

# Keep.eu style guide

2019/11 v1.6

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# Keep.eu logo & using 'keep.eu' in text

Readability must always be preserved so the smallest logo width is 35 mm.

The preferred way to use the logo is over a white/light background.

The clear space ensures logo visibility and impact. Clear space is the area surrounding the logo that must be kept free of other graphic elements. Clear space does not apply to negative space.

Writing 'keep.eu' or 'Keep.eu': In a text, if not at the beginning of a sentence, the reference to keep.eu should be simply 'keep.eu'. In case it is placed at the beginning of a sentence, it should be changed to 'Keep.eu'.

Color of the logo:



**CMYK:** 83, 22, 84, 5  
**RGB:** 28, 123, 65  
**Web:** #1c7b41  
**Pantone:** 7731C/U

35 mm



# Incorrect logo usage

## DON'T

Change logo orientation

Add effects (like shadows, transparencies, ...)

Scale the logo unproportionately

Use keep.eu logo in alternative colors within the same project context.

keep.eu

keep.eu

keep.eu

keep.eu

# Color palette - primary colors

Primary colors are a dark blue and a cool gray. Blue is derived from the European flag and is in common with the Interreg brand.



**CMYK:** 100, 80, 0, 0  
**RGB:** 0, 51, 153  
**Web:** #003399  
**Pantone:** Reflex Blue



**CMYK:** 57, 46, 40, 25  
**RGB:** 99, 102, 106  
**Web:** #63666A  
**Pantone:** Cool Gray 10C/U

# Color palette - secondary colors

Secondary colors : lighter shade of the blue; yellows (variations of the Interreg logo); keep.eu logo's green.



**CMYK:** 38, 26, 0, 0  
**RGB:** 159, 174, 229  
**Web:** #9FAEE5  
**Pantone:** 2716C/U



**CMYK:** 0, 69, 90, 0  
**RGB:** 255, 109, 16  
**Web:** #FF6D10  
**Pantone:** 1585C/U



**CMYK:** 83, 22, 84, 5  
**RGB:** 28, 123, 65  
**Web:** #1C7B41  
**Pantone:** 7731C/U



**CMYK:** 0, 35, 90, 0  
**RGB:** 245, 179, 36  
**Web:** #F5B324  
**Pantone:** 7409C/U

# Typography

Open Sans is used in headers and paragraphs.

As an alternative serif typeface to Open Sans, Vollkorn is used only for emphasis text (such as call to action, quotes, ...).

Roboto is used in form elements.

## **Open Sans Font Family**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## **Vollkorn Font Family**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## **Roboto Font Family**

ABCDEFGHIJKLMNOPQRSTUVWXYZ












abcdefghijklmnopqrstuvwxyz

0123456789

# Thematic objectives

The 11 thematic objectives to help deliver Europe 2020 goals are represented in the Interreg brand design by a system of colours and icons.

These invariable colours and icons should be used whenever these objectives are communicated, especially towards beneficiaries and potential beneficiaries.

	Thematic objective	Pantone	CMYK	HEX	RGB
	Research and innovation	109 U	0/24/93/0	#fdc608	253/198/8
	Information and communication technologies	2716 U	41/30/0/0	#a3add8	163/173/216
	Competitiveness of SMEs	3115 U	71/0/19/0	#1cb8cf	28/184/207
	Low-carbon economy	347 U	81/13/76/1	#159961	21/153/97
	Combating climate change	206 U	4/86/43/0	#e34063	227/64/99
	Environment and resource efficiency	382 U	49/0/99/0	#98c222	152/194/34
	Sustainable transport	Cool Gray U 9	46/37/34/15	#8a898c	138/137/140
	Employment and mobility	1665 U	2/71/72/0	#ea6647	234/102/71
	Better education, training	515 U	11/44/0/0	#e0a6cc	224/166/204
	Social inclusion	513 U	43/70/12/0	#a36298	163/98/152
	Better public administration	3145 U	87/32/35/16	3c7486	60/116/134

# Iconography



Research and innovation



Information and communication technologies



Competitiveness of SMEs



Low-carbon economy



Research and innovation



Information and communication technologies



Competitiveness of SMEs



Low-carbon economy



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Combating climate change



Environment and resource efficiency



Sustainable transport



Employment and mobility



Better education, training



Social inclusion



Better public administration



Better education, training



Social inclusion

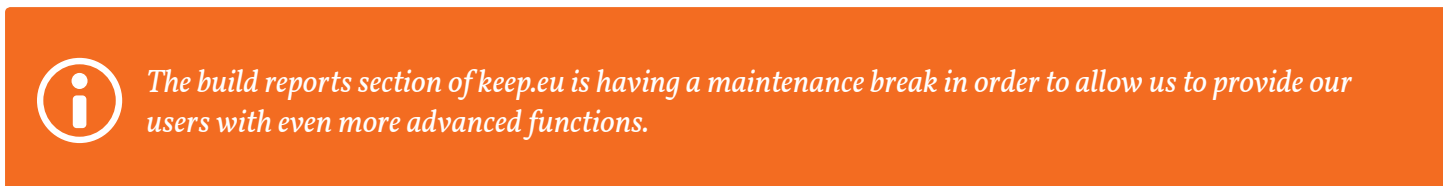
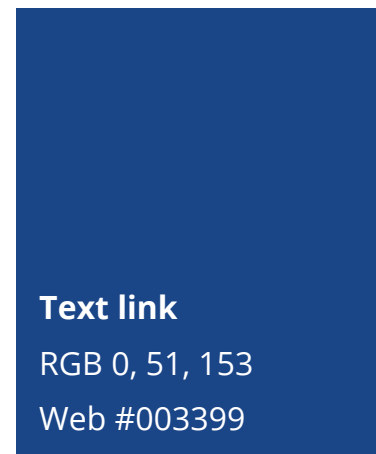
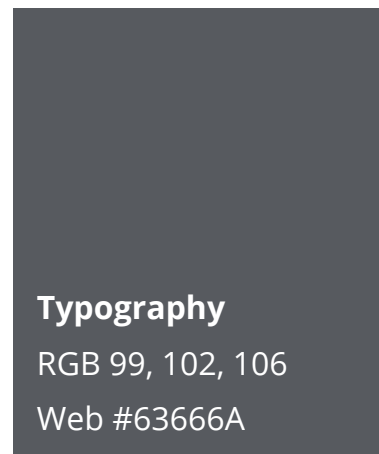
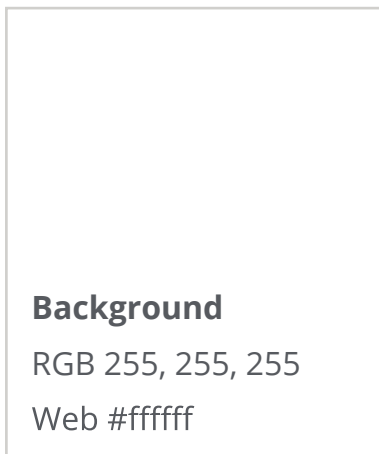


Better public administration



# User interface (UI) style guide

Primary colors will be used for the main elements of the web site: backgrounds, text content, buttons, icons.  
Secondary colors will be used for special actions such as Call to action buttons, message info box, etc.



# User interface (UI) style guide - texts

**Headline 1**  
**Open Sans Bold**  
**24/28pt | 32/38px**

**Headline 2**  
**Open Sans Bold**  
**16/21pt | 22/28px**

**Headline 3**  
**Open Sans Bold**  
**12/15pt | 16/20px**

**Headline 4**  
**Open Sans Semibold**  
**12/15pt | 16/20px**

Text body  
**Open Sans Regular**  
**10/12pt | 14/16px**

*Quote/remark/emphasis*  
*Open Sans Italic*  
**10/12pt | 14/16px**

*Footnote*  
*Open Sans Italic*  
**8/10pt | 12/14px**

**CTA**  
**Vollkorn Bold**  
**16/21pt | 22/28px**

*Info text*  
*Vollkorn Italic*  
**12/15pt | 16/20px**

**Form elements**  
**Roboto regular 24/28**

Roboto regular 12/14

Roboto medium 10/12

# User interface (UI) style guide - form elements

## Form fields

Label

Placeholder

Assistive text

Label

focused

Assistive text

Label

Disabled

Assistive text

Error

Error message

Label

Label

Label

Label

## Search filters

Closed filter button

Opened filter button

Closed filter button

Info text

Opened filter button

Info text

## Search field

Placeholder

Search terms

Disabled search

Search terms

## Tag object

Closable tag

Closable tag

Closable tag

## Tag - example usages

Get result url

Choose project partners on map

Sustainable management of natural resources

Climate change and biodiversity

Climate change and biodiversity

## Search field - light version

Placeholder

Search terms

Disabled search

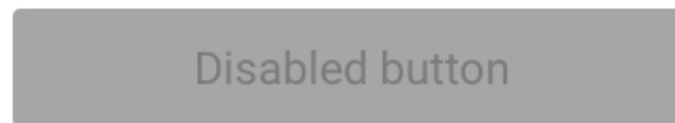
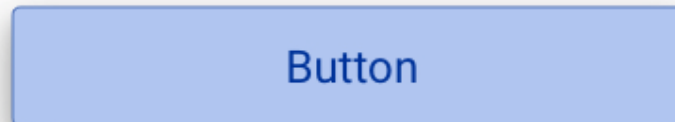
Search terms

# User interface (UI) style guide - buttons

Button



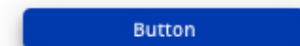
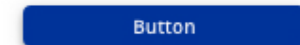
Alternative light button



Small button



Extra small button



Button states: normal - hover - focus - pressed - disabled