Interreg NEXT
Co-funded by the European Union
NEXT Hungary – Slovakia – Romania – Ukraine

INTERREG VI-A NEXT HUNGARY-SLOVAKIA-ROMANIA-UKRAINE PROGRAMME

ANNEX V
TO THE 1ST CALL FOR PROPOSALS PACKAGE

VISUAL IDENTITY MANUAL & INFORMATION AND PUBLICITY GUIDELINES

Overview

The Programme wants to support Project partnes in communicating Interreg projects as much as possible by providing guidance and recommendations on one hand and by making templates available to facilitate the development of communication materials on other hand.

Visual Identity Manual (hereinafter referred to as the Manual) of the Interreg VI-A NEXT Hungary-Slovakia-Romania-Ukraine Programme (hereinafter referred to as the Programme), as the first part of this merged document, is a complimentary and obligatory document for Project partners where a set of programme rules and visual guidelines are compiled.

The Manual consists of two chapters:

• *Chapter 1 – Programme – including the Programme's visual identity elements – and the rules of their usage, as well as examples of their application within the Programme's design solutions.*
The use of all graphic signs and their possible variations such as colour, size, typographies. Graphic examples of correct and incorrect use of the logo and its components. It doesn't just explain the specific use of each element though, it also makes clear what not to do: incorrect angles, rotations, distorting the typography, the use of the logo on a background, etc.

• *Chapter 2 – Projects – templates for Project partners, and the rules of their usage as well as the usage of obligatory elements of the Programme - to be added at a later stage.*
Templates simplify creation of documents and materials, save time and increase efficiency of Project partners within implementation phase. They help deliver information to stakeholders timely and effectively and they are excellent tools to communicate properly.

The Manual is specifically intended to support graphic designers and creative professionals in expressing the brand consistently, creatively and effectively.
For those who would be creating the design of Programme branded material, as well as for the Project partners within the Programme who would use it as a guide for creating communication materials for their projects.

Information and Publicity Guidelines (hereinafter referred to as the Guidelines), as the second part of this merged document, are intended for implementation of the projects selected and contracted within the opened Calls for Proposals.

The aim of this working document is threefold:
• Build brand recognition by introducing basic visibility elements of the Programme, with the special emphasis on the new Programme logo in use
• Improve the efficiency of communication by applying different information& publicity packages levels
• Produce professional and consistent visual identity across all media

Both the Manual and the Guidelines are intended to be a living document.
Therefore, they may be revised periodically to reflect new or changed requirements.
They may also be changed in order to be more useful to its users.
The final version of this document will be published parallel with the 1st Call for Proposals of the Programme.

Table of contents

VISUAL IDENTITY MANUAL
PART 1

CHAPTER 1: PROGRAMME VISUAL ELEMENTS

1. The logotype

The logotype of the Programme was designed considering two important aspects.

Firstly, the emblem has a rich tradition since it covered and has evolved through previous programming periods. It symbolises the co-operation of the participating countries and it can be unmistakeably associated to the Programme and the co-operating Partners.

Secondly, as a harmonised Interreg brand on EU level was developed to Interreg Programmes to provide greater visibility at all levels and towards the widest audience, the Interreg branding rules had also be taken into account throughout the design process.

Therefore, a combination of the familiar Programme emblem and the Interreg brand was developed that provides a robust and easily-recognizable logotype for the Programme.

Please take time to understand how to apply these rules so the brand always appears clear and consistent.

The presented logotype consists of the following elements:

the **Programme emblem (1)** with its unique colours , the Interreg Next **logotype (2)** with the coloured arch inside together with the participating countries, the **EU emblem (3)** and the **statement (4)**.

The logotype is surrounded by a clear space area that defines a minimum distance to other elements such as logos, pictures, texts.

2. Proportions, minimum size and clear space requirements

The Programme logo shall not be recreated in any circumstances. Only the logo version presented in this manual is the one that is correct and shall be used. As regards the basic structure and specifications, rules defined in the Interreg Brand Manual are applied.
The basic unit (u) used for the definition of the brand composition is claculated in reference to 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.
The Programme emblem is placed on the right in a proportion that the height of the emblem is the same as the height of the Interreg Next brand section.
The Programme name in different language variations is written in 1 line, the font size of each variation is adapted to the custom area limit.

u

u   1/3u   u

u   u
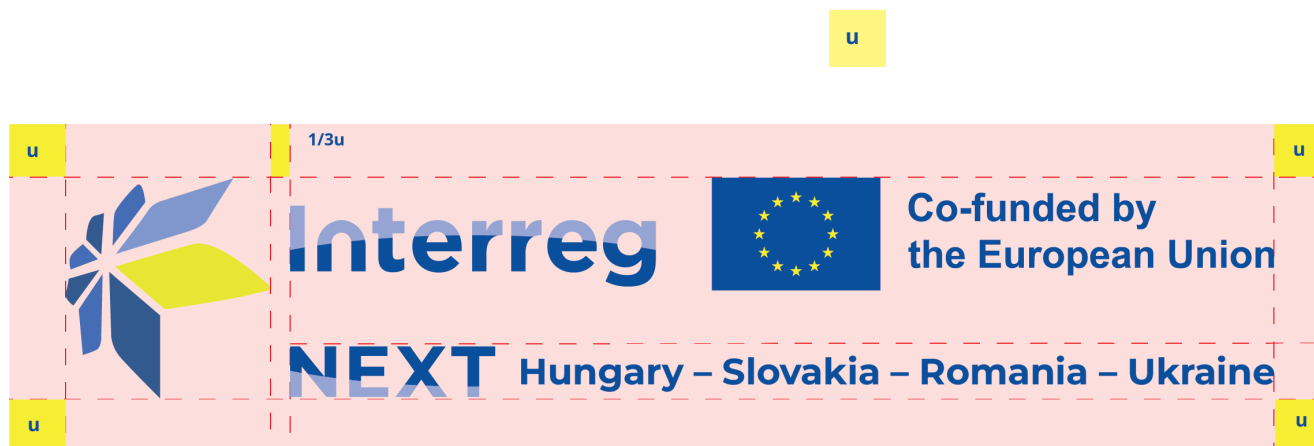
3. Size

MINIMUM SIZE

The logo shall not be used in any size smaller than the smallest size specified here.
The minimum dimensions of the Programme logo together with the Interreg brand and the EU emblem is **101,7 mm**, including the statement. The minimum height of the EU emblem must be 10 mm.
When scaled, all the elements shall be grouped and scaled in constrain proportions.
However, if the environment does not allow the the size, for specific items, like pens or pendrives, the emblem can be reproduced in a smaller size with the Programme name written in 2 lines, the size of which shall be **42,7 mm** not including the statement.
This form shall be avoided as much as possible.

SMALLEST LOGO WIDTH 101,7 MM

SMALLEST LOGO WIDTH 42,7 MM

Minimum sizes in use

The appearance of the logo varies greatly according to the medium it is used in.
Therefore, minimum sizes for print, screen and video are specified.
The logo shall not be used in any size smaller than the smallest size specified here.
For specific items, however, the logo might be reproduced in a smaller size.

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210x297 MM)	101,7 mm
PRINT A4 LANDSCAPE (297x210 MM)	101,7 mm
PRINT A5 PORTRAIT (148x210 MM)	101,7 mm
PRINT A5 LANDSCAPE (210x148 MM)	101,7 mm
PRINT BUSINESS CARD (90x50 MM)	42,7 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	101,7 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	101,7 mm
SCREEN SMARTPHONE	240 px
SCREEN TABLET	240 px
SCREEN LAPTOP	300 px
SCREEN DESKTOP	300 px
POWERPOINT 16:9 (254x142,88 MM)	101,7 mm
VIDEO FULL HD (1920x1080 PX)	300 px
VIDEO HD (1280x720 PX)	300 px
VIDEO SD (1050x576 PX)	240 px

4. The colours in use

The Programme emblem colours remain as they were in the previous two programming periods thus the visual 'silent transition' between the programming periods is ensured.

The Interreg brand colours are dereived from the EU main corporate colours and must not be changed.
The Reflex Blue and Light Blue define the Interreng brand's visual identity.
The NEXT Programme name must always be written in Reflex Blue, as the EU emblem and the statement.

PANTONE: spot colours

CMYK: process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

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

RGB: Colour sample for monitoring display with 256 gradiations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

	7685C	7683C	645C	3945C	Reflex Blue	Light Blue	Yellow	Black	White

Colour	Pantone	C	M	Y	K	HEX	R	G	B
	7685 C	88	70	19	4	#37518A	55	81	138
	7683 C	78	59	0	0	#4B67AF	75	103	175
	645 C	51	34	0	0	#8B9FD2	139	159	201
	3945 C	10	0	96	0	#F2E500	242	229	0
	Reflex Blue	100	80	0	0	#003399	0	51	153
	2716	41	30	0	0	#9FAEE5	159	174	229
	Yellow	0	0	100	0	#FFCC00	255	204	0
	Black	0	0	0	100	#000000	0	0	0
	White	0	0	0	0	#ffffff	255	255	255

5. Correct use of the Programme logo

STANDARD BRAND / IDEAL BRAND USE

The standard logo is the full colour version in the colour codes specified on the previous page. This version should be used whenever possible. Ideally the logo should be used on white or light backgrounds only.
Using the logo on a coloured background is possible if there is no alt ernative, however it should be a light background.

STANDARD BRAND APPLICATION ON A DARK BACKGROUND

If the logo needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 6.

ALTERNATIVE WHITE AND COLOUR LOGO FOR DARK BACKGROUND

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 and colour version.
 In that case, the Programme logo, the logotype, the EU emblem border and statement must be in white using the following colour codes:
Colour White
Pantone /
CMYK 0 / 0 / 0/ 0
HEX ffffff
RGB 255 / 255 / 255

Monochrome brand

For single colour reporductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full colour is not available.

The rules for applications on light vs dark background remain as specified on previous pages - with the brand preperably being placed in a white rectangle whenever used on a dark or busy backgrounds.

Though, some of the examples listed below might be acceptable.

6. Incorrect use of the Programme logo

1   Do not use any other typographic element in addition to the logo on the same line.

2   Do not invert, distort, stretch, slant or modify the logo in any way.

3   Do not cut the logo.

4   Do not rotate the logo. The only correct use of the logo is horizontal at a 0 ° angle.

5   Do not change the composition of the logo elements. They are invariable.

6   Do not use outlines around the logo.

7   Do not use the logo 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 logo 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.
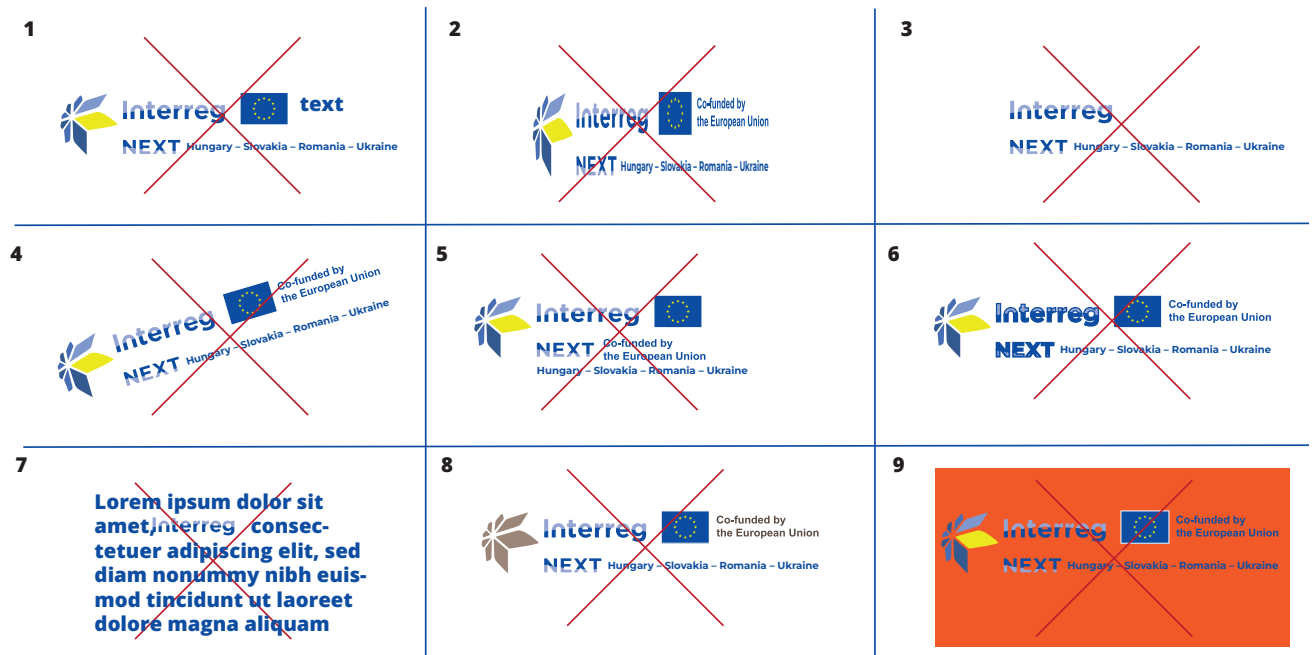
7. Typefaces

PRIMARY TYPEFACE: OPEN SANS

The generic typeface for all applications from body text to headlines is **Open Sans**.
It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in letter forms.

These typefaces are available for free, including web font kits and can be downloaded from here:
http://www.fontsquirrel.com/fonts/open-sans

Headline 1
Open Sans Bold
20/24

ABCDEFGhijklm
1234567890
!"§$%&/()

**Headline 2
Open Sans Bold
12/16**

**ABCDEFGhijklm
1234567890
!"§$%&/()**

**Headline 3
Open Sans Bold
8/12**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§$%&/()=? @€©®™„"•-—«»×**

**Headline 4
Open Sans Semibold
8/12**

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§$%&/()=? @€©®™„"•-—«»×**

Text body
Open Sans Regular
8/12

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§$%&/()=? @€©®™„"•-—«»×

*Quote/Remark/Emphasis
Open Sans Italic
8/12*

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§$%&/()=? @€©®™„"•-—«»×*

*Footnote
Open Sans Italic
6/8*

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§$%&/()=? @€©®™„"•-—«»×*

SECONDARY TYPEFACE: VOLLKORN

As an alternative serif typeface to Open Sans, Vollkorn was chosen. It can be used alone or in combination with Open Sans - as described on the next page.

These typefaces are available for free, including web font kits and can be downloaded from here:
http://www.fontsquirrel.com/fonts/vollkorn

TYPEFACE COMBINATIONS

The two typefaces **Open Sans** and **Vollkorn** can be used together for better or diverse aesthetics.
For example, you can chose Open Sans for titles and Vollkorn for paragraph texts - or vice-versa. You can also play with font sizes and font weights.

Headline 1
Vollkorn Bold
20/24

ABCDEFGhijklm
1234567890
!"§§$%&/()

Headline 2
Vollkorn Bold
12/16

ABCDEFGhijklm
1234567890
!"§§$%&/()

Headline 3
Vollkorn Bold
8/12

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§§$%&/()=? @€©®™„"•-—«»×

Headline 4
Vollkorn Semibold
8/12

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§§$%&/()=? @€©®™„"•-—«»×

Text body
Vollkorn Regular
8/12

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§§$%&/()=? @€©®™„"•-—«»×

Quote/Remark/Emphasis
Vollkorn Italic
8/12

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§§$%&/()=? @€©®™„"•-—«»×

Footnote
Vollkorn Italic
6/8

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"§§$%&/()=? @€©®™„"•-—«»×

8. How to use the logo

The objective of the proper logo positioning is to maximise the visibility of the Programme. The major principle to follow in the Programme logo positioning is the so called "top left positioning" of the logo, in all promotional materials or tools that are used. As the minimum size of the Programme logo and the clear space are already described on page 6-7, some of the examples of the Programme logo in use are presented as follows:

A4 portrait orientation is the most common document format in use. The example represents the logo positioning on A4 portrat (white paper) and also A4 landscape orientation (light blue paper), indicating the print safe margins suggestions.

Other common print formats might be:
• A5 (spread with facing pages or single A5 page with centred grid for brochures, flyers
• business cards (90x50 mm),
• A4 paper folders, LA4 or TC5 envelopes
• A1/B1 or A2/B2 posters
• rollup banners (850x 2000 mm), etc.

All of the previously listed shall follow the principle of "top left positioning" of the Programme logo, as well as the safety print margins, in proportion with its dimensions.
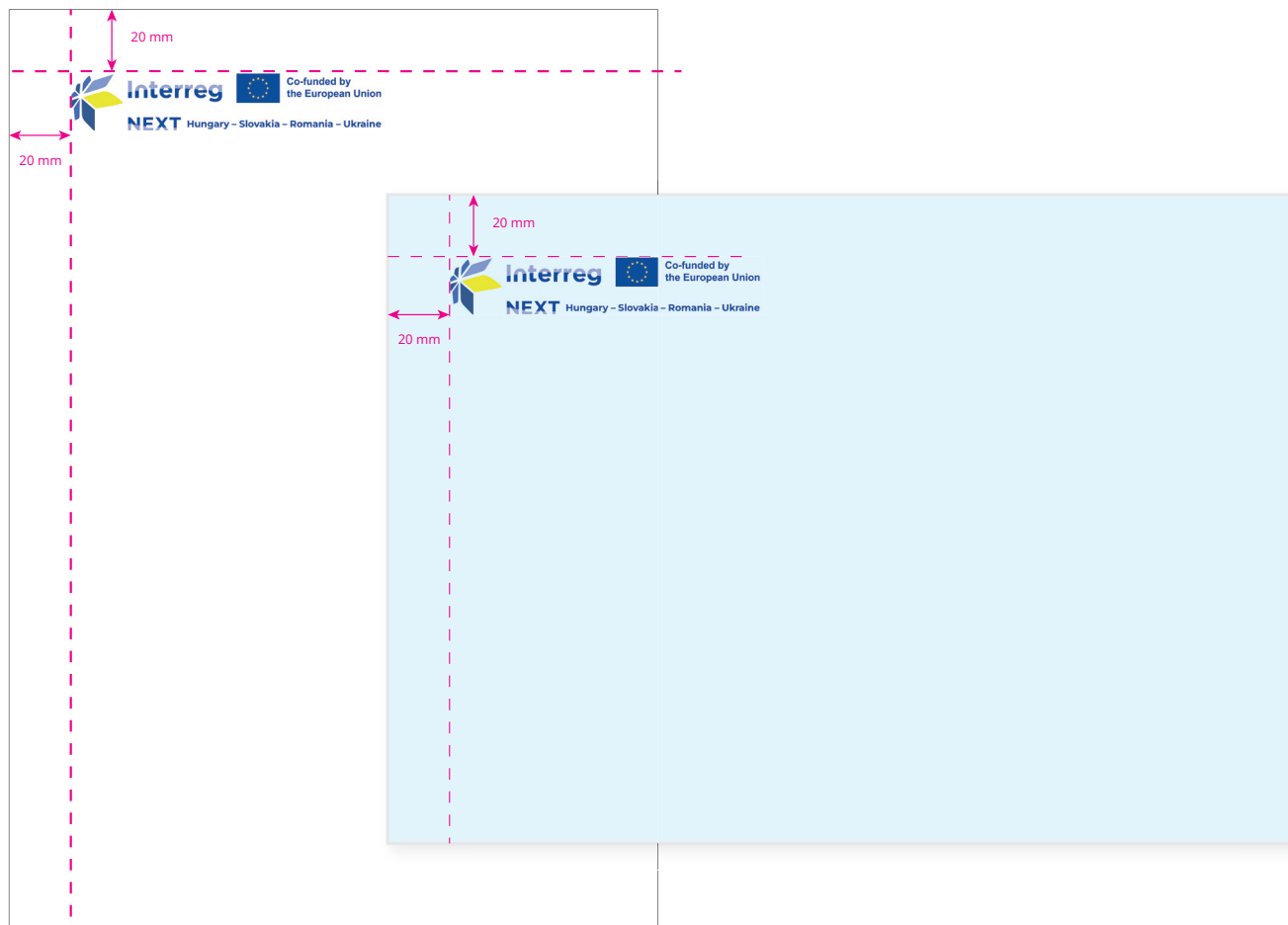
9. Slogan

For the purposes of the Interreg VI-A NEXT Hungary-Slovakia-Romania-Ukraine Programme communication and promotion, it is decided to keep the Programme slogan as it was used in the previous two programming periods.
The Programme slogan can be used seperately from other design elements.
The slogan must be in all CAPITAL letters every time on every material.
The "Partnership" part is written with Open Sans Bold and the "without boarders" is an Open Sans Regular type.
The slogan can be **positioned in one line** or it can be **broken to two lines** but never more than two.
If the slogan is broken to two lines the text can be **aligned to left, center or left**.
The slogan is provided in all languages of the Programme.

ENG: **PARTNERSHIP** WITHOUT BORDERS

HU: **PARTNERSÉG** HATÁROK NÉLKÜL

SK: **PARTNERSTVO** BEZ HRANÍC

RO: **PARTENERIAT** FĂRĂ FRONTIERE

UA: **ПАРТНЕРСТВО** БЕЗ КОРДОНІВ

HOW TO USE THE SLOGAN

PARTNERSHIP WITHOUT BORDERS

The slogan can be colorful with restrictions: if it is coloured it has to be the main blue colour of the Programme:

PANTONE 7685 C
CMYK: 88, 70, 19, 04

The slogan can be used as a negative variation as well as the logo. In this case the background colour should be the main blue colour and the slogan must be white.

Do not rotate, skew, distort or recolour the slogan in any other way.

PARTNERSÉG
HATÁROK NÉLKÜL

PARTNERSTVO
BEZ HRANÍC

PARTENERIAT
FĂRĂ FRONTIERE

ПАРТНЕРСТВО
БЕЗ КОРДОНІВ

10. Other Graphic elements in use

Under discussion.

VISUAL IDENTITY MANUAL

PART 1

CHAPTER 2: TEMPLATES FOR PROJECTS

To be added at a later stage for poject implementation.

INFORMATION AND PUBLICITY GUIDELINES

PART 2

Under the contractual provisions, project partners are obliged to take all necessary steps to publicise the fact that the European Union has financed the projects. However, project communications go far beyond this and can become an effective and indispensable project implementation tool.

COMMUNICATION IS AN IMPORTANT PROJECT IMPLEMENTATION TOOL:

• to communicate the existence of the project;
• to ensure communication with policy makers;
• to provide information on the performance, progress and results of the project;
• to increase the transparency of EU funding.

All communication and visibility activities should be carried out in close co-operation with the management structures of the programme (Joint Secretariat, Managing Authority, and Branch Offices). This measure aims at helping partners to use the visibility elements in a correct manner.

1. OBLIGATORY COMMUNICATION ELEMENTS FOR PROJECTS

1. Programme logo
2. Programme slogan
3. Disclaimer

Selected projects receive the files of the obligatory communication elements from the Programme upon signing the Subsidy Contract. The obligatory communication elements must be used as such and should not be recreated in any circumstances.

PROGRAMME LOGO
Features and rules of usage are elaborated in the Chapter 1 of this Manual.

PROGRAMME SLOGAN
Features and rules of usage are elaborated in the Chapter 1 of this Manual.

DISCLAIMER
The EU is not responsible for the contents of communication materials prepared by project partners, all of which must include a standard disclaimer, translated into local language(s) where appropriate.

For publications in print or electronic format:
This <publication/document/material/article> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.

For websites and social media accounts:
This <website/mobile application/account> was created and maintained with the financial support of the European Union. Its contents are

the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union.

For videos and other audio-visual material:
This <video/film/programme/recording> was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author/partner > and do not necessarily reflect the views of the European Union.

Versions in Hungarian, Slovak, Romanian and Ukrainian will be provided in Chapter 2 of the Visual Identity Manual.

In some cases, such as promotional materials of small size (such as sticker, or promotional accessories), it is justifiable to exclude the Disclaimer from the printed communication. However, generally, every publication that contains articulation of ideas in a form of a text, including, but not limiting to: leaflet, brochure, publication, press release, document, website, and social media pages should contain the Disclaimer.
The Disclaimer may be placed at the bottom of the back page of a single-leaf printed material, or at the bottom of the last or back cover page of a multi-page document. The Disclaimer should match the language of other obligatory elements used – the logo, the obligatory phrase on co-financing, and slogan (if applicable).

2. RECOMMENDED COMMUNICATION ELEMENTS FOR PROJECTS

1. Description of the Programme
2. Reference to the Programme website

The following communication elements are not obligatory, but highly recommended to use. Selected projects receive the files of the recommended communication elements from the Programme upon signing the Subsidy Contract. Although they are not obligatory, if used, the recommended communication elements must be used as such and should not be recreated in any circumstances.

DESCRIPTION OF THE PROGRAMME

The Programme recommends that projects use the Description of the Programme within the project communication material which requires such information, or could benefit from it. Project partners wishing to include description of the programme in a written communication, may use the following standard general statement:

The Interreg VI-A NEXT Hungary-Slovakia-Romania-Ukraine Programme is implemented within the 2021-2027 European Union financial framework, governed by EU Cohesion Policy. The Programme aims at serving the development of the Hungarian-Slovak-Romanian-Ukrainian border region and has a special commitment to catch up with the Ukrainian programme area. The Programme area consists of the following territorial units: Szabolcs-Szatmár-Bereg county and Borsod-Abaúj-Zemplén county in Hungary, Košický kraj and Prešovský kraj in Slovakia, Maramureş, Satu-Mare and Suceava counties in Romania, Zakarpattia, Ivano-Frankivsk and Chernivtsi oblasts in Ukraine.
The Programme provides EU funding for implementing common solutions to shared problems across borders to ensure resilient, green, healthy, attractive and cooperating border region. It promotes climate change adaptation, ensures equal access to health care, enhances biodiversity, culture and sustainable tourism, and cooperation between citizens, civil society actors and institutions.

Language of the Description must match the language of the material. Versions in Hungarian, Slovak, Romanian and Ukrainian will be provided in Chapter 2 of the Visual Identity Manual. Projects that choose to use the Description of the Programme are not allowed to change its content. Programme bodies may alter the Description during the Programme's lifecycle in order to make it more effective, and in that case the projects will be notified accordingly.

REFERENCE TO THE PROGRAMME WEBSITE

Project communication material may also include the reference to the Programme website: https://next.huskroua-cbc.eu/ where more information about the Programme and the relevant documents may be obtained.

3. INFO AND PUBLICITY PACKAGES

There are a multitude of communication tools available and while the choice is largely up to personal or project experience, consistency of use and willingness to try new initiatives, this guide recommends a selection of tools which work well.

We have developed an easy to understand and easy to use process that enables projects to have a certain level of professional communication in a quick and accessible way, with the necessary presence and visibility for Interreg. The approach is based on real cost items and it is very clear what is expected from the project partners to do/achieve.

Based on the type of the action, we distinguish three Info & Publicity packages of communication tools: **basic, medium and advanced.**

Type of the action	Info & Publicity package
Small scale project	choose between BASIC/MEDIUM/ADVANCED
Regular scale project (soft)	choose between BASIC/MEDIUM/ADVANCED
Regular scale project (with infrastructure)	choose between MEDIUM/ADVANCED
Large scale project	ADVANCED

SUPPORT TO PROJECT PARTNERS:

• Visual Identity Manual, Information and Publicity Guidelines,
• Workshop and/or consultancy on media-relations and external communications (how to – press releases, phrases to be used, photo/video qualities, Q&A info-sheets, etc.,
• Programme logo-packs in common digital file formats,
• Templates for digital/print usage, templates for media appearances
• Sub-page on the programme website, presenting the project and its process - the sub-page will be structured by the JS, Project partners to provide and upload materials

OBLIGATIONS OF PROJECT PARTNERS:

• **choose one package per Project partner**
• in case of **Lead partner**, deliver basic project data to the Programme website **project sub-page** in the beginning of project implementation (within one month from project start date) and further information to be uploaded and updated during implementation (timing is adjusted to project schedule)
• deliver a **closing event** with **press conference** with a guaranteed mixed local media reach (media clipping shall include radio, TV, online and possibly print media)
• produce **promotional materials**, items shall be adjusted to the project objectives (possible restriction of items TBD)

PACKAGE OPTIONS OF INFORMATION AND PUBLICITY TOOLS

BASIC / OBLIGATORY

For each project, development of the following tools is mandatory but not limited with. Templates have also been prepared (see Chapter 2 of the Visual Identity Manual):

• At least **2 press releases** that **may result** in at least 2 appearances in the referent **local online news** media – 1 in the beginning and 1 at the end of the project – within 1 month from project start and end date
• At least **2 online/offline communication actions** – e.g. kick-off event and closing conference
• At least **2 roll-up banners** (1xENG, 1xHU/SK/RO/UA) – within 3 months from project start date
• At least **1 sponsored article** in local online news media – the item must include the elements defined in the guidelines
• Use of permanent and **durable stickers** (equipment) if relevant, as per the guidelines – design to be provided by the programme
• **Visual final report** (infographic)

MEDIUM

BASIC / OBLIGATORY package included +
Based on the type of action, development of the following tools <u>might</u> be mandatory in addition to the basic package. Please check the table above.

• Open and run at least **1 social media** account/channel per project (one partner is responsible, others are admins). In duly justified cases, already existing up and running social media account can be used for project publicity. Followers of such account/channel must match the key audiences and specific groups of stakeholders that will be targeted by project communication activities.
• Regular update of social media account – at least 2 posts per month, starting in the first month of project implementation
• At least **50 professional photographs** demonstrating project activities, progress and results
• At least **2 additional** (altogether 4) timely separated press releases that **may result** in appearances in referent **local online news** media
• At least **2 local TV or radio** reports or spots (it can be 1-1 of each as well)
• At least **1 additional sponsored article** (altogether 2) in local online news media – the item must include the elements defined in the guidelines

ADVANCED

MEDIUM package included +
For Large Scale Projects, development of the following tools is mandatory. Other types of projects are encouraged but not obliged to choose this package.

• **1 short professional video** on project achievements (30-60 seconds)
• At least **2 additional** (altogether 6) timely separated press releases that **may result** in appearances in referent **local online news** media
• At least **2 additional** (altogether at least 4) **local TV or radio** reports or spots
• At least **1 additional sponsored article** (altogether 3) in online news media - the item must include the elements defined in the guidelines
• **National level radio or TV appearance** (covering at least the Programme territory) – the parameters and requirements to be defined by the Programme in the relevant guidelines

WORKS PACKAGE

Temporary billboard and permanent plaque shall be applied as defined in guidelines, in case works budget heading is applicable and it exceeds 50 000 EUR. The parameters and requirements to be defined by the Programme in the relevant guidelines.

INDIVIDUAL COMMUNICATION PRODUCTS

These products can be developed on a project's own initiative. There are no restrictions here but they must comply with the visual identity rules specified in the guidelines. Examples include project emblem, posters, advertisements, workshops, (digital) newsletters, leaflets, flyers, folders, stationary (PowerPoint template, email signature), any additional events, etc.

STRONGER FOCUS ON VISUAL COMMUNICATION

In order to make communication more attractive, we propose to communicate more visually, where possible, through short, so-called 30-60 seconds videos and infographics. Brief coverages can be made of events but also of projects and short videos that offer an insight into the project team professional activities. These videos can be easily shared via the social media channels. Infographics, in turn, allow complex and/or technical information to be communicated in a visual and simple manner.

APPOINTING COMMUNICATION MANAGER PER PROJECT

Although not mandatory, it is strongly recommended that a person be appointed who is in charge of following up and implements communications on the basis of this manual, the templates, and the guidelines. These tools should help to keep the 'workload' minimal and still set up an efficient implementation.

Checklist for Information and Publicity Tools Packages

Communication element - obligatory for all partners	Proof of delivery, necessary audit trail	Communication package BASIC	MEDIUM	ADVANCED
Promotional materials, items (merchandise) - adjusted to the project objective	in line with rules of eligibility	✓	✓	✓
2 communication actions e.g. kick-off event and **closing conference**	in line with rules of eligibility	✓	✓	✓
deliver basic project data to the Programme website's **project sub-page**	updated sub-page	✓	✓	✓
use of permanent and **durable stickers** (equipment) - if relevant	use of printed stickers – equipment photos	✓	✓	✓
visual final report (infographic)	delivered infographic report in digital format	✓	✓	✓
press release that may result in appearance in the local **online news media** from the beginning of the project	reachable article or appearance with correct references to the Programme as per the Visibility Manual	2	4	6
open and run a **social media** channel on project level	regular posts and audience development with relevant content	X	1	1
professional photographs	delivered photos with correct references to the Programme as per the Visibility Manual	X	50	50
short professional **video**	delivered video with correct references to the Programme as per the Visibility Manual	X	X	1
roll-up banners (1xENG, 1xHU/SK/RO/UA)	delivered roll-up banners in use – event photos	2	2	2
sponsored article in (at least local) online news media	reachable article or appearance with correct references to the Programme as per the Visibility Manual	1	2	3
local TV or **radio** report or spot		X	2	4
national TV or **radio** report or spot		X	X	1
Works package				
temporary billboard and **permanent plaque** in case it is relevant for works component	delivered elements in use on the spot	✓	✓	✓

PARTNERSHIP

WITHOUT BORDERS

For questions, please email: info@next.huskroua-cbc.eu