



TAKING  
**COOPERATION**  
FORWARD



Project Implementation Training  
Vienna | 19 June 2019



**Branding**



Interreg CENTRAL EUROPE | Joint Secretariat

# Interreg

.....

## Branding

Interreg



# COMMUNITY BUILDING

Why are all project logos looking similar now?

*Boosts visibility and recognition  
of what we do*

*Builds up critical mass*

*Creates a stronger sense of  
belonging together*

*Makes project communication  
easier and cheaper*

*Ensures consistent quality*



# COMMUNITY BRANDING



INNOVATION AND  
KNOWLEDGE DEVELOPMENT



LOW CARBON CITIES  
AND REGIONS



NATURAL AND  
CULTURAL RESOURCES



TRANSPORT  
AND MOBILITY

# COMMUNITY BRANDING | LOGO



## PAINT STROKE ELEMENT

The left and right side of the paint stroke are identical with the eastern and western border of the Interreg CENTRAL EUROPE programme area.



# COMMUNITY BRANDING | LOGO FOR COMBINATION WITH OTHER LOGOS

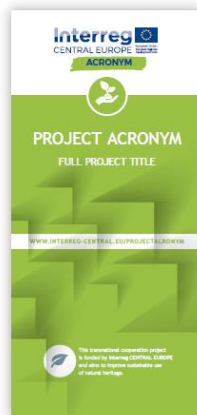
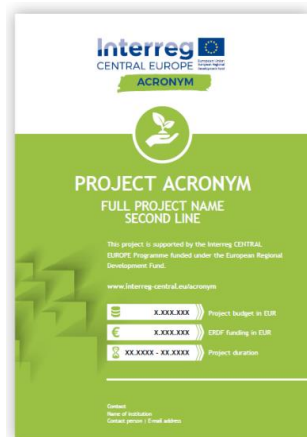


## ATTENTION

This version shall only be used when the project logo has to be combined with other logos! In cases of doubt, please contact the communication unit at the Joint Secretariat at [info@interreg-central.eu](mailto:info@interreg-central.eu).

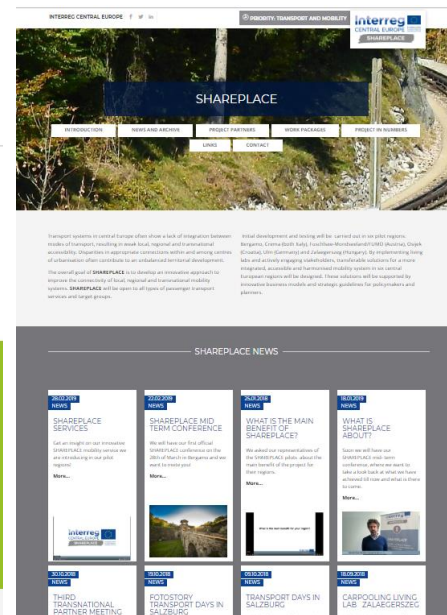
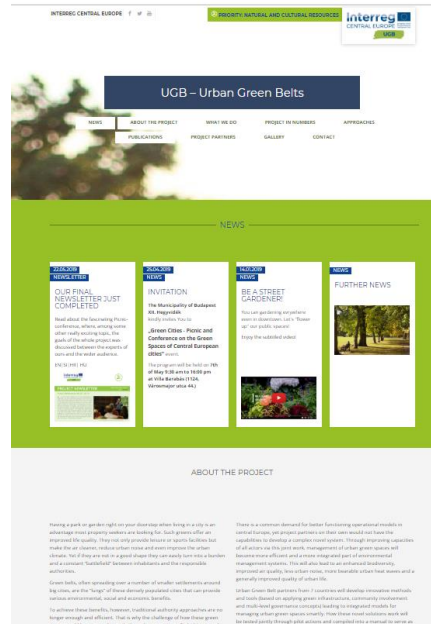
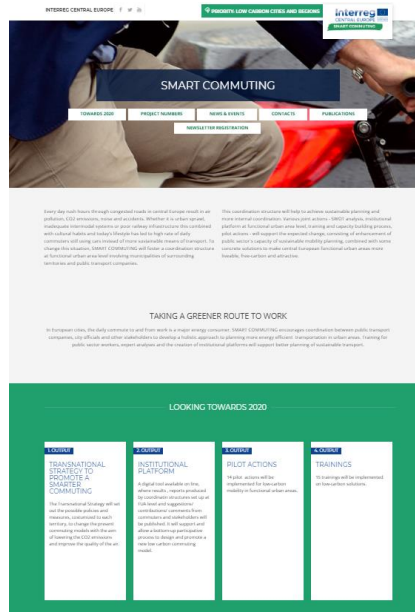
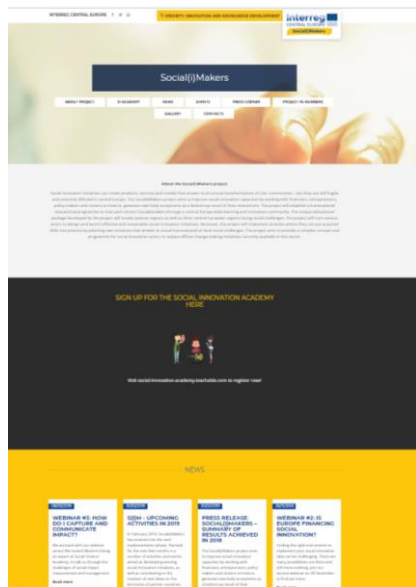


# COMMUNITY BRANDING | TEMPLATES





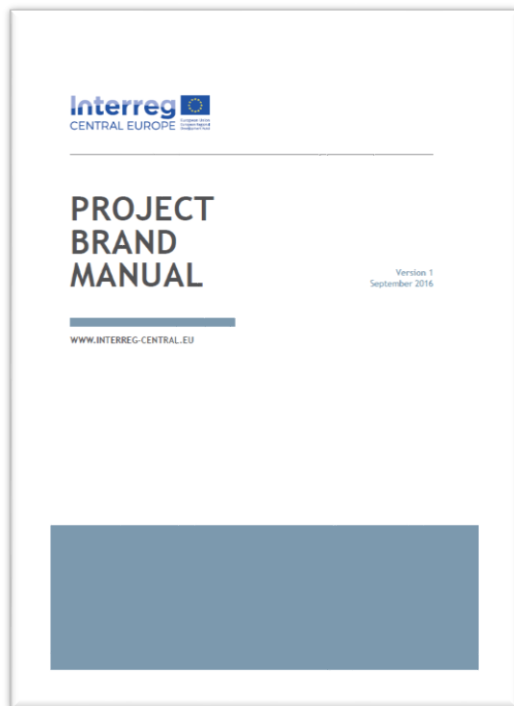
# COMMUNITY BRANDING | WEBSITES



TAKING COOPERATION FORWARD



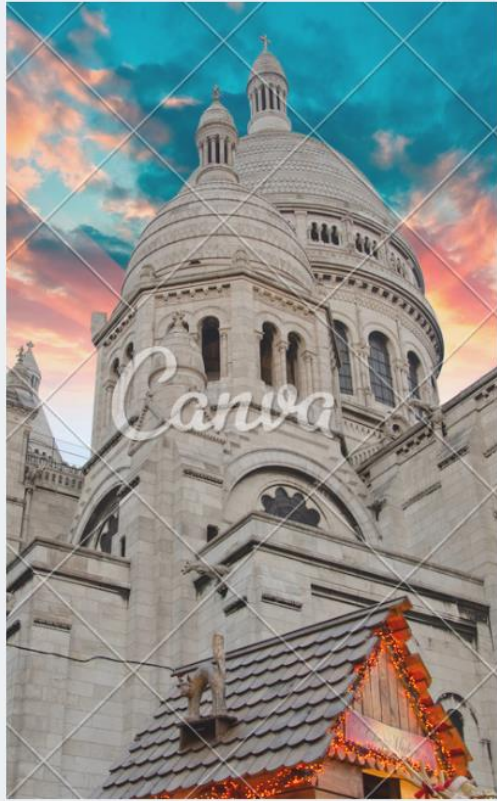
# COMMUNITY BRANDING | BRAND MANUAL



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# COPYRIGHT



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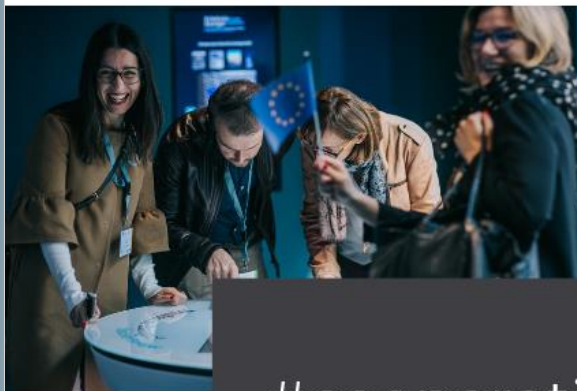
**BE COPYRIGHT AWARE**



# Communication Seminar

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9-10 September 2019  
Budapest



#cooperationiscentral



Content

Cooperation

Opportunity

# Our expectation

New success stories  
that will show how  
**#cooperationiscentral**  
for central Europe!



## INDUCULT2.0

THE ARTFUL USE OF  
INDUSTRIAL  
HERITAGE FOR  
REGIONAL  
DEVELOPMENT



The tower in the picture is the Martin Hoop IVa coal mining shaft in the East German district of Zwickau. The last

## RUMOBIL

CITIZEN BUSES TO  
BETTER CONNECT  
RURAL AREAS



Living in rural parts of central Europe has its perks including fresher air and a quieter life. But there are also problems, especially if you have no car. How do you then get to your job in

## CE-HEAT

CUTTING PUBLIC  
ENERGY BILLS WITH  
WASTE HEAT



Many industrial processes generate heat as a byproduct. Unfortunately, this heat is more often wasted than used - despite its huge potential for reducing regional energy

## TWITTER FEED

Twitter #cooperationiscentral

