

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 2 // 2025

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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/en/project-documents/>

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; (**Interreg Regulation**)
- **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 partners in Interreg ROHU projects must promote the fact that their projects are co-financed by the European Union (EU), through the Interreg fund (ERDF).

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 all types of information and communication materials, project partners must use the specified logos, combining the necessary elements, as outlined by the relevant EU regulations and the Interreg ROHU requirements.

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

PLEASE NOTE:

The **EU emblem must always be 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 partners are obliged to use it on all their communication materials (both hard copy and electronic as well as to display it at events and on equipment purchased within the projects) intended for the public or project participants.

EN/RO/HU versions of the Interreg ROHU logo can be downloaded from the Programme's website.

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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 controllers (National Control Bodies). In addition, in accordance with paragraph 6 of Article 36 of the [Interreg Regulation](#), 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 has been taken.**

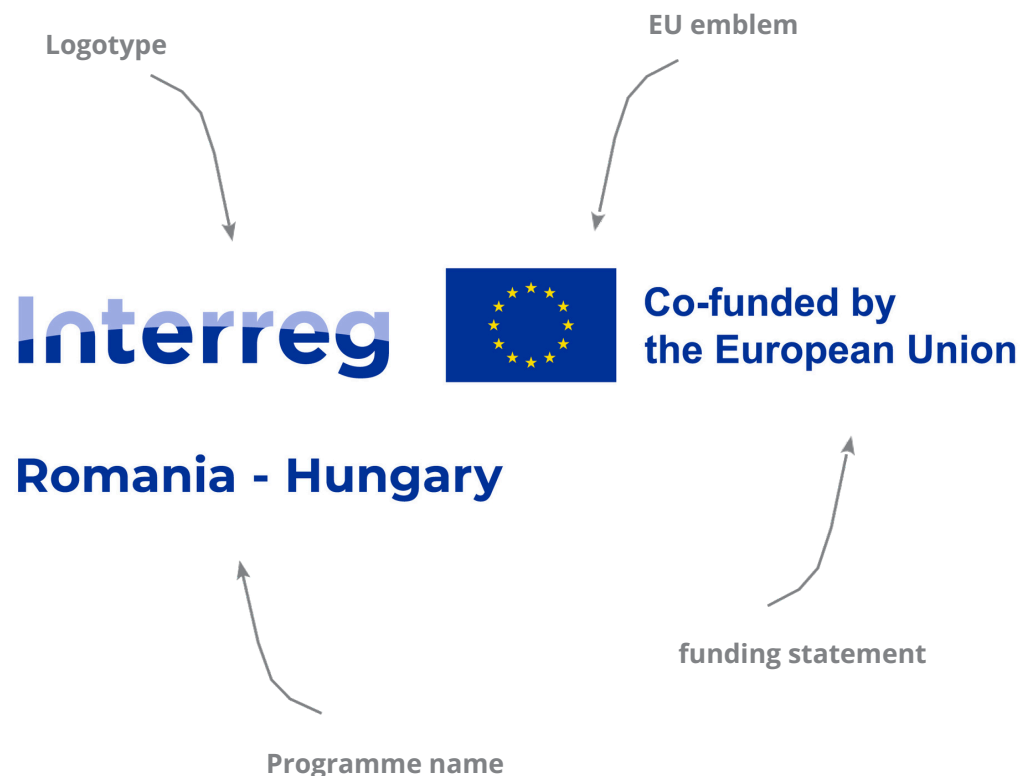
1.1 RECOMMENDATION ON USING THE PROGRAMME LOGO

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 on the website.
- ✓ **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, below, have to be observed.
- ✓ The logo must be placed on the **front cover of all publications and documents** produced within the project. For **video** materials, it must be **integrated** at the **beginning** and the **end** of the video.
- ✓ The logo must be positioned in a **readily visible place without scrolling or clicking**, i.e. on the **first/initial or landing page**. This applies to **websites** and subpages, **online and mobile applications**, **social media**, and other **digital platforms**.
- ✓ This requirement 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 Brand Design Manual](#), 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

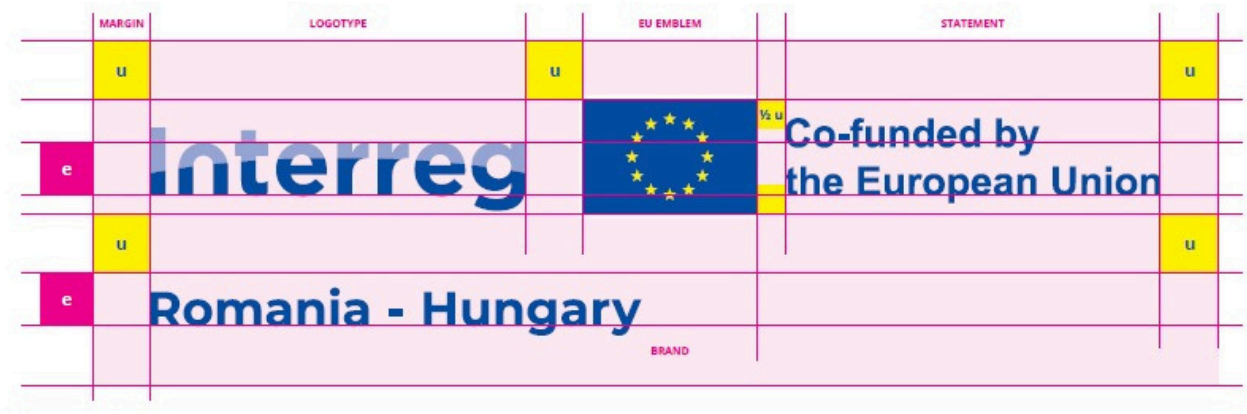
The space between the logotype and the EU emblem equals 1 “u”.
The space between the EU emblem and the statement equals ½ “u” – not including the white border.

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** is 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.**

COLOURED BACKGROUND

Using the logo on a coloured background is possible if there is no other 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.

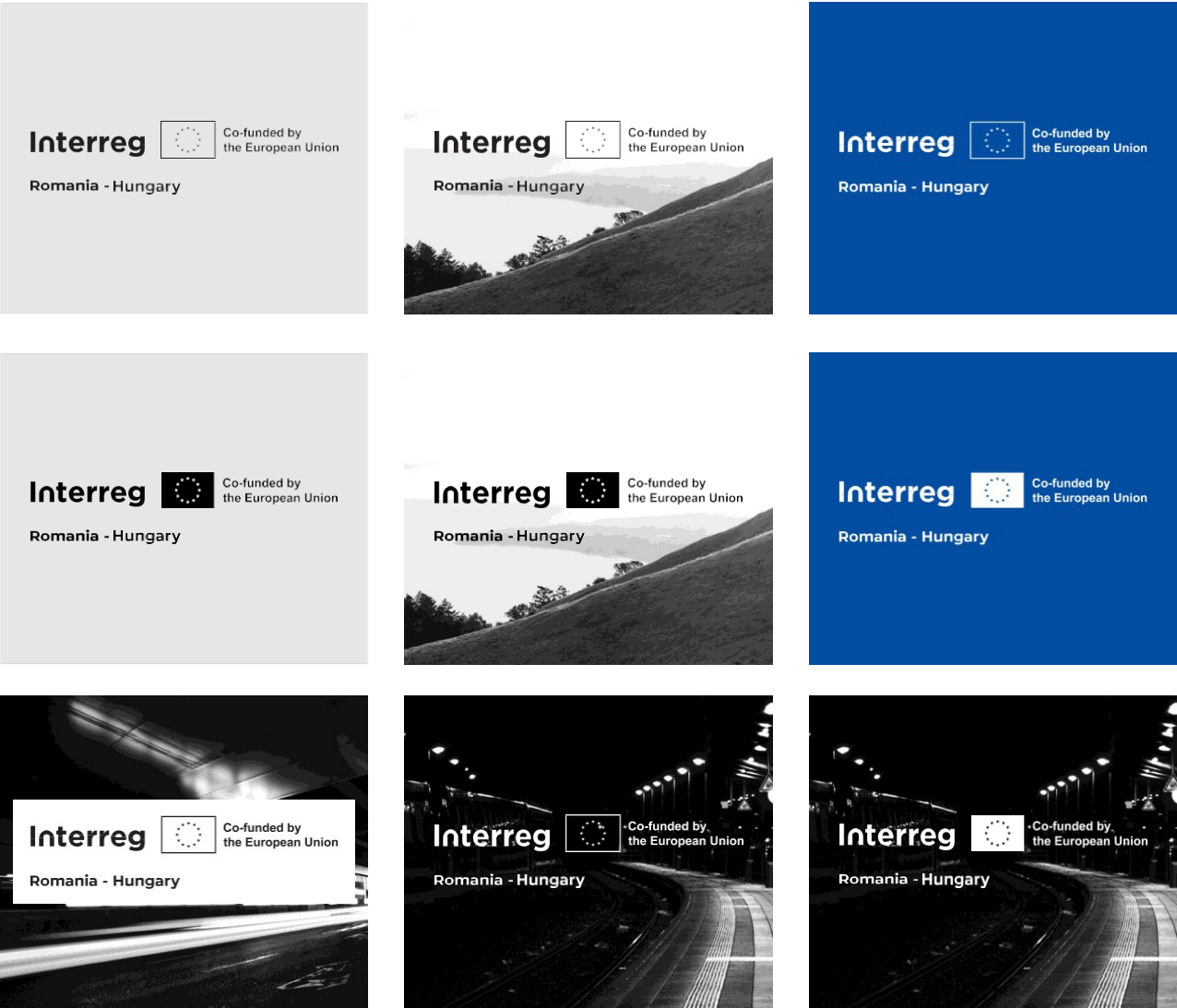
These alternatives should be applied **only when full colour reproduction is not possible**. Such versions are recommended for use **on uniform dark backgrounds**, on **certain types of merchandise** produced through serigraphy and engraving procedures or on challenging surfaces such as wood, metal, plastic, glass, etc., only when 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 when- ever 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 merchandise**: 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 always 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, 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.

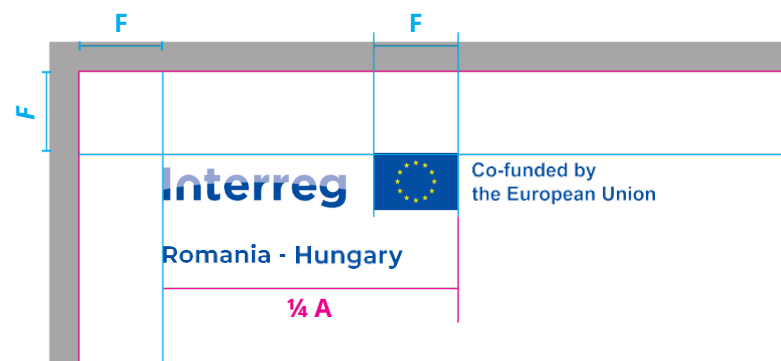
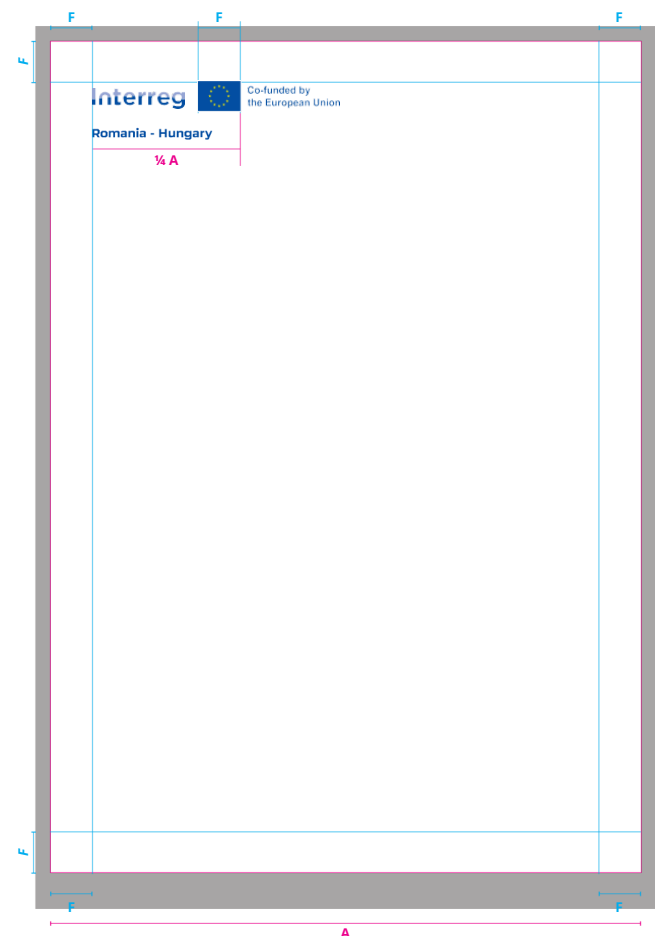
3. BRAND POSITIONING

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, 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.



1.1.5 LOGO SIZE PROPORTIONS AND POSITIONING REQUIREMENTS

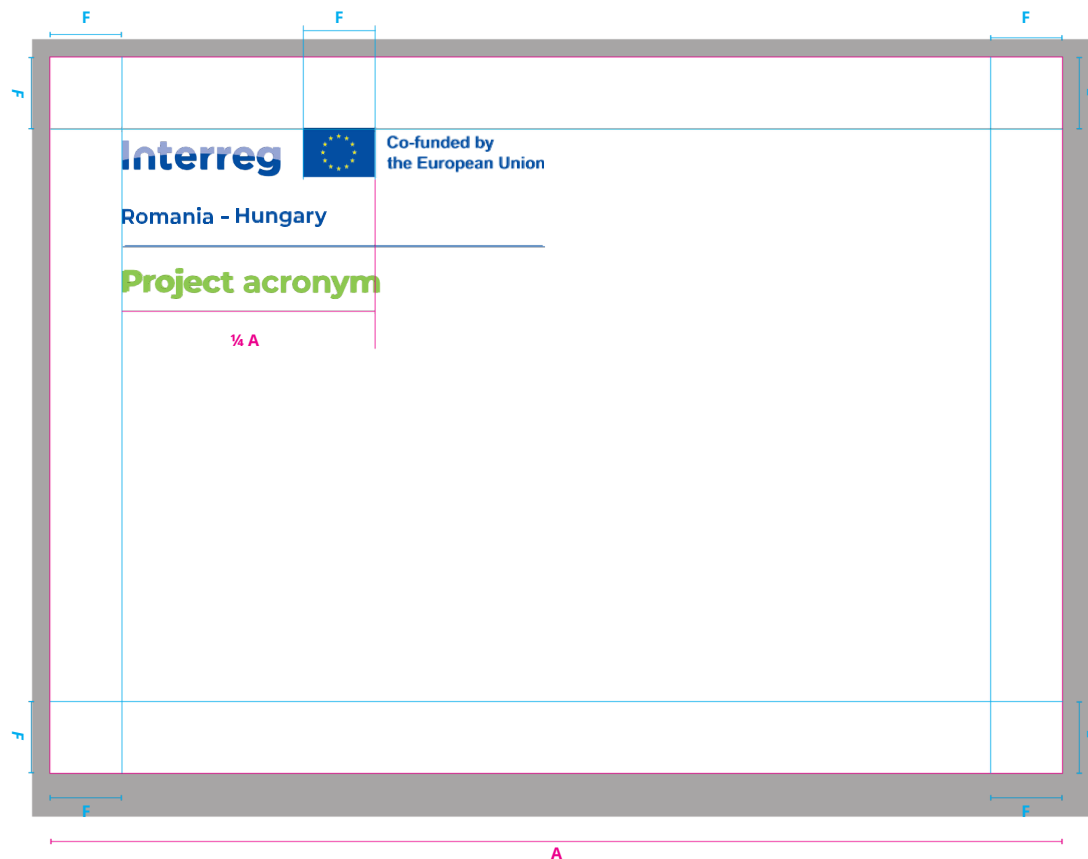
For more examples on brand positioning options check the [Interreg Brand Design Manual](#), chapter 6.2 Positioning: definition of brand and margin sizes.

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 are 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/applied for designing websites.

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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 the [Interreg Brand Design 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 details 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 letter forms.

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 name and project acronym)

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 the recognition of the support from the EU is the emblem and the funding statement of the Union, which Member States, Managing Authorities and partners 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.

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 the only 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](#).



1.3 RECOMMENDATION ON USING THE ROMANIAN GOVERNMENT LOGO

As Romania co-finances the Interreg ROHU projects, the use of the Romanian Government logo is **recommended** on communication materials, particularly those targeting Romanian-speaking audiences.

The logo consists of the central element of the Romanian coat of arms, encircled by the text “Romanian Government”, framed within concentric circles.

FLEXIBLE USE:

The use of **national government logo is not mandatory but recommended where relevant and appropriate** to highlight national contribution.

BACKGROUNDS:

A white background is recommended for the Romanian Government logo.

The negative logo version shall be used on a coloured background or a background with a picture.

PLEASE NOTE:

If project partners choose to **include** in visual communication their **own organisation’s logos** as co-financers, the **logos of the Romanian and Hungarian Governments must also be included**.



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

1.4 RECOMMENDATION ON USING THE HUNGARIAN GOVERNMENT LOGO

To acknowledge Hungary's role as a co-financing partner of the Interreg ROHU Programme, the inclusion of the Hungarian Government logo is **recommended** on communication materials, particularly those targeting Hungarian-speaking audiences.

The logo features the official coat of arms of Hungary, serving as a symbol of national contribution to the programme and projects.

FLEXIBLE USE:

The use of **national government logo is not mandatory but recommended where relevant and appropriate** to highlight national contribution.

BACKGROUNDS:

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

The negative logo version shall be used on a coloured background or a background with a picture.

PLEASE NOTE:

If project partners choose to **include** in visual communication their **own organisation's logos** as co-financers, the **logos of the Romanian and Hungarian Governments must also be included.**



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

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.

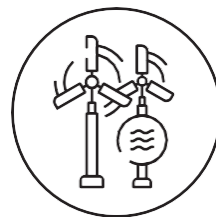
These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours. When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form.

PLEASE NOTE:

Project names/acronyms 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.



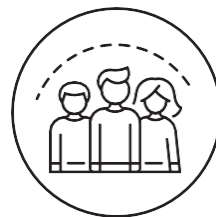
**A greener,
low-carbon Europe**
PO 2



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

The project acronym is 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 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 Bold 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 acronym 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/acronym 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 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.

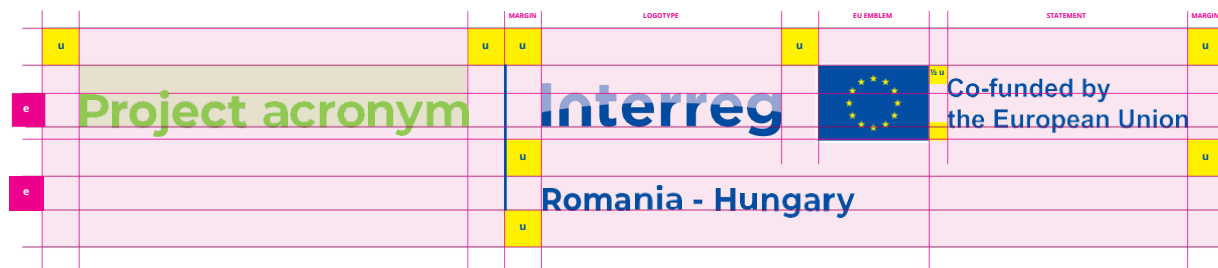
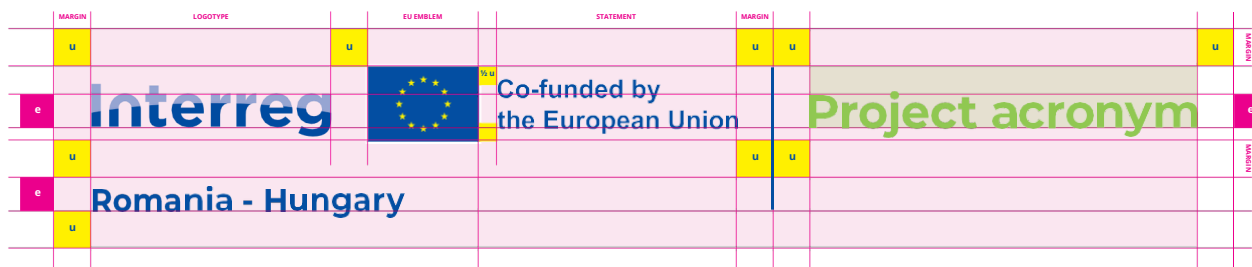
PLEASE NOTE:

The project acronym can never be positioned above the Interreg logo.

When the project acronym 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 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 PARTNERS

COMPULSORY INFORMATION AND COMMUNICATION MEASURES FOR PARTNERS

The minimal compulsory requirements related to information and communication responsibilities of the project partners are stipulated in **Article 36 (4) and (6/a) of the Interreg Regulation** 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 Interreg 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 implementation 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 materials produced by the recipients of EU funding.

The right to use the partners' 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/presentations 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 editor of the material (the project partner issuing the publication / video 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) 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, to promote projects/ Programme results.

GENERAL INFORMATION FOR COMMUNICATION MATERIALS

KEY ELEMENTS FOR COMMUNICATION MATERIALS

All communication materials developed by the projects must follow the visual identity requirements of the Programme. The following elements are either **compulsory** or **strongly recommended**, depending on their role and context:

1. PROGRAMME LOGO [compulsory]:

The **Interreg VI-A Romania–Hungary Programme logo**, which already includes the **EU emblem** and reference to **European Union co-financing**, **must be used on all communication materials**.

2. COUNTRY LOGOS [recommended]:

The use of national government logos acknowledges the national co-financing provided by Romania and Hungary. Their use is **recommended**.

If **partners use their logos**, they **must also include the Hungarian and Romanian Government logos**.

3. WEBPAGE [compulsory]:

The official website's link: www.interreg-rohu.eu

4. DISCLAIMER [compulsory when applicable]:

A disclaimer is required when materials **express/articulate personal views, individual opinions, or non-official statements**. It must appear in the **same language as the material**. Use the following corresponding versions:

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

If the **ex-ante approval** of information materials was **not requested** during the editing phase, the project partner **must ask for an ex-post approval before the related expenditure is certified by the National Control Body**. In such cases, the expenditure is made at the partner's own risk and will **only be approved (by JS/IP HU) and certified (by NCB) if the materials comply with the Programme's relevant rules**.

4. DESIGN TEMPLATES

4.1 POSTERS AND ELECTRONIC DISPLAYS

During the implementation of a project, each project partner **not falling under point c of Article 36 paragraph 4** of the [Interreg Regulation](#) 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 partner/Partner
- Total project budget (in EUR)
- Project value (ERDF in EUR)
- Project duration
- **Programme logo [compulsory]**
- Romanian and/or Hungarian Government logos (recommended)
- **Programme webpage [compulsory]**

The poster/electronic display will remain visible for the duration of the project completion.

If damaged or deteriorates, it will be replaced by the partner.

We recommend partners 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, partners 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

For **projects** with a **total cost exceeding EUR 100,000**, **partners** must acknowledge EU support by displaying **durable plaques or billboards** in a location clearly visible to the public, as stated in [Interreg Regulation art. 36, paragraph 4\(c\)](#).

This applies **as soon as** the physical implementation of a project involving **physical investment begins** (e.g. construction works) or when the **purchase of equipment starts or is installed**.

The plaque or billboard must be made of **durable materials** (such as metal or weather-resistant composites) and placed in a way that ensures **high visibility to the public**.

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

The plaque/billboard must be installed in a place readily visible to the public, either at the **partner'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 billboard/plaque per location will be installed**.

It is recommended that **Romanian partners use the Romanian version** of the plaque/billboard, while the **Hungarian partners 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.

Plaque / billboard template

Interreg



Co-funded by
the European Union



Romania - Hungary

Project title:	(insert project title, acronym and Jems code)
The main objective of the project:	(insert a summary of the overall objective of the project, as indicated in section C1 of the application)
Project value (EU funding - ERDF):	(insert the total ERDF value of the project in EUR)
Partner's budget (EU funding - ERDF):	(insert the total ERDF value of the project partner's budget in EUR)
Project duration:	(insert the implementation period)
Lead Partner / Partner:	(choose whether you are a Lead partner or Partner and insert the name of your organisation/institution)

interreg-rohu.eu

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

Every plaque/billboard shall display:

- Project title (name of the operation)
- The main objective of the project (see section C1 of the Application)
- Project value (ERDF in EUR)
- Partner's budget (ERDF in EUR)
- Project duration
- Lead partner/Partner
- **Programme logo [compulsory]**
- **Programme webpage [compulsory]**
- Romanian and/or Hungarian Government logo/s (recommended)

Sizing:

The **recommended size** of the **plaque** is **A3** (279 mm x 420 mm), and the minimum size is **A4** (297 mm x 210 mm). For the **billboard**, the **recommended size is 3 x 1.5 meters**.

The partner must choose which **size best fits the project site**.

Billboards must be **comprehensive** so that the target audience can read and understand the nature and funding sources of the project.

To complete the 'Main objective of the operation' field on the plaque/billboard, please insert a summary of the project objective as described in section C.1 (Project overall objective) of the Application Form.

If placing a durable plaque is not possible (e.g. due to legal restrictions on protected buildings), other appropriate measures must be taken to publicise the contribution of the Programme, for example, placing the durable plaque inside the building's entrance area.

4.3 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) and large stickers (100 mm x 100 mm) shall contain the following mandatory information: the Interreg ROHU logo (compulsory), the Programme’s website (compulsory) and the Romanian and Hungarian Government logos (recommended).

The partners shall display the project acronym and Jems code 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 partner 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 partner.

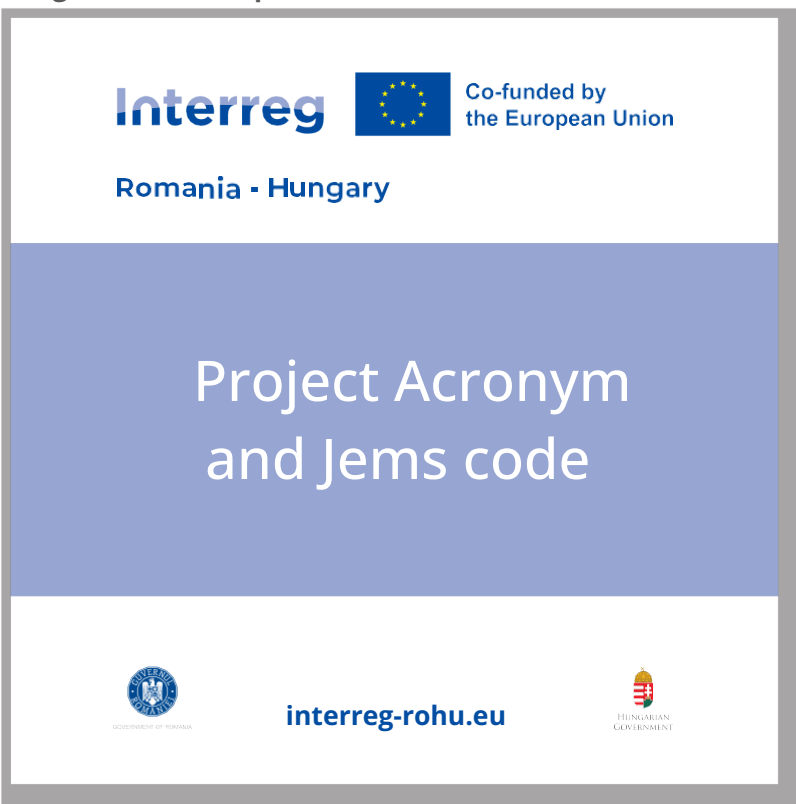
As an exception, in special case, such as very small items (e.g. bow arrows) or equipment that requires camouflage, small stickers displaying only the Programme logo may be designed and applied. If even this is not possible, the stickers may be placed on the packaging of the equipment instead.

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

Small stickers template



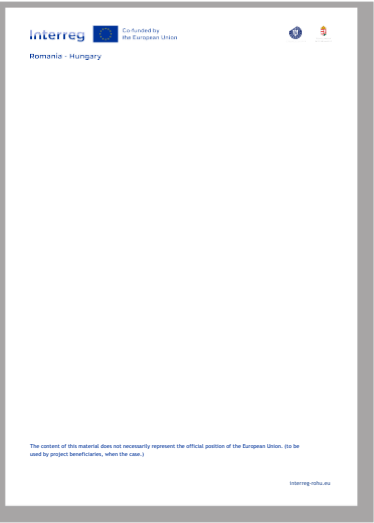
Large stickers template



4.4 WORD VERTICAL AND HORIZONTAL TEMPLATES

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

Vertical template



Horizontal 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.

4.5 LIST OF PARTICIPANTS

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

List of participants template

A horizontal word template for a list of participants. It includes the 'interreg' logo and 'Co-funded by the European Union' text at the top left, followed by 'Romania - Hungary'. Below this, there are fields for 'Name of event', 'Name of the project', 'Jans Code', and 'Date, Location'. The main part of the form is a table with 10 rows and 4 columns: 'No.', 'Name', 'Institution', and 'Email'. The 'Signature' column is empty. At the bottom, there is a small disclaimer and the URL 'interreg-ro-hu.eu'.

When participants in project activities or events are minors, the partners must ensure that the GDPR and applicable national legislation are observed.

4.6 POWERPOINT TEMPLATE

Powerpoint templates in 3 languages are available for download.

Power point template



5. PUBLICATIONS AND AUDIO-VISUAL PRODUCTIONS

PUBLICATIONS AND AUDIO-VISUAL PRODUCTIONS

All **electronic or printed publications**, as well as audio-visual productions created with funding from the Programme, **must include the compulsory elements** described above.

For details on the required visibility elements, please refer to Chapter 3 - General Information for Communication Materials.

PLEASE NOTE:

When materials express **personal views, individual opinions, or non-official statements**, a **disclaimer** must be included.

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 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**.

For **Strategic Projects** (OSI), the Programme logo must be **permanently visible** in all **video materials**. Brief audio/video mentions or fine print are not sufficient.

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 **website**:
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 in general 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 paragraph 3 (b) of the [Interreg Regulation](#).

7. WEBSITE

WEBSITE

PLEASE NOTE:

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

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

The **information posted on the partner'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.

Also, a link to the project website (where such a website exists) should be provided to allow visitors to obtain more information about the project's activities.

In case a **project website** is created by the partner from project funds it **must contain all compulsory elements** as described in Chapter 3 of this document and will not include in any circumstances commercials. The partner 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:

Each funded project has a dedicated **project page on the Programme's official website**, serving as a standardised communication tool to showcase its progress and results.

Partners are encouraged to **submit project updates** at least once every 3 months (e.g. events, news, results) by filling in the online form available at: Approved Projects → For Projects → [Add Project News](#).

In addition, partners are requested to **send 3–4 high-quality, representative photos** related to the update via email to:
rohu.communication@breacoradea.ro

This regular contribution supports the promotion of project activities and helps communicate the project achievements to a broader audience.

8. SOCIAL MEDIA CHANNELS

SOCIAL MEDIA CHANNELS

Social media presence is a **key communication tool** that supports both the partners and the Programme in enhancing the visibility of projects and their results.

The Programme is active on four social media platforms: **Facebook**, **Instagram**, **X.com**, and **LinkedIn**. Direct links to these channels are available on the Programme's official website.

PLEASE NOTE:

All partners are **strongly encouraged to create** at least a dedicated **Facebook** and/or **Instagram** page for their project.

To maximise visibility, the Programme recommends that partners:

- Include **links, tags**, and relevant **hashtags** (e.g. **#InterregROHU**, **#CohesionPolicy**, **#Interreg**, **#MadeWithInterreg**) in their posts;
- Tag the Programme's official pages:
- **Facebook**: **@InterregRomaniaHungary**
- **Instagram**: **@interreg_romania_hungary**
- **LinkedIn**: **@interreg-romania-hungary-404731262**
- **X (formerly Twitter)**: **@InterregROHU**

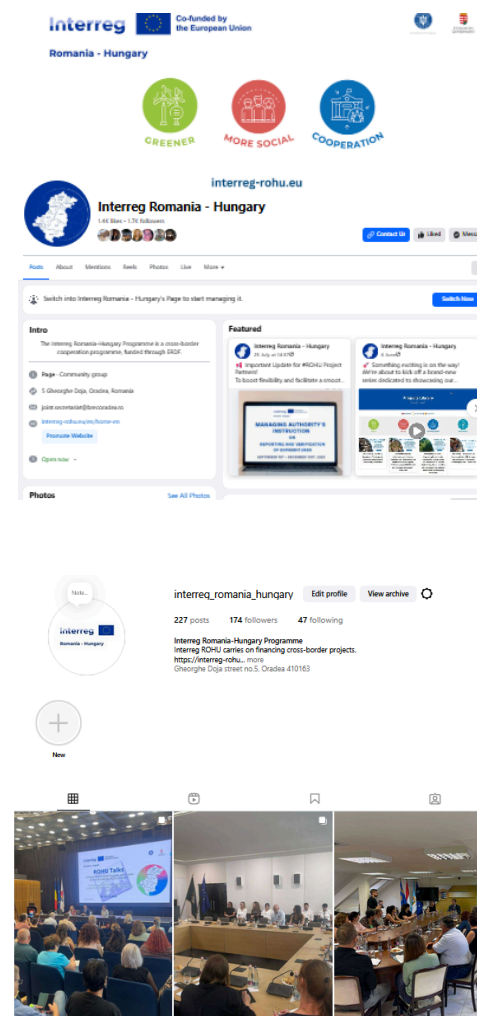
The Programme's communication team will reciprocate by tagging project accounts, supporting broader visibility for project content.

On platforms that allow **banner images** (Facebook and LinkedIn), the banner should include: the **Interreg ROHU logo**, a reference to the **Programme's website**, and optionally the **project acronym and/or full title**.

When using social media or digital tools, partners should:

- Include a **short description** of the project in the **bio/about/profile section** of their social media pages. This description must **highlight the EU financial support**, as required by Article 36 (4/a) of the **Interreg Regulation**, to ensure continuous visibility. A link to the project website or project page should also be included so visitors can easily access more information about the project's activities.
- When creating a customised **SM banner** or **cover image**, all **mandatory visibility elements must be included**.
- **Post regular updates** about the project's implementation, including activities, achieved results, and real-life stories from the end users or partners.
- Share **dynamic and engaging content** supported by **high-quality visuals**.
- Use a **storytelling approach** to make the content valuable and relatable for followers.
- Use **simple language**, avoid complicated or technical terms; instead, use familiar words to ensure your message is easily understood.
- Make the **content visually appealing**, include images, graphics, videos, and take advantage of free online tools like **Canva** or **Piktochart**.
- **Monitor the project's social media performance** (e.g., number of views, reach, engagement statistics) and use the insights gathered to improve communication strategies over time.

To increase visibility and publicity, partners are encouraged to **inform the JS communication officers about social media posts, website updates, or press coverage** (printed or online) related to the project. Based on relevance, the JS may share selected content on the Programme's official Facebook page or 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:

During events financed by the Programme, **posters, banners, roll-ups** or equivalent containing the elements listed below, have to be **displayed in meeting rooms**, in a **highly visible location**:

compulsory and recommended elements:

1. The **logo of the Interreg VI-A Romania-Hungary Programme**, [compulsory];
2. Romanian and/or Hungarian **Government logos** [recommended];
3. Reference to the Programme and its **website www.interreg-rohu.eu** [compulsory];
4. **Disclaimer**, on materials. expressing personal views/ideas (if necessary).

Miniature flags (table flags) of the European Union and of the two participating countries, Romania and Hungary, are recommended to be displayed 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 visibility elements specified within this manual.

PLEASE NOTE:

According to **Article 36 (4/e)** of the [Interreg Regulation](#), **operations of strategic importance (OSI)** and operations with a **total cost exceeding EUR 5,000,000** must organise a **communication event** and **involve the European Commission** and the **Managing Authority**.

For detailed guidance, please consult the European Commission's **Practical Guide on OSI communication**, available [here](#).

Partners are requested to **share information regarding upcoming project events or major project meetings with the JS /IPHU** and the relevant **National Control Body**.

Invitations must be sent in due time to the relevant **JS/IPHU monitoring officer** or to joint.secretariat@breacoradea.ro email address and the relevant **National Control Body**.

In addition, partners are encouraged to upload, preferably at least **two weeks in advance**, brief information about **project events** (training, conferences, festivals, or other events dedicated to the public) to the **Calendar of Events** by completing the dedicated form on the Programme website: Approved Projects → For Projects → **Add project event**.

IMPORTANT! It is **highly recommended** (in case of **RO partners**) / **compulsory** (in case of **HU partners**) to **take pictures during events and project activities**.

These can be used in communication and can also **serve as evidence for controllers**, in case the cost of an event is submitted for verification, that visibility requirements have been met, and that the activity or event took place.

EX-ANTE APPROVAL:

Please be reminded that project partners are strongly advised to **request ex-ante approval** of the JS and IPHU on **all information and communication materials developed** under the project, **at least 15 working days prior** to their release or use.

If you have any questions related to visual identity or other communication-related aspects of your project, please contact the Joint Secretariat or the Information Points.

10. USEFUL COMMUNICATION TOOLS

USEFUL COMMUNICATION TOOLS

We recommend that partners consider the following communication tools (please note that not all are free), as they may be of great help in elaborating creative, quality communication and information materials:

1. DESIGN TOOLS:

- [Canva](#) – visual content creator
- [Kapwig](#) – visual content creator
- [Piktochart](#) – infographic creator

2. VIDEO MAKING/EDITING TOOLS:

- [Biteable](#)
- [Screencast-o-matic](#) (need to download and install)
- [Blackmagic Design's - DaVinci Resolve](#)
- [PowToon](#) – creating animations, short stories
- [Wondershare's - 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

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.