

Interreg



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Cofinanciado pela
União Europeia

EFES Impact

España – Portugal

Brand Design Manual

Interreg brand in conjunction with the programme EFES Impact

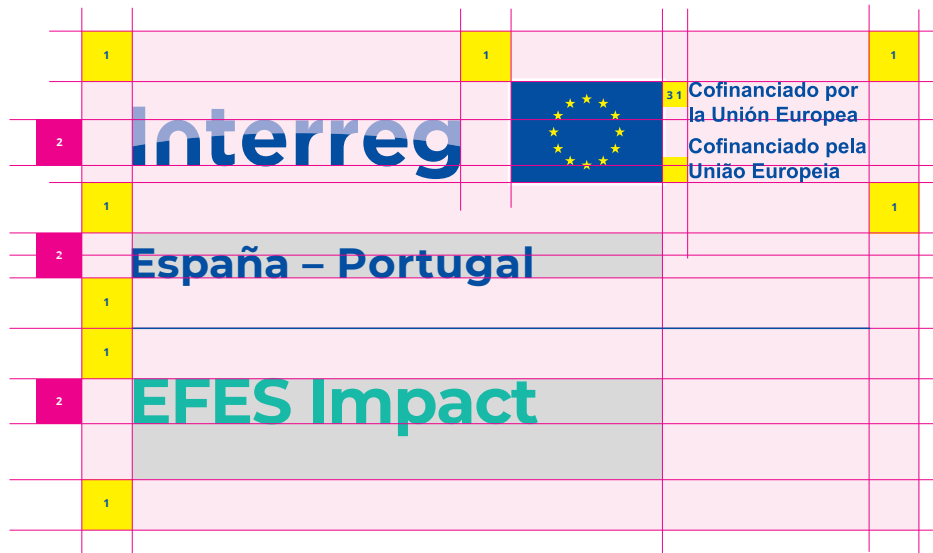
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This basic graphic identity manual of the EFES Impact project serves as an appendix to the Interreg BrandBook

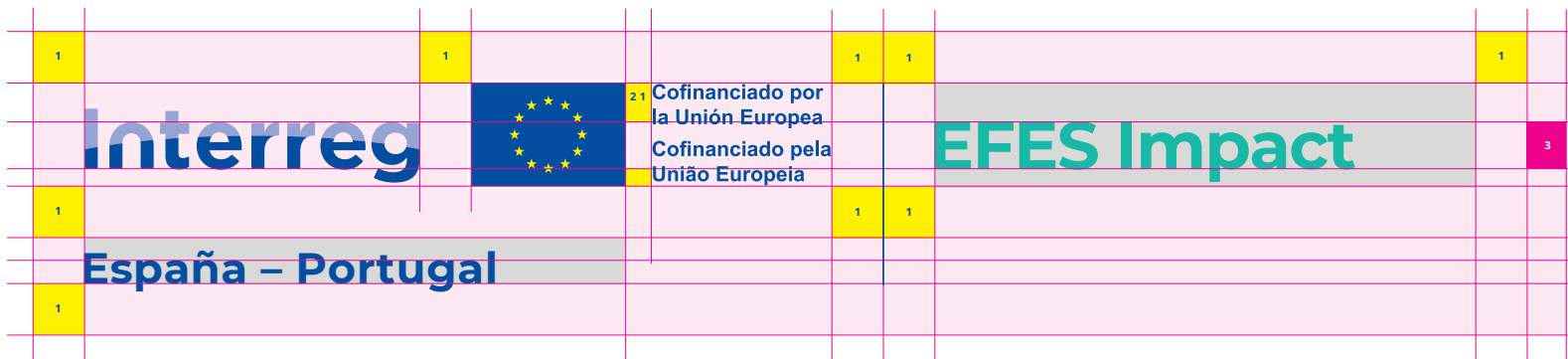
Components & positioning

Standard placement



Components & positioning

Horizontal placement



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Versions

Standard placement



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Versions

Horizontal placement

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Colours

Brand colours

Colour

Reflex Blue

Pantone

Reflex Blue

CMYK

100 / 80 / 0 / 0

HEX

003399

RGB

0 / 51 / 153

Colour

Light Blue

Pantone

2716

CMYK

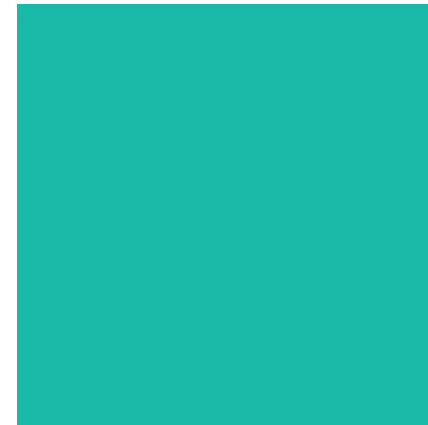
41 / 30 / 0 / 0

HEX

9FAEE5

RGB

159 / 174 / 229



A smarter Europe –
innovative and smart
economic transformation

PO 1**CMYK**

72 / 0 / 43 / 0

HEX

18BAA8

RGB

24 / 186 / 168

Colour

Yellow

Pantone

Yellow

CMYK

0 / 0 / 100 / 0

HEX

FFCC00

RGB

255 / 204 / 0

Colour Black**Pantone Black****CMYK** 0 / 0 / 0 / 100**HEX** 000000**RGB** 0 / 0 / 0**Colour White****Pantone /****CMYK** 0 / 0 / 0 / 0**HEX** ffffff**RGB** 255 / 255 / 255

Typefaces

Primary typeface: Open Sans

Headline 1
Open Sans Bold
20/24

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 2
Open Sans Bold
12/16

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Secondary typeface: Vollkorn

Headline 1
Vollkorn Bold
20/24

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 2
Vollkorn Bold
12/16

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 3
Vollkorn Bold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Vollkorn Regular
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Vollkorn Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Vollkorn Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Vollkorn Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Typefaces

Typeface combinations

Title id mos dollut eosa voluptu

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et volupta simodisque persped quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magna ditat apita consed molore, nos doloribust doluptas exces dolupta dolo invenia quam se vid eum, si int asped quide inimust, in repuda explique cus ut omnimus eum utecuptatur am is rectendis quatio. Erepel in nonsequi alitis es volorem quiberesti que soluptatest, odi quame nosandit quae. Mus utas diciis maios natesto

Title id mos dollut eosa voluptu

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Title id mos eosa voluptu

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TITLE ID MOS DOLLUT EOSA VOLUPTU

Remporestrum quas evenit adiam num is excea dolor aut facea nonsed ea ipsunto tatibus dolorpo resequi atetur sam di velictium, cum et quiam que pro velit quo bla con repti sunt harum fugit et et alique vene culla conse maior magna ditat.

Alternative typefaces

Open Sans Bold
Open Sans Semibold
 Open Sans Regular
Open Sans Italic



Arial Bold
 Arial Regular
Arial Italic

Vollkorn Bold
 Vollkorn Regular
Vollkorn Italic



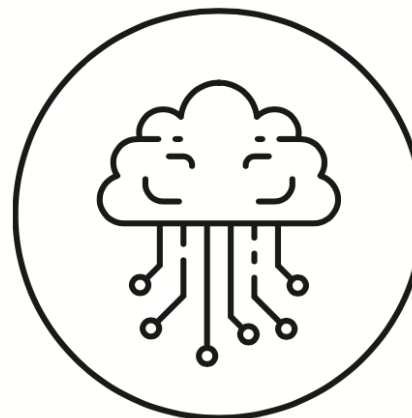
Georgia Bold
 Georgia Regular
Georgia Italic

Icons

Standard icons: positive



Monochrome icons: positive



Standard icons: negative

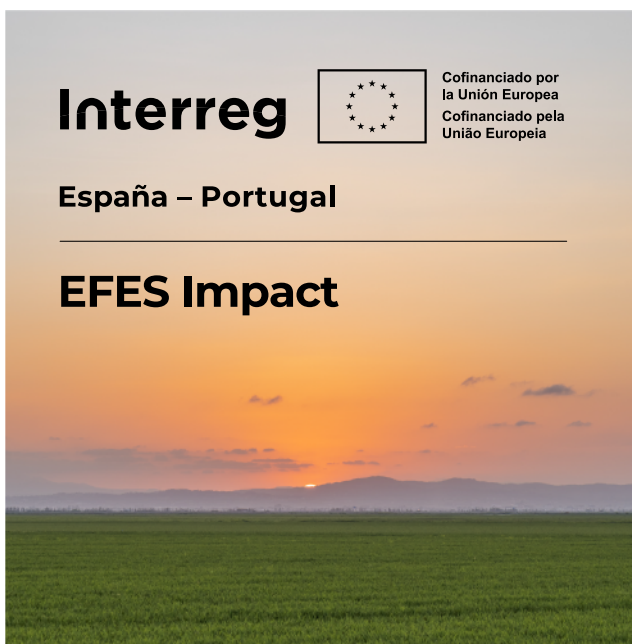


Monochrome icons: negative



Applications

Standard placement



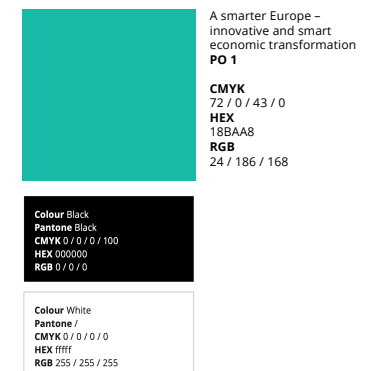
Applications

Horizontal placement



Applications with EFES Impact logo

In order to build on the communication of the previous EFES project, in some designs we will use an EFES Impact logo which recalls that of the previous edition, so that it is easily recognisable among the target audience.



Applications with EFES Impact logo



**Programa de escalabilidad
de empresas sociales**

Inscripción abierta hasta el 14 de febrero de 2024

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Applications with EFES Impact logo



Foro de finanzas sostenibles

Badajoz, 25 de abril de 2024

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Applications with EFES Impact logo

Laboratorios de intercambio transfronterizo de ideas con impacto social



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