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
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.
# 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.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>Web</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>100, 80, 0, 0</td>
<td>0, 51, 153</td>
<td>#003399</td>
<td>Reflex Blue</td>
</tr>
<tr>
<td>57, 46, 40, 25</td>
<td>99, 102, 106</td>
<td>#63666A</td>
<td>Cool Gray 10C/U</td>
</tr>
</tbody>
</table>

# Color palette - secondary Colors

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

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>Web</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>38, 26, 0, 0</td>
<td>159, 174, 229</td>
<td>#9FAEE5</td>
<td>2716C/U</td>
</tr>
<tr>
<td>0, 69, 90, 0</td>
<td>255, 109, 16</td>
<td>#FF6D10</td>
<td>1585C/U</td>
</tr>
<tr>
<td>83, 22, 84, 5</td>
<td>28, 123, 65</td>
<td>#1C7B41</td>
<td>7731C/U</td>
</tr>
<tr>
<td>0, 35, 90, 0</td>
<td>245, 179, 36</td>
<td>#F5B324</td>
<td>7409C/U</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Thematic objective</th>
<th>Pantone</th>
<th>CMYK</th>
<th>HEX</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research and innovation</td>
<td>109 U</td>
<td>0/24/93/0</td>
<td>#fd608</td>
<td>253/198/8</td>
</tr>
<tr>
<td>Information and communication technologies</td>
<td>2716 U</td>
<td>41/30/0/0</td>
<td>#3add8</td>
<td>163/173/216</td>
</tr>
<tr>
<td>Competitiveness of SMEs</td>
<td>3115 U</td>
<td>71/0/19/0</td>
<td>#1cb8cf</td>
<td>28/184/207</td>
</tr>
<tr>
<td>Low-carbon economy</td>
<td>347 U</td>
<td>81/13/76/1</td>
<td>#159961</td>
<td>21/153/97</td>
</tr>
<tr>
<td>Combating climate change</td>
<td>206 U</td>
<td>4/86/43/0</td>
<td>#e34063</td>
<td>227/64/99</td>
</tr>
<tr>
<td>Environment and resource efficiency</td>
<td>382 U</td>
<td>49/0/99/0</td>
<td>#9e222</td>
<td>152/194/34</td>
</tr>
<tr>
<td>Sustainable transport</td>
<td>CoolGray U9</td>
<td>46/37/34/15</td>
<td>#8a898c</td>
<td>138/137/140</td>
</tr>
<tr>
<td>Employment and mobility</td>
<td>1665 U</td>
<td>2/71/72/0</td>
<td>#ea8447</td>
<td>234/102/71</td>
</tr>
<tr>
<td>Better education, training</td>
<td>515 U</td>
<td>11/44/0/0</td>
<td>#e0a6cc</td>
<td>224/166/204</td>
</tr>
<tr>
<td>Social inclusion</td>
<td>513 U</td>
<td>43/70/12/0</td>
<td>#36298</td>
<td>163/98/152</td>
</tr>
<tr>
<td>Better public administration</td>
<td>3145 U</td>
<td>87/32/35/16</td>
<td>#3c7486</td>
<td>60/116/134</td>
</tr>
</tbody>
</table>
Iconography

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

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.

- **Background**
  - RGB 255, 255, 255
  - Web #ffffff

- **Typography**
  - RGB 99, 102, 106
  - Web #63666A

- **Text link**
  - RGB 0, 51, 153
  - Web #003399

The build reports section of keep.eu is having a maintenance break in order to allow us to provide our users with even more advanced functions.

Register now!
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

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

Search filters
- Closed filter button
- Opened filter button
- Info text

Tag object
- Closable tag
- Closable tag
- Closable tag
- Closable tag

Tag - example usages
- Get result uri
- Choose project partners on map
- Sustainable management of natural resources
- Climate change and biodiversity
- Climate change and biodiversity

Search field
- Placeholder
- Search terms
- Disabled search

Search field - light version
- Placeholder
- Search terms
- Disabled search
User interface (UI) style guide - buttons

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