

**Interreg**



Co-funded by  
the European Union



GOVERNMENT OF ROMANIA



HUNGARIAN  
GOVERNMENT

**Romania - Hungary**

# VISUAL IDENTITY MANUAL

FOR 2021-2027 PERIOD

[INTERREG-ROHU.EU](https://interreg-rohu.eu)

VERSION 1 // MAY 2023

# TABLE OF CONTENTS

<b>INTRODUCTION.....</b>	<b>3</b>	<b>4. DESIGN TEMPLATES .....</b>	<b>28</b>
<b>1. LOGOS .....</b>	<b>5</b>	4.1 Posters and electronic displays .....	29
1.1 Recommendation on using the Programme logo .....	6	4.2 Plaques or billboards .....	30
1.1.1 Logo structure and specification.....	7	4.3 Stickers .....	31
1.1.2 Logo use.....	8	4.4 Word vertical and horizontal template.....	32
1.1.3 Incorrect usage of the logo.....	11	4.5 List of participants.....	32
1.1.4 Logo size .....	12	4.6 PowerPoint template .....	32
1.1.5 Logo size proportions and positioning requirements.....	13	<b>5. PUBLICATIONS AND AUDIO-VISUAL PRODUCTIONS.....</b>	<b>33</b>
1.1.6 Brand colours for Interreg.....	15	<b>6. PROMOTIONAL ITEMS .....</b>	<b>35</b>
1.1.7 Fonts.....	16	<b>7. WEBSITE .....</b>	<b>37</b>
1.2 Recommendation on using the European Union logo .....	17	<b>8. SOCIAL MEDIA CHANNELS .....</b>	<b>39</b>
1.3 Recommendation on using the Romanian Government logo .....	18	<b>9. EVENTS .....</b>	<b>41</b>
1.4 Recommendation on using the Hungarian Government logo .....	19	<b>10. USEFUL COMMUNICATION TOOLS .....</b>	<b>43</b>
1.5 Recommendations on using the Interreg ROHU Policy Objectives/ Interreg Specific Objective icons and colors.....	20	<b>ANNEX 1 Visual identity requirements for Technical Assistance (TA) projects .....</b>	<b>45</b>
1.6 Using project acronym in combination with the Interreg brand..	21		
<b>2. COMPULSORY INFORMATION AND COMMUNICATION MEASURES FOR BENEFICIARIES .....</b>	<b>23</b>		
<b>3. GENERAL INFORMATION FOR COMMUNICATION MATERIALS .....</b>	<b>25</b>		

The Interreg ROHU visual elements and pre-designed templates are available for download on the dedicated section of the Programme website <https://interreg-rohu.eu>.

## INTRODUCTION

Interreg VI-A Romania-Hungary Programme (herein below referred to as Interreg ROHU) has developed its visual identity based on a harmonised branding approach applicable to all Interreg programmes. The main goal of this unified fund specific branding is to increase the visibility and awareness of the Interreg programmes at all levels towards the widest audience and to facilitate the creation of coherent project branding.

This unified branding (colours, typefaces and layout) is a key component in the creation of a successful visual identity of Interreg ROHU.

This Visual Identity Manual (VIM) was drawn up to support the management structures and the beneficiaries of the projects financed under the Interreg ROHU in coherently fulfilling the requirements regarding information and communication measures, especially those provided for in:

- Article 36 (4) and (6/a) of [Regulation \(EU\) No 2021/1059](#) OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 June 2021 on specific provisions for the European territorial cooperation goal (**Interreg**) supported by the European Regional Development Fund and external financing instruments;
- Articles 47, 49 (6), 50 and Annex IX of [Regulation \(EU\) 2021/1060](#) OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 24 June 2021 laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund

and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy (**CPR**).

### PLEASE NOTE:

The beneficiaries of Interreg ROHU must promote the fact that their projects are co-financed by the European Union (EU), and by Romania and Hungary as well.

Thus, projects selected for financing must comply with the visual identity guidelines and the requirements of the relevant regulations, in all their communication materials.

# 1. LOGOS

---

## LOGOS

For any kind of information and communication material, the project beneficiaries must use the pre-defined logos/illustrations combining the required indications given by the relevant EU regulations and the Interreg ROHU.

When carrying out any visibility, transparency and communication activities, the emblem of the Union (the EU emblem) must be used as stipulated in Article 47 of the [CPR](#), in accordance with its [Annex IX](#).

The EU emblem must be always visible in a prominent place and can never be smaller than any other logo included on the same page or surface.

The EU emblem has already been included in the Interreg ROHU logo and all project beneficiaries 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) intended for the public or project participants.

EN/RO/HU versions of the Interreg ROHU logo are included in this VIM and can be downloaded from the website.

# Interreg



Co-funded by  
the European Union

## Romania - Hungary

# Interreg



Cofinanțat de  
Uniunea Europeană

## România - Ungaria

# Interreg



Az Európai Unió  
társfinanszírozásával

## România - Magyarország

### PLEASE NOTE:

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. In addition, in accordance with paragraph 6 of Article

36 of the [Interreg](#), the Managing Authority shall, taking into account the principle of proportionality, cancel up to 2% of the support from the funds awarded to any beneficiary who fails to comply with their obligations on transparency and communication, in case no remedial action have been taken.

RECOMMENDATION ON USING THE PROGRAMME LOGO

The Interreg ROHU logo is the most important element in making up the brand associations from the visual communication point of view.

**PLEASE NOTE:**

- ✓ Always use the digital brand files provided.
- ✓ DO NOT recreate, modify or merge the logo with any other graphic elements or texts, in any circumstances.
- ✓ Vertical positioning of the co-funding statement is not allowed.
- ✓ Size specifications set in Chapter 1.1.4 Logo size herein below have to be observed.
- ✓ Logo must be placed on the front cover of all publications and documents realized within the project; in case of videos, it has to be integrated at the beginning and at the end of the video as well.
- ✓ Logo must be positioned in a place which is ready-visible without scrolling or clicking, i.e. on the first/landing page (irrespectively of speaking about websites and subpages, online and smartphone applications, social media and other digital platforms).
- ✓ This also applies to other communication materials such as conference bags, exhibition roll-ups or presentations, etc.
- ✓ The EN/RO/HU versions of the logo are to be used in correlation with the content language (e.g. use the EN logo version for documents written in EN).

Interreg ROHU logo structure



1.1.1 LOGO STRUCTURE AND SPECIFICATION

The structure and specifications of the Interreg ROHU’s logo were designed according to the [Interreg Brandbook](#), ensuring thus a harmonised approach with all the other Interreg programmes. 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.

PLEASE NOTE:

The Interreg ROHU’s logo consists of the following elements:

- ✓ the logotype with the coloured arch inside;
- ✓ the EU emblem;
- ✓ the statement and the Programme name.

The logo is surrounded by a **clear space area** that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

BASIC UNIT

The **basic unit (u)** used for the definition of the brand composition is calculated in reference to the half the height of the EU emblem (flag). This measure is used to define the space between the elements as well as the clear space around the brand.

EUROPEAN EMBLEM

The height of the EU emblem sets the tone for the height and placement of all other elements. The width of the EU emblem is proportional to its height at a ratio of 3/2 and such proportions may never be changed.

STATEMENT

The statement “Co-funded by the European Union” must always be written in Arial Bold. The whole statement must be positioned to the right of the EU emblem and broken into 2 lines with “Co-funded by” on the first line and “the European Union” on the second. The statement is vertically aligned to the middle of the flag.

CLEAR SPACE AREA

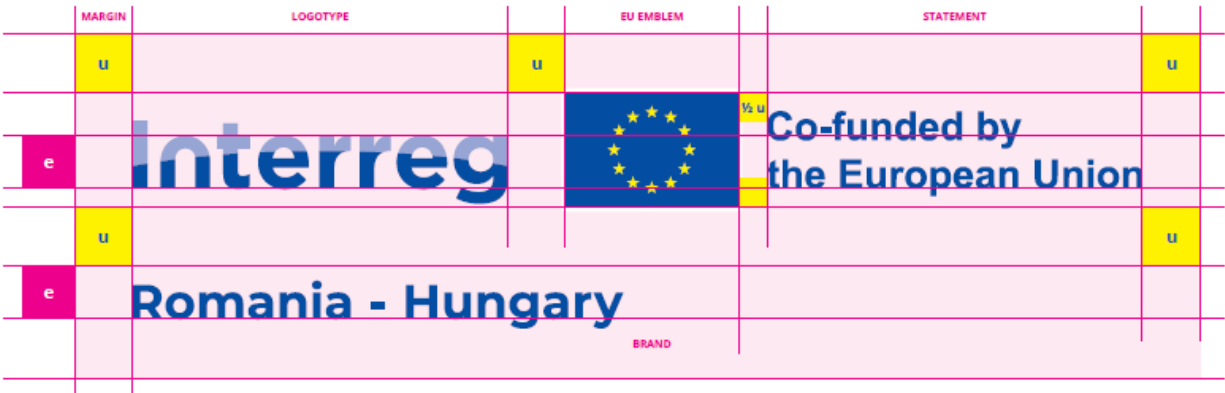
The space between the logotype and the EU emblem equals **1 “u”**. The space between the EU emblem and the statement equals **½ “u”** – not including the white border.

**A clear space of at least 1 “u” in height and width must remain around the brand.** Within this area, no other graphic elements or logos may be placed.

THE PROGRAMME NAME AREA

The space destined for the name of the programme is called “custom area”. Its height is equivalent to **1 “e”** placed at a distance of **“u”** below the flag.

For the Romania-Hungary Programme name, the typeface **Montserrat bold written in Reflex Blue** was used as it is visually similar to the Interreg logo, and it makes an integral part of the brand image.



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.

**COLOURED BACKGROUND**

Using the logo on a coloured background is possible if there is no alternative, but it must be a very light background and a white border must be added around the EU emblem. In case of a coloured background or a background photo, the standard logo shall be placed in a white box, with its size matching at least the clear space as specified on the previous page.

**PLEASE NOTE:**

According to Annex IX of the [CPR](#) the EU emblem always needs to have a white border/box around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the EU emblem rectangle.



Romania - Hungary





1.1.2 **LOGO USE**

**WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS**

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the Interreg ROHU logo must be in white using the following colour codes:

Colour White:

Pantone /

CMYK 0 / 0 / 0 / 0

HEX ffff

RGB 255 / 255 / 255



1.1.2 LOGO USE

BLACK AND WHITE LOGO / 1-COLOUR LOGO (MONOCHROME REPRODUCTION)

For single colour reproductions, a black and white or 1-colour (reflex blue) version of the logo shall be used. These versions should only be used whenever full colour is not available.

These versions are recommended when used on uniform dark backgrounds, in case of some merchandises applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials – wood, metal, plastic, glass, stickers – whenever the full-colour version of the logo cannot be applied.

In case of light vs dark background, the brand will be preferably placed in a white rectangle whenever used on dark or busy backgrounds (as in case of logo – please see previous page).

**PLEASE NOTE:**

The EU emblem must be protected with a black or white border measuring 1/25 of the height of the rectangle.

The logo files provided on the Programme’s site already contain the white border to the EU emblem. Logos’ colours or dimensions cannot be changed, i.e. only the provided logo versions can be used on materials!



If only one Pantone colour is available, use Reflex Blue



1.1.3 **INCORRECT USAGE OF THE LOGO**

- 1. Do not use any other typographic element in addition to the brand on the same line.
- 2. Do not invert, distort, stretch, slant or modify the brand in any way.
- 3. Do not cut the brand.
- 4. Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.
- 5. Do not change the composition of the brand elements. They are invariable.
- 6. Do not use outlines around the brand.
- 7. Do not use the brand in body text. Instead, in body text, use just the word Interreg set in the font of the body text.
- 8. Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.
- 9. Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.
- 10. Previous versions of the logo, used for 2014-2020 period are now obsolete and should not be used for communication referring to the 2021-2027 period.

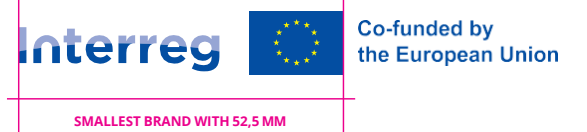
1 	2 
3 	4 
5 	6 
7 	8 
9 	10 

1.1.4 LOGO SIZE

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype and programme name + EU emblem - not including the statement nor the margins.

PLEASE NOTE:

- ✓ The minimum usable size of the Interreg logo with the EU emblem (brand width) is 26,25 mm. The Interreg ROHU brand should not be used in any size smaller than the smallest size specified in this subsection.
- ✓ For A4 page the minimum usable brand logo size of 52,5 mm.
- ✓ The minimum height of the EU emblem must be 1 cm.



PLEASE NOTE:

Exceptions for small merchandises: 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 whole logo, an exceptional use is allowed and accepted, the Interreg logo type can be omitted, but the EU emblem cannot be left out in any circumstances and it can be reproduced in a smaller size than 1 cm.

The funding statement must be always positioned to the right of the EU emblem and broken into 2 lines with “Co-funded by” on the first line and “the European Union” on the second, all vertically aligned to the middle of the flag. 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 TYPE	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

## 1.1.5 LOGO SIZE PROPORTIONS AND POSITIONING REQUIREMENTS

Three constant rules define the usage of the size of the Interreg ROHU brand, which applies to all formats and supports - whether print or digital, small or big, vertical or horizontal.

### 1. SIZE OF THE INTERREG ROHU'S BRAND

The width of the logotype and programme name + EU emblem (brand width) – without the statement - is equivalent to a fourth ( $\frac{1}{4}A$ ) of the page's entire width (A).

### 2. SIZE OF THE MARGINS

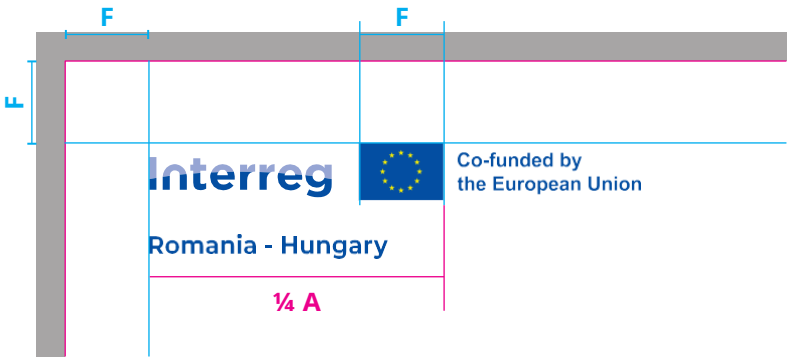
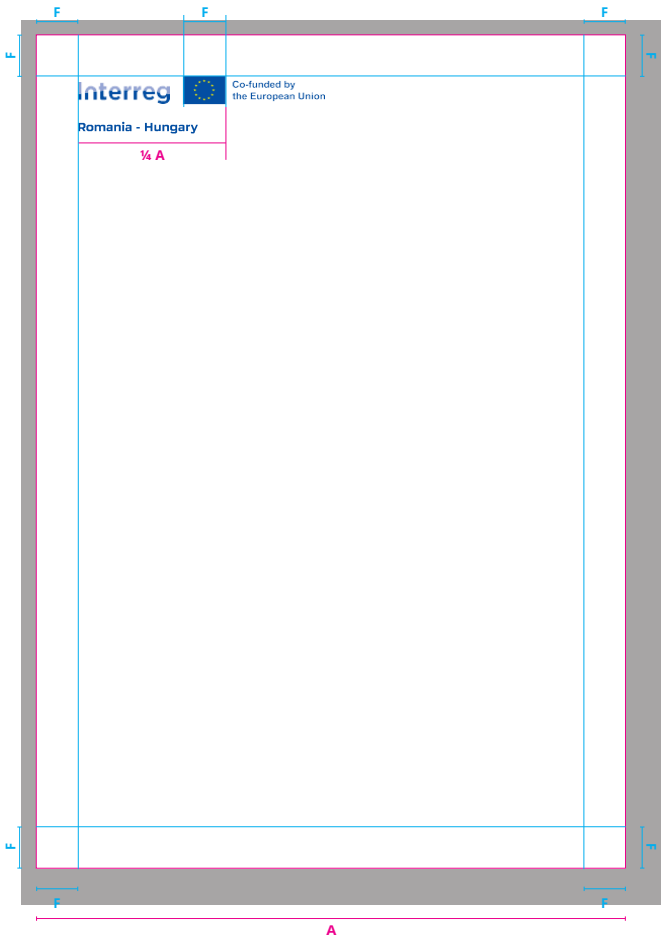
Once the width of the brand ( $\frac{1}{4} A$ ) in relation to the width of the page (A), has been calculated the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.

### 3. BRAND POSITIONING

The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.

#### PLEASE NOTE:

In the case you have to use the brand in smaller dimensions, in order to co-exist with other logos or elements, rule 3 above does not have to be observed. The minimum sizes rule specified earlier shall prevail.



## LOGO SIZE PROPORTIONS AND POSITIONING REQUIREMENTS

For more examples on brand positioning options check the [Interreg Brandbook](#), chapter 6.2 Positioning: definition of brand and margin sizes.

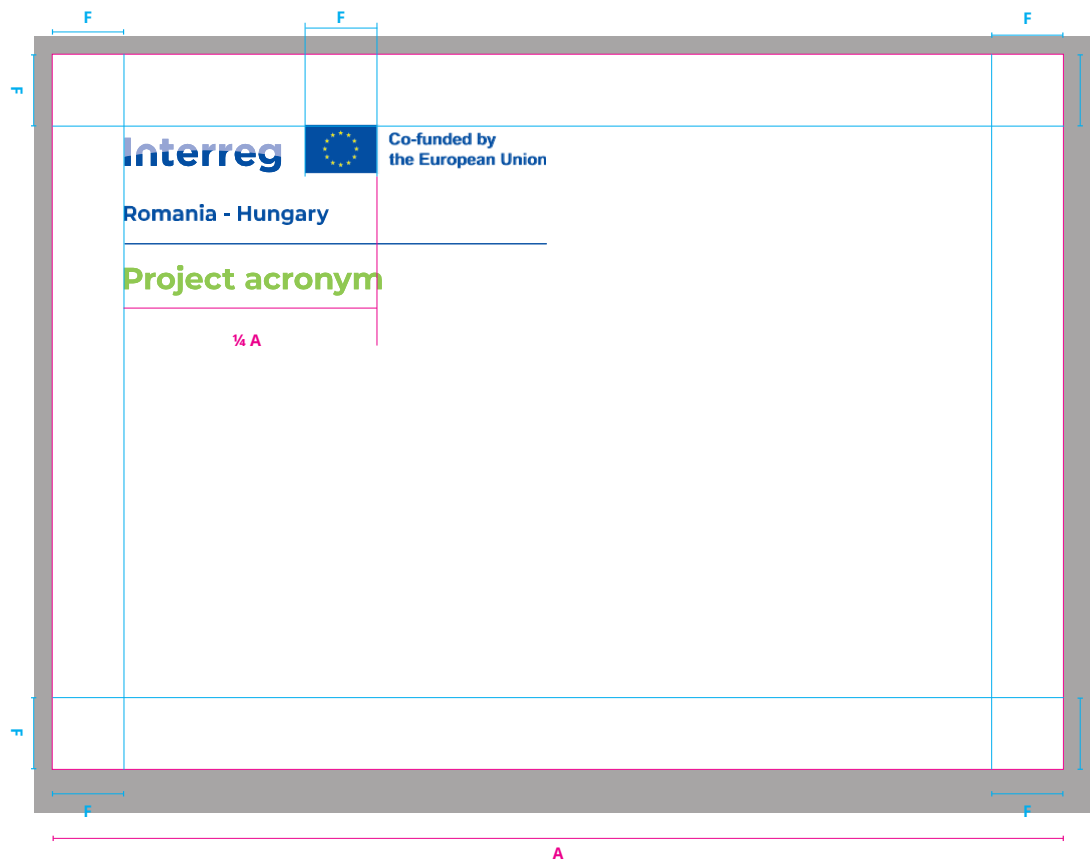
### PLEASE NOTE:

As a general rule, the width must be equal to 1/4 of the total format width (A).

Once the width (A) has been defined the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally.

Examples on A4 sheet:

- Generic Interreg brand: margins = 1F
- Interreg brand with programme name: margins = 1F
- Interreg brand with programme and project name: margins = 1F



1.1.6 BRAND COLOURS FOR INTERREG

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue define the Interreg brand’s visual identity, they the central brand colours and should be used as main colours in all communication materials. The Yellow can be used sparsely as accent colour. 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  
CMYK colours codes shall be used on all printed materials. For special printed materials PANTONE code shall be used.

RGB: Colour sample for monitor display with 256 gradations per channel  
R = red, G = green, B = blue  
RGB shall be used on the website and other electronic applications.

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



Romania - Hungary

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: 9FAEE5

CMYK: 0, 0, 100, 0  
RGB: 255, 204, 0  
PANTONE Yellow  
HEX: FFCC00

For Programme name, the typeface Montserrat has to be used according to [Interreg Branding Manual](#).

For project logos/names (used as annexed element to the Interreg ROHU logo) the typeface Montserrat Bold written in the colour of their thematic objective shall be used. For more detail see chapters 1.5 and 1.6.

The recommended typeface for all other applications, from body text to headlines, is Open Sans, as it has a neutral yet friendly appearance. 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>

Montserrat Bold

logo extensions  
(Programme names, project names, ERDF)

Montserrat Medium

slogan

Open Sans Font Family

overall communication (body text, headlines etc.)

Open Sans Extrabold

*Open Sans Extrabold Italic*

Open Sans Bold

*Open Sans Bold Italic*

Open Sans Semibold

*Open Sans Semibold Italic*

Open Sans Regular

*Open Sans Italic*

Open Sans Light

*Open Sans Light Italic*

Arial Font Family

alternative font for overall communication (body text, head-lines etc.)

Arial

**Arial Black**

Arial Narrow

**Arial Rounded MT Bold**

**PLEASE NOTE:**  
The statement “Co-founded by the European Union” on the right side of the EU emblem uses the Arial Bold typeface as described in art 1.3 of Annex IX of the [CPR](#). This should not be changed.



1.2 **RECOMMENDATION ON USING THE EUROPEAN UNION LOGO**

At the heart of recognition of the support from the EU is the emblem and the funding statement of the Union, which Member States, managing authorities and beneficiaries shall use when carrying out their visibility, transparency, and communication activities.

The emblem of the Union will always be used in conjunction with the relevant funding statement: «Co-funded by the European Union».

Apart from the Interreg ROHU logo with the EU emblem, no other visual identity or logo may be used to highlight the EU support.

**CORRECT LOGO USAGE – IN COMBINATION WITH OTHER LOGOS**

**PLEASE NOTE:**

According to art 1.7 of the Annex IX of the [CPR](#): “The emblem shall not be modified or merged with any other graphic elements or texts. If other logos are displayed in addition to the emblem, the emblem shall have at least the same size, measured in height or width, as the biggest of the other logos. Apart from the emblem, no other visual identity or logo must be used to highlight the support from the Union. “

In this case, the European Union 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 considered to be only the graphic element (i.e. not taking into account the words/ names written under it).

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

Rules and downloads for the European Union emblem can be found [here](#).

	<b>Co-funded by the European Union</b>	 <small>GOVERNMENT OF ROMANIA</small>	 <small>HUNGARIAN GOVERNMENT</small>
 <small>GOVERNMENT OF ROMANIA</small>			
 <small>HUNGARIAN GOVERNMENT</small>			
			

RECOMMENDATION ON USING THE ROMANIAN GOVERNMENT LOGO

Romania co-finances the Interreg ROHU’s projects, 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.

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.

**PLEASE NOTE:**  
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.



GOVERNMENT OF ROMANIA



GOVERNMENT OF ROMANIA



GOVERNMENT OF ROMANIA



**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

RECOMMENDATION ON USING THE HUNGARIAN GOVERNMENT LOGO

Hungary co-finances the Interreg ROHU’s projects, therefore the country coat of arms shall be present on the communication products of the Programme.  
The Hungarian Government logo shall be used on materials edited in Hungarian language.

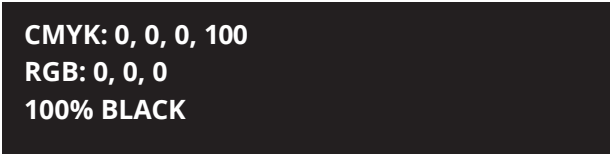
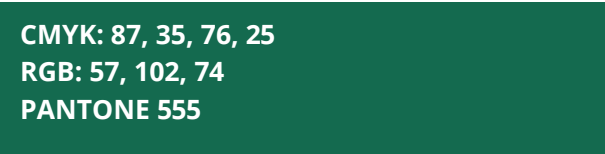
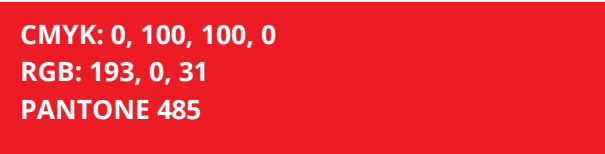
BACKGROUNDS

The white background is recommended for the logo of the Government.  
  
The negative logo shall be used with coloured background or background with picture.

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



Colours:



**RECOMMENDATIONS ON USING THE INTERREG ROHU POLICY OBJECTIVES/ INTERREG SPECIFIC OBJECTIVE ICONS AND COLORS**

The Interreg ROHU is structured around 3 Priorities, corresponding to 3 main Policy/Interreg Specific Objectives, each having its own icon and colour scheme.

They illustrate the objective in reference to the European Commission policy.

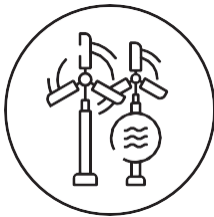
In case you intend to use the icon corresponding to the Priority under which your project is being implemented, please use the corresponding graphic/icon and the specific colour (**GREEN - Priority 1/Policy Objective 2**, **SOCIAL - Priority 2/Policy Objective 4** and **GOVERNANCE - Priority 3/Interreg Specific Objective**) of each objective.

These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

**PLEASE NOTE:**

Project names should always use the colour of the matching Priority/Objective.

DO NOT modify nor create other icons for the topics or change the specific colour schemes.



**A greener,  
low-carbon Europe  
PO 2**

CMYK 48, 0, 89, 0  
HEX #9ACA3C  
RGB 154, 202, 60



**A more social Europe – implementing  
the European Pillar of Social Rights  
PO 4**

CMYK 10, 75, 60, 1  
HEX #DA5C57  
RGB 218, 92, 87



**A better Interreg  
governance  
ISO 1**

CMYK 87, 51, 0, 0  
HEX #0E6EB6  
RGB 14, 110, 182

1.6 USING PROJECT ACRONYM IN COMBINATION WITH THE INTERREG BRAND

Project acronym/logos are not a part of the Interreg logo but rather should be considered as an annexed element. As such, the Interreg logo should always appear any time the project acronym or logo is used.

PLEASE NOTE:

Projects are free to develop their own logo. Alternatively, they should simply use their acronym written in Montserrat Bold in the colour of their Objective/Priority.

In case project acronym are added to the Interreg ROHU logo, the following specifications shall be respected:

1. FONT TYPE & SIZE

Project acronyms have to be written in Montserrat Medium in the colour of their thematic objective.  
The project acronym cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 “e” nor smaller than ½ “e”. In both cases the first capital letter is used as reference.

2. PROJECTS’ CUSTOM AREA

Width: the area defined for the project name or

logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border). Height: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

3. STANDARD PLACEMENT

The standard placement for project acronyms is below the Interreg logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.



USING PROJECT ACRONYM IN COMBINATION WITH THE INTERREG BRAND

4. HORIZONTAL PLACEMENT

Alternatively, project acronym /logos can be positioned to the left or right side of the Interreg logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

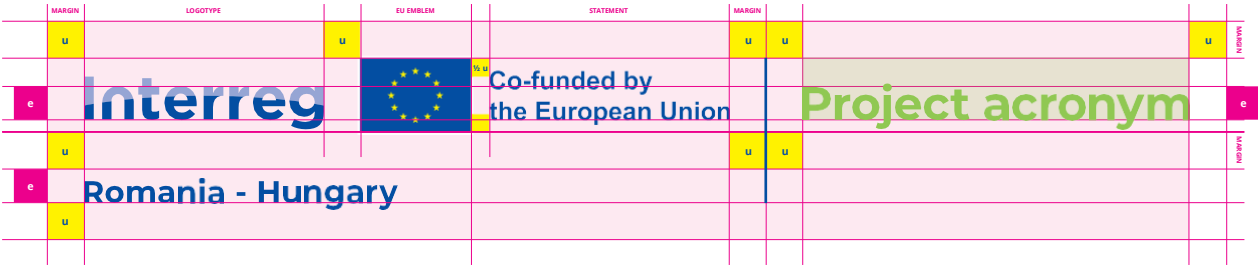
**PLEASE NOTE:**  
Project acronym/logos can never be positioned above the Interreg logo.

When the project acronym /logo is placed to the right of the Interreg logo (A), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

When the project acronym /logo is placed to the left of the Interreg logo (B), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

5. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the Interreg brand from the project acronym. This line is positioned exactly 1 “u” below the Interreg brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas.



2.

# **COMPULSORY INFORMATION AND COMMUNICATION MEASURES FOR BENEFICIARIES**

## COMPULSORY INFORMATION AND COMMUNICATION MEASURES FOR BENEFICIARIES

The minimal compulsory requirements related to information and communication responsibilities of the project beneficiaries are stipulated in Article 36 (4) and (6/a) of the Interreg and are the following:

*4. Each partner of an Interreg operation or each body implementing a financing instrument **shall acknowledge support from an Interreg fund**, including resources reused for financial instruments in accordance with Article 62 of Regulation (EU) 2021/1060, to the Interreg operation by:*

*(a) providing on the **partner's official website or social media sites**, where such sites exist, a **short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Inter-reg fund**;*

*(b) providing **a statement highlighting the support from an Interreg fund in a visible manner** on documents and communication material relating to the implementation of the Interreg operation, intended for the general public or for participants;*

*(c) displaying **durable plaques or billboards clearly visible to the public**, presenting the emblem of the Union in accordance with the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060, **as soon as the physical implementa-***

*tion of an Interreg operation involving physical investment or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, **the total cost of which exceeds EUR 100 000**;*

*(d) for Interreg operations not falling under point (c), publicly displaying **at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund**, except where the beneficiary is a natural person;*

*(e) for **operations of strategic importance and operations whose total cost exceed EUR 5 000 000 organising a communication event and involving the Commission and the responsible managing authority** in a timely manner.*

*The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article 47 of Regulation (EU) 2021/ 1060.*

*6. Where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by **cancelling up to 2 % of the support from the funds to:***

- the beneficiary concerned who does not comply with its obligations falling under Article 47 of Regulation (EU) 2021/ 1060 or paragraphs 4 and 5 of this Article.*

### PLEASE NOTE:

According to Article 49(6) and Annex IX (2) of the [CPR](#), the granting authorities have the right to use communication material produced by the recipients of EU funding. The right to use the beneficiaries' materials, documents and information is granted in the form of a royalty-free, non-exclusive and irrevocable licence. Any visuals the project uses need to be acquired with this requirement in mind. The recipient of EU funding remains the owner of the communication material and is fully responsible for the clearance of all the necessary licenses and authorisations to this end.



**3.**

# **GENERAL INFORMATION FOR COMMUNICATION MATERIALS**

---

## GENERAL INFORMATION FOR COMMUNICATION MATERIALS

As already stated hereinabove, the Interreg ROHU logo must be placed on the first page/cover/slide of all materials published and documents/presentation delivered to the public, elaborated during the implementation period of your project. This includes not only promotional materials, but also event invitations, agendas, lists of participants, leaflets, brochures etc.

### TECHNICAL BOX

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 and Jems code,
- the beneficiary
- the editor of the material,
- date of publishing
- the reference to the Interreg financing: *The project is funded by the European Union under the Interreg fund and co-financed by Romania and Hungary.*
- the disclaimer: *"The content of this material does not necessarily represent the official position of the European Union."*

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

The technical box templates in three languages are available for download on the Programme website.

### PLEASE NOTE:

Document editors and initiators/owners of websites/social media accounts are solely responsible for the information provided/stated.

A reference to the website of the Programme ([www.interreg-rohu.eu](http://www.interreg-rohu.eu)) shall be placed on the first page/cover/slide on each document/material/ presentation elaborated within the Programme. A link to the dedicated website of the Programme shall be added to the homepage of the projects funded by the Programme.

### PLEASE NOTE:

Don't forget to harmonize!

The language of the logos/disclaimer/technical box, 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 samples, in order to promote projects/Programme results.

## GENERAL INFORMATION FOR COMMUNICATION MATERIALS

### THE COMPULSORY 4

In general, all communication materials created by projects with funding from the Interreg VI-A Romania-Hungary Programme must contain the following 4 compulsory elements:

**1. PROGRAMME LOGO:** The logo of the Interreg VI-A Romania Hungary Programme, that already includes the EU emblem and the reference to the European Union co-financing;

**2. COUNTRY LOGOS:** 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. WEBPAGE:** The official website's link: [www.interreg-rohu.eu](http://www.interreg-rohu.eu),

**4. DISCLAIMER:** In case of materials/documents/articles/websites articulating individual thoughts/opinions. Please use the corresponding version with the language the material is edited.

**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."*

#### PLEASE NOTE:

Advertising messages in favour of companies are not allowed in any information/communication materials produced in the framework of the Interreg ROHU.

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.

However, projects should reduce the production of print publications to the absolute minimum, favouring digital means of communication whenever possible.

#### PLEASE 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, at his own risk, conditioned by the compliance of the materials with the Programme's relevant rules.

# 4. DESIGN TEMPLATES

---

4.1 POSTERS AND ELECTRONIC DISPLAYS

During the implementation of a project, each project beneficiary not falling under point c of Article 36 (4) of the [Interreg](#) (see detail on the previous page) has to place at least one poster of a minimum size A3 or equivalent electronic display with information about the project, highlighting the financial support from the Interreg fund, at a location visible to the public, such as the entrance area of a building.

We recommend placing the A3 poster/electronic display in the first 6 months of the implementation period.

The poster shall contain/display:

- Project title
- Name of the Lead beneficiary/Beneficiary
- Total project budget (in EUR)
- Project value (ERDF in EUR)
- Project duration
- Programme and government/s logos
- Programme webpage

The poster/electronic display will remain visible for the duration of the project completion. If damaged or deteriorates, it will be replaced by the beneficiary.

We recommend beneficiaries to use the icon and colour of the specific objective their project belongs to, and also 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 Interreg ROHU provides pre-designed poster templates. However, beneficiaries are allowed and encouraged to develop their own designs, as long as they respect the visual and content-related requirements detailed in this manual and relevant regulation.

**Size:** minimum A3, 297 x 420 mm (recommended size A1, 594 x 841 mm) or equivalent electronic display

Interreg ROHU provides pre-designed poster templates in three languages available for download on the website.

Poster template



4.2 PLAQUES OR BILLBOARDS

As soon as the physical investments (infrastructure/works) and/or the purchase of equipment starts or purchased equipment is installed in the context of the project, whereas the total related cost exceeds EUR 100 000, the beneficiary must display a plaque or billboard made out of durable material (e.g. metal/ weatherproof materials), in a place which is clearly visible to the public.

In case the plaques/billboards deteriorate due to external factors (weather conditions, vandalism, etc.), the beneficiary will have to replace it.

The plaque/billboard must be installed in a place readily visible to the public, either at the beneficiary's premises or at the site of the investment (e.g. in the case of the construction of a building/ roads, nature site etc.).

If the project is implemented in more than one location, at least one panel/board per location will be installed. It is recommended that Romanian beneficiaries use the Romanian version of the

billboard/plaque, while the Hungarian beneficiaries should use the Hungarian version.

**PLEASE NOTE:**

The plaque/billboard must be in place from the beginning of the physical implementation/ the purchase of equipment /the installation of equipment.

According to Annex IX (1.8) of the [CPR](#), where several operations are taking place at the same location, supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, at least one plaque or billboard shall be displayed.

When more adjoining rooms are equipped, having one entrance (ex. in case of an exhibition), placing one plaque at the entrance is sufficient.

- Every billboard/plaque shall display:**
- Name of the operation (project title)
  - The main objective of the operation


- Project value (ERDF in EUR)
- Investments' value (ERDF in EUR)
- Lead beneficiary/Beneficiary
- Project duration
- Programme webpage
- Romanian and/or Hungarian Government logo/s, depending on the language used/ country where the project part is being implemented.



The recommended 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).

Please use the pre-designed templates available for download in three languages on the Programme website.

Billboard template

Interreg

Co-funded by the European Union




Romania - Hungary

Name of the operation:	(insert project title, Acronim and Jems Code)
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)
Investment value:	(insert the total ERDF value of the investment in EUR)
Project duration:	(insert the implementation period)
Lead Beneficiary/Beneficiary:	(insert the name of the beneficiary implementing the investment)

interreg-rohu.eu

Plaque template

Interreg

Co-funded by the European Union



Romania - Hungary

Name of the operation:	(insert project title, Acronim and Jems Code)
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)
Investment value:	(insert the total ERDF value of the investment in EUR)
Project duration:	(insert the implementation period)
Lead Beneficiary/Beneficiary:	(insert the name of the beneficiary implementing the investment)

interreg-rohu.eu

STICKERS

Equipment procured within the project must bear a visible sticker pre-designed, provided by the Interreg ROHU.

Small stickers (90 mm x 50 mm) shall contain the following mandatory information: the Interreg ROHU logo and website and the Romanian and Hungarian Government logos.

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

The Beneficiaries shall display the project code/project acronym on the stickers.

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

**PLEASE NOTE:**

A sticker should be placed on every piece of equipment. For rain or sunshine protection, a PVC sticker with UV polishing is recommended. Alternatively, the beneficiary can decide to use a plate, depending on the technical characteristics of the equipment/tool/vehicle, but it is compulsory that such plate is visible throughout its lifetime (functional cycle).

If the sticker/plate is damaged, it shall be replaced by the project beneficiary.

Please use the pre-designed templates available for download in three languages on the Programme website.

Small stickers template



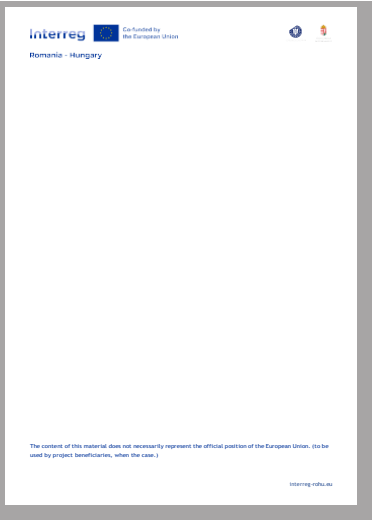
Large stickers template



4.4 WORD VERTICAL AND HORIZONTAL TEMPLATE

Word templates in 3 languages are available for download in vertical and horizontal versions.

Vertical template



Horizontal template



4.5 LIST OF PARTICIPANTS

Word templates in 3 languages are available for download in horizontal versions.

List of participants template

A list of participants template form. It includes the 'interreg' logo and 'Co-funded by the European Union' text, followed by 'Romania - Hungary'. Below this, there are fields for 'Name of event', 'Name of the project', 'Jens Code', and 'Date, Location'. A table with 5 columns (No., Name, Institution, Email, Signature) and 10 rows is provided for participant details. At the bottom, there is a disclaimer and the URL 'interreg-rohu.eu'.

4.6 POWERPOINT TEMPLATE

Powerpoint templates in 3 languages are available for download.

Power point template



Please use these pre-designed templates with the compulsory elements included to convey a consistent image for your project and to be in line with the branding requirements detailed in this manual.



# 5. PUBLICATIONS AND AUDIO-VISUAL PRODUCTIONS

---

## PUBLICATIONS AND AUDIO-VISUAL PRODUCTIONS

All electronic or printed publications created with funding from the Programme must include the 4 compulsory elements described above – (please see Chapter 3 of this document - General information for publication/ materials/documents - for details on the required visibility elements).

### PLEASE NOTE:

The disclaimer needs to be placed on publications if they contain articulation of ideas in the form of a text (leaflet, brochure, press release, articles, websites 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 4 compulsory elements described above in Chapter 3.

### PLEASE NOTE:

The programme logo must be integrated at the beginning as well as at the end of the video too.

### TECHNICAL BOX

A technical box shall be included at the end of the video, with the following information: the project title and Jems code, the editor of the material, date of publishing, reference to the fund and the standard 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 co-financed by the European Union through the Interreg fund under the Interreg VI-A Romania- Hungary Programme.

**Romanian:** Proiectul [TITLU] este cofinanțat de Uniunea Europeană prin fondul Interreg, în cadrul Programului Interreg VI-A România-Ungaria.

**Hungarian:** A(z) [projekt cím] című projekt az Interreg VI-A Románia- Magyarország Program keretein belül valósul az Európai Unió támogatásával.

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

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

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

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

# 6. PROMOTIONAL ITEMS

---

## PROMOTIONAL ITEMS

When appropriate, special promotional items can be produced for distribution. They serve as reminders of the projects for certain stakeholders or for the general public targeted by different project activities.

Bags, mugs, pens, pen drives, t-shirts, hats, etc. are examples of promotional items.

### MANDATORY ELEMENTS

Promotional items produced from the Interreg VI-A Romania-Hungary Programme must include the followings:

1. The **logo of the Interreg VI-A Romania Hungary Programme**;
2. Reference to the Programme **webpage** ([www.interreg-rohu.eu](http://www.interreg-rohu.eu)).

### EXCEPTIONS FOR SMALL MERCHANDISES

#### PLEASE NOTE:

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 whole logo, an exceptional use is allowed and accepted.

The Interreg logo type can be omitted, but the EU emblem cannot be left out in any circumstances but it can be reproduced in a smaller size than 1 cm.

In case it is possible, the EU emblem with the funding statement can appear on one side of the item and on the other side the Interreg

Romania-Hungary can be separately printed, for example in case of pens. But keep in mind that the brand (Interreg logo with the EU emblem) should not be used in any size smaller than is 26,25 mm. (Please see chapter 1.1.4 Logo size for more details)

It is recommended to keep a copy of each information/communication material so that compliance with the applicable visual identity rules can be demonstrated.

#### PLEASE NOTE:

Costs related to gift purchases are not eligible according to Art.38 (3/b) of the [Interreg](#).

# 7. WEBSITE

---

## WEBSITE

### PLEASE NOTE:

In accordance with paragraph 4 (a) of Article 36 of the [Interreg](#) all project partners must publish information about their project on their official institutional website, where such a website exists, as well as on their social media sites.

In this regard, beneficiaries are requested to notify the JS Communication officer via email about the fulfilment of this obligation.

The information posted on the beneficiary's official website and social media account must include a short description of the project, its aims/objectives, outputs, and results and must also include the main Programme visuals, set in a visible/prominent position, in compliance with the Programme's general visibility and publicity requirements (the Compulsory 4). Also, a link to the project website should be provided to allow visitors to obtain more information about the project's activities.

In case a project webpage is created by the beneficiary from project funds it must contain all 4 compulsory elements as described in Chapter 3 of this document – General information for publication/materials/documents and will not include in any circumstances commercials. The beneficiary should ensure its continuous update with information about the project implementation. The website 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.

### PLEASE NOTE:

The Programme provides a dedicated section on its own website where each project has its "project page", by the start date.

This section serves as a standardized communication tool and all projects are required to regularly update their "project page" content, with relevant information, throughout the project's lifetime. This is to help the beneficiaries promote their project activities and communicate the project achievements.

This "project page" includes relevant information about the project (e.g.: summary / main objective(s) and activities / partnership / duration / budget / results) and should serve as the main source of up-to-date information about the project and its progress.

Thus, projects shall regularly (at least every 3 months) upload:

- news and events linked to the project's activities and achievements
- pictures, videos, communication-related documents (leaflet, brochure, etc.) about their project's activities and results

# 8. SOCIAL MEDIA CHANNELS

---

## SOCIAL MEDIA CHANNELS

Social media presence is a crucial communication tool, which helps the Beneficiaries and the Programme to provide better publicity and visibility for the projects and their results.

The Programme is present on four social media channels, [Facebook](#), [Instagram](#), [Twitter](#), and [Linkedin](#) their links are also available on the programme website.

### PLEASE NOTE:

All beneficiaries are strongly recommended to develop a project Facebook/ and/or Instagram page for their project.

The programme recommends beneficiaries to make links, to tag or use the relevant hashtags, such as #InterregROHU in their posts.

The Programme's communication team will act in a reciprocal manner and tag the project social media posts to boost their visibility.

When using social media or digital tools, the Beneficiaries should:

- Provide in the bio/about/profile section of the relevant social media platform a short description of the project, highlighting the EU financial support, as required by Article 36 (4/a) of the Interreg, in order to ensure ongoing visibility of this type of information. A link to the project website/project page should be also included, to allow visitors to obtain more information about the project's activities.
- Use the pre-defined templates for the projects profile picture and banner. The profile

image must include reference to EU-funding if no banner image is available that already displays the funding statement. On Instagram, for instance, the profile picture has to include the full logo of the Interreg ROHU, since this social media platform doesn't allow banners.

- In case the beneficiary creates a personalized banner/cover the mandatory set of graphic elements must appear in the cover image, be grouped, and placed linearly, horizontally.
- Give regular updates on the activities implemented, the achieved results and also personal stories of real end users/beneficiaries of the project.
- Provide dynamic, engaging, and interesting content along with good-quality photos.
- Use a storytelling approach. The content should bring some benefit to the followers.
- Monitor the project's social media performance (number of views/users, other engagement statistics) to improve its communication methods over time.

Interreg ROHU provides pre-designed social media templates in three languages available for download on the website.



# 9. EVENTS

---

## 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 on different occasions, like project opening or closing, annual conferences, press conferences, fairs and exhibitions, seminars, or smaller project related events.

### PLEASE NOTE:

Events financed by the Programme have to display in meeting rooms in a highly visible location (ex. posters, banners, roll-ups or equivalent) the following elements, the Compulsory 4:

1. The **logo of the Interreg VI-A Romania Hungary Programme**,
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. Reference to the Programme and its **web-page** [www.interreg-rohu.eu](http://www.interreg-rohu.eu),
4. **Disclaimer**, if necessary.

The flag of the European Union and of the two participating countries, Romania and Hungary is recommended to be also displayed at the event premises. Communication materials (presentations, publications, posters, etc.) or agendas, lists of participants, etc. often handed out to partici-

pants on these occasions should also incorporate the compulsory visibility elements specified within this Manual.

### PLEASE NOTE:

According to Article 36 (4/a) of the [Interreg](#) operations of strategic importance and operations whose total cost exceeds EUR 5 000 000 must organise a communication event and involve the European Commission and managing authority.

Information regarding the upcoming project events or major project meetings has to be communicated towards the JS (invitations must be sent). Moreover, Beneficiaries are requested to upload, preferably at least two weeks before, brief information about upcoming project events (trainings, conferences, festivals, etc.) to the *Calendar of events* available on the programme webpage in English, Hungarian and Romanian.

Furthermore, it is highly recommended to take pictures to be further 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 Information Points.

### EX-ANTE APPROVAL:

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.

# 10. USEFUL COMMUNICATION TOOLS

---

## USEFUL COMMUNICATION TOOLS

We recommend the Beneficiaries to take a look at the following communication tools (not all are for free), which might be of big help in elaborating creative, quality communication and information materials:

### 1. DESIGN TOOLS:

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

### 2. VIDEO MAKING/EDITING 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
- [Filmora](#)

### 3. USEFUL RESOURCES FOR VIDEOS AND OTHER VISUAL MATERIALS:

- Music and sound effects: <https://www.youtube.com/audiolibrary>
- Stock images and footage: [Pexels](#), [Pixabay](#), [Unsplash](#),
- Editing Apps' collection site: <https://123apps.com>
- 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](http://www.grammarly.com)

## ANNEX 1

### 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(9/a) of the [CPR](#), i.e. a public or private body “responsible for initiating or both initiating and implementing operations”.

Therefore, in this capacity, they fall under the information and communication requirements stated in Article 50 and Annex IX of the [CPR](#), 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.