



# **VISIBILITY GUIDELINES for the Interreg IPA Cross-border Cooperation Programme Croatia-Serbia**

*VERSION 1.0, December 2017*

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# 1 INTRODUCTION

Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 is an Interreg IPA CBC programme and as such, integral part of European Territorial Cooperation Programme community as well as European Union's Cohesion Policy. The aim of the Programme is to increase socio-economic growth of the programme area through interventions in the areas of health and social care, environment and nature protection, risk prevention, sustainable energy and development of sustainable tourism and business environment.

Interreg is now the brand name for the European Territorial Cooperation and should be used publicly as widely as possible. All Interreg cooperation programmes across Europe have agreed to widely harmonise their brands within the programming period 2014-2020. The harmonisation of Interreg is based on a jointly developed Interreg logo and aims at increasing the visibility and recognition of Interreg funds and achievements. This will allow Interreg stakeholders to benefit from each other in their communication, both to attract project applicants and to make projects visible.

Therefore, Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 applies this harmonisation to all co-financed projects to multiply these positive effects. Harmonisation will also facilitate joint communication activities between projects and the Programme.

The communication activities on the use of EU funds aim mainly at increasing the information level, awareness and transparency regarding the assistance that Croatia and

Serbia receive from the European Union, and creating a coherent image of this assistance.

These Visibility Guidelines are drawn to support the Programme bodies of the Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 and the beneficiaries of the projects co-financed under the Programme in fulfilling the requirements regarding information and communication measures in a coherent way.

The beneficiaries of this Programme must, according to the contractual provisions, promote the fact that the projects are co-financed by the European Union.

Projects co-financed by the European Union within the framework of the Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 must comply with these Visibility Guidelines providing a set of instructions for branding project communication activities that are in line with the requirements in Articles 115-117 and Annex XII of the Common Provisions Regulation (EU) No 1303/2013, as well as Articles 3-5 of the Commission Implementing Regulation (EU) No 821/2014.

## 2 PROGRAMME COMMUNICATION FRAMEWORK

In the programming period 2014-2020, the European Commission is placing more emphasis on communication results. In that way, the Commission hopes to achieve a greater awareness among citizens about the results achieved with European Union assistance, attract more potential project partners and increase transparency.

In this Programme, communication has strategic importance in reaching Programme results and goals, therefore, communication plays a crucial role in the implementation of projects. Communication can help raise awareness and knowledge on project activities and results and ultimately improve attitudes towards working with a specific project and capitalising on the results of a project.

### PROGRAMME COMMUNICATION OUTPUT INDICATORS

In line with the Programme Communication Strategy<sup>1</sup>, the Programme and projects need to monitor and report on communication output indicators. The communication output objectives relevant for the projects are the following:

- Number of trainings conducted;
- Satisfaction of the beneficiaries indicated within feedback data collected events/trainings/meetings above 4 (scoring system 1-5).

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<sup>1</sup> <http://www.interreg-croatia-serbia2014-2020.eu/useful-documents/programme-documents/>

## 3 PROGRAMME LOGO

The Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020 follows the harmonisation rules set out for the Interreg brand and applies the jointly developed Interreg logo to all co-financed projects. Therefore, the Interreg IPA CBC Croatia–Serbia Programme logo can be used as a visibility option on project level.

### 3.1. Specification

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed:

#### Basic unit

The basic unit used for the definition of logo composition is the width of the letter “e”.

#### European flag

The height of the flag is the same as the letter “l”.

#### European Union label

The text label (European Union) is aligned below the descender of the letter “g”. It is always exactly as wide as the European flag. Following the EU regulation, the European Union labelling is set in Arial.

#### Programme name

Programme name is written below the Interreg – IPA CBC funding strand name and it is aligned with the word Interreg in the width. Following the full harmonized Interreg branding, Programme name is written in the font Montserrat Regular.

#### Programme graphic element

The Programme graphic element is a result of natural features and Programme area landscape characteristics. The forms are simplified and reduced to simple surfaces and lines. The programme graphic element works well on small formats. Natural characteristics showed in the Programme graphic element are the rivers, plains and forests.

#### Clear space area

Clear space of at least half the logo height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise this zone has to be observed for the positioning distance to the page margins. It is highly recommended to increase this space wherever possible.

As a result, the Interreg IPA CBC Croatia – Serbia Programme logo looks like this<sup>2</sup> :

<sup>2</sup> Projects can download their complete logo packages from the Programme website: <http://www.interreg-croatia-serbia2014-2020.eu/>



# Interreg - IPA CBC

## Croatia - Serbia



### Programme logo colours

The logo colours are derived from the following elements:

- the European flag, which must not be changed;
- the Interreg brand, thus identifying the brand also beyond the logo in all visual communication;
- the programme graphic element, which must not be changed.

The colours are defined for all colour systems.

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white background only. Using the logo on coloured backgrounds is possible if there is no alternative, but it has to be a very light background



Colour	Pantone	CMYK	HEX	RGB
--------	---------	------	-----	-----



Reflex Blue	Reflex Blue	100/80/0/0	003399	0/51/153
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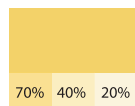


Light Blue	2716	41/30/0/0	9FAEE5	159/174/229
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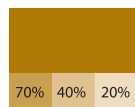


Yellow	Yellow	0/0/100/0	FFCC00	255/204/0
--------	--------	-----------	--------	-----------

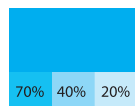
Colour	Pantone	CMYK	HEX	RGB
--------	---------	------	-----	-----



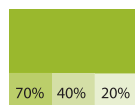
Yellow	128	5/15/70/0	F9D667	243/210/106
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Brown	132	0/35/100/35	B07E09	175/123/10
-------	-----	-------------	--------	------------



Blue	Proc. Cyan	100/0/0/0	00AEEF	0/174/239
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Green	583	35/0/100/15	9FBC2E	154/183/45
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### 3.2. Size

The logo should not be used in any size smaller than the smallest logo size specified here:



83,4 mm  
ideal Logo width



60 mm  
smallest Logo width

### Defined logo sizes

Media	smallest logo width	ideal logo width
Print A4 portrait	60 mm	83,4 mm
Print A4 landscape	60 mm	83,4 mm
Screen Smartphone	270 px	300 px
Screen Tablet	270 px	300 px
Screen Laptop/Desktop	300 px	400 px
Powerpoint 16:9	60 mm	70 mm

### 3.3. Position

Programme logo and customized options of project logo have to be placed either on the front or, in exceptional cases when pre-approved by the Joint Secretariat or Programme Communication Officer, on the back cover of publications. As a general rule the logos should be left-aligned in office documents. On websites and subpages, online and smartphone applications, social media and other digital platforms and implementations the logo has to be positioned in a place which is visible without scrolling or clicking. On other communication products such as conference bags, exhibition roll-ups or presentations, it also has to be placed in a prominent place. The size of the logo should be reasonable and recognisable, as described in the Section 3 of this document.

### 3.4. Versions

The English version of the logo must be used in project documents, joint activities and events and other promotional material.



### Alternative versions

Alternative versions of the logo are not recommended and can be used only in exceptional cases. Alternative versions of the logo can be used if the design or production method does not work with the original version or depending on printing method, communication needs and production materials. Examples: interfering background images or colours potentially reducing the logo visibility or readability or a production method not allowing 4-colour printing.

#### Grayscale logo

For single colour reproductions, a grayscale version of the logo should be used. This version should only be used whenever full colour is not available

#### Black and white logo

The black and white logo should only be used if there is no possibility to use grayscale.

#### White logo

The white logo should only be used if there is no possibility to use full colour. In that case, logo can be applied only on very dark backgrounds.

#### Small scale versions

If the print area available for the logo is smaller than 6 cm in width, the use of small scale version is allowed. However, it is obligatory to include the European Union label.





## 4 PROJECT LOGO

Taking into account the harmonisation of the Interreg brand described in the previous sections, the programme provides beneficiaries the following logo options:

**Option 1: Programme logo.**

When the Programme logo is used as project logo, the same rules apply as when the Programme logo is used (see Section 3. Programme logo).

**Option 2: Project logo – version including customised Programme logo with a project acronym.**

Option 2 is described in details in section 4.1. of this document.

**Option 3: Project logo – version including customised Programme logo with an additional graphic element.**

Option 3 is described in details in section 4.2. of this document.

**Option 4: Project logo – version including customised Programme logo with an additional graphic element and project acronym.**

Option 4 is described in details in section 4.3. of this document.

Logo options 2, 3 and 4 refer to project logos which incorporate project specific elements into the programme logo, as described in section 3 of this document. Harmonisation rules must be respected while customizing the programme logo, i.e. no alterations of the programme logo as described in section 3 are allowed.

Individual and separate project logos or graphic elements, which do not follow the stated options and do not follow instructions on programme logo specification, size, position, colours and typeface as described in this section, are not allowed in the Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020.

#### 4.1. Option 2: Project logo – version including customised programme logo with a project acronym

Project beneficiaries have the option of customizing the programme logo with a project acronym. These customized programme logos must follow rules set out in section 3.1. concerning programme logo specification, size, position, versions and logo colours. No alterations to the programme logo described in section 3.1. are allowed. The customized option must contain all relevant elements:

- European Union emblem (EU flag);
- Name of funding strand (Interreg – IPA CBC);
- Programme name (Croatia – Serbia);
- Programme graphic element;
- Project acronym.

The project acronym is written below the programme name in Montserrat Regular, at the same height as the programme name. The distance from the baseline of the programme name to the cap-height of the project acronym is  $\frac{1}{2}$  of the basic unit (e). Width of the project acronym should not exceed the width of the funding strand name (Interreg – IPA CBC).

The colour of the acronym has to match one of the programme logo colours provided in section 3.1.



#### 4.2. Option 3: Project logo – version including customised programme logo with an additional project graphic element

Project beneficiaries have the option of customizing the programme logo with an additional project graphic element. These customized programme logos must follow rules set out in section 3.1. concerning Programme logo specification, size, position, versions and logo colours. No alterations to the Programme logo described in section 3.1. are allowed. The customized option must contain all relevant elements:

- European Union emblem (EU flag);
- Name of funding strand (Interreg – IPA CBC);
- Programme name (Croatia – Serbia);
- Programme graphic element;
- Project graphic element.

Additional graphic elements can be placed below or to the right of the Interreg Programme logo. It should be placed either at a distance of  $\frac{1}{2}$  basic unit when it is placed below the Interreg Programme logo, or at the distance of one basic unit when it is placed to the right of the Interreg Programme logo. If it is placed below the Interreg logo, it should have the same height as the EU flag (h) and the same width as the name Interreg. If it is placed to the right of the Interreg logo Programme, it should have the same width as the European flag and it must not be taller than three times the height of the EU flag included in the Programme logo.

In exceptional cases, when preliminary discussed with the Joint Secretariat or Programme Communication Manager, project graphic element can be used separately on certain publications, but exclusively in its watermark form.

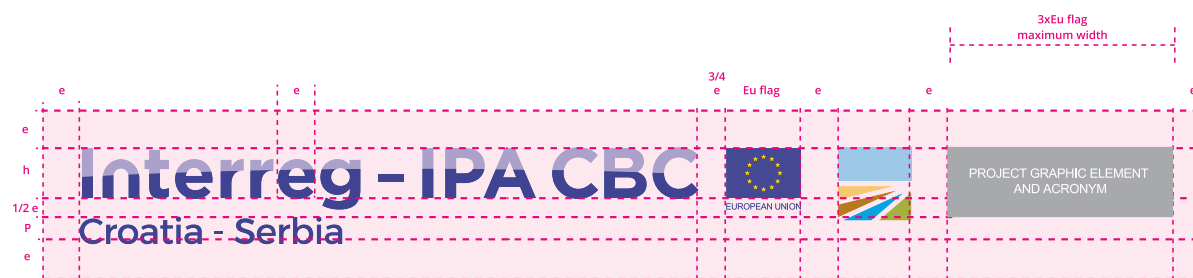


#### 4.3. Option 4: Project logo – version including customised Programme logo with an additional project graphic element and project acronym

Project beneficiaries have the option of customizing the Programme logo with an additional graphic element and project acronym. These customized Programme logos must follow rules set out in section 3.1. concerning Programme logo specification, size, position, versions and logo colours. No alterations to the Programme logo described in section 3.1. are allowed. The customized option must contain all relevant elements:

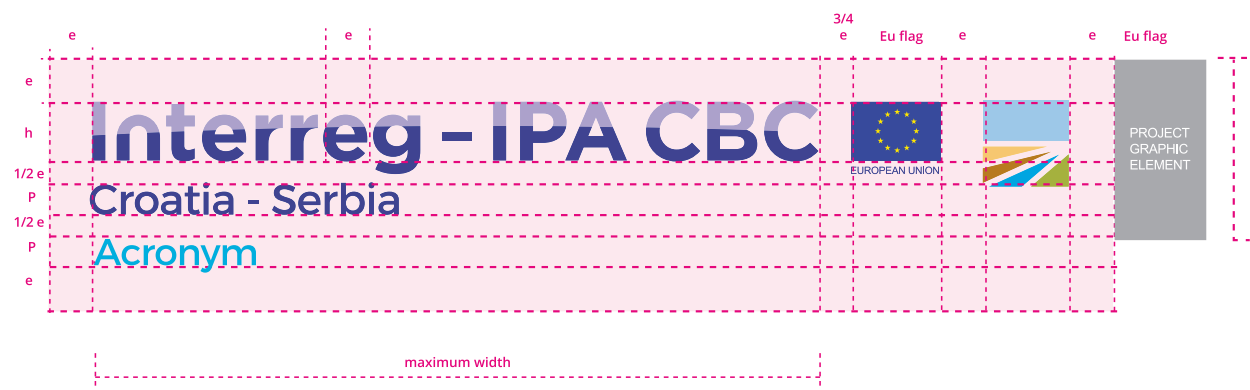
- European Union emblem (EU flag);
- Name of funding strand (Interreg – IPA CBC);
- Programme name (Croatia – Bosnia and Herzegovina – Montenegro);
- Programme graphic element;
- Project graphic element and project acronym.

There are three options of project logo including Programme logo and additional graphic element and project acronym:



#### 4.3.1. Customized Programme logo with an additional project graphic element and project acronym to the right of the Programme graphic element

This option is intended for beneficiaries who have developed the project acronym and project graphic element as a whole. Distance between the programme graphic element and the additional project graphic element and project acronym should be one basic unit (e). Height (total) of the additional project graphic element and the project acronym should be the same as the Programme graphic element. The width (total) of the additional project graphic element and the project acronym should not be wider than three times the width of the EU flag. The project acronym is written in Montserrat Regular and colour of the acronym has to match the Programme logo colours provided in section 3.1.



#### 4.3.2. Customized Programme logo with an additional project graphic element to the right of the Programme logo and the project acronym below the Programme name

The additional project graphic element should be placed to the right of the Programme logo at a distance of one basic unit. It should have the same width as the European flag and must not be taller than three times the height of the EU flag included in the Programme logo. The project acronym is written below the Programme name in Montserrat Regular, at the same height as the Programme name. The colour of the acronym has to match the Programme logo colours provided in section 3.1. The distance from the baseline of the Programme name to the cap-height of the project acronym is  $\frac{1}{2}$  of the basic unit (e). The width of the project acronym should not exceed the width of the funding strand name (Interreg – IPA CBC).

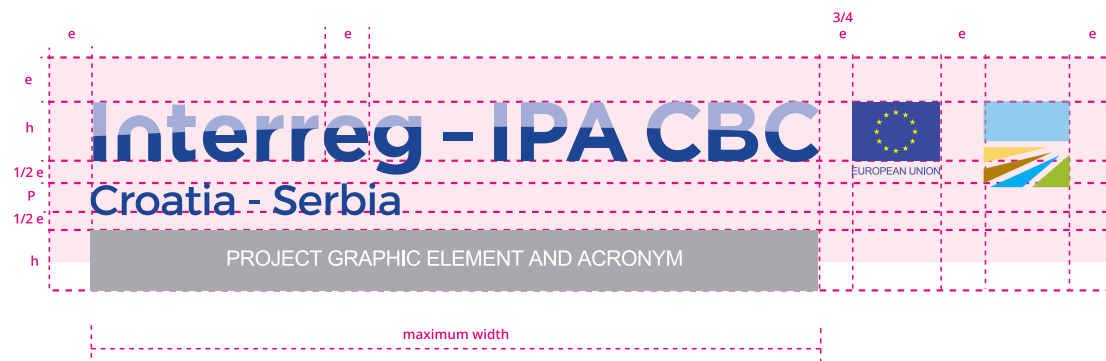


#### 4.3.3. Customized programme logo with an additional graphic element and project acronym below the programme name

This option is intended for beneficiaries who have developed the project acronym and graphic element as a whole. The additional graphic element and project acronym is placed below the programme logo at a distance of  $\frac{1}{2}$  basic unit from the programme name, with the same height (total) as the EU flag (h). Width (total) of the graphic element and project acronym should not exceed the width of the funding strand name (Interreg – IPA CBC). The project acronym is written in Montserrat Regular and colour of the acronym has to match the programme logo colours provided in section 3.1.

#### PROJECT LOGO ALTERNATIVE VERSIONS

As regards alternative versions of the project logo (customized Programme logo), the same rules apply as for the Programme logo (see section 3.4 of this document).



## 5 TYPOGRAPHY

### TYPEFACES

For Programme logos and customized options (customized Programme logo), the typeface Montserrat was chosen as it is visually similar to the Interreg logo.

The typeface for all other applications from body text to headlines is Open Sans. It has a neutral yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. As an alternative typeface to Open Sans, Vollkorn was chosen. All typefaces are available for free, including web font kits.

NOTE: the reference to the European Union under the flag uses the typeface Arial as described in art 4, §4 of the Commission implementing regulation (EU) No 821/2014. This should not be changed.

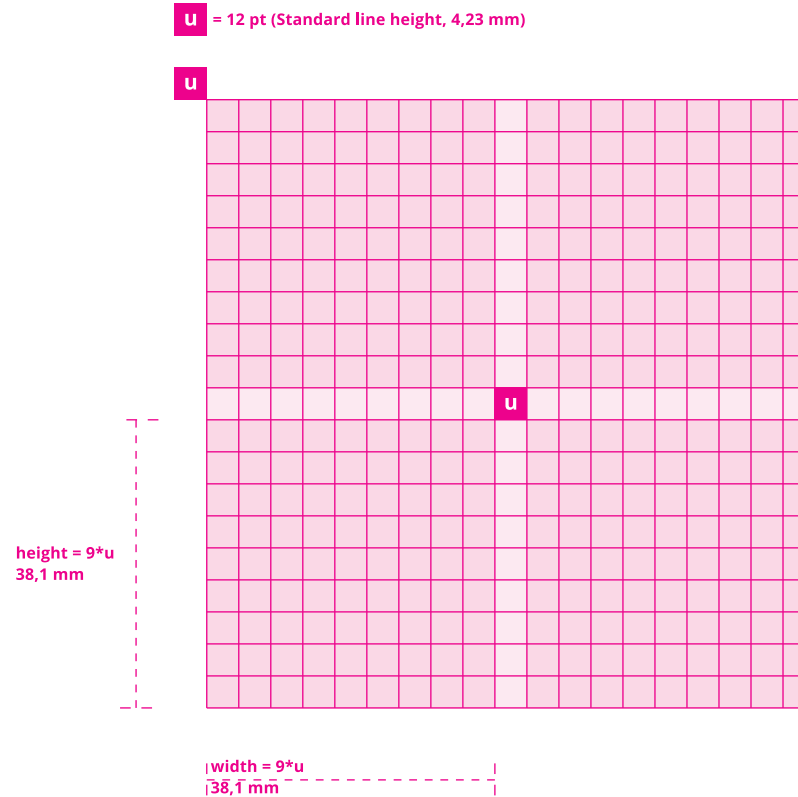
Typeface	Typeface Application
<b>Montserrat Regular</b>	logo extensions (programme names, project names, ERDF)
<b>Open Sans Font Family</b>	overall communication (body text, headlines etc.)
<b>Open Sans Bold</b>	
<b>Open Sans Semibold</b>	
Open Sans Regular	
<i>Open Sans Italic</i>	
<b>Vollkorn Font Family</b>	alternative font for overall communication (body text, headlines etc.)
<b>Vollkorn Bold</b>	
Vollkorn Regular	
<i>Vollkorn Italic</i>	

## 6 GRID

In order to keep proportions and layouts consistent throughout the visual identity, the use of a unified grid system is suggested. Using this grid, it is possible to easily create layouts for all applications and document sizes.

The grid is based on the 12 pt line height that is defined as the standard typographic line height of a text body. Therefore, the smallest unit (u) is a square measuring 12 pt (4.23 mm) in height and width.

A basic layout element (38.1 mm) consists of 9 units (u) in heights and width. Several vertical basic layout elements can form a text column of 9 units width. Basic layout elements are always separated from each other by one unit (u). On any given document format, the grid always starts and ends with a basic layout element. The margins are never wider than one basic layout element.





## 7 APPLICATION OF THE VISUAL IDENTITY

The Programme logo or customized options of project logo have to be placed on the first page/cover/slide of each document/material/presentation elaborated within the Programme.

The Programme logo or customized options of project logo must be placed on all materials published and documents/presentations illustrated to the public. This includes not only promotional materials, but also event invitations, presentations, agendas, etc.

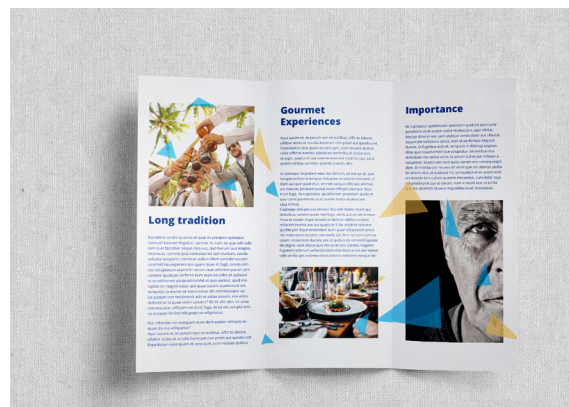
### PUBLICATIONS

The logo has to be positioned in the upper left corner of the publication's front page in a minimum width of 60 mm. In case of darker backgrounds it has to be positioned in a white rectangle (exclusion zone) or the black and white or inverted colour variant may be used.

### EQUIPMENT STICKER

In case of procuring equipment, the projects are obliged to ensure that the Programme funding is visible. In that respect, project are advised to ensure that all equipment procured within their project contain stickers indicating at least the following information:

- Programme logo or customised project logo
- Disclaimer "This project is co-financed by the European Union"



Leaflet

## WEBSITE

Projects are not encouraged to develop separate websites (unless approved within Project application) but, if applicable, only as part of their existing websites of a beneficiary institution (e.g. a subpage located on the project partner institution website) and ensure their continuous update with information on the content of the project, the beginning and end date of the project and the amount of the Programme co-financing received. In this way, the website and subpages can be used as a help tool for the beneficiary to promote project activities and communicate the achievements of the project.

Project websites and subpages created from project funds must remain active after the project closure for sustainability purposes. The reason for this is twofold. First, websites will showcase the projects implemented in the frame of the Programme before and after the end of the programming period. Second, they are important for control purposes as well. Information (project description, news, results, concrete outputs) on the project must be published on all of the project beneficiaries' websites and subpages, with a direct link to the project website or subpage.

Even in cases when the project does not develop a separate website, each project beneficiary must include reference to the Programme's website in communication materials. Furthermore, projects are encouraged to prepare project publicity materials to be published on Programme website. Project partners are advised to contact their Joint Secretariat Project Manager or Programme Communication Officer on this issue.

## PROMOTIONAL MATERIALS

Awareness-raising on the project is the most common reason for producing promotional materials. They can be used as giveaways at events, conferences, or in broader awareness campaigns.

Promotional items are by definition produced in larger quantities and come custom printed with the logo. Promotional items are usually relatively small and inexpensive. They can be important carriers of a project's main message. Projects should thus consider the relevance of any promotional material in relation to the project message, the promotion of the project and the usefulness of the items. They should be practical, relevant and creative to make them memorable. On communication products such as conference bags, exhibition roll-ups or presentations, the logo has to be placed in a prominent place. The size of the logo should be reasonable and recognizable.

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On communication products such as conference bags, exhibition roll-ups or presentations, the logo has to be placed in a prominent place. The size of the logo should be reasonable and recognizable.



Notebook



Paper Folder



T-shirt

## PROJECT POSTER

Each project must produce a poster (minimum size A3) with information about the project, the programme logo or customized options of project logo and information about the funding of the project, within six months after the approval of the project. This poster must be displayed at each project participant's premises, at a location readily visible to the public, such as the entrance area of a building.

## BILLBOARDS

During the implementation of an operation consisting in the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500,000, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation.

Every billboard must contain the following elements:

- Name of the operation (project);
- The main objective of the operation (project);
- Project value;
- Lead Beneficiary/Beneficiary;
- Start of the project;
- End of the project;
- Programme logo and webpage.



Project posters



## PLAQUES

No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:

a) The total public support to the operation exceeds EUR 500,000;

b) The operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

The plaque shall state:

- Name of the operation (project);
- The main objective of the operation (project);
- Project value;
- Lead Beneficiary/Beneficiary;
- Programme logo and webpage.

Plaques should be made of resistant materials, preferably metal.

## EVENTS

Organising a public event is an excellent opportunity to generate interest and publicity towards projects and their achievements. Events may be organised by the projects themselves or by third parties with the participation of project members, like project opening or closing events, annual conferences, press conferences, fairs and exhibitions, seminars or smaller project-related events, depending on the type of projects. All projects should organise public events, as planned in their approved Applications. It is highly recommended to take pictures to document the progress of the projects and events, so they can be used in communication materials or to demonstrate to controllers that visibility requirements have been met.

## SOCIAL MEDIA

Higher awareness on a project and more traffic to the website can be achieved through social media. LinkedIn, Facebook, YouTube, Instagram or Twitter are free and easy-to-use tools that provide great platforms for projects to share photos, videos, updates and stories. Using social media enables projects to share information with people who are not regular visitors to the website and provides a valuable multiplier effect.

Social media can result in a dialogue, attract stakeholders to search for information, and spread the word about Programme projects. However, this communication activity is not mandatory.

## 8 DISCLAIMER

The disclaimer is a fixed text that should be used on everything a project produces, from a publication to a website and audio-visual material. This text makes it clear that the EU does not have any responsibility for what a project is producing. The wording is the same for all, but you need to adapt for each product (this publication, this website, this video).

The wording is:

“This publication (**website, video**) has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of **<name of the author/contractor/implementing partner/international organisation>** and can in no way be taken to reflect the views of the European Union.”

Positioning of the disclaimer:

- Print publication – it does not have to be on the front page. However, it should be displayed prominently on the inside cover or back cover as appropriate, according to the layout.
- Website - the text can be displayed on one page (for example with the title ‘Legal’ or “Disclaimer”), with the link to that page visible throughout the site. Or sometimes you find it at the bottom of the homepage, in a place that does not change.
- Audio-visual material – have the text either at the beginning or at the end of the transmission.

## 9 CONTACT

Project beneficiaries do not have to submit communication products/deliverables to the Programme bodies for approval. However, not complying with the rules on visibility, publicity and communication may result in ineligibility of costs of the products/deliverables, which are improperly equipped with the visibility signs.

Therefore, it is recommendable to consult one’s Project Manager in the Joint Secretariat or Programme Communication Officer should there be any doubts regarding the application of the visibility requirements.

### Contact:

Joint Secretariat

Email: [js@interreg-croatia-serbia2014-2020.eu](mailto:js@interreg-croatia-serbia2014-2020.eu)

Programme Communication Officer

Email: [ma@interreg-croatia-serbia2014-2020.eu](mailto:ma@interreg-croatia-serbia2014-2020.eu)

This document was drafted in consultation with the Brand Design Manual, Full Brand Integration, Updated Version, 05 May 2017, which allows adaptations for every programme but demands the European regulations to be taken into consideration. Please find enclosed the link to the mentioned document: [http://www.interact-eu.net/library?field\\_fields\\_of\\_expertise\\_tid=37#1279-manual-brand-design-full-integration-0](http://www.interact-eu.net/library?field_fields_of_expertise_tid=37#1279-manual-brand-design-full-integration-0)