

# VISUAL IDENTITY MANUAL

## for the Interreg V-A Romania-Hungary Programme

Version 2  
March 2018

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The visual elements in this manual may be accessed and downloaded from the web page of the Programme: <http://interreg-rohu.eu/en/communication-and-visual-identity/>

# Introduction

The Interreg V-A Romania-Hungary is a European Territorial Cooperation (ETC) Programme, and, therefore an integral part of the European Union's Cohesion Policy. It promotes cross-border cooperation between the two neighbouring countries and stands out as a key tool in efficiently addressing common challenges, with the aim to reduce disparities between regions, reinforce cohesion and encourage optimal economic development.

Covering an area of 8 counties in Romania and Hungary, the Programme is structured on six priority axes, and is intended to make a meaningful contribution towards the three dimensions of smart, sustainable and inclusive growth of the Europe 2020 strategy.

The priority axes of the Programme are the following:

## Priority axis 1

Joint protection and efficient use of common values and resources

## Priority axis 2

Improve sustainable cross-border mobility and remove bottlenecks

## Priority axis 3

Improve employment and promote cross-border labour mobility

## Priority axis 4

Improving health care services

## Priority axis 5

Improve risk prevention and disaster management

## Priority axis 6

Promoting cross-border cooperation between institutions and citizens

The Programme will invest more than EUR 177 million from ERDF for cross border cooperation projects implemented in the Romanian and Hungarian border area. Eligible partners will, therefore, come from 8 border counties Satu Mare, Bihor, Arad and Timiș (in Romania) respectively, Szabolcs-Szatmár-Bereg, Hajdú-Bihar, Békés and Csongrád (in Hungary).

The communication activities on the use of the EU funds aim mainly at increasing the information level, awareness and transparency regarding the assistance that Romania and Hungary receive from the European Union and creating a coherent image of this assistance. Communication must reflect the content of the activities developed through the Interreg V-A Romania-Hungary Programme and must guarantee a high degree of transparency in using EU Funds.

The Ro-Hu Programme Visual Identity Manual (VIM) is drawn up to support the management structures of Interreg V-A Romania-Hungary Programme and the beneficiaries of the projects financed under the Programme in fulfilling the requirements regarding information and communication measures in a coherent way.

The beneficiaries of Interreg V-A Romania-Hungary must, according to the contractual provisions, promote the fact that the projects are financed by the European Union, Romania and Hungary.

VIM is used to design the following instruments: plaques or billboards, posters, stickers, audio-video materials, websites, promotional materials, publications, materials and documents etc.

Projects that have been funded by the European Union within the framework of the Interreg V-A Romania-Hungary Programme must comply with the visual identity guidelines of the Interreg V-A Romania-Hungary Programme in all their communication materials. Moreover, they have to strictly follow the requirements in terms of communication included both in the Subsidy contract and in the Annex XII, section 2.2 of EC Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006:

<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2013:347:0320:0469:EN:PDF>

For temporary billboards, permanent plaques or billboards, posters and stickers the beneficiaries must take into consideration the requirements mentioned in Section 2 "Compulsory information". As for all other materials, the design patterns mentioned in Section 3 "General information for publications/materials/documents" of the VIM must be used.

If a certain design pattern is not foreseen, it shall be designed subsequently, observing the indication in the manual.

# 1. Logos

For any kind of information and communication material, the project beneficiaries must use the following logos/illustrations combining the required indications given by the relevant regulations and the Programme.

The Regulation (EU) No 1303/2013 (Annex XII, Article 2.2) requires all beneficiaries to follow a number of rules regarding the use of the logo of the European Union and the respective fund. The logo must be always visible in a prominent place (in the first/main page) and it can never be smaller than any other logo included in the same material. The Interreg V-A Romania-Hungary Programme logo already respects all the EU requirements, and all approved projects are obliged to use it on all their communication materials (both hard copy and electronic as well as to display it in events and on equipment purchased within the projects).

Please note that expenditures for information and communication activities that do not comply with the requirements described below will be considered as ineligible. All expenditures shall be verified by the Romanian/Hungarian first level controllers.

## 1.1 Recommendation on using the Interreg V-A Romania-Hungary Programme logo

The logo of the Programme is the most important element in making up the brand associations from the point of view of visual communication. The logo must not be recreated in any circumstances.

On websites and subpages, online and smartphone applications, social media and other digital platforms 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.

If the documents are edited in English, the English version of the logo will be inserted accordingly.

The Romanian or Hungarian version of the Programme logo will be inserted on the materials edited in the respective language, Romanian or Hungarian.



## 1.1.1 Logo 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 the logo composition is the width of the letter “e”. This measure is used to define the space between the elements as well as the clear space around the logo.

### European flag

The space between the logotype and the European flag equals two thirds of the basic unit. The height of the flag is the same as the letter “l”.

### European Union label

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

### Clear space area

A clear space of at least one basic unit in 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. This clear space area shown opposite is the minimum clear space – it is recommended to increase this space wherever possible.



## 1.1.2 Logo use

### Standard logo / Full colour version

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background. In case of a coloured background or a background photo the standard logo shall be placed in a white box.

### Greyscale logo / Black and white logo / 1-colour logo

For single colour reproductions, a greyscale / black and white / 1-colour (reflex blue) logo version of the logo should be used. These versions should only be used whenever full colour is not available. These versions are recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-colour version of the logo cannot be applied.

### Negative logo

This version of the logo should be used whenever we are using reflex blue background.

### Standard logo



### Greyscale logo



### 1-colour logo



### Black and white logo



### Negative logo



### 1.1.3 Logo size

The minimum usable size of the Interreg logo is 38,1 mm.  
From this data we get the minimum usable logo size as 48,37 mm.

In special cases (for the production of small items such as pens and pen-drives etc.), when there is no larger space for placing the logo, an exceptional use is allowed and accepted. For those cases, if the mention 'European Union' under the EU flag and the mention of the ERDF is not visible, this text can be omitted, but the EU flag cannot be left out in any circumstances.

Otherwise, if it is visible according to the used material and the quality of the printing, it should be included.  
When small-sized logo is necessary to be applied to very small items, certain logo versions are exceptionally allowed to be used, as proposed below.

The appearance of a logo varies greatly according to the medium it is used in. Therefore, minimum logo sizes for print, screen and video are specified.

Media		smallest logo width	ideal logo width
Print A4 portrait	210*297 mm	48.37 mm	80 mm
Print A4 landscape	297*210 mm	48.37 mm	80 mm
Print A4 portrait	148*210 mm	48.37 mm	48.37 mm
Print Business card	85*55 mm	48.37 mm	48.37 mm
Screen Smartphone	960*640 px	305 px	380 px
Screen Tablet	1024*768 px	305 px	380 px
Screen Laptop/Desktop	1920*1080 px 2560*1440 px	380 px	500 px
Powerpoint	1024*768 px	338px	307 px
Video FullHD & HD	1920*1080 px 1280*720 px	380 px	500 px
Video SD	1050*576 px	305 px	380 px

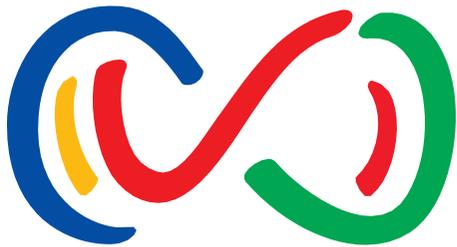


**Exceptions just for small items:**



## 1.1.4 Logo colours for Ro-Hu Programme

CMYK colour codes will be used for all printed materials.  
RGB will be used on the web site and other electronic applications.



CMYK: 100, 80, 0, 0  
RGB: 0, 51, 153  
PANTONE Reflex Blue



CMYK: 0, 30, 100, 0  
RGB: 253, 185, 19  
PANTONE: 1235 C



CMYK: 0, 100, 100, 0  
RGB: 237, 28, 36  
PANTONE: 185 C



CMYK: 100, 0, 100, 0  
RGB: 0, 166, 81  
PANTONE: 7480 C

## 1.1.5 Logo colours for INTERREG

The logo colours from the European Flag must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand beyond the logo in all visual communication. The colours are defined for all colour systems.

### Explanation:

Pantone:  
Spot colours

CMYK:  
Process-colour printing, 100 colour gradations per channel C = cyan, M = magenta, Y = yellow, K = black

RGB:  
Colour sample for monitor display with 256 gradations per channel R = red, G = green, B = blue

Hex:  
System similar to RGB, however with gradation from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.



CMYK: 100, 80, 0, 0  
RGB: 0, 51, 153  
PANTONE Reflex Blue  
HEX: 003399

CMYK: 41, 30, 0, 0  
RGB: 159, 174, 229  
Pantone 2716 C  
HEX: FFCC00

CMYK: 0, 0, 100, 0  
RGB: 255, 204, 0  
PANTONE Yellow  
HEX: 9FAEE5

## 1.1.6 Fonts

For programme and project logos (programme and project name) and the reference to the European Regional Development Fund, 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, Arial was chosen, since this typeface is already available within Microsoft Office. Montserrat and Open sans typefaces are not included among Microsoft Office typefaces, but they are available for free, including web font kits.

The fonts can be downloaded here:

### Montserrat:

<http://www.fontsquirrel.com/fonts/montserrat>

### Open sans:

<http://www.fontsquirrel.com/fonts/open-sans>

**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 of 28 July 2014 laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management

of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data. This should not be changed.

<b>Montserrat Regular</b>	logo extensions (Programme name, project names, ERDF)
<b>Montserrat Light</b>	slogan

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<b>Open Sans Font Family</b>	overall communication (body text, headlines etc.)
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**Open Sans Bold**

**Open Sans Semibold**

Open Sans Regular

*Open Sans Italic*

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<b>Arial Font Family</b>	alternative font for overall communication (body text, head-lines etc.)
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**Arial**

Arial Black

Arial Narrow

Arial Rounded MT Bold

Arial Unicode MS

## 1.2 Recommendation on using the European Union Logo

The common branding for all EU-funded actions is the EU emblem.

Whatever the size, scope or objectives of an action, the EU flag must be prominently displayed on all materials produced by the Programme bodies or implementing beneficiaries together with a reference to the European Union (to be placed under the EU flag).

In case of the Interreg V-A Romania-Hungary Programme, the EU emblem has already been included in the programme logo, thus no further display of this emblem is needed.

### **Correct logo usage - in combination with other logos**

**NOTE:** The EU Commission Implementing Regulation No 821/2014 defines that: "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

In this case, the European Union flag emblem (which is part of the programme logo) shall not be smaller than the size of the biggest logo displayed on the same page (or surface), measured either in height or width.

Please consult with the communication officers of the Joint Secretariat if in doubt about this.

Rules and downloads for the European Union flag can be found at: [http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)



## 1.3 Recommendation on using the Romanian Government logo

Romania co-finances the Interreg V-A Romania-Hungary Programme, therefore the Romanian Government logo is a key element of the visual communication.

The Romanian Government logo uses a format easy to identify and use the main element of the coat of arms of Romania around which is disposed the text "Romanian Government" surrounded by concentric circles.

The Romanian Government logo will be used on materials edited in Romanian language.

**Both logos, of Romanian and Hungarian governments, shall be placed on materials edited in English language.**



### Backgrounds:

The white background is recommended for the logo of the Government.

The negative logo will be used with coloured background or background with picture.

Colours:



CMYK: 100, 72, 0, 18  
 RGB: 0, 73, 144  
 PANTONE 280C



CMYK: 100, 44, 0, 0  
 RGB: 0, 121, 193  
 PANTONE 300C



CMYK: 0, 0, 0, 80  
 RGB: 88, 89, 91  
 80% BLACK



CMYK: 0, 0, 0, 20  
 RGB: 209, 211, 212  
 20% BLACK



CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 100% BLACK



CMYK: 0, 0, 0, 0  
 RGB: 255, 255, 255  
 WHITE

## 1.4 Recommendation on using the Hungarian Government logo

Hungary co-finances the Interreg V-A Romania-Hungary Programme, therefore the country coat of arms will be present on the communication products of the Programme.

### Colours:

CMYK colours codes will be used on all printed materials. For special printed materials PANTONE code will be used.

RGB will be used on the website and other electronic applications.

The Hungarian Government logo will be used on materials edited in Hungarian language.

**Both logos, of Romanian and Hungarian governments, shall be placed on materials edited in English language.**



### Backgrounds:

The white background is recommended for the logo of the Government.

The negative logo will be used with coloured background or background with picture.

### Colours:



CMYK: 0, 100, 100, 0  
 RGB: 193, 0, 31  
 PANTONE 485



CMYK: 8, 34, 100, 0  
 RGB: 220, 173, 21  
 Pantone 871 arany



CMYK: 87, 35, 76, 25  
 RGB: 57, 102, 74  
 555



CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 100% BLACK

## 1.5 Slogan

The Programme slogan, „Partnership for a better future”, is an important visibility element. It can be used together or separately from the logo of the Programme, according to the space available.

### Partnership for a better future

Font:

Montserrat Light

Colours:



CMYK: 100, 80, 0, 0

RGB: 0, 51, 153

PANTONE Reflex Blue

Language versions:

English:

Partnership for a better future

Romanian:

Parteneriat pentru un viitor mai bun

Hungarian:

Partnerség egy jobb jövőért

## 2. Compulsory information and communication measures for beneficiaries

The minimal compulsory requirements related to information and communication responsibilities of the project beneficiaries are stipulated in Section **2.2. of Annex XII to the Regulation (EU) No 1303/2013**, commonly known as Common Provision Regulations (CPR) and are the following:

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

(a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union;

(b) a reference to the Fund or Funds supporting the operation. Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

(a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

(b) placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

3. For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF or Cohesion Fund, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the operational Programme was supported by the Fund or Funds.

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

5. 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 of the purchase of a physical object or of the financing of infrastructure or of construction operations. The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

## 2.1 Posters

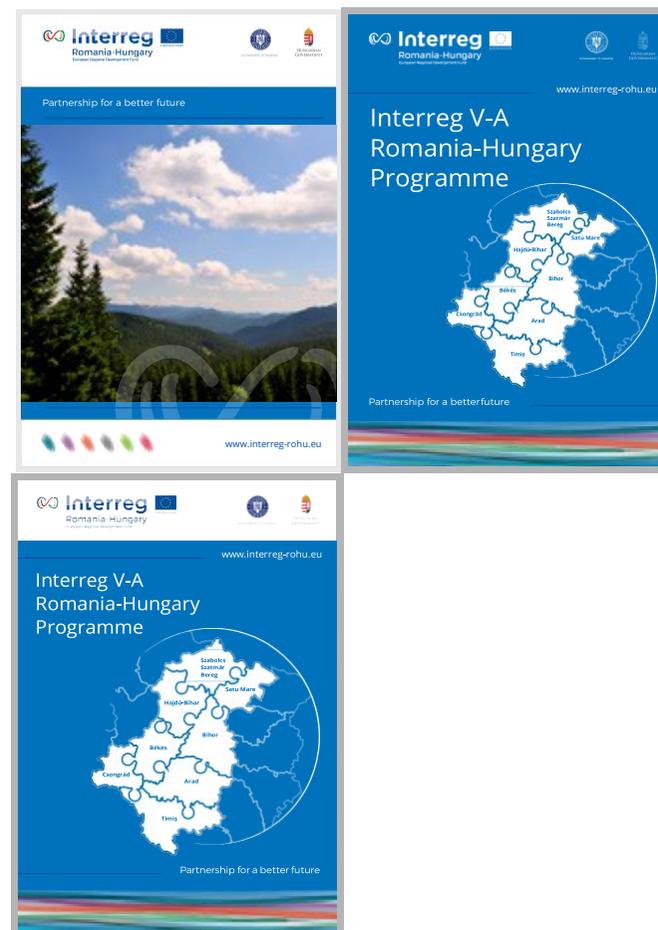
**Size: minimum A3, 297 x 420 mm (recommended A1, 594 x 841 mm)**

Within six months after the approval of the project, each project beneficiary has to place at least one poster with information about the project (minimum size A3), including the financial support from the EU, at a location visible to the public, such as the entrance area of a building (Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006).

The poster needs to stay visible for the whole duration of the project. The production costs of the poster need to be budgeted.

Some posters used at programme level (see images) can be used as examples for the production of posters at project level. However, it is the responsibility of

the Lead beneficiary to adapt its content including at least the project name and the financial support from the EU.



## 2.2 Temporary billboards

### Size: 3000 x 1500 mm

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 value (ERDF);
- Lead Beneficiary/Beneficiary;
- Start of the project;
- End of the project;
- Programme logo, slogan and webpage;
- Romanian and/ or Hungarian Government logo/s, depending on the language used.

**Please note that the Romanian Government logo will be used only on materials edited in Romanian language while the Hungarian Government logo will be placed only on materials edited in Hungarian; both logos will be used on materials produced in English language.**

The Romanian version of the billboard must be produced if the infrastructure or construction work was conducted in the eligible counties from Romania, the Hungarian version if the infrastructure or construction work was conducted in Hungary. When the infrastructure or construction works within the project

are conducted on both sides of the border area then two separate billboards should be placed (one in Romania, one in Hungary).

The following template, pre-designed for temporary billboards, must be used:

The template for temporary billboards is a rectangular box with a white background and a blue header section. At the top left, it features the Interreg logo (a stylized infinity symbol) and the text "Interreg Romania-Hungary European Regional Development Fund" next to the European Union flag. To the right of the Interreg logo are the logos of the Government of Romania and the Hungarian Government. The blue header section contains five white input fields with the following labels: "Name of the operation:", "The main objective of the operation:", "Project value (ERDF):", "Lead Beneficiary/Beneficiary:", "Start of the project:", and "End of the project:". Below the blue section, there is a row of six small, colorful icons (green, purple, red, grey, green, red) and the text "Partnership for a better future" followed by the website address "www.interreg-rohu.eu".

## 2.3 Plaques or permanent billboards

**The maximum size of the plaque or permanent billboard is A1 (841 mm x 594 mm) and the minimum size A4 (297 mm x 210 mm).**

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 fulfills 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 contain:

- Name of the operation (project);
- The main objective of the operation;
- Project value (ERDF);
- Lead Beneficiary/Beneficiary;
- Programme logo, slogan and webpage;
- Romanian and/or Hungarian Government logo/s, depending on the language used.

**Please note that the Romanian Government logo will be used only on materials edited in Romanian language while the Hungarian Government logo will be placed only on materials edited in Hungarian; both logos will be used on materials produced in English language.**

The Romanian version of the plaques must be produced if the infrastructure

or construction work was conducted in the eligible counties from Romania, the Hungarian version if the infrastructure or construction work was conducted in Hungary. When the infrastructure or construction works within the project are conducted on both sides of the border area then two separate billboards should be placed (one in Romania, one in Hungary).

Plaques should be made of resistant materials, preferably metal (engraving is also an option).

The following template, pre-designed for plaques, must be used:

Name of the operation: \_\_\_\_\_

The main objective of the operation: \_\_\_\_\_

Project value (ERDF): \_\_\_\_\_

Lead Beneficiary/Beneficiary: \_\_\_\_\_

 Partnership for a better future  
[www.interreg-rohu.eu](http://www.interreg-rohu.eu)

## 2.4 Stickers

**Size: 90 mm x 50 mm or 100 mm x 100 mm**

Equipment procured within the project must bear a visible sticker pre-designed, provided by the Programme. When a variety of objects are permanently placed in one location, the room has to be marked as well with a small plaque or poster (preferably placed at the entrance). When more adjoining rooms are equipped, having one entrance (ex. in case of an exhibition), placing one plaque at the entrance is sufficient.

The small stickers (90 mm x 50 mm) will contain the following mandatory information: the Programme's logo, slogan and website address and the Romanian and/ or Hungarian Government logo/s, depending on the language used.

The big stickers (100 mm x 100 mm) must contain the following information:

- the Programme's logo, slogan and website address;
- Romanian and/or Hungarian Government logo/s, depending on the language used.

A sticker should be placed on every piece of equipment. For rain or sunshine protection, a PVC sticker with UV polishing is recommended.



### 3. General information for publications/ materials/documents issued by beneficiaries

The Interreg V-A Romania-Hungary Programme logo will be placed on the first page/cover/slide of each document/material/presentation elaborated within the Programme.

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

The last page/cover of each publication/material/article which contains articulation of ideas, in the form of text, will contain a technical box with the following information: the project title, the editor of the material, date of publishing and the disclaimer “The content of this material does not necessarily represents the official position of the European Union.” It may be justified to omit the disclaimer only in case of small size printed materials (ex. stickers).

For the last slide of the presentations or for the materials consisting of only one page, the disclaimer should be mentioned at the bottom of the material.

Note: For the website, the disclaimer will be: “The content of this website does not necessarily represent the official position of the European Union”. The initiators of the site are solely responsible for the information provided through the site.

A reference to the website of the Programme ([www.interreg-rohu.eu](http://www.interreg-rohu.eu)) will be placed on the first page/cover/slide on each documents/ materials/ presentation elaborated within Programme. A link to the dedicated website of

the Programme will be added on the homepage of the projects funded by the Programme.

**Note: Don't forget to harmonize! The language of the logos/slogan/disclaimer, if applicable, should always match the language of the publication/material/article.**

For each information and communication material produced involving expenditures from the project budget, the Joint Secretariat may require a relevant number of items in order to promote projects/Programme results.

Therefore, in general, all communication materials created by projects with funding from the Interreg V-A Romania Hungary Programme must contain the following **5 compulsory elements**:

1. The **logo of the Interreg V-A Romania Hungary Programme**, that already includes the EU emblem and the reference to the European Regional Development Fund;
2. The **logo of the Romanian Government** (used on materials edited in Romanian language) **or / and the logo of the Hungarian Government** (used on materials edited in Hungarian language). In case of **materials** edited in **English language, both logos** shall be applied;
3. The slogan of the Programme: “**Partnership for a better future**”;
4. Reference to the Programme and its webpage ([www.interreg-rohu.eu](http://www.interreg-rohu.eu));

5. Disclaimer that the communication material does not necessarily reflect the official position of the EU: **The content of this .... does not necessarily represent the official position of the European Union.**

In case of any doubt in using the logos/compulsory information or special layout requests (e.g. need of format adaption), please contact the Joint Secretariat.

**NOTE: The Project Beneficiaries shall request ex-ante approval of the JS or of the IPs on all information and communication materials developed under the project.**

### 3.1 Publications (prints, electronic, audio-video, etc.)

All electronic or printed publications created with funding from the Programme must include the **5 compulsory elements** described above – (please see Chapter 3 of this document - General information for publication/ materials/documents - for details on the required visibility elements).

**Note that the disclaimer needs to be placed on publications if they contain articulation of ideas in the form of a text (leaflet, brochure, press release, etc.).**

The production of audio-visual materials is also strongly encouraged, when they directly contribute to the success of the project. In their case, the same obligations apply as those presented above.

#### **Video materials**

In case of video materials, a verbal reference accompanying the compulsory elements should be featured regarding the financing received, as follows: **Long version:** The project [TITLE] is (was) implemented under the Interreg

V-A Romania-Hungary Programme, and is financed by the European Union through the European Regional Development Fund, Romania and Hungary.

**Short version** (applicable only for very brief audio materials, such as very short spots): The project is (was) implemented under the Interreg V-A Romania-Hungary Programme and is financed by the European Union.

#### **Audio materials**

All audio productions created with funding from the Programme must include at the beginning/end the following verbal reference:

**Long version:** The project [TITLE] is (was) implemented under the, Interreg V-A Romania-Hungary Programme and is financed by the European Union through the European Regional Development Fund, Romania and Hungary.

**Short version** (applicable only for very brief audio materials, such as very short audio spots): The project is (was) implemented under the Interreg V-A Romania-Hungary Programme, and is financed by the European Union.

## 3.2 Promotional items

When appropriate, special promotional items can be produced for distribution. They serve as reminder of the projects for certain stakeholders or for the general public targeted by different project activities. Bags, mugs, pens, pen-drives, t-shirts, key rings, etc. are examples of promotional items.

Promotional items produced from the Interreg V-A Romania-Hungary Programme must include the following mandatory elements:

1. The **logo of the Interreg V-A Romania Hungary Programme**, that already includes the EU emblem and the reference to the European Regional Development Fund;
2. The slogan of the Programme: “**Partnership for a better future**”;
3. Reference to the Programme and its **webpage** ([www.interreg-rohu.eu](http://www.interreg-rohu.eu)).

For very small promotional items, where limited space is available, i.e. on pens, pen drives, lanyards, etc. displaying only the EU logo with the wording “Interreg V-A Romania-Hungary” is sufficient. (Please see Subchapter 1.1.3

- Logo size – for details on logo versions exceptionally allowed to be used for very small items).

Note: Gifts purchased are eligible up to a maximum value of EUR 50 per item upon condition that they are used for communication activities.

## 3.3 Website

Projects are encouraged to develop websites (if relevant) 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 receive. The website will help the beneficiary promote project activities and communicate the achievements of the project.

The project webpage must contain all the **5 compulsory elements** as described in Chapter 3 of this document - General information for publication/materials/documents.

Project websites 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, with a direct link to the project website.

Even in cases when the project does not develop a separate website each project beneficiary must include a connective link to the programme’s website in a visible place and the programme logo, as well as the project description also containing the before mentioned compulsory visibility elements.

The projects website will not include in any circumstances commercials.

## 3.4 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, signing the Subsidy Contract for the Community funding and for the State Contribution, seminars, or smaller project related events, depending on the type of projects. All projects should organise public events, as planned in their approved application forms.

Events financed by the Programme have to display in meeting rooms in a highly visible location (ex. on posters, banners, roll-ups or equivalent) the following elements:

1. The **logo of the Interreg V-A Romania Hungary Programme**, that already includes the EU emblem and the reference to the European Regional Development Fund;
2. The **logo of the Romanian Government** (used on materials edited in Romanian language) **or / and the logo of the Hungarian Government** (used on materials edited in Hungarian language). In case of **materials** edited in **English language, both logos** shall be applied;
3. The slogan of the Programme: **“Partnership for a better future”**;
4. Reference to the Programme and its **webpage** ([www.interreg-rohu.eu](http://www.interreg-rohu.eu))  
The flag of the European Union and that of the two participating countries, Romania and Hungary shall be displayed as well at the event premises.

Communication materials (presentations, publications, posters, etc.) or agendas, lists of participants, etc. often handed out to participants on these occasions should also **incorporate the compulsory elements specified within this manual, for the different elements.**

The beneficiary shall ensure that those taking part in an operation have been informed of the EU funding.

**Note: Information regarding the upcoming project events or major project meetings has to be communicated towards the JS (invitations must be sent). Moreover, basic information on the event and/or related documents should be uploaded in the designated Calendar of events available on the programme webpage in English, Hungarian and Romanian.**

Please make sure to provide this information in a timely manner, preferably at least two weeks before the event.

Moreover, 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.

**If you have any questions related to visual identity aspects, please contact the Joint Secretariat or the IPs.**

**Please be reminded that Project Beneficiaries shall request ex-ante approval of the JS and IPs on all information and communication materials developed under the project.**

## ANNEX

### Visual identity requirements for Technical Assistance (TA) projects

The Programme implementing structures using technical assistance to manage the ERDF funds are "beneficiaries" in the meaning of Article 2(10) of CPR, i.e. a public or private body "initiating and implementing operations". Therefore, in this capacity, they fall under the information and communication requirements for beneficiaries as stated in Article 115(3) and Annex XII, point 2.2.1. (a) and (b) of CPR, Articles 4(1) and 4(3) of the Commission Implementing Regulation (EU) No 821/2014, as well as in the Visual Identity Manual of the Programme.

Consequently, the following shall apply:

- Any document or paper related to the implementation of a Technical Assistance (TA) project, which is produced in the context of the Programme and used for the public or for participants - including promotional items, presentations, press releases, reports, manuals and guidelines, agendas, invitations and attendance sheets to events - shall bear the visibility elements of the Programme.
- Websites, presentations, electronic or printed publications containing articulation of ideas and being funded by the Programme in the frame of TA projects, shall not include the disclaimer that the communication materials do about not reflecting the official position of the EU: "The content of this .... does not represent the official position of the European Union
- Any piece of equipment purchased within the TA projects shall bear a visible pre-designed sticker, provided by the Programme.