

VISUAL IDENTITY MANUAL

for the Interreg V-A Romania-Hungary Programme

Version 3
July 2020

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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, 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 invests more than EUR 177 million from ERDF in cross-border cooperation projects implemented in the Romanian and Hungarian border area. Eligible partners 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 may 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 several rules regarding the use of the emblem of the European Union and the reference to the fund supporting the operation. The Union emblem must be always visible in a prominent place and it can never be smaller than any other logo included in the same page or surface. In case of the Interreg V-A Romania-Hungary Programme, the EU emblem has already been included in the programme logo, together with the reference to the ERDF 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 ineligible. All expenditures will 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.

The logo must be positioned in a place which is visible without scrolling or

clicking, no matter if we speak about websites and subpages, online and smartphone applications, social media and other digital platforms.

On other communication materials such as conference bags, exhibition roll-ups or presentations, the logo must also 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 must be inserted accordingly.

The Romanian or Hungarian version of the Programme logo shall 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 inserted separately. The configuration of the logo elements follows specific rules and must not be changed.

Basic unit

The basic unit used for the definition of the logo configuration 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. Similarly, this zone must be observed regarding the positioning distance of 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 must 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) 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 or coloured background.

Please note, that the logos' colours or dimensions cannot be changed, i.e. only the provided logo versions can be used on materials!

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 pendrives 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 background it is used on. 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 |
| A4 landscape | 297*210 mm | 48.37 mm | 80 mm |
| A4 portrait | 148*210 mm | 48.37 mm | 48.37 mm |
| Business card | 85*55 mm | 48.37 mm | 48.37 mm |
| Screen | | | |
| Smartphone | 960*640 px | 305 px | 380 px |
| Tablet | 1024*768 px | 305 px | 380 px |
| 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 |
| SD | 1050*576 px | 305 px | 380 px |

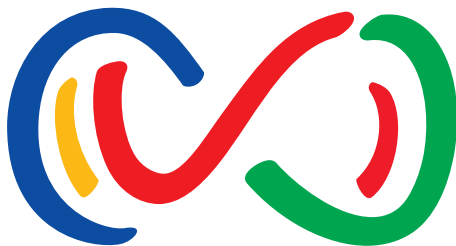


Exceptions just for small items:



1.1.4 Logo colours for RO-HU Programme logo

CMYK colour codes shall be used for all printed materials.
RGB shall 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 of 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 materials. The colours are defined for all color 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 recommended 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.

| | |
|--------------------|---|
| Montserrat Regular | logo extensions (Programme names, project names, ERDF) |
| Montserrat Light | slogan |

| | |
|------------------------------|---|
| Open Sans Font Family | overall communication (body text, headlines etc.) |
|------------------------------|---|

Open Sans Bold

Open Sans Semibold

Open Sans Regular

Open Sans Italic

| | |
|-------------------|---|
| Arial Font Family | alternative font for overall communication (body text, head-lines etc.) |
|-------------------|---|

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.

Regardless of 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 (which is 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.

The logo is normally considered to be only the graphic element and not the name of the institution under it.

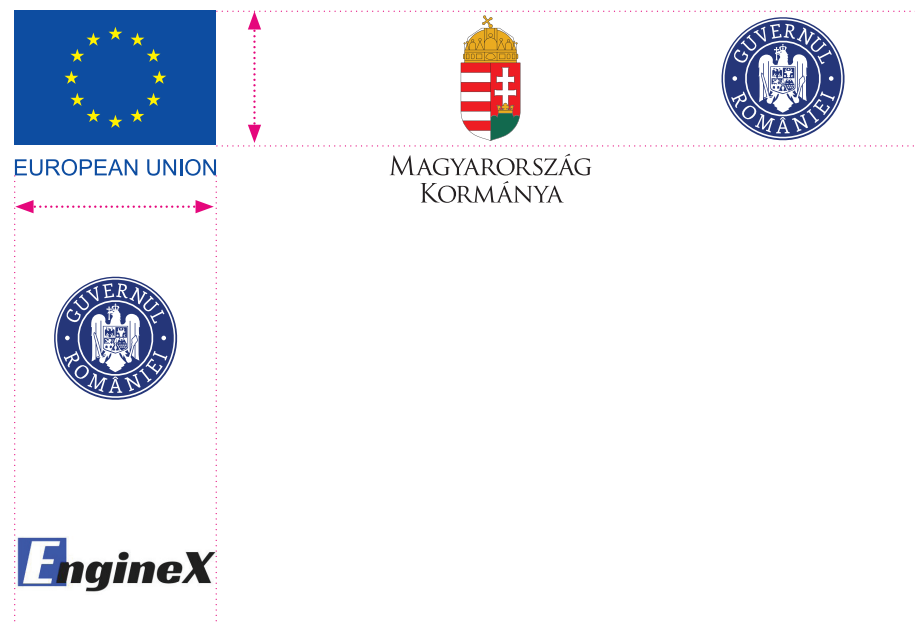
Please consult with the communication officers of the Joint Secretariat if in any doubt about this.

Rules and downloads for the European Union flag can be found at:
http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm



EUROPEAN UNION

Example of correct usage of other logos:



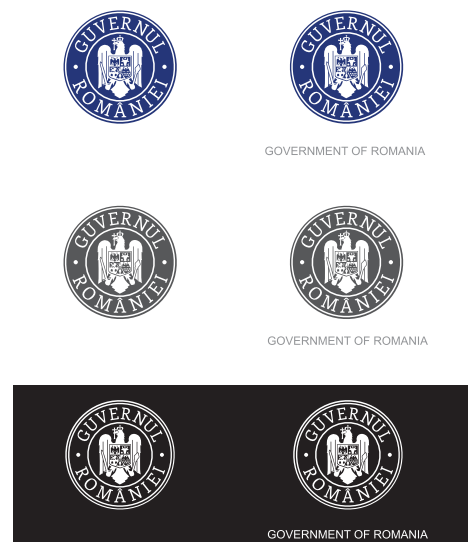
1.3 Recommendation on using the Romanian Government logo

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 is represented by the main element of the coat of arms of Romania around which the text "Romanian Government" is disposed, surrounded by concentric circles.

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

The logos of the Romanian and the Hungarian governments shall both be placed on materials edited in English.



Backgrounds:

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

The negative logo shall 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 shall be present on the communication products of the Programme.

Colours:

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

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

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

The logos of the Romanian and the Hungarian governments shall both be placed on materials edited in English.



Backgrounds:

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

The negative logo shall 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
PANTONE 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.

The standard colour of the slogan is reflex blue, that should be used whenever possible. Alternatively, the colour white can be used on reflex blue or coloured backgrounds.

The colour black of the slogan may only be used in justified cases, such as engravings, serigraphy, or black and white printed materials.

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 cofinanced 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.

4.4. During the 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)

During the implementation of a project, each project Beneficiary not falling under points 4 and 5, of Section 2.2. of Annex XII to the Regulation (EU) No 1303/2013 (see detail on pag. 16 above) 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 poster shall contain:

- Project title/eMS code
- Name of the Lead Beneficiary/Beneficiary
- Total project budget (in EUR)
- Project ERDF contribution (in EUR)
- Project duration
- Reference to the ERDF financing: The project is funded by the European Union under the European Regional Development Fund and co-financed by Romania and Hungary.
- Programme and government/s logos
- Programme slogan

- Programme webpage

We recommend Beneficiaries to use suggestive pictures reflecting the objective of the project and /or creative graphic design elements.

Always pay attention to copyright, since photographs, illustrations and other images are generally protected as artistic works!

The Programme provides pre-designed poster templates in three languages (available for download on the Programme website). However, Beneficiaries are allowed and encouraged to develop their own designs, as long as they respect the visual and content-related requirements detailed above.

Interreg
Romania-Hungary
European Regional Development Fund

EUROPEAN UNION

Project title
eMS code

Lead beneficiary/beneficiary:
(insert the institution implementing the project)

(replace by an image representative for the project)

Total project budget:
(insert project total budget in EUR)

Project ERDF contribution:
(insert project ERDF value in EUR)

Project duration:
(insert implementation period)

The project is funded by the European Union under the European Regional Development Fund and co-financed by Romania and Hungary.

Partnership for a better future
www.interreg-rohu.eu

2.2 Temporary billboards

Size: 3000 x 1500 mm

During the entire implementation of an operation consisting of 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.

If the conditions mentioned above do not apply to the project, during the entire implementation period, each Beneficiary shall put up a poster of at least A3 size.

If there is more than one investment scene, billboards shall be prepared for each of the locations.

Every billboard shall contain:

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

Please note that the Romanian Government logo shall be used on materials edited in Romanian language, while the Hungarian Government logo shall be placed on materials edited in Hungarian; both logos shall be used on materials produced in English language. The use of both logos on materials edited in national languages is also permitted.

The Romanian version of the billboard is recommended to 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, shall be used:

| | | | | |
|--|--|---|---|---|
|  Interreg Romania-Hungary European Regional Development Fund | |  |  |  |
| Name of the operation: | (insert eMS Code and project title) | | | |
| The main objective of the operation: | (insert the Specific Objective of the project, as indicated in the Project Summary section of the Application) | | | |
| Project value (ERDF): | (insert the total ERDF value of the project in EUR) | | | |
| Lead Beneficiary/Beneficiary: | (insert the name of the beneficiary implementing the investment) | | | |
| Project duration: | (insert the implementation period) | | | |
|  | | | Partnership for a better future 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 completing 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 of the purchase of a physical object or of 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 shall be used on materials edited in Romanian language, while the Hungarian Government logo shall be placed on materials edited in Hungarian; both logos shall be used on materials produced in English language. The use of both logos on materials edited in national languages is permitted.

The Romanian version of the plaques is recommended to 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).

If there are more than one investment scenes, permanent plaque or billboard shall be prepared for each of the locations.

If the conditions mentioned above do not apply to the project, each Beneficiary shall keep placing the poster in at least A3 size.

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: | (insert eMS Code and project title) |
| The main objective of the operation: | (insert the Specific Objective of the project, as indicated in the Project Summary section of the Application) |
| Project value (ERDF): | (insert the total ERDF value of the project in EUR) |
| Lead Beneficiary/Beneficiary: | (insert the name of the beneficiary implementing the investment) |
|  <p>Partnership for a better future www.interreg-rohu.eu</p> | |

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.

Small stickers (90 mm x 50 mm) shall contain the following mandatory information: the Programme's logo, slogan and website and the Romanian and Hungarian Government logos.

Large stickers (100 mm x 100 mm) shall contain the following mandatory information: the Programme's logo, slogan and website, as well as the Romanian and Hungarian Government logos.

The Beneficiaries are allowed to display the project code/project acronym on the stickers, if they would like to.

In case of purchasing large equipment, such as vehicles, the recommended sticker dimensions can be enlarged, in order to provide better visibility.

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 shall 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, lists of participants etc.

The last page/cover of each publication/material/article which contains articulation of ideas, in the form of text, shall contain a technical box with the following information: the project title, the editor of the material, date of publishing and the disclaimer:

Language versions

English: "The content of this material does not necessarily represent the official position of the European Union."

Romanian: "Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene."

Hungarian: "Jelen anyag tartalma nem feltétlenül tükrözi az Európai Unió hivatalos álláspontját."

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 and social media pages the disclaimer shall be:

English: "The content of this website does not necessarily represent the official position of the European Union".

Romanian: "Conținutul acestei pagini web nu reprezintă în mod necesar poziția oficială a Uniunii Europene."

Hungarian: "Jelen weboldal tartalma nem feltétlenül tükrözi az Európai Unió hivatalos álláspontját."

The initiators of the website are solely responsible for the information provided through it or through social media accounts.

A reference to the website of the Programme (www.interreg-rohu.eu) shall be placed on the first page/cover/slide on each documents/materials/ presentation elaborated within the Programme. A link to the dedicated website of the Programme shall 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. 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 webpage (www.interreg-rohu.eu);

5. Disclaimer that the communication material does not necessarily reflect the official position of the EU, in case of materials articulating individual thoughts/opinions:

English: “The content of this ... does not necessarily represent the official position of the European Union.”

Romanian: “Conținutul acestui/acestei ... nu reprezintă în mod necesar poziția oficială a Uniunii Europene.”

Hungarian: “Jelen ... tartalma nem feltétlenül tükrözi az Európai Unió hivatalos álláspontját.”

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 are strongly advised to request ex-ante approval of the JS or of the IPs on all information and communication materials developed under the project, at least 15 working days prior to their release or use. In case the ex-ante approval of information materials has not been requested, the Beneficiary shall ask for it before the related expenditure is validated by the FLC, on his own risk, conditioned by the compliance of the materials with the Programme relevant rules.

3.1 Publications and audio-visual productions

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.

Video materials (TV spots / movies)

Video productions (TV spots/movies) shall contain all the **5 compulsory elements** described above in Chapter 3. A technical box shall be included at the end of the video, with the following information: the project title and eMS Code, the editor of the material, date of publishing and the disclaimer:

English: “The content of this material does not necessarily represent the official position of the European Union.”

Romanian: “Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene.”

Hungarian: “Jelen anyag tartalma nem feltétlenül tükrözi az Európai Unió hivatalos álláspontját.”

Audio materials

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

English: The Project [TITLE] is cofinanced by the European Union through the European Regional Development Fund under the Interreg V-A Romania-Hungary Programme.

Romanian: Proiectul [TITLU] este cofinanțat de Uniunea Europeană prin Fondul European de Dezvoltare Regională, în cadrul Programului Interreg V-A România-Ungaria.

Hungarian: A(z) [projekt cím] című projekt az Interreg V-A Románia-Magyarország Program keretein belül valósul meg, az Európai Regionális Fejlesztési Alapon keresztül az Európai Unió támogatásával.

Short version for audio materials (applicable only for very brief spots):

English: The project is implemented under the Interreg V-A Romania-Hungary Programme, and is financed by the European Union.

Romanian: Proiectul este implementat prin Programul Interreg V-A România-Ungaria și este finanțat de Uniunea Europeană.

Hungarian: A projekt az Interreg V-A Románia-Magyarország Program keretein belül valósul meg, az Európai Unió támogatásával.

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, pendrives, 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 **webpage** (www.interreg-rohu.eu).

For very small promotional items, where limited space is available, i.e. on pens, pendrives, 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. Firstly, websites will showcase the projects implemented in the frame of the Programme before and after the end of the programming period. Secondly, 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).

The flag of the European Union and that of the two participating countries, Romania and Hungary is recommended to 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.**

The Beneficiary shall ensure that those taking part in a project event 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, Beneficiaries are encouraged to upload basic information about upcoming project events (trainings, conferences, festivals, etc.) to 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.

Furthermore, 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 are strongly advised to request ex-ante approval of the JS and IPs on all information and communication materials developed under the project, at least 15 working days prior to their release or use.

3.5. Useful communication tools

We recommend the Beneficiaries to take a look at the following free communication tools, which might be of big help in elaborating creative, quality communication and information materials at project level:

1. Design tools:

- [Canva](#) – picture editor (free tutorial for beginners [here](#))
- [Piktochart](#) – creating infographics

2. Video making tools:

- <https://biteable.com>
- Screencast-o-matic (need to download and install)
- [Blackmagic Design – DaVinci Resolve](#); official tutorial for beginners [here](#)
- [PowToon](#) – creating animations, short stories
- Windows Movie Maker
- [Filmora](#)

3. Useful resources for videos and other visual materials:

- Music and sound effects: <https://www.youtube.com/audiolibrary>
- Stock images and footage: <https://www.pexels.com>, [Pixabay](#)
- Cut videos: <https://online-video-cutter.com>
- Cut audio: <https://audio-cutter.com>
- Summarise your text: <https://resoomer.com>
- Check your grammar: www.grammarly.com

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: “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.