Interreg

Co-funded by
the European Union

Slovenia – Croatia

MANUAL FOR BENEFICIARIES FOR STANDARD PROJECTS

PART 6 –

COMMUNICATION AND VISIBILITY

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Manual for Beneficiaries for Standard Projects

PART 6:

COMMUNICATION AND VISIBILITY

CONTENT OF PART 6:

1 INTRODUCTION

Communication of project activities and results supports the achievement of the project objectives and fosters the transfer of the project results. Project Partners should therefore automatically strive for integrating information, communication and visibility measures on results and added value of support from the European Regional Development Fund (ERDF) to their projects. The language of the information and communication has to be selected according to the language of the target audience and may be either English or favourably bilingual (Slovene and Croatian).

Already in the previous programme period, the European Commission (EC) placed more emphasis on communicating results. In the period 2021-2027, the unique Interreg brand was introduced. The new Interreg brand is designed to provide a widely recognizable common identity that favours an easy combination with other logos.

The purpose of the Communication and Visibility part of the Manual is to inform (potential) Project Partners about the formal requirements of the European Union (EU) and the Interreg Programme Slovenia – Croatia (IP SI-HR) that all Project Partners have to follow when implementing their activities. All co-funded projects are expected to inform the public about the ERDF support received by the programme as well as about the results and impacts of the co-funding of the project. These guidelines present a basis for each Project Partner as they describe the visibility and communication measures. Please bear in mind that efficient communication is the key to achieving the project's aims and ensuring the transparency of the use of EU funds.

2 GENERAL REQUIREMENTS

The legal requirements related to communication and visibility for 2021-2027 are laid down in the EU Common Provisions Regulation (CPR)[1] and the Interreg Regulation[2].

Responsibilities of the beneficiaries concerning visibility, transparency and communication activities are laid down in Articles 47 and 50 of the CPR. The responsibilities of Project Partners with regard to transparency and communication are laid down in Article 36 of the Interreg Regulation. The use and technical characteristics of the emblem of the European Union are laid down in Annex IX of the CPR.

2.1 INTELLECTUAL PROPERTY RIGHTS

Upon request, all Project Partners are obliged to provide the IP SI-HR as well as EU institutions, bodies, offices or agencies with any communication materials produced in the project. All Project Partners are obliged to offer them under a royalty-free, nonexclusive and irrevocable licence and

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[1] *Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021 laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy*

[2] *Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021 on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments*

without significant additional costs or administrative burden. This license on intellectual property rights grants to the EU and the IP SI-HR the following rights:

• Internal use (right to reproduce, copy and make available the communication and visibility materials to EU and EU Member States' institutions and agencies and their employees);

• Reproduction of the communication and visibility materials by any means and in any form, in whole or in part;

• Distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms and

• Storage and archiving of the communication and visibility materials.

3 PROGRAMME REQUIREMENTS

3.1 CONTENT RELATED REQUIREMENTS

Communication is not important for the pure sake of communicating. Communication is a part of all project activities, and it requires careful planning and implementation to make the project succeed. Therefore, it is important to define the approach to communication and visibility of the project, based on what is expected to be achieved to ensure the project's success.

The project communication plan/activities are part of the project work plan. When preparing the project communication plan, communication activities should be planned, that are adapted to the thematic content and activities of the project and that contribute to the achievement of the project's main goal/specific objectives. Applicants can define more than one project specific objective in the application form. Each project-specific objective shall have a work package. This means that the project will have as many work packages as defined specific objectives. Communication activities do not have a separate work package, since **only thematic work packages will be established**. **Each work package** should also have **at least one communication objective** and should **define the target audiences** as well in order to achieve the project main goal/specific objectives. This means that communication objectives and activities are embedded in the thematic work packages. Please refer to the Implementation Manual for Beneficiaries: Project development, part 2 and Application and assessment, part 3 for more information on how to prepare the project work plan.

When defining communication activities keep in mind that successful and efficient activities:

- Are planned carefully;

- Are revised, if needed;

- Are well tailored to the targeted people;

- Pay attention to multipliers' (e.g. journalists, bloggers, vloggers);

- Use the partners' and the programme's channels for greater reach;

- Are documented for reporting and

- Are evaluated.

One Project Partner should be **appointed as the main responsible partner for coordinating the communication work** in the project. Communication is a common responsibility of all Project Partners, who together must ensure that active and effective communication will be maintained throughout the whole project life cycle. It is crucial that the Project Partners stay in close contact with each other for spreading information about project events, activities and achievements. **Please note that project communication should be about the project as a whole, not just about the activities carried out and results achieved by individual Project Partners**. It is therefore important to have a designated partner in the project responsible for coordinating the communication work.

As per the Article 47 of the Common Provision Regulation, Project Partners are required to use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. In order to make Interreg programmes recognizable as a brand towards citizens among other EU programmes, the Regulation for the European Territorial Cooperation requires in Article 36 that the term "Interreg" should be written next to the EU emblem. The introduction of the unique Interreg branding also highlights the unique spatial cross-border nature of the projects and programmes. Therefore, the **visibility requirements will apply to all communication materials**, i.e. **co-funded printed or digital products**, including brochures, publications, websites or any kind of items and products, such as online, offline and on-site activities and events. In addition, sanctions are foreseen by the Regulation in case the branding is not adequately displayed (see point 3.6 of this manual).

3.2   TECHNICAL REQUIREMENTS

The Lead and Project Partners of the IP SI-HR shall follow the programme's communication and visibility requirements for all co-funded visibility, transparency and communication activities. In this way, the Project Partners properly acknowledge the support from Interreg[3], and communicate the role and achievements of Interreg. **Specific regulations apply to the physical investments and purchase of equipment of the Project Partners (below)**.

In order to properly follow the visibility requirements, the Project Partners shall acknowledge support from the IP SI-HR fund by using the term „Interreg" next to the emblem of the European Union[4] and fulfil these requirements:

a) **Include the project logo**, which consists of four elements:

1. The emblem of the European Union[5];

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[3] *In accordance with Article 50 of CPR.*

[4] *In accordance with Article 47 of CPR.*

[5] *Presented in accordance with the technical specifications laid down in Annex IX of the CPR.*

2. The statement 'Co-funded by the European Union' written in full and placed next to the emblem of the European Union;

3. The programme name 'Interreg Slovenia – Croatia' placed next to the emblem of the European Union;

4. The project acronym (short title of the project) placed beneath the above three elements.

b) **Include a statement** on the Interreg support:

1. Include a statement that highlights the support from Interreg in all documents and communication materials for the general public and for participants;

2. Include on the Project Partner's official website and social media sites, if such exist, a short description of the project, proportionate to the level of support, including its aims and results, and highlighting the financial support from Interreg.

c) **Display durable plaques or billboards** clearly visible to the public in case of projects involving physical investments or purchase of equipment when the total costs of the project **exceed EUR 100,000** that:

1. Present the project logo or at least the name of the IP SI-HR, the emblem of the EU, together with the statement 'Co-funded by the European Union' written in full and placed next to the emblem of the European Union;

2. Present the installed plaques or billboards as soon as the project with planned physical investments starts, the purchase of equipment starts or purchased equipment is installed.

d) **Publicly display at least one poster** of a minimum size A3 or equivalent electronic display (at Project Partner locations) to highlight the support from Interreg. [6]

The compliance with the visibility rules will be checked throughout the project implementation.

The Managing Authority/Joint Secretariat (MA/JS) support projects in fulfilling the visibility requirements by providing trainings, templates, guidance and feedback. Beside the programme logo and project logo (programme logo with added project acronym), the templates for project posters and project plaques/billboards are provided.

The project logo has to be used by Project Partners during the whole project implementation, meaning in all documents, on the website (if applicable), in the communication connected to the project, in public procurement procedures (where possible, in order to ensure a reference to the respective project), at events, on publications, etc.

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[6] *See subtitle 3.5.1.1. Posters*

3.3   THE PROGRAMME LOGO

The logo is the most important visual identity element of the IP SI-HR. The usage of the programme logo is the basic element that ensures meeting the elementary requirements set out in the CPR.

Since the IP SI-HR is a cross-border cooperation programme, the activities concerning information and communication with the public will, concerning the usage of language, be adapted to the cross-border setting. This means that the language of the information and communication has to be selected according to the language of the target audience, documents should be bilingual (invitation, minutes, PPT, presented materials…).

The programme logo consists of the Interreg logotype with the coloured arch inside, the EU emblem, the co-financing statement (a reference to the EU) and the programme name.

Between the Interreg logotype and the EU emblem, there is one unit of space, while there is half a unit of space between the EU emblem and the co-financing statement.

The recommended position is on the upper left or upper right. The minimum permitted size of the programme logo for printed materials is connected to the height of the EU emblem, which has to be at least 1 cm.

3.3.1   Colour variants of the programme logo

The standard programme logo is the full colour version in the colour codes specified below.

Figure 1: Colour codes of the programme logo – full colour version

Colour: Reflex Blue	Colour: Light Blue	Colour: Yellow
RGB: 0/51/153	RGB: 159/174/229	RGB: 255/204/0
HEX: 003399	HEX: 9FAEE5	HEX: FFCC00
CMYK: 100/80/0/0	CMYK: 41/30/0/0	CMYK: 0/0/100/0

Colour: White	Colour: Light Grey	Colour: Grey	Colour: Black
RGB: 255/255/255	RGB: 216/214/204	RGB: 150/148/140	RGB: 0/0/0
HEX: FFFFF	HEX: D8D6CC	HEX: 96948C	HEX: 000000
CMYK: 0/0/0/0	CMYK: 5/5/10/15	CMYK: 5/5/15/50	CMYK: 0/0/0/100

The programme logo is available in two language variants (the bilingual and English version). In the frame of the programme, bilingual publications, events, etc. are favoured. **Therefore, the basic recommended logo version is the full colour bilingual one** (if applicable, see requirements below).

Figure 2: Full colour programme logo for standard use – bilingual version

Figure 3: Full colour programme logo for standard use – English version

This programme logo has to be used by the programme structures.

For single colour reproductions or engravings, a black version of the logo should be used. This version should only be used whenever the 4-colour process is not available.

Figure 4: Black and white programme logo, if full colour variant is not possible – bilingual version

Figure 5: Black and white programme logo, if full colour variant is not possible – English version

For single colour reproductions on a very dark background or engravings, the inverted version of the logo should be used. This version should only be used whenever the 4-colour process is not available.

Figure 6: Colour negative-inverted variant – bilingual version

Figure 7: Colour negative-inverted variant – English version

Figure 8: Monochrome version-inverted variant – bilingual version

Figure 9: Monochrome version-inverted variant – English version

3.4   THE PROJECT LOGO

3.4.1   Components and positioning

The project logo was designed on the basis of the programme logo. In the frame of **the project logo**, the project acronyms are annexed to the programme logo. The project acronym is added in Montserrat Medium in the colour of the project's priority.

The project acronym cannot exceed the width of the custom area which is equivalent to the width of the Interreg logotype and EU emblem combined. Its maximum height is equivalent to the height of the EU emblem. The standard placement for the project acronym is below the Interreg logo, separated by a thin straight line in Reflex Blue.

> Each project will receive the respective project logo from the Managing Authority/Joint Secretariat of the IP SI-HR.

3.4.2   Colours and language variants of the project logo

The colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colours in all communication materials (see Figure 1: Colour codes of the programme logo – full colour version).

> For project logos, the project acronyms should always be added in the colour of the priority in which the project is being co-financed, in accordance to the colour scheme below.

Figure 10: The colour scheme for the project acronym in the project logo

Priority 1

A green and adaptive region

CMYK 48/0/89/0
HEX #9ACA3C
RGB 154/202/60

Priority 2

Resilient and sustainable region

CMYK 10/75/60/1
HEX #DA5C57
RGB 218/92/87

Priority 3

An accessible and connected region

CMYK 87/51/0/0
HEX #0E6EB6
RGB 14/110/182

The standard project logo is the full colour version in the colour codes specified above.

As the language of the information and communication has to be selected according to the language of the target audience, also the project logo exists in two necessary language versions, the bilingual and the English version.

Figure 11: Bilingual version of the project logo for Priority 1

Figure 12: English version of the project logo for Priority 1

Figure 13: Bilingual version of the project logo for Priority 2

Figure 14: English version of the project logo for Priority 2

Figure 15: Bilingual version of the project logo for Priority 3

Figure 16: English version of the project logo for Priority 3

3.5 THE CORRECT USAGE OF THE LOGO

Programme or project logos (Interreg logos) have to be placed on the front cover of all publications and documents. The recommended position is on the upper left or upper right. In videos, the logo has to be integrated in a reasonable size at the beginning or at the end of the video. On websites or their subpages, online and smartphone applications, social media channels and other digital platforms, the Interreg logo has to be positioned in a place which is visible on top without scrolling or clicking. On other communication products such as conference bags or exhibition roll-ups, it also has to be placed in a prominent place.

The Interreg programme and project logo should not be distorted, and its size should be reasonable and recognizable. The minimum height of the EU emblem has to be 1cm. On small items, e.g. pens or business cards, the EU emblem can be reproduced in a smaller size[7].

> Please note that the EU emblem – which forms an integral part of the logo - shall not be smaller than the size of the biggest logo displayed, measured either in height or width. Please consult with the Joint Secretariat (JS) if in doubt about combining logos.

Projects are not encouraged to develop their own logos or stand-alone brands. However, specific logos might be considered for outputs with a lifetime that goes beyond the project duration (e.g. when developing a brand of a product, service etc.). In such **exceptional cases, prior approval of the MA/JS has to be requested before the project is implemented**.

3.5.1 Examples of logo usage

Concerning the transparency of communication of the support from the funds, there are three important physical visual elements, namely **posters (or electronic display), plaques and billboards**. These physical communication products should be clear, easy-to-read and placed readily visible to the public to fulfil their purpose: to inform the public about the respective activity and the received financial support from the EU thereof.

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[7] *See last valid version of Interreg Brand Design Manual 2021-2027: https://www.interact.eu.net/library/interreg-brand-design-manual-2021-2027/pageflip*

3.5.1.1 Posters

Each Project Partner **must place at least one poster** with information about the project (minimum size A3), including the financial support from the European Union, at a location readily visible to the public, such as the entrance area of a building. The IP SI-HR provides a downloadable template for producing the poster. The poster template[8] can be modified by the Project Partners, however the necessary data (project name/acronym, project start and end date, total budget/ERDF support received, Interreg logo, contact details of the responsible Project Partner, description of the main project objective and the objective of the supported activity etc.) has to be included. The poster needs to stay visible for the whole duration of the project. It is not possible to substitute the poster with a roll-up banner. However, an equivalent electronic display of the poster is permissible. **The printed or electronic displays should be set up as soon as the project begins and no later than six months after the approval of the projects**.

Figure 17: Poster template

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[8] The template is available at www.si-hr.eu

3.5.1.2 Billboards and plaques

Projects are obliged to display a plaque or billboard in case:

- The project involves a physical investment or the purchase of equipment and

- The total cost of the project exceeds EUR 100.000 from IP SI-HR.

The billboards or plaques should be placed on the site where the physical investment or equipment is located/installed, as soon as the physical investments/the purchase of equipment starts or purchased equipment is installed. Plaques and billboards are to be made of durable material that enables long-lasting display and present the programme logo including the European Union's emblem. **No later than three months after completion of such outputs, projects have to put up a permanent[9] plaque or billboard** of significant size ensuring readability for the users of the investment on these infrastructures or constructions, or if not possible at a place nearby, readily visible to the public. In case of several infrastructure or construction measures carried out within one project on different locations, billboards or permanent plaques have to be placed on all of them. The IP SI-HR provides a downloadable template for producing the plaque or billboard.

The billboard template's main elements are: the title of the activity, the project acronym, the project description, project duration (start and end), the total budget/ERDF support received, the project logo, place for other logos, a picture, reference to a website etc. The template can be modified by the Project Partners but has to include the elements of the template below.

The text of the plaque or billboard should be preferably bilingual (Slovene and Croatian) and in English language, if relevant.[10]

Where it is not possible to place a billboard or permanent plaque on an infrastructure or construction, other appropriate branding measures have to be taken in consultation with the JS in order to display the public support.

Figure 18: Billboard template

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[9] in accordance with Article 65 of CPR

[10] The format of billboards and plaques are set: plaques may be produced in three sizes: 279 mm x 420 mm, 300 mm x 400 mm or 400mm x 300 mm. Billboards may be produced in landscape (2000 mm x 2000 mm or 4000 mm x 2000 mm) or portrait (4000 mm x 5300 mm or 3000 mm x 4000 mm).

As with the billboard template, the plaque template gives the possibility to provide key information on the project to ensure transparency. Plaques should be placed next to the location where the operation takes place, as they have to be readily visible to the public. The plaque template's main elements are: the title of the activity, the project name/acronym, the project description, project duration (start and end), the total budget/ERDF support received, the project logo, place for other logos, reference to a website etc. The template can be modified by the Project Partners but has to include the elements of the template.

Figure 19: Plaque template
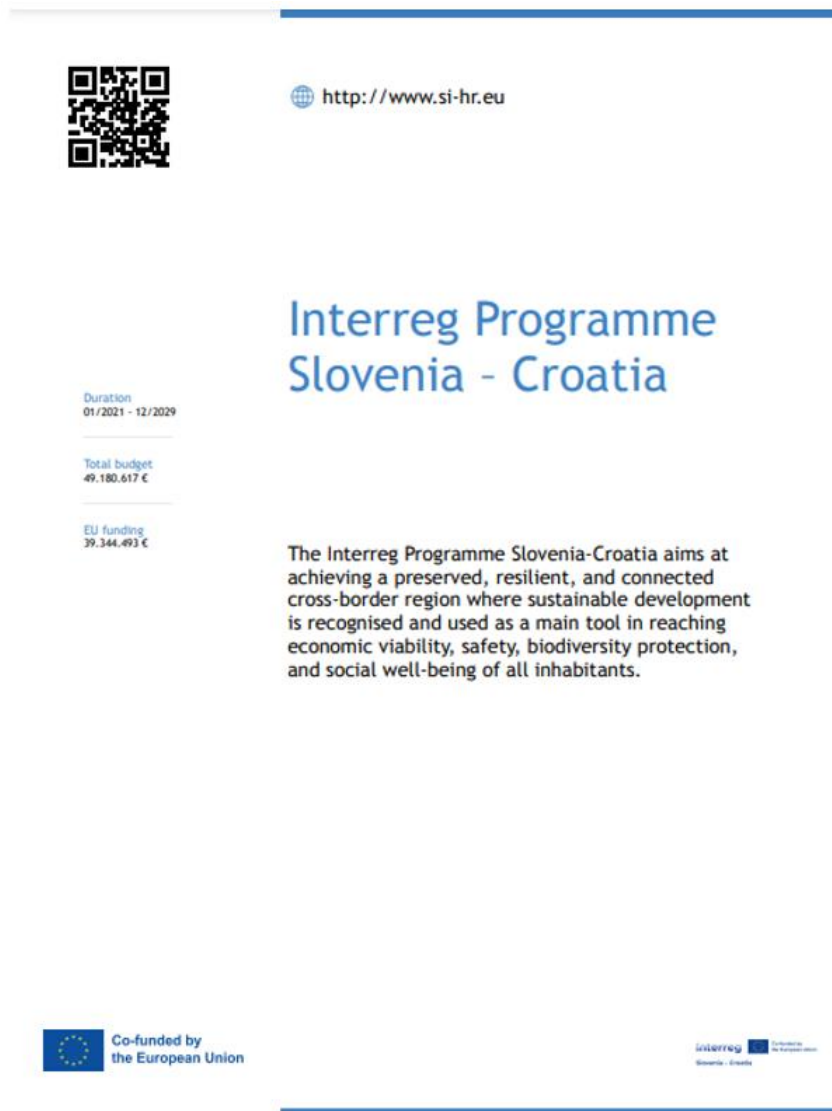
3.5.1.3 Publications

The Interreg logo has to be positioned on the publication's front page in such a size that the EU emblem has a height of at least 1 cm. While top left corner placement is preferred, one can choose to position the project logo on a different corner (upper right, lower left or right) as long as the rules for margins and dimensions are followed.

The width of the project logo together with the EU emblem (without the Co-financing statement) has to be equivalent to a forth (¼A) of the page's entire width (A), except if in this case the EU emblem would not be of sufficient size (this depends on the size of the publication). Concerning the size of the external margins, they are determined on the basis of the width of the EU emblem.

Figure 20: Position of the Interreg logo on publications (external margins)
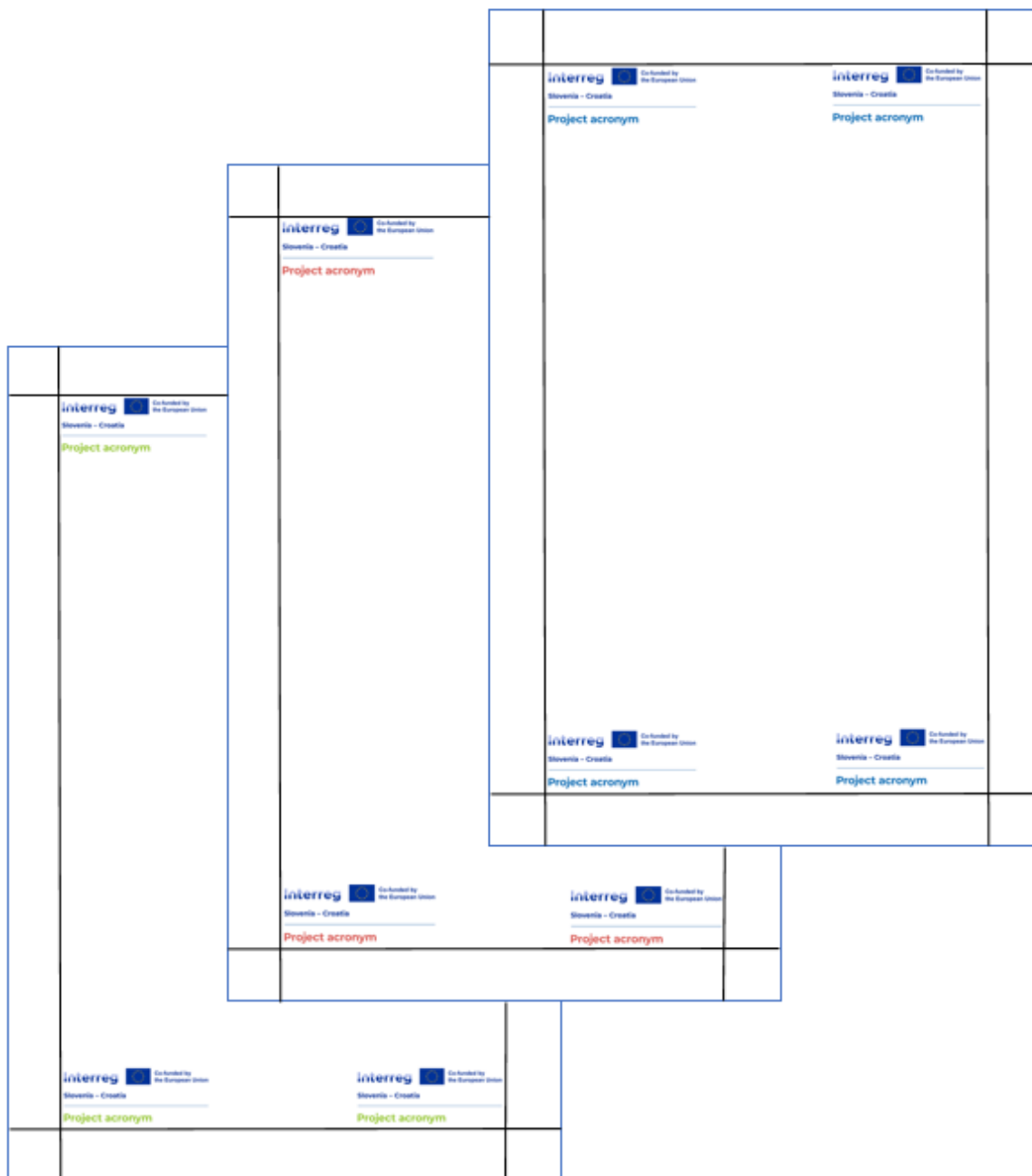
In case of darker backgrounds, the logo has to be positioned in a white rectangle (exclusion zone) or the black and white or inverted logo variant may be used.

3.5.1.4 Promotional items and smaller promotional items

Awareness-raising on the programme in general and on the respective project is the most common reason for purchasing promotional items (give-aways or gadgets). They can be used at events, such as exhibitions and conferences, or in broader awareness campaigns. Promotional items are by definition produced in larger quantities and come custom-printed with the project logo.

While almost any product can be branded with a project logo and used for promotion, the Interreg SI-HR provides examples of common promotional items:

Figure 21: Example - promotional business backpack (Monochrome bilingual version-inverted variant of the programme logo printed on dark background)

Figure 22: Example - promotional chocolate pralines (full colour bilingual programme logo printed on cardboard)

Figure 23: Example - promotional transparent folder (Monochrome English inverted variant of the programme logo printed on transparent sticker)

In case of small promotional items or small print materials like pens, USB sticks, etc. on which the project logo cannot be displayed in the prescribed size, the EU emblem can be reproduced in a smaller size[11] or the EU emblem together with the statement "Co-funded by the European Union" has to be used and reproduced in smaller size.

Figure 24: Full colour variant of a small size logo for standard use

Figure 25: One colour (black) variant of a small size logo, if full colour variant is not possible

Figure 26: Example - promotional USB stick (small size logo in one colour)

Figure 27: Example - promotional pens (small size logo in one colour)

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[11] *See last valid version of Interreg Brand Design Manual 2021-2027: https://www.interact-eu.net/library/interreg-brand-design-manual-2021-2027/pageflip*

3.5.1.5 Events

All event related documentation (invitation, list of participants, presentations, procurement documents, etc.) has to be properly labelled with the project logo. At press conferences the programme/project logo has to be visible.

3.5.1.6 Website and social media

Projects will not receive co-financing for stand-alone project websites outside www.si-hr.eu unless they are intended to build content related platforms or databases as parts of solutions remaining after the lifetime of the project.

In case there is such a project website or Project Partners provide information on the project on their website(s), a short description of the project, including its aims and results, and highlighting the total financial support from the ERDF, has to be included. In case of a project website, the project logo has to be placed in the upper part of the website and should correspond to the language used on the website.
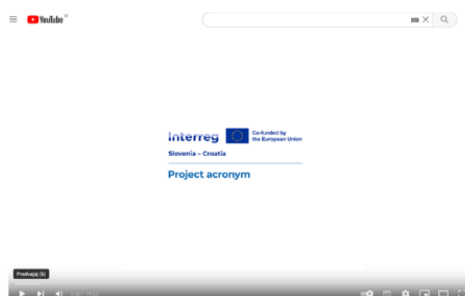
Figure 28: Example - website
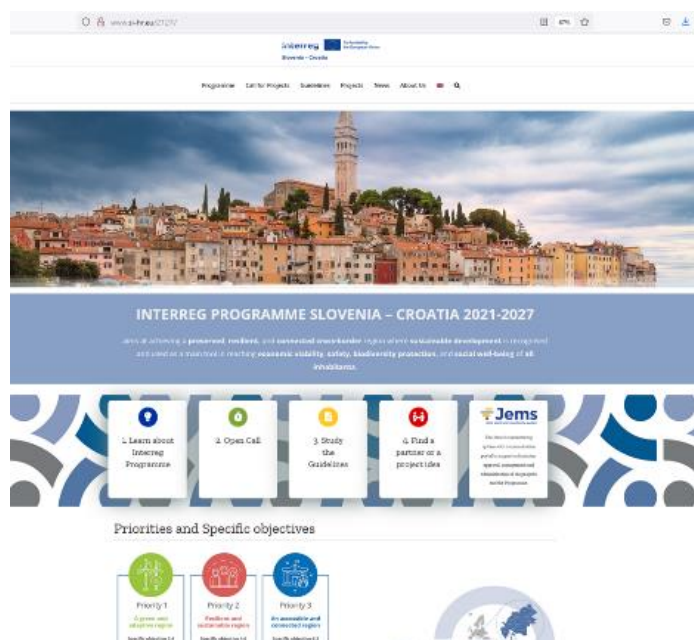
3.5.1.7 Videos

In case projects produce promotional videos, the project logo has to be visible in the beginning or the end of the video in a recognizable size and on suitable background for at least a few seconds.

Figure 29: Example - videos

3.6 FINANCIAL CONSEQUENCES LINKED TO BREACHES OF COMMUNICATION AND VISIBILITY RULES

Projects risk financial consequences when they disregard EU and programme branding and visibility requirements. Failure to include the mandatory visibility requirements (project logo, statement, poster, etc.) and therefore to meet the basic requirements outlined in the CPR and Interreg regulation **may lead to cuts in funding**. **Costs might also be considered ineligible** for ERDF funding **in case rules are only partly observed** (e.g. the programme logo is used in an incorrect way - too small in size, distorted, unsuitable position, not visible due to unsuitable background, etc.).

If amendments to violated requirements are not possible, the **MA/JS may cancel up to 2 % of the support from the ERDF granted to the Lead/Project Partner** who fails to comply with their obligations on visibility, transparency and communication. The financial cuts will be applied to the concerned Project Partner(s) and take into account the principle of proportionality.

4 SUPPORT FROM THE PROGRAMME

IP SI-HR has a Communication Strategy to support successful programme implementation. The document acts as a strategic framework and a basis for the communication of the IP SI-HR during the whole programme period 2021-2027. It forms an integral part of the programme implementation and aims to ensure that the programme communication is well-coordinated, effectively managed and responsive to the diverse information needs of the public. The ultimate goal should be to raise public awareness of the added value of CBC.

Therefore, the communication strategy aims at:

1. Raising awareness about the Programme and also the Cohesion policy and EU funds among the general public, stakeholders, the expert public (political public), the media and beneficiaries and highlight the role, achievements and impact of the IP SI-HR and its projects;

2. Informing potential beneficiaries about funding opportunities under the IP SI-HR.

Besides the responsible contract manager in the JS, also JS communication officer cooperates with the projects/Project Partners in communication matters.

The support may serve different purposes, such as info days, trainings, seminars, information materials, and may be used for disseminating project news, outcomes and results. Projects need to be active towards the JS concerning the planning and implementation of efficient project communication.

Each project must submit the following items to the appropriate Contract Manager and Communications Officer at JS to ensure effective and successful communication about the project, including within IP SI-HR communication channels (website, social media, newsletters, etc.):

- To send the invitations (via email) to events at least 5 business days prior to the event;

- To send at least five large photos in high quality (at least 2 MB, in jpg or png format) for a single event, performance, equipment, investment, etc.;

- To send a link to an established website and/or social media platform;

- To send a publication in print media (newspaper article), appearance on television or online presence;

- To send a possible short film or audiovisual material.

5 CONTACT

In case of questions concerning the Communication and Visibility Guidelines and requirements, please contact the Joint Secretariat of the Interreg Programme Slovenia – Croatia. Contact details are available on the website www.si-hr.eu in the section About us.