COMMUNICATION

A collection of smart tips for successful project implementation
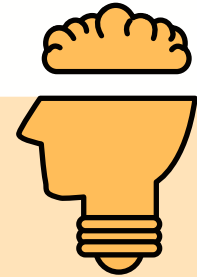
www.interreg.ro-hu

SCOPE

" *This booklet aims at providing project partners with some guidance on how to better ensure sound and successful project communication, offering short and concise recommendations on how to avoid the often encountered common errors.* "

We hope you find this booklet helpful!

Each section contains information structured around 3 questions:

1. What is the error?
2. Why does it occur?
3. How can it be avoided?

CONTENT

1. Incorrect usage of the Programme logo in combination with other logos

When drafting materials, not observing the EU Regulation No 821/2014 which states 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 (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.
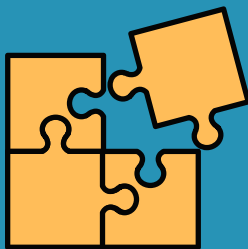
RECOMMENDATIONS

Please, use the predefined templates available for download on the Program website, in which the logos are correctly dimensioned:
https: //interreg-rohu.e/en/communication-and-visual-identity/

In case of producing other materials than those for which templates are available, the beneficiary shall see Chapter 2.1 of VIM, page 12, where examples of correct usage of other logos are provided.

2. Using modified logo versions, especially on small items

RECOMMENDATIONS

When the Beneficiaries have to work with small surfaces, they often alter the official logo versions, trying to fit into the space available. Also, colour alterations are common, resulting in logo versions that are not officially existing.

Please work with the logo versions readily available for download from our website (under Documents-Project documents - Communication and Visual identity).
The logo specificities are described on pages 6-10. and 13-14. of the VIM.

3. Placing the Programme logo/ Governments logos on a very coloured background or on a background photo

When drafting materials, not observing the VIM, which states: "Ideally, the logo shall 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."

RECOMMENDATIONS

Keep in mind that from a visual communication perspective the programme logos are the most important elements of brand association, they must be visible and easily recognizable.
Please consult the VIM, page 7, Chapter 1.1.2. Logo use.

4. The visual elements not harmonized with the language of the material

RECOMMENDATIONS

Missing to coordinate the visual elements' language with the language of the publication/communication material is a common omission, resulting in several clarification rounds.

Don't forget to harmonize!

The language of the logos/slogan/ disclaimer, if applicable, should always match the language of the publication/material/article.

5.The programme slogan is inserted in the wrong font type.

The required Montserrat Light typeface is not part of the default font family in most editing softwares (e.g. MS Word).

RECOMMENDATIONS

There are several solutions to respect the compulsory slogan format described on page 15. of the VIM:

1. use the templates of different materials provided on the Programme's website (under Documents-Project documents - Communication and Visual identity), in which the slogan is already integrated

2. use the pre-made slogans in jpg format (all three languages), available to download from our website

3. download the Montserrat Light font type for free from the internet and install in MS Word.

6. Using low resolution visual elements

RECOMMENDATIONS

It is a common practice to insert low quality pictures/logos on materials, which makes it difficult for the JS to verify, whether all compulsory elements appear in due form.

In addition, low resolution logos often diminish the very purpose of having a uniform visual identity, as the funding sources become unrecognisable.

Please use the templates provided on the Programme's website (under Documents / Project documents / Communication and Visual identity), or, if you wish to create an individual layout, download the compulsory elements from the website in high resolution.

7. Omitting to insert the technical box

When producing a text/material/article which includes articulation of ideas, a technical box shall be inserted, however, it is often missed.

RECOMMENDATIONS

Please follow the VIM instructions (page 21; Chapter 3.) on the rules of inserting a technical box section in any publication/material including articulation of ideas.

8. Too long and not well structured information in the Press Releases

When communicating about projects, there is a tendency to concentrate in the Press release all the small details about the project, many times using a very technical and complicated language, not easy to be understood by those outside the project community.
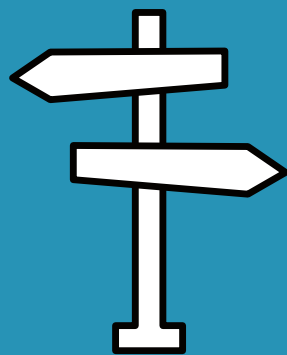
RECOMMENDATIONS

We recommend using our hints on how to properly draft a press release, available on the website, in all the 3 languages, in the Press Release Template.

The project beneficiaries shall consider that a press release always follows the "inverted pyramid" method, which is a way of front-loading the "story" so that the reader can get the most important information first. Also, it is very important to use short, concise sentences as well as vivid, precise verbs and words and to avoid using jargon, acronyms (other than project acronyms), very technical or foreign terms.

9. The information on the temporary and permanent billboards is not in line with the recommendation in the brackets on how to fill in each line of the pre-designed template

RECOMMENDATIONS

It occurs in certain cases that the piece of information to be included on the billboards are not inserted appropriately (main objective, project value, lead beneficiary/beneficiary). "The main objective of the operation" is often filled in with something else instead of the Specific Objective defined in the eMS.

Please refer to the specific pieces of information included in the brackets, on how to fill in each line of the pre-designed template.

10. Grammar and editing mistakes or not using diacritics

It can easily happen when drafting materials, being in a hurry, not paying attention to such details.

RECOMMENDATIONS

Please carefully check the content of the written materials before publishing, as this is the image of your project and it is the project beneficiary who is responsible for the accuracy of the information and for the grammatical correctness of the texts.

IF YOU HAVE ANY QUESTIONS OR DOUBTS,
PLEASE CONTACT US!

THE JOINT SECRETARIAT AND ITS COMMUNICATION
OFFICERS OR OUR COLLEAGUES FROM THE INFO POINT
OFFICES IN HUNGARY ARE HAPPY TO ASSIST YOU WITH
COMMUNICATING YOUR PROJECT RESULTS.