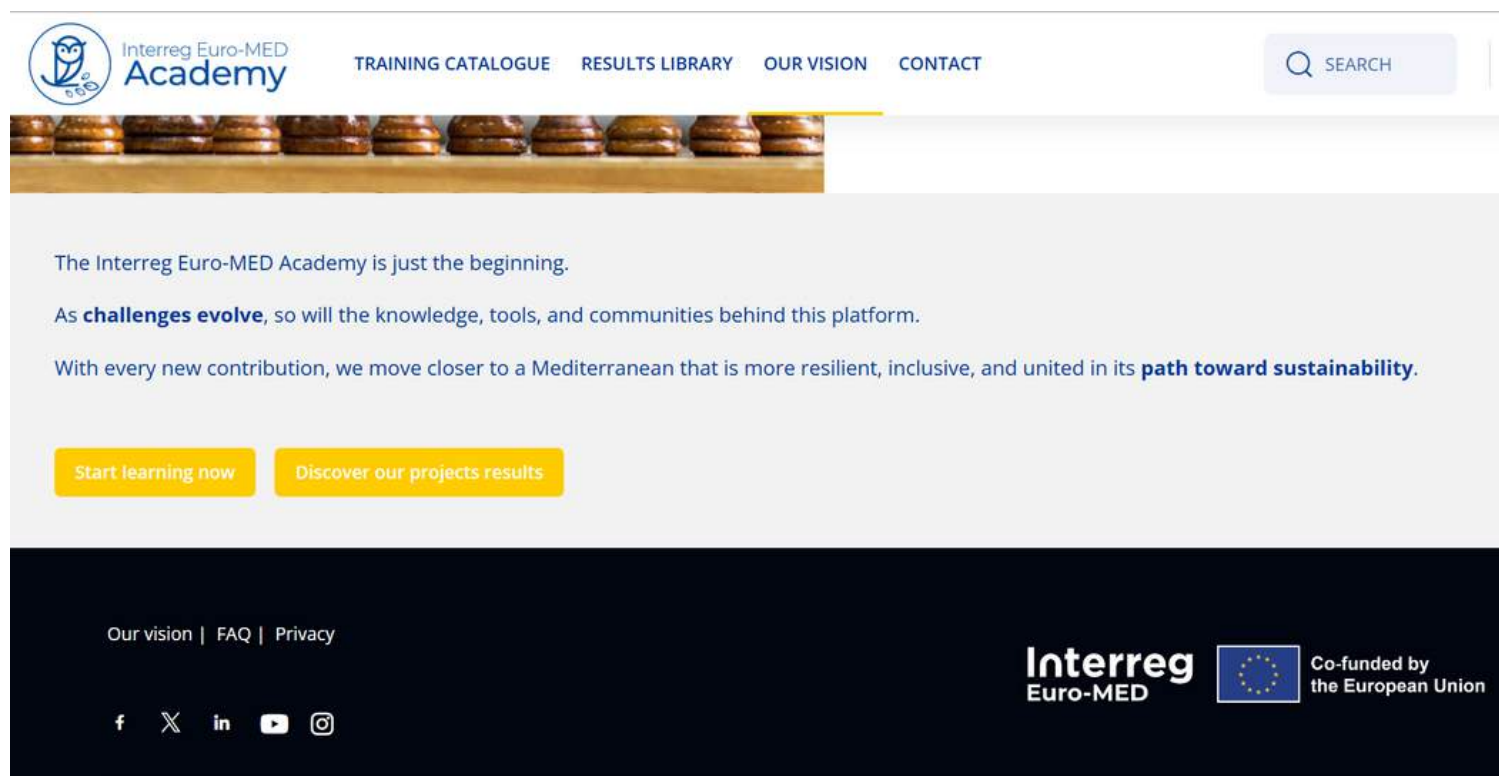
Cofinancé par  
l'Union européenne



# The Logo



## Examples



Website



Social media post template



Training video cover template





## Brand usage

1. Do not change the logotype components proportions.
  2. Do not distort, stretch or modify the brand in any way.
  3. Do not cut the brand.
  4. Do not use outlines around the brand.
  5. Do not change the colours.
  6. Do not delete elements from the brand composition.
  7. Do not modify the brand composition.
  8. Do not rotate the brand.
- The only correct use of the brand is horizontal at a 0° angle.





## Safezone

On all types of formats or supports, the brand must be positioned in such a way that the **clear space around the logo is observed**.

The **clear space** equals at least **1 “u” in height or width** (1 unit = space between picto and name in the Academy logo).

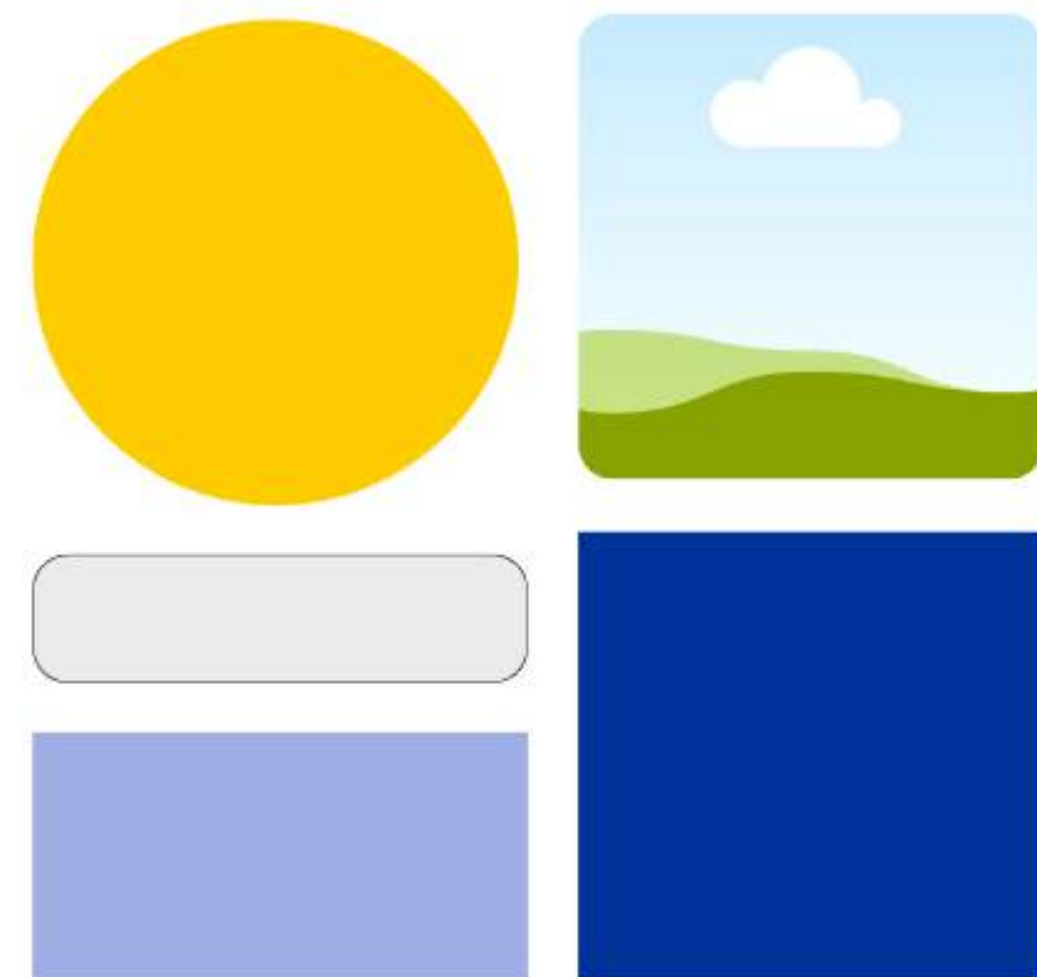
*This is a minimum safety size, it is possible to double it if necessary.*





## Shapes

In addition to the elements already presented, the following shapes are visual elements that constitute the visual identity of the Academy and can be used as image frames, backgrounds, or decorative elements in the various colours of the brand.





## Typography

# Open Sans

light | *italic* | Normal | Medium | Semibold | **Bold** | **Extra bold**

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z a b c d  
e f g h i j k l m n o p q r s t u  
v w x y z 0 1 2 3 4 5 6 7 8 9





# Color palette

<b>#003399</b> RGB 0, 51, 153 CMYK 100%, 67%, 0%, 40%	<b>#ffcc00</b> RGB 255, 204, 0 CMYK 0%, 20%, 100%, 0%	<b>#f5f7fb</b> RGB 245, 247, 251 CMYK 2%, 2%, 0%, 2%
	<b>#9faee5</b> RGB 159, 174, 229 CMYK 31%, 24%, 0%, 10%	<b>#ffffff</b> RGB 255, 255, 255 CMYK 0%, 0%, 0%, 0%

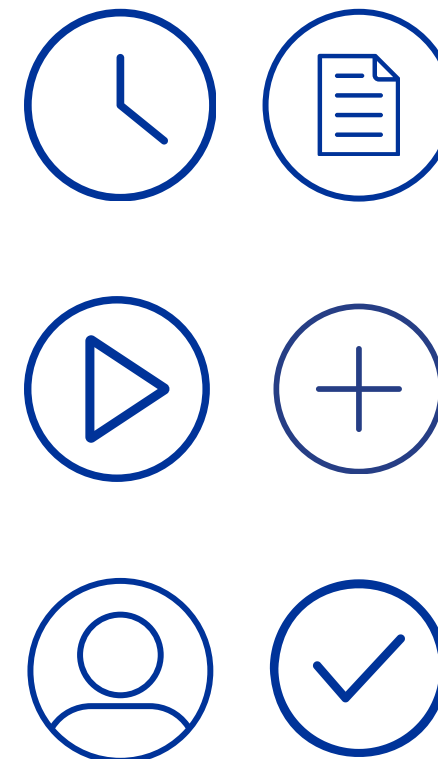


## Icon set

If functional to the Academy's communication, particularly for conveying **information in a schematic and immediate** manner, **icons** may be used.

Icons should be used in a **clear line** so that they do not diverge from the pictogram style, in the colours of the palette and on a white or coloured background.

Here are some examples.



*Exemple of application*





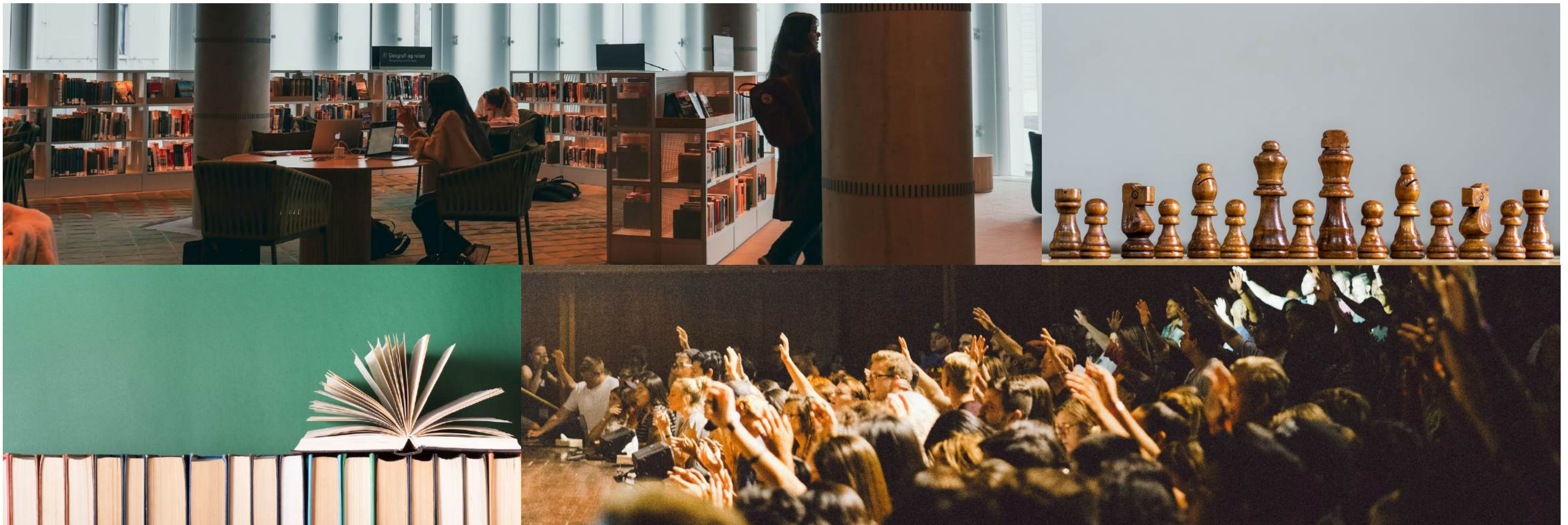
## Still life natural pictures







## Educational pictures







## Project pictures







## Collage

*(only for Academy promotion, social media posts will be provided by the Programme)*

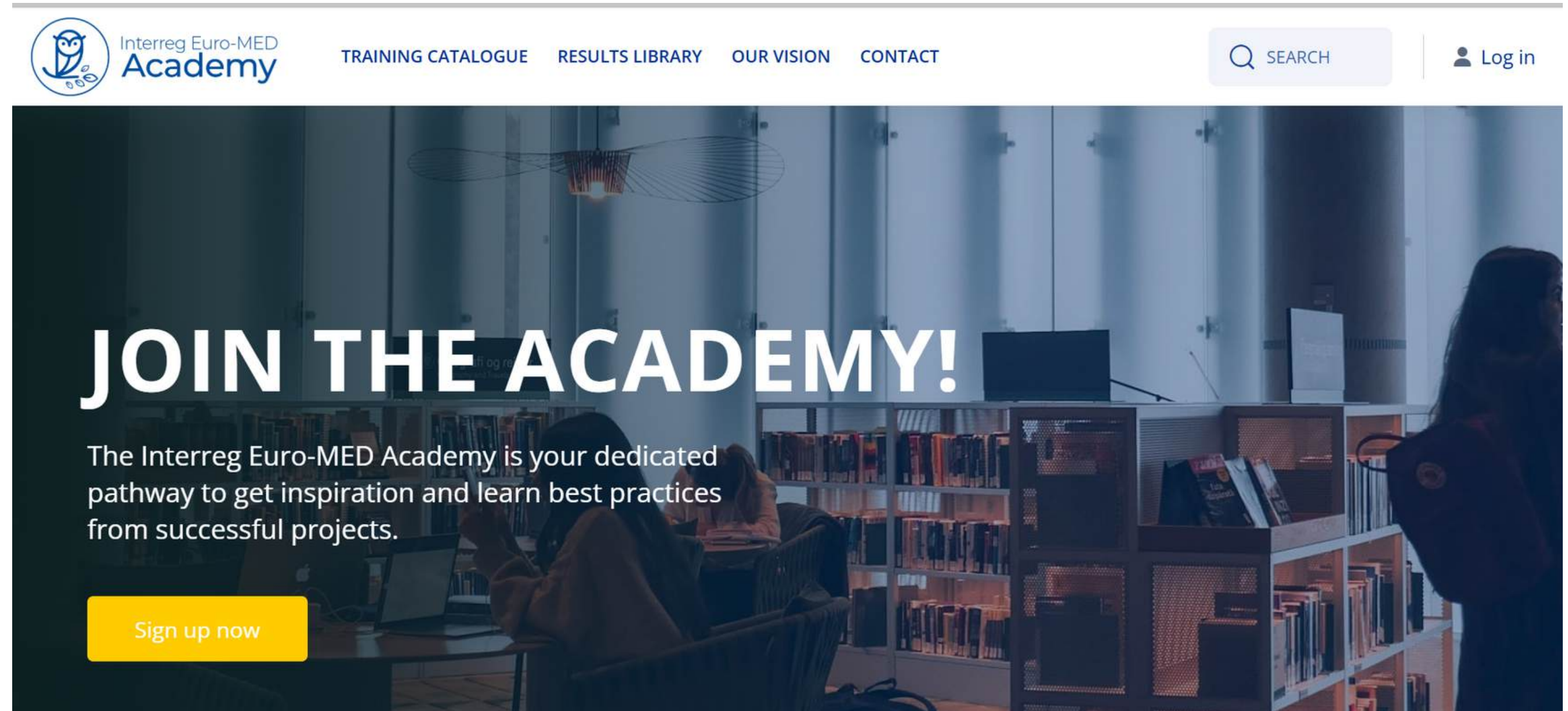






## Website

[academy.interreg-euro-med.eu](https://academy.interreg-euro-med.eu)





# Social media

NEW TRAINING

**DarkSkyTour**   Co-funded by the European Union



**TITLE OF THE TRAINING OR ANY OTHER INFORMATION THAT MIGHT BE USEFUL TO HIGHLIGHT IN A SOCIAL POST**

 20 minutes

 Video training

 Intermediate level

Any extra description text that may be needed

academy.interreg-euro-med.eu

 **Interreg Euro-MED Academy**







THEME OF THE POST

**Approaches and tools for sustainable tourism in the Mediterranean**

date

 **Streets for Citizens**

 **Interreg Euro-MED**

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 **Interreg Euro-MED Academy**



**“Some outputs demand a sequel.”**

Discover our Academy offer





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