



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

*VERSION 2.1, NOVEMBER 2019*

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# 1. INTRODUCTION

The Interreg IPA Cross-border Cooperation Programme Croatia - Serbia 2014-2020 (hereinafter 'Programme') is a bilateral programme dedicated to strengthening the social, economic and territorial development of the Croatian and Serbian cross-border area. The Programme is an integral part of the European Territorial Cooperation community as well as the European Union's Cohesion Policy. At the same time, it is a financing instrument dedicated to cross-border collaboration along external borders of the European Union with candidate countries for membership in the Union.

The aim of the Programme is to increase the socio-economic growth of the programme area through interventions within four Priority axes:

1. Improving the quality of public social and health services in the programme area.
2. Protecting the environment and biodiversity, improving risk prevention and promoting sustainable energy and energy efficiency.
3. Contributing to the development of tourism and preserving cultural and natural heritage.
4. Enhancing competitiveness and developing business environment in the programme area.

In the previous programming period 2007-2013, different brands were created within different Interreg programmes, as well as within different projects. In the current programming period 2014-2020, Interreg became the unique brand for European Territorial Cooperation. All Interreg cooperation programmes across Europe have agreed to widely harmonise their brands, based on a jointly developed Interreg logo. This harmonisation of programmes across Europe 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 project results visible.

This document applies Interreg harmonisation to all co-financed projects of the Programme to multiply positive effects of the projects. Beneficiaries receiving co-funding from the Programme are obligated to follow these Guidelines and fulfill visibility and communication requirements as stated in the following sections by implementing communication activities, documenting them and informing the Programme bodies as part of reporting. This document is intended for internal and external use.

The communication activities for the use of EU funds aim 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 in line with requirements of the Common Provisions Regulation (EU) No 1303/2013; Commission Implementing Regulation (EU) No 821/2014; amendments to the Common Provisions Regulation (EU) No 1303/2013 stated in Regulation (EU) No 2018/1046 and the Subsidy Contract. The Communication and Visibility in the EU-financed external actions manual was also consulted when drafting these Guidelines.

These Guidelines include:

- an overview of the Programme communication framework,
- basic visibility elements: the Programme logo and EU emblem,
- options of using the Programme logo as part of project branding,
- obligations and recommendations for applying the Programme visual identity on most common promotional materials and communication measures.

#### **FULL PROGRAMME NAME**

English:

**Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020**

Croatian:

**Interreg IPA program prekogranične suradnje Hrvatska- Srbija 2014.-2020.**

Serbian:

**Interreg IPA program prekogranične saradnje Hrvatska-Srbija 2014.-2020.**

## 2. PROGRAMME COMMUNICATION FRAMEWORK

In the programming period 2014-2020, the European Commission is placing more emphasis on communication results. Thus, the Commission hopes to create 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.

### 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 indicators relevant for projects are the following:

- Number of trainings conducted;
- Satisfaction of beneficiaries indicated in the collected feedback data from events/trainings/meetings above 4 (evaluation form template provided as Annex 1. to this document).

<sup>1</sup> [www.interreg-croatia-serbia2014-2020.eu](http://www.interreg-croatia-serbia2014-2020.eu)

## 3. PROGRAMME LOGO

The Interreg IPA Cross-border Cooperation Programme Croatia - Serbia 2014-2020 follows the harmonisation rules set out for the Interreg brand by incorporating the Programme name and Programme graphic element into a unique visual identity i.e. Programme logo.

All beneficiaries must feature the Programme logo and the Fund reference described in section 7.2. on all visibility and promotional materials, at the same time taking into account all other minimum requirements in line with these Guidelines. Complete logo package is included in Annex 2.

### 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 Union emblem

The height of the emblem 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 Union emblem. Following the EU regulation, the European Union labeling is set in Arial.

### Programme name

The Programme name is written below the Interreg - IPA CBC funding strand name. It is aligned with the strand name and the European Union emblem in width. Following the full harmonized Interreg branding, the 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. Natural features shown in the Programme graphic element are the rivers, plains and forests.

### Clear space area

Clear space of at least half of the logo's height and width must remain around the logo. Within this area, no other graphic elements or logos are to 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.



**Programme logo colours**

The logo colours are derived from the following elements:

- a) the European Union emblem, which must not be changed;
- b) the Interreg brand;
- c) the programme graphic element, which must not be changed.

Colours are defined for all colour systems.

The standard logo is the full colour version. This version should be used whenever possible. 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. When using the logo on a coloured background, a white border must be put around the European Union emblem. The width of the border must be 1/25<sup>th</sup> of the height of the rectangle.



Colour	Pantone	CMYK	HEX	RGB
	Reflex Blue	100/80/0/0	003399	0/51/153
	Light Blue	41/30/0/0	9FAEE5	159/174/229
	Yellow	0/0/100/0	FFCC00	255/204/0
Colour	Pantone	CMYK	HEX	RGB
	Yellow	5/15/70/0	F9D667	243/210/106
	Brown	0/35/100/35	B07E09	175/123/10
	Blue	Proc. Cyan	00AEEF	0/174/239
	Green	35/0/100/15	9FBC2E	154/183/45

### 3.2. Size

The logo size should be reasonable and recognisable in line with the place of appearance and 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

Details on logo sizes in various promotional materials is further specified in section 7. of this document.

### 3.3. Position

In order to ensure visibility, the Programme logo and customized options have to be placed either on the front or, in exceptional cases and when pre-approved by the Joint Secretariat Project Manager, on the back cover of publications. The Programme logo has to be positioned in the upper left corner.

### 3.4. Language and alphabet

The English version of the logo, written in Latin alphabet, must be used in all project documents, joint activities and events materials and other promotional material. This also applies to section 4. Project branding of this document. **Programme logo versions in any other language or alphabet are not allowed.**



### 3.5. Alternative programme logo versions

The standard logo should be used whenever possible. Alternative versions of the logo are not recommended and may only be used in exceptional cases, when approved by the Joint Secretariat Project Manager. Alternative versions of the logo may be used if the design or production method does not work with the original version or depending on the printing method, communication needs and production materials. Examples: interfering background images or colours potentially reducing the visibility or readability of the logo or a production method not allowing 4-colour printing.



### Grayscale logo

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



### Black and white logo

The black and white logo may 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, the logo may be placed 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 a small scale version is allowed. However, it is obligatory to include the European Union emblem and label.



## 4. PROJECT BRANDING

Following the regulation set out in the introductory part of this document, all beneficiaries receiving funds from the European Union must follow rules regarding the use of the European Union's emblem. The logo of the Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020 follows these requirements and ensures visibility of EU funding.

**Projects co-financed within the Programme are not allowed to develop their own project logos and use them separately from the Programme logo.** The reasoning for this is the diversity and incoherence of project and programme brands developed throughout the previous programming period. This caused a variety of communication approaches and consequently different perceptions of what Interreg projects actually contribute to, although all of them shared the same objective: reducing obstacles created by national borders. This diversity of Interreg visual identities was seen as a starting point for the Interreg harmonisation in the 2014-2020 programming period.

The Interreg IPA CBC Programme Croatia – Serbia 2014-2020 joined these harmonisation efforts by developing a logo to be used by the Programme and projects.

However, taking into account the need to create associations with specific projects and, at the same time, bearing in mind the joint Interreg harmonisation, the beneficiaries can customize the Programme logo with several options:

**Option 1:  
Programme logo.**

**Option 2:  
Programme logo including a project acronym**

**Option 3:  
Programme logo including an additional graphic element**

**Option 4:  
Programme logo including an additional graphic element and project acronym**

**Option 1: Programme logo**

The Programme logo may be used as a project logo. In this case, the same rules apply as when the Programme logo is used (see Section 3.).

**Interreg - IPA CBC**    
Croatia - Serbia

**Option 2: Programme logo including 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;
- 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, uppercase and 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 ½ of the basic unit (e). The 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 Priority Axis colours provided in section 4.3.



Croatia - Serbia  
Acronym



Croatia - Serbia  
Acronym



Croatia - Serbia  
Acronym



Croatia - Serbia  
Acronym

**Option 3: Programme logo including 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 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;
- Name of funding strand (Interreg - IPA CBC);
- Programme name (Croatia - Serbia);
- Programme graphic element;
- Project graphic element.

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



**Option 4: Programme logo including an additional project graphic element and project acronym**

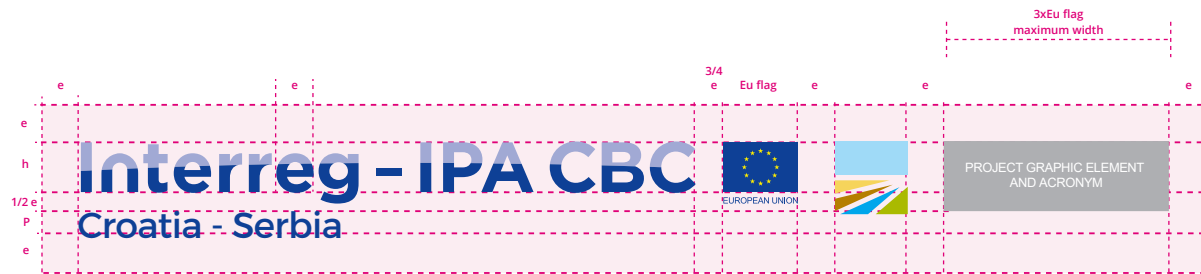
Project beneficiaries have the option of customizing the Programme logo with an additional project graphic element and project acronym. These customized programme logos must follow rules set out in section 3.1. concerning programme logo specification, size, position, versions and logo colours. No alterations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

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

There are three options of Programme logos incorporating additional project graphic elements and project acronyms.

**Option (a) 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 project graphic element and project acronym should be one basic unit (e). Height (total) of the project graphic element and the project acronym should be the same as the Programme graphic element. The width (total) of the project graphic element and the project acronym should not be wider than three times the width of the EU emblem. The project acronym is written in Montserrat Regular in uppercase and colour of the acronym has to match the Priority Axis colours provided in section 4.3.



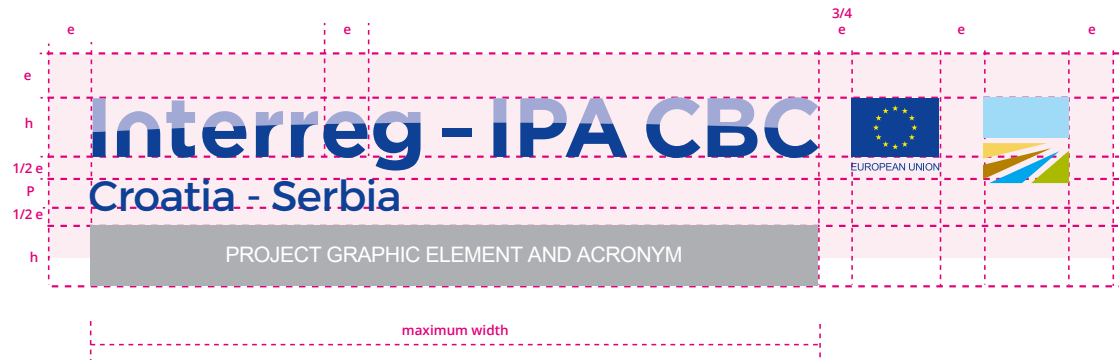
**Option (b) Programme logo with an additional project graphic element to the right of the Programme logo and the project acronym below the Programme name**

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 Union emblem and must not be taller than three times the height of the EU emblem included in the Programme logo. The project acronym is written below the Programme name in Montserrat Regular, in uppercase and at the same height as the Programme name. The colour of the acronym has to match the Priority Axis colours provided in section 4.3. The distance from the baseline of the Programme name to the cap-height of the project acronym is 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).



**Option (c) Programme logo with an additional project graphic element and project acronym below the Programme name**

This option is intended for beneficiaries who have developed the project acronym and project graphic element as a whole. The additional project graphic element and project acronym is placed below the Programme logo at a distance of ½ basic unit from the Programme name, with the same height (total) as the EU emblem (h). Width (total) of the project 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 in uppercase and the colour of the acronym has to match the Priority Axis colours provided in section 4.3.



Logo options 2, 3 and 4 incorporate project specific elements i.e. project graphic elements into the programme logo. 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. Only the logo version presented in this manual, written in English and Latin alphabet, must be used. When a project develops one of the options set above, all partners must use this option in all communication and promotional activities and materials.

Individual and separate project logos which do not follow the options described above, do not incorporate the Programme logo and do not follow instructions on programme logo specification, size, position, colours and typeface as described in section 3. and this section, are not allowed in the Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020.

However, featuring graphic elements separately from the Programme logo in order to visualize the project's core idea may be approved exceptionally on certain promotional materials, and only in the case when it is essential for communication of a certain activity, result or product of the project (for example, a service or platform developed within the project). In that case, the Programme logo, or options 2, 3 and 4, must be included in these promotional materials and the EU support must be clearly visible.

For this option, the following minimum rules must be respected:

- it can be used only on specialised promotional items,
- out of the total number of promotional items, only limited number may feature this option.

### 4.1. Logo and EU emblem size

The minimum logo width of 60 mm and ideal logo width of 83,4 mm defined in section 3. of this document must be applied to all options described in this section. For options 3 and 4, minimum and ideal logo sizes refer to the Programme logo size (not including the additional project graphic element). Minimum logo sizes for common promotional materials are described in section 7.

### 4.2. Alternative logo versions

Regarding alternative versions of the customized Programme logo, the same rules apply as for the Programme logo (see section 3.5 of this document).

### 4.3. Project acronym colours

When customizing the Programme logo with project acronyms, beneficiaries must use font colours depending on the Priority Axis the projects belong to. Colours are defined according to four Priority Axes:

Priority Axis	Pantone	CMYK	HEX	RGB
1	1665 U	2/71/72/0	#ea6647	234/102/71
2	382 U	49/0/99/0	#98c222	152/194/34
3	2070 U	60/90/0/0	#7f3f98	127/63/152
4	3115 U	71/0/19/0	#1cb8cf	28/184/207

In addition to using the above-mentioned acronym colours, beneficiaries are encouraged to use thematic icons for raising visibility of their projects and related Priority Axes.

These icons symbolizing thematic priorities are part of the colour scheme and visual set developed for all Interreg programmes. From the visual set, four icons have been selected to symbolize four Priority Axes of the Interreg IPA Cross-border Cooperation Programme Croatia – Serbia 2014-2020.

### 4.4. Programme logos with other logos

If additional institutional (partner) logos are included besides the Programme logo or one of customized options, their size must be the same or smaller than the European Union emblem included in the Programme logo. The Programme logo has to be positioned in the upper left corner. Additional institutional (partner institution) logos should be positioned in the footer or on the last page of a publication.

#### Thematic icons for Priority Axes (positive and negative):



PA 1 / Improving the quality of public social and health services in the programme area



PA 2 / Protecting the environment and biodiversity, improving risk prevention and promoting sustainable energy and energy efficiency



PA 3 / Contributing to the development of tourism and preserving cultural and natural heritage



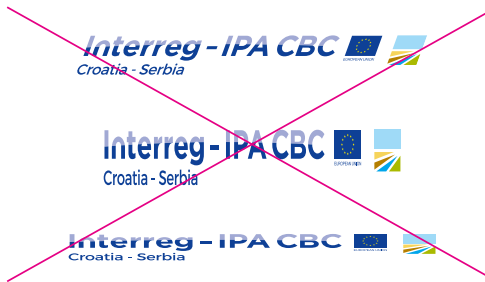
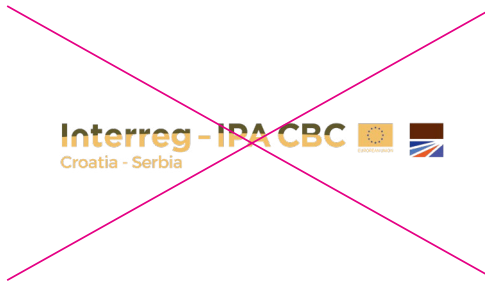
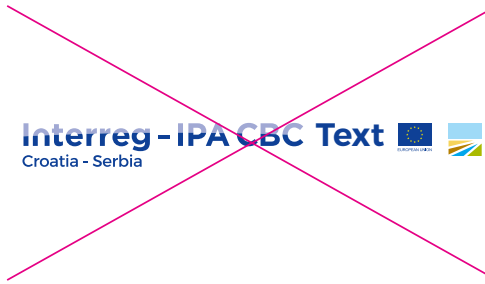
PA 4 / Enhancing competitiveness and developing business environment in the programme area



## 4.5. Improper use of logos

Alterations or modifications of Programme logos and customized options are not allowed, that is:

- Adding elements or text to the programme logo is allowed only in options described in this section. No additional elements are allowed.
- Separating or cutting the programme logo (or any of its elements) is not allowed.
- Color inversions are not allowed.
- Using the logo on a coloured background should be avoided. The logo should ideally be used on a white background or on a very light background. When using the logo on a coloured background, a white border must be put around the European Union emblem. The width of the border must be 1/25th of the height of the rectangle.
- Distorting, rotating, stretching or extending the programme logo is not allowed. The programme logo proportionality must be respected in every use.



## 5. TYPOGRAPHY

### Interreg and Programme name

The words 'Interreg – IPA CBC' and the Programme name are written in Montserrat Regular.

### European Union emblem

According to the Commission implementing regulation (EU) No 821/2014, the words 'European Union' are written in Arial and in reflex blue. This should not be changed. The use of italic, underlining and font effects is not permitted.

### Acronym

Project acronyms are written in Montserrat Regular.

The typeface recommended for all other applications from body text to headlines is Open Sans. It has a neutral yet friendly appearance suitable for all applications. It is 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.

### Typeface

### Typeface Application

#### Montserrat Regular

logo extensions (programme names, project names, ERDF)

#### Open Sans Font Family

overall communication (body text, headlines etc.)

#### Open Sans Bold

#### Open Sans Semibold

#### Open Sans Regular

#### *Open Sans Italic*

#### Vollkorn Font Family

alternative font for overall communication (body text, headlines etc.)

#### Vollkorn Bold

#### Vollkorn Regular

#### *Vollkorn Italic*



## 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.

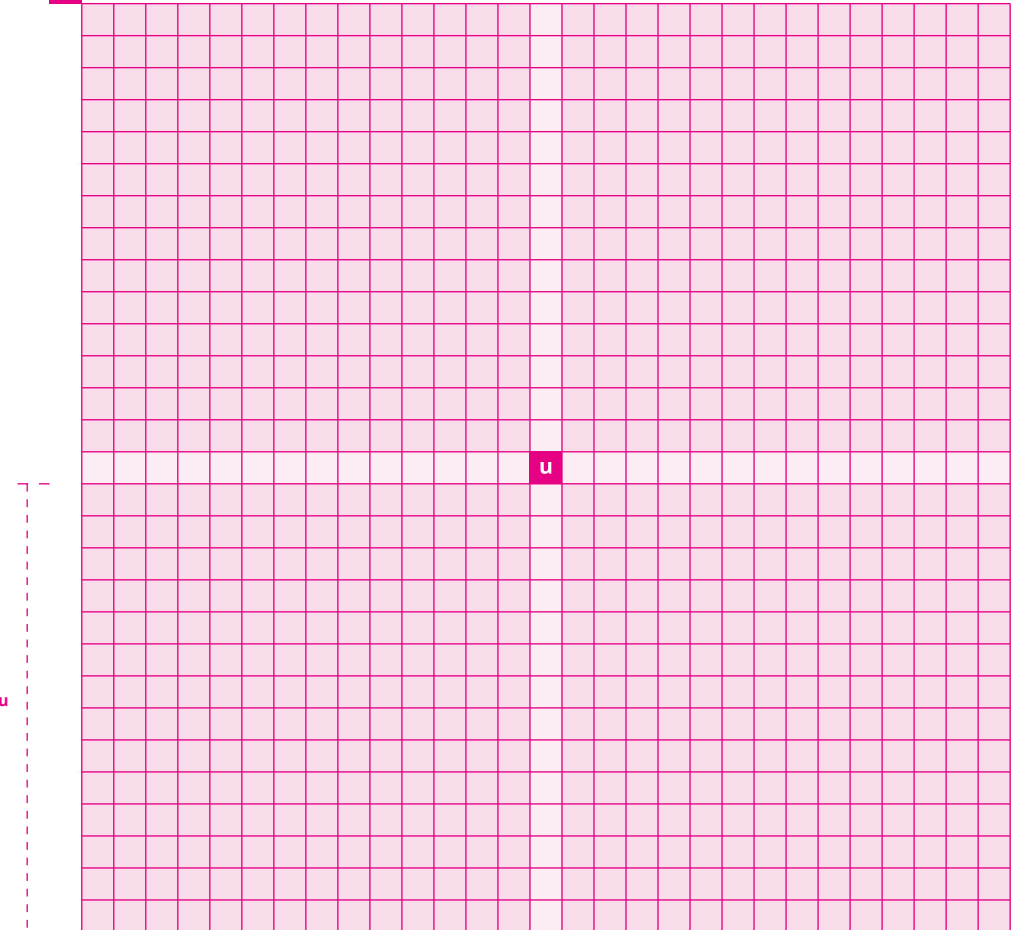
A basic layout element (60 mm) consists of 14 units (u) in height and width. Several vertical basic layout elements can form a text column of 14 units width. Basic layout elements are always separated from each other by one unit (u).

On any given document format, the grid always begins and ends with a basic layout element. The margins are never wider than one basic layout element.

Before printing promotional materials, less harmful practices for the environment should be taken into account (for example using digital formats or recycled paper).

**u** = 12 pt (Standard line height, 4,23 mm)

**u**



width = 14\*u  
60 mm

width = 14\*u  
60 mm

## 7. APPLICATION OF THE VISUAL IDENTITY

This section provides layouts for different communication and promotional materials, as well as which information to include on different materials.

The **Programme logo** or customized options have to be placed on the first page, cover and/or slide of each document, material and/or presentation elaborated within the Programme. Whenever possible, the Programme logo has to be positioned in the upper left corner in office documents. The Programme logo or customized options must be placed on a prominent place on all published materials, documents and/or presentations illustrated to the public. This includes promotional materials, but also event invitations, presentations, agendas, etc. On websites, online and in smartphone applications, social media and on other digital platforms (for internal or external use), the logo has to be positioned in a place visible without scrolling or clicking.

In addition to the Programme logo, promotional materials must include the **Fund reference**, as described in section 7.2., and the project acronym. The position of the **disclaimer** is elaborated in section 8.

This is the **MINIMUM INFORMATION** that must be ensured on all materials and activities oriented towards the general public and target groups. More details on different promotional materials are described on the following pages.

Project Partners are advised to store a copy of promotional materials for the Programme to document and promote project activities.

### 7.1. Logo size

When applying the Programme logo or customized options on promotional materials, the size must be reasonable and adapted to the size of a specific media. The minimum width of the logo is 60 mm and the ideal logo width is 83,4 mm. Minimum logo sizes for print, screen and desktop formats are shown in the table below.

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

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 emblem and label. As the EU emblem is included in the Programme logo, no additional EU emblems are needed on promotional materials.

For other, more common promotional materials, minimum sizes are defined in the following section. For other materials not specified in the following sections, adequate visibility must be ensured and the rule of proportionality must be applied: the larger the promotional material, the bigger the size of the logo.

## 7.2. Fund reference

In order to highlight EU funding, a reference to EU funds must be clearly indicated on all communication materials and visibility elements in written, online, electronic, audio, visual and any other format.

Projects approved within the Interreg IPA CBC Programme Croatia – Serbia 2014-2020 use resources of the European Regional Development Fund (ERDF) and the Instrument for Pre-Accession Assistance II (IPA II). Taking this into account, the general fund reference to be used in all materials is the following:

**The project is co-financed by ERDF and IPA II funds of the European Union.**

The Fund reference should be placed on the bottom of the page and written in Montserrat Regular. Exceptionally, small promotional materials such as pencils, pens, small USB sticks and similarly sized items do not have to include the reference to EU funds.

In exceptional cases, **when developing promotional materials, office documents and other specialised items or materials for specific target groups** (and in line with conditions set out in the following section), the reference to the Funds may be written in national languages and in Latin alphabet only:

- In Croatian: Projekt je sufinanciran sredstvima EFRR i IPA II fondova Europske unije.
- In Serbian: Projekat je sufinansiran sredstvima EFRR i IPA II fondova Evropske unije.

## 7.3. Language and alphabet

In addition to the English language as the Programme's official language, beneficiaries can use national languages and alphabets when developing promotional and communication materials, depending on the target groups for whom the materials are intended. In these cases, appropriate translation of the Programme name must be used in materials, as stated in the introductory part of this document. Other languages may be used, in cases when a project communicates to groups outside the Programme area.

If promotional materials such as leaflets, brochures and informative publications are written in national languages or alphabets, English translation must be provided on request by Joint Secretariat or Managing Authority. In case of studies, strategies and similar documents, an English summary must be provided within the document. In addition to versions written using national languages, we recommend developing multilingual versions where possible.

Elements of the Programme logo or one of the customized options (Programme name, acronym) must be written in English language and Latin alphabet.

## 7.4. Durability

Project Partners must continue to utilize and disseminate project results and outputs after project end (in case of transfer ownership also), and in this way ensure that changes induced by the project are not limited to the project lifetime. Visibility of equipment, office materials and other promotional materials must be ensured respecting the requirements concerning retention of documents set out in the Subsidy Contract.

In case of infrastructure or construction operations, items of greater value such as vehicles, medical equipment, energy infrastructure, info panels and platforms or services developed as part of the project, visibility of these measures must have a long-lasting effect which exceeds aforementioned deadline. Electronic formats such as promotional videos, web pages, photographs, studies and social media should be utilized in a long-term way as well.

## 7.5. Right of use

In line with the Subsidy Contract and with the goal of ensuring widespread publicity of a project, outcomes and results of a project have to be made available to the general public free of charge, including all documents developed within a project, and can be freely used.

Lead Partner together with all Project Partners shall ensure that it has all rights to use any pre-existing intellectual property rights if necessary for the project.

## 7.6. Additional co-financing sources

In the case when a project uses other co-financing sources (as part of national contribution) in addition to Programme co-financing, the beneficiaries must clearly state the percentage ensured with Programme co-financing, i.e. the percentage stated in the Subsidy Contract (for example, *This publication is co-financed using 85% funds of the Interreg IPA Cross-border Cooperation Programme Croatia-Serbia*). The Programme co-financing percentage must be stated on all materials where other sources of co-financing are listed.

## 7.7. Programme description

In some cases when drafting press releases or other promotional material, information on the Programme might be needed. For these cases, we recommend using the following description:

*The Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 is a bilateral programme dedicated to strengthen the social, economic and territorial development of the cross-border area. The Programme targets 4 counties in Croatia and 5 districts in Serbia.*

*By implementing joint projects, the Programme contributes to better public health and social care; protects the region's environment and biodiversity, promotes sustainable energy; nurtures the cultural and natural heritage and enables a better business environment for the Programme area. The goal of the Programme is to achieve a better quality of life for people living in border regions. For more information on the Programme, please visit [www.interreg-croatia-serbia2014-2020.eu](http://www.interreg-croatia-serbia2014-2020.eu).*

## 7.8. Mandatory materials

This section describes obligatory visibility elements for projects co-financed within the Programme.

### PROJECT POSTER

Each project and each partner must produce a poster (minimal size A3) with basic information about the project. A **template** of the project poster in A3 size, including the information which must be stated on the poster, is included in Annex 3.

The poster must be set up within six months after the start date of the project. The poster must be displayed at each Project Partner's premises, at a location readily visible to the public (such as the entrance area of a building) and must be displayed during the entire project duration.

The provided template states the information in English language.



Project poster example

## TEMPORARY BILLBOARD

During the implementation of a project consisting in the financing of infrastructure or construction operations for which the EU co-financing of the project exceeds EUR 500,000 the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size. Every billboard must contain at least the following information:

- Programme logo or customized logo;
- Project title and acronym;
- Main objective of the project (description should not exceed 250 characters);
- Total project budget (in EUR);
- EU co-financing amount (in EUR);
- Duration of the project (dd.mm.yyyy. – dd.mm.yyyy.);
- Name of the Lead or Project Partner in charge of infrastructure or construction operations;
- Programme and, if applicable, Project webpage;
- A reference to relevant Funds as described in section 7.2;
- Any other obligatory information in line with relevant national legislation.

A multilingual **template** of the temporary billboard in A2 size, including the information which must be stated on the billboard, is included in Annex 4. Project title and acronym, main objective of the project, Programme logo and reference to relevant Funds shall take up at least 25% of the billboard. Temporary billboard must be large enough for its content to be clearly visible. Recommended minimum size of a permanent billboard or plaque is A2 (420mm x 594mm).

In case a project includes several investments in infrastructure or work measures on different locations, temporary billboards have to be placed at each location. Beneficiaries may use both English and national languages when setting up temporary billboards. Multilingual versions are recommended.

# Interreg - IPA CBC

## Croatia - Serbia

Acronym



<p><b>Naziv projekta i akronim:</b> <i>/ Project Title and Acronym</i></p> <p><b>Glavni cilj projekta:</b> <i>/ Main objective of the project</i></p> <p><b>Ukupan proračun projekta i EU sufinanciranje:</b> <i>/ Total project budget and EU co-financing</i></p> <p><b>Trajanje projekta:</b> <i>/ Project duration</i></p> <p><b>Vodeći ili projektni partner:</b> <i>/ Lead or project partner</i></p>	<p><b>Naziv projekta (akronim)</b> Project title (acronym)</p> <p><b>Jačanje društvenog, ekonomskog i teritorijalnog razvoja prekograničnog područja provedbom zajedničkih projekata i aktivnosti.</b> Strengthening the social, economic and territorial development of the cross-border area through the implementation of joint projects and activities.</p> <p><b>000.000,00 EUR / 000.000,00 EUR</b></p> <p><b>DD/MM/YYYY – DD/MM/YYYY</b></p> <p><b>Naziv vodećeg ili projektnog partnera koji je nadležan za radove.</b> Name of lead or project partner in charge of infrastructure works.</p>
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Projekt je sufinanciran sredstvima EFRR i IPA II fondova Europske unije.

www.projectwebpage.com (if applicable)

/ The project is co-financed by ERDF and IPA II funds of the European Union. www.interreg-croatia-serbia2014-2020.eu

Temporary billboard example



## PERMANENT BILLBOARD OR PLAQUE

No later than three months after the completion of a project, the beneficiary shall put up a permanent plaque or billboard at a location readily visible to the public (such as the main entrance, in front of a building or a park, on a building) for each project that fulfils both of the following criteria:

- EU co-financing of the project exceeds EUR 500,000;
- The project consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

Every permanent billboard or plaque must contain the following information:

- Programme logo or customized logo;
- Project title and acronym;
- Main objective of the project (description should not exceed 250 characters);
- Total project budget (in EUR);
- EU co-financing amount (in EUR);
- Duration of the project (dd.mm.yyyy. – dd.mm.yyyy.);
- Name of the Lead or Project Partner in charge of infrastructure or construction operations;
- Programme and, if applicable, Project webpage;
- A reference to relevant Funds as described in section 7.2;
- Any other obligatory information in line with relevant national legislation.

A multilingual **template** of the permanent billboard or plaque in A2 size, including the information which must be stated on the billboard or plaque, is included in Annex 4.

Project title and acronym, the main objective of the project, Programme logo and reference to relevant Funds shall take up at least 25% of the billboard. Permanent billboard or plaque must be large enough for its content to be clearly visible. Recommended minimum size of a

permanent billboard or plaque is A2 (420mm x 594mm). Plaques should be made of resistant materials, preferably metal.

Beneficiaries may use both English and national languages when setting up permanent billboards. Multilingual versions are recommended.

In case a project includes several investments in infrastructure or work measures on different locations,

permanent billboards or plaques should be placed at each location of infrastructure measures. If these locations are relatively close, a permanent billboard or plaque can be placed at a location which points to other locations where these investments are carried out, and additional smaller plaques should be placed at each location individually.



**Interreg - IPA CBC**    
Croatia - Serbia  
**Acronym**

<b>Naziv projekta i akronim:</b> <i>/ Project Title and Acronym</i>	<b>Naziv projekta (akronim)</b> Project title (acronym)
<b>Glavni cilj projekta:</b> <i>/ Main objective of the project</i>	<b>Jačanje društvenog, ekonomskog i teritorijalnog razvoja prekograničnog područja provedbom zajedničkih projekata i aktivnosti.</b> Strengthening the social, economic and territorial development of the cross-border area through the implementation of joint projects and activities.
<b>Ukupan proračun projekta i EU sufinanciranje:</b> <i>/ Total project budget and EU co-financing</i>	<b>000.000,00 EUR / 000.000,00 EUR</b>
<b>Trajanje projekta:</b> <i>/ Project duration</i>	<b>DD/MM/YYYY – DD/MM/YYYY</b>
<b>Vodeći ili projektni partner:</b> <i>/ Lead or project partner</i>	<b>Naziv vodećeg ili projektnog partnera koji je nadležan za radove.</b> Name of lead or project partner in charge of infrastructure works.

**Projekt je sufinanciran sredstvima EFRR i IPA II fondova Europske unije.**  
*/ The project is co-financed by ERDF and IPA II funds of the European Union.*

**www.projectwebpage.com** (if applicable)  
**www.interreg-croatia-serbia2014-2020.eu**

Permanent plaque or billboard example



## EQUIPMENT STICKER

Beneficiaries must ensure that all equipment procured within their project is labelled with stickers indicating at least the:

- Programme logo or customised logo;
- Project title or acronym;
- Name of the Lead Partner or Project Partner in charge of procuring equipment;
- Reference to relevant Funds, as described in section 7.2.

**Template** for stickers is provided in Annex 5.

Beneficiaries may use this template or develop their own, but the size must not be smaller than the provided template (minimum 100x50mm).

When procuring equipment of specific size or quantities, additional conditions may apply. When a large number of small items is acquired, beneficiaries may ensure visibility by putting up an additional poster or plaque, in addition to labeling each piece of equipment with stickers. For example, if a project equipped a laboratory with a large number of items, an additional A3 project poster or plaque describing the activity and equipment acquired should be put in front of the laboratory.

Regarding **vehicles** procured within the project, they must be clearly identified and must feature at least the Programme logo or customized logo, project title or acronym and a reference to relevant Funds as described in section 7.2. Vehicles must be labeled with high-quality graphics and ensure lasting visibility.

Permanent solutions must be used when labelling equipment. Equipment exposed to rain or sun should be labelled with a PVC sticker with UV polish or preferably with plaques or other resistant material.



*Equipment sticker minimum size example*

## DESCRIPTION ON A PARTNER WEBSITE

Each Project Partner must provide a description of the project on the website of the partner institution, where such a website exists, including:

- Programme logo or customized logo;
- Project title and acronym;
- Description of the project, including its aims, results, outputs, activities, etc;
- Total project budget (in EUR);
- The amount of EU co-financing (in EUR);
- Duration of the project (dd.mm.yyyy. – dd.mm.yyyy.);
- Information on the project's Priority Axis and/or Priority Axis icon;
- Name of the Lead Partner and Project Partners and description of their roles within the project;

- A reference to the Programme website (for example, as a hyperlink on the Programme logo);
- A reference to relevant Funds as described in section 7.2.
- Disclaimer, as described in section 8.

This description must be uploaded to each Project Partner's website, even if the project developed a separate project webpage. Partners are free to upload additional project materials, such as photographs, videos, deliverables etc.

## 7.9. Optional materials

Although materials described in the following pages are not obligatory, we highly recommend that beneficiaries develop their own publications, social media pages and other materials. Developed promotional materials must reflect cross-border effects of co-funded projects.

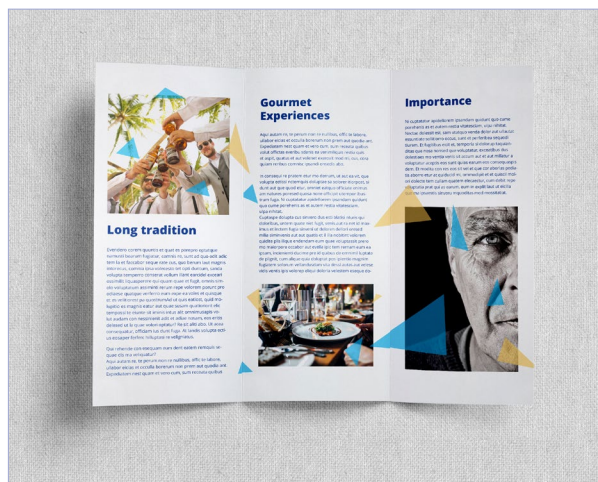
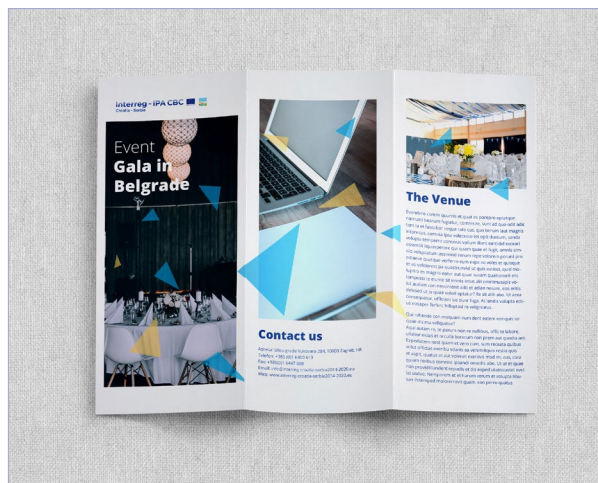
### PUBLICATIONS

The logo has to be positioned in the upper left corner of the publication's front page. Publications should include a summary of the project with the following information:

- Programme logo or customized logo;
- Project title or acronym;
- Name of the Lead Partner and Project Partners;
- Description of the project, including its aims, results, outputs, activities, etc.;
- Information on the project's Priority Axis and/or Priority Axis icon;
- Total project budget (in EUR);
- EU co-financing amount (in EUR);
- Duration of the project (dd.mm.yyyy. – dd.mm.yyyy.);
- Programme and, if applicable, Project webpage;
- A reference to relevant Funds as described in section 7.2.
- Disclaimer, as described in section 8.

The project summary should be written in a simple and understandable way.

If a project activity includes writing a research or similar article, a reference to the support obtained by the Programme must be included, in line with the journal's or magazine's usual practices.



Leaflet example

## BANNER

Banners are great tools to ensure visibility during events, openings or any other occasion where attention should be drawn to the project. The banner must include the Programme logo or customized logo (not smaller than 60cm in width and positioned in the upper part of the banner), project title and/or acronym and a link to the project or Programme webpage. A reference to relevant Funds, as described in section 7.2, and disclaimer, as described in section 8, is obligatory for banners, as well as for other promotional materials.

Beneficiaries are free to include additional information on banners, such as maps, photographs and other visuals linked to the project topic.



Banner example

## WEBSITE

In specific cases, previously agreed upon with Joint Secretariat Project Manager and Managing Authority, the beneficiaries may develop separate project websites, but we encourage Project Partners to develop subpages<sup>2</sup> dedicated to projects co-funded within the Programme as part of the existing websites of a beneficiary institution (e.g. a subpage located on the Project Partner institution website). In both cases, websites must be updated regularly with information on implementing the project. The minimum information that each website or subpage developed as a part of a project must include is stated below:

- Programme logo or customized logo, which must be visible on every subpage related to the project;
- Project title and acronym;
- Description of the project, including its aims, results, outputs, activities, etc.;
- Total project budget (in EUR);
- EU co-financing amount (in EUR);
- Duration of the project (dd.mm.yyyy. – dd.mm.yyyy.);
- Information on the project's Priority Axis and/or Priority Axis icon;
- Name of the Lead Partner and Project Partners and description of their roles within the project;
- A reference to the Programme webpage (for example, as a hyperlink on the Programme logo);
- A reference to relevant Funds, as described in section 7.2 which must be visible on every subpage.
- Disclaimer, as described in section 8.

<sup>2</sup> This suggestion refers to websites as promotional tools. This suggestion does not refer to a project website that is planned within a certain project activity and is included in the Application form.

Websites must display the Programme logo in a location that is visible without scrolling or clicking. The same rule applies for other online applications, smartphone applications and other platforms.

Project websites and subpages created from project funds must remain active after the project's closure for sustainability purposes. The reason for this is twofold.

Firstly, websites will showcase the projects implemented within the frame of the Programme before and after the end of the programming period. Secondly, they are important for control purposes as well.

Furthermore, projects are strongly encouraged to prepare project publicity materials to be published on the Programme website.



Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 website



## 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 and press conferences, fairs, exhibitions, seminars or smaller project-related events, depending on the type of projects. It is highly recommended to take photographs 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.

The beneficiary shall ensure that participants of the event are informed on the Programme support and project objectives by displaying the Programme logo (on banners, leaflets, Word and Powerpoint templates, etc). We recommend placing table flags of the EU and participating countries during project events.

Evaluation form template (Annex 1) should be used for educational project events, such as workshops, trainings, etc.

When participating at a press conference, workshop, seminar or any other event organized to present the project, and in other occasions where statements are given, the speaker must mention at least the following:

- the project title or acronym;
- Programme title;
- Programme support obtained through ERDF and IPA II funds.

Additionally, project and its aims, results, activities, outputs, names of the Lead Partner and Project Partners should be mentioned as well.



Invitation template



Accreditation card template

## SOCIAL MEDIA

Higher awareness of a project and more traffic on a 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 it provides a valuable multiplier effect. Social media may result in a dialogue, attract stakeholders to search for information, and spread the word about projects.

When using social media for increasing visibility of projects, partners must feature the Programme logo or customized logo, project title or acronym and reference to project aims, results, activities and, especially, outputs and achievements. Programme support obtained through ERDF and IPA II funds, name of the Lead Partner and Project Partners and disclaimer must be featured as well. We recommend that beneficiaries include links to the Programme webpage as well.

The above-mentioned information can be published on social media, regarding the beneficiaries' communication style, approach, content and timeplan. The information described above does not have to be published in a single post, tweet or video, but over a certain period of time. We recommend minimal use of abbreviations and technical words on social media. Posts should be short, clear, interesting, featuring photographs and videos and explaining the story of the project in an understandable way.

Besides establishing dedicated social media profiles for project purposes, partners are encouraged to feature information about project activities on social media profiles of their partner institutions.



*Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 Facebook page*



*Interreg IPA Cross-border Cooperation Programme Croatia-Serbia 2014-2020 Twitter page*

## PROMOTIONAL VIDEOS

Promotional videos are an effective tool to show wider audiences and specific target groups what is being achieved as part of the project. Digital communication is a great way of combining photo, audio and video materials and conveying a complex message in a short time. This includes trailers, animations, interviews, webinars, TV shows and reports, video clips and any other video format.

When developing promotional videos, beneficiaries must feature the following information:

- Programme logo or customized logo;
- Project acronym;
- A reference to the project, i.e. activity, event, project representative or partner, output, etc.
- Names of the Lead Partner and Project Partners;
- Programme and, if applicable, project webpage;
- A reference to relevant Funds as described in section 7.2;
- Disclaimer, as described in section 8.

Most of this information can be displayed on the final screen of the promotional video (for example, as part of an outro screen at the end of the video). Programme logo or customized logo with the project acronym should be displayed throughout the video. We recommend making videos lasting under 3 minutes. If longer videos are produced (for example, documentaries), a shorter summary video should be made as well. If videos are produced using national languages, we recommend inserting English subtitles.

Tip: include a call-to-action part of your video to invite viewers to participate in project activities. For example, invite viewers to use an online platform developed within the project or invite tourists to visit a multimedial center established within the project.



*Promotional video outro frame template*

## AUDIO MATERIALS

When developing audio materials, such as radio programmes, jingles, announcements and other materials, beneficiaries must include the reference to relevant Funds as described in section 7.2. In cases of longer audio formats, a reference to the Programme and disclaimer as described in section 8 must be included.

## PHOTOGRAPHY

Photographs are great tools to raise awareness on the project's mission and useful evidence for activities. Quality photographs can be used in most of the above-mentioned promotional tools, from events, social media to visual identities developed for promotional materials, such as T-shirts or bags. In addition to capturing the context of Interreg projects, we suggest integrating memorable photos with the Programme logo or one of the customized options. We advise all partners when using photographs not owned by them to make sure the editing, using and publishing rights, as well as privacy matters, are respected.

## OFFICE MATERIALS

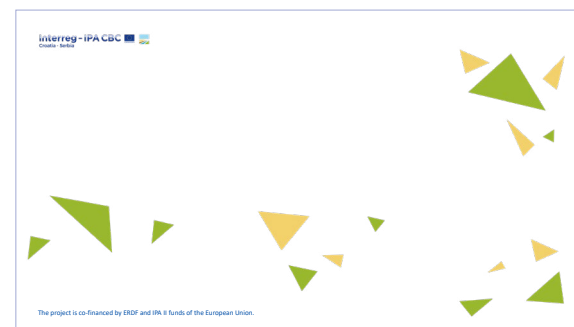
Programme branding, including a reference to relevant funds, must be ensured in day-to-day administrative activities. To ensure this, Word, PowerPoint and Excel templates are provided in Annex 6.



Photography branding template



Word template



PowerPoint template

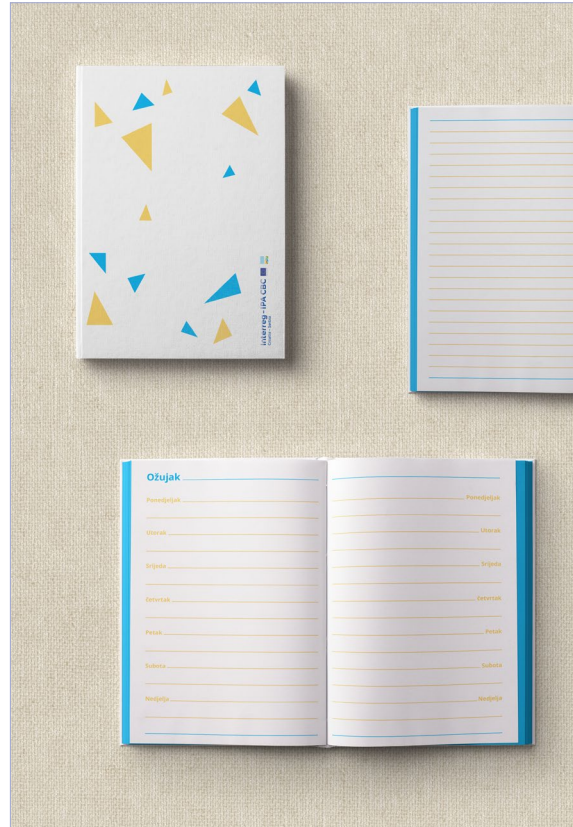


## OTHER PROMOTIONAL MATERIALS

Raising awareness of 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. 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 items. They should be practical, relevant, eco-friendly 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, recognizable and it should respect minimum sizes defined in this section.

All promotional materials must at least include a Programme logo or customized logo and a reference to relevant Funds as described in section 7.2. Only small promotional materials do not have to include the reference to EU funds.



*Notebook template*



*Coffee mug template*



*Textile bag template*



Paper Folder template



T-shirt template

## 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 projects, but you need to adapt the text for each product (this publication, this website, this video):

“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.”

The disclaimer must be positioned as follows:

- Print publication – it does not have to be on the front page. However, it should be displayed prominently on the inside 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 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.
- Other promotional materials must feature the disclaimer in a clear and visible manner as well.

## 9. FURTHER INFO

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 marked with visibility signs.

Therefore, consulting one's Project Manager in the Joint Secretariat is recommended, should there be any doubts regarding the application of the visibility requirements.

*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. This document is available on Interact website: [interact-eu.net](http://interact-eu.net).*

## 10. ANNEXES

Annex 1: Evaluation form

Annex 2: Logo package

Annex 3: Project poster template

Annex 4: Permanent and temporary billboard templates

Annex 5: Equipment stickers template

Annex 6: Word, PowerPoint and Excel template



[www.interreg-croatia-serbia2014-2020.eu](http://www.interreg-croatia-serbia2014-2020.eu)

[www.facebook.com/InterregHRRS](http://www.facebook.com/InterregHRRS)

[twitter.com/Interreg\\_HRRS](https://twitter.com/Interreg_HRRS)

[www.youtube.com/channel/UC8k\\_GorXzp5tXOrKcw6OoTA](http://www.youtube.com/channel/UC8k_GorXzp5tXOrKcw6OoTA)