



Interreg



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

Updated version: 12.12.2024

Overview

The Programme wants to support Project partners 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 NEXTHungary-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

PART 1 - Visual Identity Manual

Chapter 1: Programme Visual Elements 4

1. The logotype	5
2. Proportions, minimum size and clear space requirements	6
3. Size	7
4. The colours in use	9
5. Correct use of the Programme logo	10
6. Incorrect use of the Programme logo	13
7. Typefaces	14
8. How to use the logo	17
9. Slogan	18

Chapter 2: Templates for projects* 20

1. Use of the acronym	21
2. Additional branding elements	24
3. Policy objective icons	25
4. Design templates.	26

PART 2 - Information and Publicity Guidelines

1. Obligatory communication elements for projects	37
2. Recommended Communication Elements For Projects	38
3. Info and Publicity Packages	39
4. Organising Communication Events: Guidelines for Operations of Strategic Importance . . .	43

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 unmistakably 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 calculated 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.



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 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.

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 gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB: Colour sample for monitoring display with 256 gradations per channel

*R = Red, G = Green, B = Blue
(Red / Green / Blue)*



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 alternative, 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

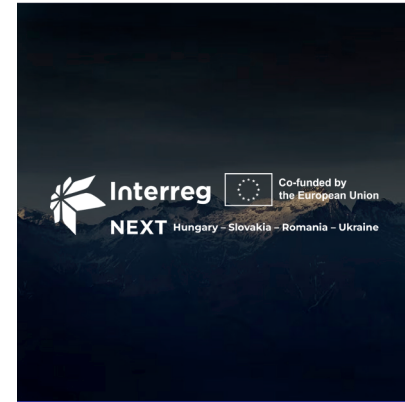


MONOCHROME BRAND

For single colour reproductions, 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.

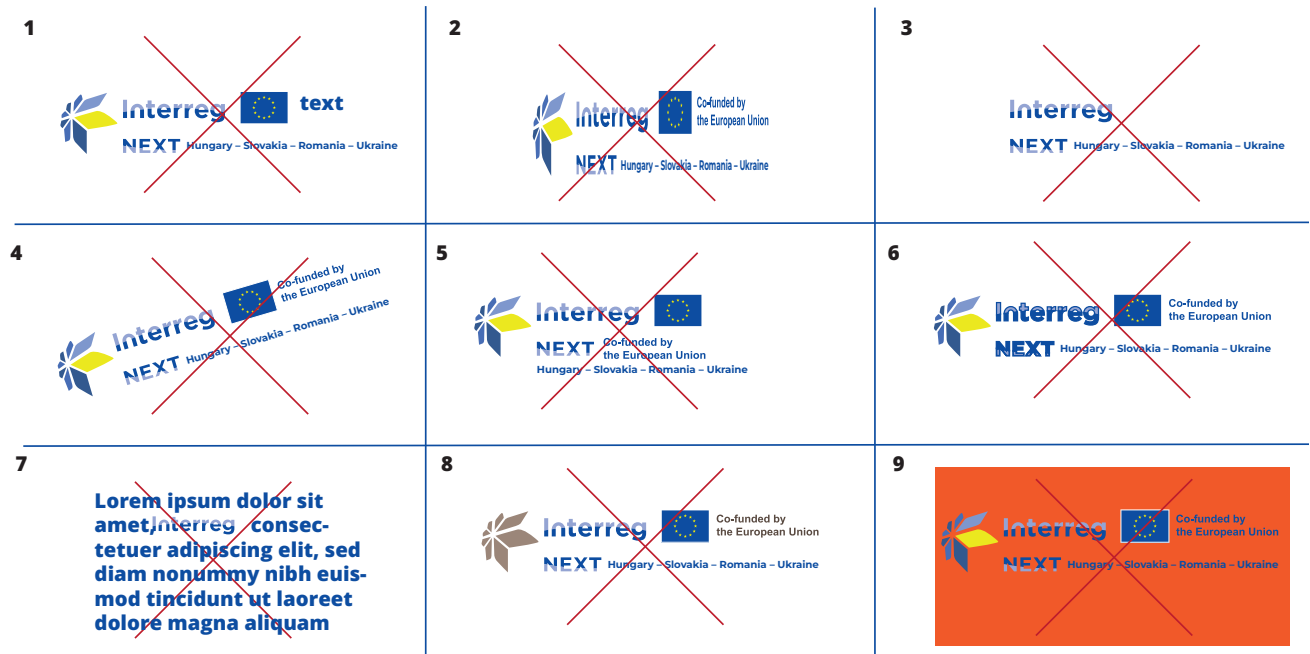
The rules for applications on light vs dark background remain as specified on previous pages - with the brand preferably being placed in a white rectangle whenever used on a dark or busy backgrounds.

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

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Headline 4
Open Sans Semibold
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Text body
 Open Sans Regular
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Quote/Remark/Emphasis
Open Sans Italic
 8/12

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Footnote
Open Sans Italic
 6/8

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

SECONDARY TYPEFACE: MONTERRAT

As an alternative serif typeface to Open Sans, Montserrat was chosen. It can be used alone or in combination with Open Sans.

These typefaces are available for free, including web font kits and can be downloaded.

TYPEFACE COMBINATIONS

The two typefaces **Open Sans** and **Montserrat** can be used together for better or diverse aesthetics.

For example, you can chose Open Sans for titles and Montserrat for paragraph texts.

You can also play with font sizes and font weights.

Headline 1 Montserrat Bold 20/24

ABCDEFGHIJKLM
1234567890
!"\$%&/()

Headline 2 Montserrat Bold 12/16

ABCDEFGHIJKLM
1234567890
!"\$%&/()

Headline 3 Montserrat Bold 8/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Headline 4 Montserrat Bold Italic 8/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Text body Montserrat Regular 8/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Quote/Remark/Emphasis Montserrat Italic 7/12

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

Footnote Montserrat Italic 6/8

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“—«» x

MICROSOFT OFFICE PROCESSING TYPEFACE

Calibri has been selected as the primary corporate typeface of the Programme because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.

Please note that these fonts must not be condensed, expanded or digitally manipulated in any way.

For most uses, typeface colour must be black on white background. Exception: The original corporate Typeface, Open Sans, is embedded in the Powerpoint templates and should be used for presentations.

Headline 1 Calibri Bold 20/24

ABCDEFGHghijklm
1234567890
!"\$%&/()

Headline 2 Calibri Bold 14/16

ABCDEFGHghijklm
1234567890
!"\$%&/()

Headline 3 Calibri Bold 12/14

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Text body
Calibri Regular
11/13

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Quote/Remark/Emphasis
Calibri Italic
11/13

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

Footnote
Open Sans Italic
8/10

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopQRSTUVWXYZ
1234567890 !"#\$%&/()=? @€©®™ „“•—«»×

8. How to use the logo

PROGRAMME LOGO POSITIONING

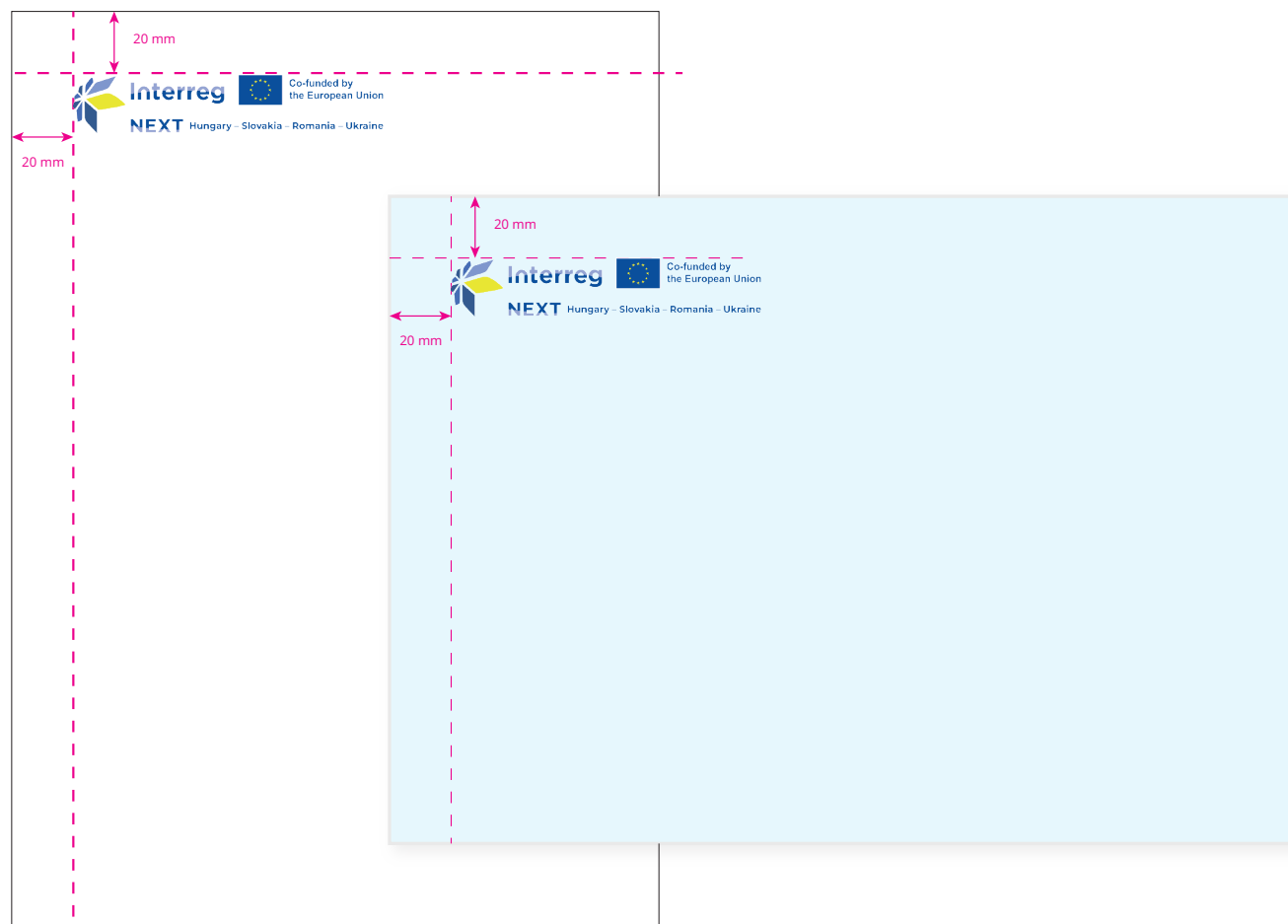
The objective of the proper logo positioning is to maximise the visibility of the Programme. The major principle to follow in the Programme logo positioning is the so called “top left positioning” of the logo, in all promotional materials or tools that are used. As the minimum size of the Programme logo 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 portrait (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 shall be used separately 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 borders” is an Open Sans Regular type.

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

The slogan can be colourful with restrictions: only the “Partnership” word can be coloured and 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 colourful with restrictions. Only the “Partnership” word can be coloured and if it is coloured it has to be the main blue colour of the Programme.

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, centre or left.**

The slogan is provided in all languages of the Programme.

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.

PARTNERSHIP WITHOUT BORDERS

PARTNERSÉG
HATÁROK NÉLKÜL

PARTNERSTVO
BEZ HRANÍC

PARTENERIAT
FĂRĂ FRONTIERE

ПАРТНЕРСТВО
БЕЗ КОРДОНІВ

VISUAL IDENTITY MANUAL

PART 1

CHAPTER 2: TEMPLATES FOR PROJECTS*

*The source files are available in electronic formats for direct editing in Adobe Illustrator and Adobe Indesign.

1. Use of the acronym

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

1. FONT TYPE & SIZE

Projects are free to develop their own logo. Alternatively, they should simply use their acronym 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.

In the event that the acronym cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the project’s custom area.

2. PROJECTS’ CUSTOM AREA

WIDTH: the area defined for the acronym or logo is equivalent to the width of the Interreg logotype and EU emblem combined.

HEIGHT: its maximum height is equivalent to the height of the EU Emblem.

3. STANDARD PLACEMENT

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

1e



4. HORIZONTAL PLACEMENT

Alternatively, project acronym can be positioned to the right side of the Programme 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.

Project names/logos can never be positioned above the Programme logo.

When the project acronym is placed to the right of the Programme logo, 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.



5. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the Programme brand from the project name.

This line is positioned exactly 1 “u” below the Programme brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas.

6. MULTILINGUAL USE

Should you need the project logo in various languages, create a separate logo for each language.



7. COLOURS IN USE

Project names should always use the colour of the matching thematic objective, as described here. The colour scheme was developed to label the thematic objectives clearly.

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 gradations from "00" to "FF" (hexadecimal) per channel.

This system is preferably employed for designing websites

RGB

Colour sample for monitor display with 256 gradations per channel

R = Red, G = Green, B = Blue
(Red / Green / Blue)

Priority 1
A resilient and green border region

CMYK 48/0/89/0

HEX #9ACA3C

RGB 154/202/60

Priority 2
A healthy and attractive border region

CMYK 10/75/60/1

HEX #DA5C57

RGB 218/92/87

Priority 3
A cooperating border region

CMYK 87/51/0/0

HEX #0E6EB6

RGB 14/110/182



2. Additional branding elements

The emblem is a repetitive element of the visual identity. It is encouraged to use the emblem in presentations, infographics and even for framing images. The proportion and rotation of the emblem must not be altered in any way.

The emblem should occur only once per piece. For instance, on a multipage piece the emblem would go on the cover, but the standard logo would be used for the back cover.

The emblem can only be used on multipage materials where the standard logo is also visible.



3. Policy objective icons

The use of the Policy objectives icons is optional, but if used, the rules of their implementation shall be followed. The icons were designed to work well together as a series, using similar iconography, forms and line weights.

The standard use of the icons is in the colour of the policy objective it represents. 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.

These icons, as presented here, as suggestions, have been designed (shape and colours) by the European Commission and simplified by Interact with Commission approval. If used, it is not allowed to modify these icons without prior approval from the European Commission.

Priority 1: A resilient and green border region



Priority 2: A healthy and attractive border region



Priority 3: A cooperating border region



4. Design templates

Press Release

A press release is a concise, official statement distributed to media outlets to announce news, events, or achievements related to your project. It serves as a key communication tool to inform the public, stakeholders, and partners about the progress and outcomes of the project.

Why is a Press Release Important?

- 1. Transparency:** Demonstrates how EU funds are being used, fostering accountability.
- 2. Awareness:** Informs the public and stakeholders about the project's impact on the local community and beyond.
- 3. Visibility:** Highlights the support of the European Union, ensuring recognition of its contribution.
- 4. Engagement:** Helps attract interest and involvement from local communities, beneficiaries, and potential partners.

Press release must include **project's full title, official start and end dates, total EU contribution, list of project partners and concise project description** (objectives, activities, and results).

Main Advice for Crafting a Press Release

- 1. Clear Structure:** Include a headline, a subheading (if necessary), and organize the content into short paragraphs. Cover the key questions: Who, What, Where, When, Why, and How.
- 2. Relevance:** Focus on newsworthy content that appeals to the audience, such as project milestones, events, or success stories.
- 3. EU Acknowledgment:** Clearly indicate the project's co-financing by the EU, using the proper **programme logo with project acronym, programme slogan and disclaimer** (please, check Information and Publicity Guidelines Part 2 "Obligatory communication elements for projects")
- 4. Professional Tone:** Use formal and clear language, avoiding jargon or overly technical details.
- 5. Contact Information:** Always include the contact details of the person responsible for media inquiries.
- 6. Timing:** Distribute the press release well in advance of events or shortly after achievements to maximize its impact.
- 7. Visuals:** Enhance the release with high-quality images or infographics that illustrate the project's outcomes or activities.

This is a headline



Fugitem faceaquam restemporio. Nemquam doluptaque etur?
Aximini hilignatusam ima velignis etur, sinverendae ariandigeni ipiciae. Ipsunti berupic itaspelias dentibus natus eos autemque lat ratibus endam eum quis-sintem hitibus quia aligent.
Liatur assed ut acea commoles aut faceaquaturi ania nis vel ipsanto tatisitate pro omnim unt aspid mosae-catus.
Alliciendam, aditate nobitia tiaepedit aute seditate lati temped quibus culles magnimp osimposa dolupta doluptam venissunt aut plit apienducil ilibus rem harum fugitate verum re dollesc idesto volore, con cupatur sint apit, imi, quostor emodis rempore volut modiciat voluptis rem faceptur?
Itatet mollam et prestaquasia corum et odist volende rehenda volores alia il ipsunt quae et asitiandam quam alignihit ento ide volupta ecupataeri odicia qui nim fuga. Ut voluptat ra nos diatius eatioria voluptis esequidusti consequant volorum re ventur as nobis ex exera dellabo. Nam fugite vitis esto omniendic tem fuga. Nem rent idi ut est, aliqua siminctius erum et ad et es de nihil in nam aut et asperibus dollandae veni-hicimeni ditatur aborita tiurecatem. Nequis id que ea-tet, tem andia sus alitate
Fugitem faceaquam restemporio. Nemquam doluptaque etur?



PARTNERSHIP WITHOUT BORDERS

Social media

Common platforms include Facebook, Instagram, Twitter (X), LinkedIn, and YouTube. For EU co-financed projects, social media offers a powerful way to connect with the public, stakeholders, and partners in real-time.

Why is Social Media Important?

- 1. Wide Reach:** Allows you to engage with diverse audiences quickly and cost-effectively.
- 2. EU Visibility:** Highlights the EU's support through tags, hashtags, and official accounts, ensuring proper recognition.
- 3. Community Engagement:** Encourages interaction and feedback from local communities and stakeholders.
- 4. Flexibility:** Offers opportunities to share updates, stories, visuals, and events as they happen.

Running a social media channel/account is **mandatory** for partners who selected the medium or advanced information and publicity package. As well as regular updates - posting at least **two updates per month**, starting from the **first month of project implementation**.

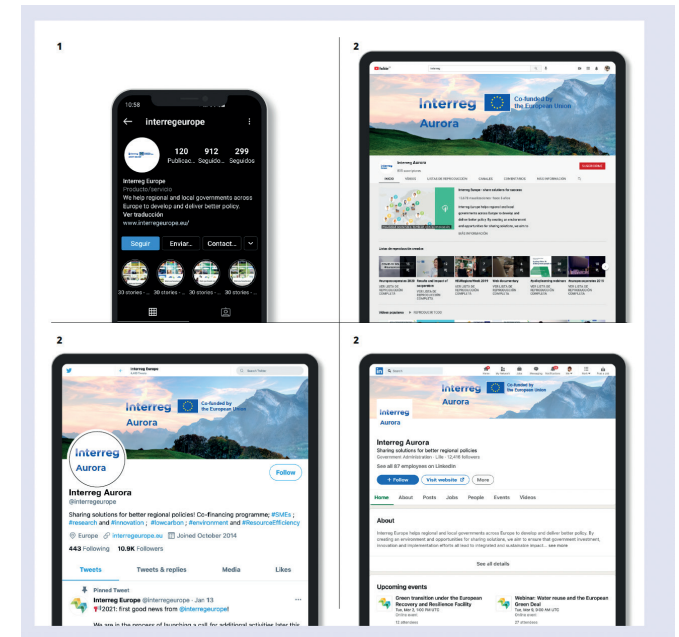
Visibility requirements:

Programme Logo:

- Include the **Programme logo** in the **banner or cover photo** of your profile/page.
- Ensure the logo is fully visible on all devices and not obscured by other elements (e.g., profile photo or avatar).
- If the platform does not allow for a banner image (e.g., Instagram), include the Programme logo in the **profile photo**.
- Include **disclaimer** (please, check *Information and Publicity Guidelines Part 2 "Obligatory communication elements for projects"*)

Creative Design:

- If the platform allows a banner image, you may use your project logo, policy objective logo, acronym, or other graphic elements in the avatar, but the full Programme brand must be present in the banner image.
- Use creativity to enhance the visibility of your project while adhering to these guidelines.



Social media post

Main Advice for Effective Social Media Use

1. EU Acknowledgment: Always mention the EU co-financing by using programme logo and disclaimer (please, check Information and Publicity Guidelines Part 2 “Obligatory communication elements for projects”)

2. Mandatory Hashtags: Use the following hashtags in every official project post across all social media accounts during the project implementation period and beyond: **#Interreg**, **#InterregNEXT**, **#InterregnextHUSKROUA**, **#HUSKROUA**. Hashtags must be inserted at the bottom or end of your posts.

3. Programme Tags: Tag the Programme in all posts, alongside your Partner institutions and project-specific tags. Facebook: <https://www.facebook.com/next.huskrouacbc.eu>; LinkedIn: <https://www.linkedin.com/company/interreg-vi-a-next-hungary-slovakia-romania-ukraine-2021-2027-programme>; Twitter (X): <https://twitter.com/nexthuskroua>

4. Visual Appeal: Use high-quality images, videos, or graphics. Posts with visuals generate significantly more engagement.

5. Keep it Short and Engaging: Write concise and compelling captions that capture attention and convey your message.

6. Regular Updates: Post consistently to maintain audience interest and showcase ongoing project activities and milestones.

7. Targeted Content: Tailor posts to the platform and audience—for instance, professional updates on LinkedIn and community-focused posts on Facebook or Instagram.

8. Monitoring: Respond promptly to comments or questions to build trust and engagement.

9. Compliance: Follow Visibility Manual and Information and Publicity Guidelines, including proper and mandatory visibility elements use.

Social media post templates are available to be adapted to social media platforms such as Facebook, Twitter, LinkedIn or YouTube.

Please use the templates to create your images. Insert your logo and save the files as png/ jpg.

The social media profile image is the project logo block. Please ensure all parts remain visible when placed in a circular frame.



Publications, Newsletters, Leaflets, Flyers, Brochures and other printed materials

Printed materials, such as publications, newsletters, leaflets, flyers and brochures, are essential tools for disseminating information about the project. They provide a tangible way to reach various audiences, including stakeholders, partners, and the general public, highlighting project achievements, objectives, and EU support.

Why Are Printed Materials Important?

- 1. Information Sharing:** Summarize key details about the project, its activities, and outcomes in an accessible format.
- 2. Visibility:** Acknowledge the EU's financial support by including logos, disclaimer, and references to the Interreg NEXT HUSKROUA Programme.
- 3. Outreach:** Reach audiences who may not access digital platforms or social media.
- 4. Professionalism:** Enhance the perceived credibility and quality of the project through well-designed materials.

Main Advice for Creating Printed Materials

- 1. EU Visibility:**
 - Always include the **Programme logo, slogan, and disclaimer** (please, check Information and Publicity Guidelines Part 2 "Obligatory communication elements for projects") **Partnership, project objective, EU**

contribution, implementation period and reference to the programme website are recommended elements.

- Logo must be placed prominently and in compliance with Programme visibility guidelines.

2. Content Focus:

- Provide concise, relevant information about the project, such as its objectives, results, and impact on local communities.
- Include visuals like charts, photos, or infographics to make the material more engaging.

3. Targeted Distribution:

- Tailor the content and language to the intended audience.
- Distribute printed materials at events, meetings, or other settings where key stakeholders are present.

4. Environmentally Friendly Approach:

- Use recycled paper and eco-friendly printing methods whenever possible.
- Limit unnecessary printing by combining information into comprehensive documents.

5. Frequency and Updates:

- **Newsletters:** Should be distributed regularly (e.g., quarterly) to provide updates on project progress.
- **Leaflets/Brochures:** These can serve as general project overviews and should be updated as significant milestones are reached.



Roll-ups, billboards, commemorative plaques

Such visual displays as **roll-ups**, billboards, and commemorative plaques serve as prominent visibility tools to showcase the project's goals, achievements, and EU co-financing. These materials ensure recognition of the Programme's support and provide long-lasting visibility for the project.

Roll-ups are portable banners used during events such as workshops, conferences, or press briefings to visually communicate project messages.

Main Advice for Roll-ups:

1. Content Requirements:

- Include the **Programme logo and slogan**. **Information about the project, partnership, project objective, EU contribution, implementation period and reference to the programme website** are recommended elements.

- Use eye-catching visuals and concise text to highlight the project name, objectives, and results.

2. Recommended Size:

- Standard size 85 x 200 cm or 100 x 200 cm.

3. Visibility Guidelines:

- Ensure the logo is prominently displayed and in compliance with Programme branding rules.
- Avoid overcrowding with text—focus on key messages.

4. Usage:

- Place roll-ups in visible areas during events.
- Ensure the roll-up is in good condition and aligns with Programme branding throughout its use.

Projects are provided with a roll-up template in indd format.

Roll-ups, being lightweight and easily transportable, are ideal for ensuring the Programme's presence at various events, reinforcing the importance of EU co-financing in achieving cross-border cooperation goals. Their strategic placement in high-visibility areas ensures that attendees are immediately introduced to the project's identity and purpose.

To maximize the impact of roll-ups, project teams should also consider the overall design coherence with other visibility materials, such as brochures, posters, or digital presentations. Consistent branding across all channels strengthens the recognition of the Programme and fosters trust among stakeholders and participants. Projects are encouraged to adapt the provided template creatively, ensuring it aligns with their specific messaging while adhering to the Programme's visibility requirements.



Billboards

Billboards are large-scale, permanent displays installed at the project site to ensure high visibility of EU co-financing during project implementation.

Main Advice for Billboards:

1. Placement:

- Install billboards at the start of project implementation, particularly for infrastructure or construction-related projects.

2. Content Requirements:

- Include the Programme logo and slogan.
- Information about the project, partnership, project objective, EU contribution, implementation period and reference to the programme website are recommended elements.

3. Recommended Size:

- Custom, but typical sizes include 6 x 3 meters.

4. Technical Specifications:

- Ensure the billboard is weather-resistant and visible to the public.
- Follow the recommended dimensions and design templates provided by the Programme.

5. Sustainability:

- Billboards can be adapted or replaced with commemorative plaques upon project completion to ensure ongoing visibility.
- Projects are provided with a billboard template in indd format.




Interreg
 NEXT Hungary – Slovakia – Romania – Ukraine


 Co-funded by
 the European Union

Project Acronym

About the project

Uga. Met. cullabor aspitiure lautatqui ium fugiandissin nobiscia niendae eumque parunt aut inctempe porro tem sin corum aliam quam si bla sin rerum as moles nihic totatum reicatus reriap rentio. Rumque rehentio. Cum ducipitatie debet velent, sapeliberia nihit exernatem in re vellit andanto excerep erendunt rerepelest el ipsae nosapel iur am et unt.

Project Partners

Ugit ant fuga. Ferspiducius des assit illiquid quo blaut a quidentin rem consequamet magniminci omniet dis

Ugit ant fuga. Ferspiducius des assit illiquid quo blaut a quidentin rem consequamet magniminci omniet dis

Ugit ant fuga. Ferspiducius des assit illiquid quo blaut a quidentin rem consequamet magniminci omniet dis

Funding:
 EUR 417 054,73

Implementation:
 November 2024
 –
 December 2025



**PARTNERSHIP
 WITHOUT BORDERS**

Commemorative plaques

Commemorative plaques are permanent signs installed at key locations or facilities funded by the project to mark its achievements and EU co-financing.

Main Advice for Commemorative Plaques:

1. Placement:

- Install plaques at project sites upon completion, such as buildings, monuments, or other infrastructure.

2. Content Requirements:

- Include the Programme logo, slogan, and the statement: “This [type of structure] was built/renovated with the financial support of the European Union”.
- Mention the project title, objectives, partnership, implementation period, total budget, EU contribution.

3. Recommended Sizes:

- Small-sized plaque: Approximately 20 x 30 cm (A4 or similar), suitable for indoor use or smaller buildings.
- Medium-sized plaque: Approximately 30 x 40 cm, ideal for outdoor use or medium-sized buildings.
- Large-sized plaque: Approximately 40 x 60 cm, suitable for prominent locations on large buildings.

4. Design Standards:

- Use durable, high-quality materials.
- Ensure the text and logos are clearly readable and weatherproof.

5. Visibility and Longevity:

- Place plaques in prominent, public-facing areas to maximize visibility.
- Maintain the plaque to ensure its readability over time.

This [type of structure] was built/renovated with the financial support of the European Union.

Project title

Project Partners:

Objectives:

Implementation: month year - month year

Total budget: EUR

EU contribution: EUR

**PARTNERSHIP
WITHOUT BORDERS**

Posters

A project poster is a visibility tool that highlights key information about your project. It can be displayed at project sites or offices to demonstrate the EU's support and provide an overview of the project's main aspects.

Key Requirements:

1. Format and Display:

- Must be printed and displayed in A3 size minimum. Recommended size - A3 or A4
- Electronic Display: If feasible, the poster can also be displayed digitally on monitors or screens in visible areas.

2. Placement:

- Display the poster in a prominent location at your project's main office or implementation site.
- Ensure it is accessible to the public and remains in good condition throughout the project duration.

3. Content Requirements:

- Include the Programme logo and slogan. Short description text with a visual, partnership, project objective, EU contribution, implementation period and reference to the programme website are recommended elements.
- Ensure compliance with the Programme guidelines for size, placement, and visibility.

Additional Advice for Project Posters

- 1. High-Quality Printing:** Ensure the poster is printed on durable material with vibrant colours and clear text to make it visually appealing.
- 2. Electronic Version:** When displaying digitally, ensure that the resolution is high, and the layout remains readable on different screen sizes.
- 3. Updates:** If any key project details (e.g., partners or timeline) change, update and reprint the poster promptly.
- 4. Visibility:** Place the poster in areas where it will receive the most attention from stakeholders, visitors, and the public.

Projects are provided with a project poster in PDF format.

To further enhance the effectiveness of project posters, consider integrating interactive elements where feasible. For instance, a QR code linked to the project's website or social media pages can provide viewers with instant access to more detailed information, updates, or multimedia content. This approach not only enriches the audience's engagement but also modernizes the visibility efforts by bridging physical and digital communication channels. Additionally, regular monitoring of the poster's condition and relevance ensures it continues to serve as an impactful and up-to-date representation of the project's achievements and the EU's support.



Stickers

Stickers are a mandatory visibility tool for marking equipment purchased within the project to acknowledge EU co-financing and the support of the Programme.

Key Requirements for Stickers

1. Templates Provided:

- Three English sticker templates are included in the Visibility Packages:
Smaller Sticker: 90mm x 50mm.
Larger Sticker: 100mm x 100mm.
- Templates are non-editable, except for the fields where project partners must include:
Project ID and Project Acronym.

2. Application:

- Stickers must be affixed to all equipment purchased with project funding, provided the size and visibility allow.

3. Exceptions:

- Stickers are not required for:
 - Small equipment (e.g., photo cameras) where stickers cannot be applied.
 - Non-visible equipment (e.g., internal systems like gallery lighting).

Alternative Solution for Non-Stickable Equipment:

Explanatory Plaque:

- When stickers are impractical, project partners must prepare an A4 explanatory plaque to display information about the equipment and EU co-financing.
- Design Requirements:
 - Printed in colour.
 - Fitted into a clip-frame or similar holder for durability and visibility.
- Placement:
 - Display prominently in areas where the equipment is used (e.g., gallery or exhibition room entrance).

General Guidelines for Stickers and Explanatory Plaques

1. EU Visibility:

- Ensure stickers and plaques feature the **Programme logo, slogan, and standard funding acknowledgment** *"Provided with the financial support of the European Union"*

2. Placement:

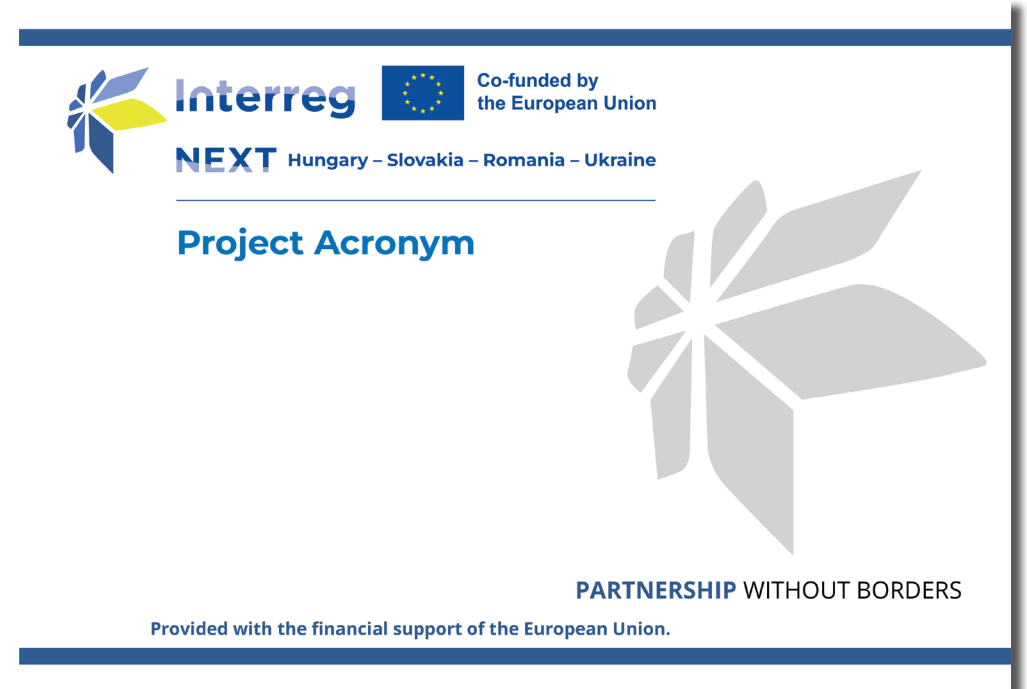
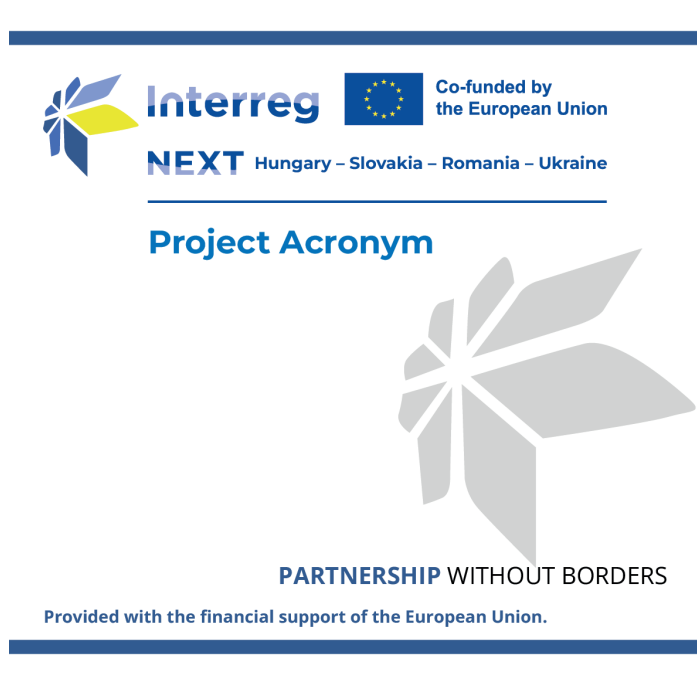
- Stickers should be attached in a highly visible location on the equipment.
- Plaques must be placed where they are easily noticed by visitors or users of the premises.

3. Durability:

- Stickers and plaques should be resistant to wear and remain legible throughout the project duration.

4. Regular Updates:

- Ensure stickers or plaques reflect the correct project ID and acronym. Replace damaged stickers or outdated plaques promptly.



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 *might* 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	✓	✓	✓

4. ORGANISING COMMUNICATION EVENTS: GUIDELINES FOR OPERATIONS OF STRATEGIC IMPORTANCE

As per the Interreg Regulation (Article 36(4)(e)), partners are required to organise communication events to highlight the role of the European Union in funding their projects. These events contribute to building a positive image of the EU and raising awareness of its funding support. Below are the essential recommendations for organising such events within the Interreg NEXT HUSKROUA Programme.

Preparation Phase

1. Ensure EU Visibility:

- Prominently display the EU flag on invitations, information materials, and during the event.

2. Inform the European Commission:

- Notify the Commission at least four weeks in advance about the date, venue, and event details.

3. Involve EU Representatives:

- Include a reference to a speech by a Commission representative in the agenda where relevant.

Media Outreach

1. Press Releases:

- Prepare a press release to ensure the European dimension is highlighted.
- Explicitly reference the European Union

budget in the headline or main text, avoiding abbreviations unfamiliar to the general public.

- If a Commission representative cannot attend, request and include a quote from them.

2. Engage National Press Agencies:

- Share press releases with national press agencies to broaden coverage across partner countries.

3. Media Collaboration:

- Foster meaningful cooperation with media outlets to maximise event visibility.

Audio-Visual Materials

1. EU Funding Acknowledgment:

- Ensure a permanent and clear reference to EU funding through the EU logo in videos and materials.

2. Content Guidelines:

- Focus exclusively on the project's impact and its contribution to EU policies, avoiding promotion of individuals or political entities.

3. Sharing with the European Commission:

- Provide the Commission with access to all promotional materials for review and use.

Social Media

1. EU Funding Recognition:

- Share information about EU funding on social media channels of partners and public authorities.

2. Hashtags and Tags:

- Use standard hashtags like **#CohesionPolicy** and **#Interreg**.
- Tag the European Commission and DG REGIO social media accounts:

Facebook: /EURegioInterreg

X (formerly Twitter): @RegioInterreg

Consistent application of these standards across events ensures cohesive messaging, enhances the EU's visibility, and highlights the benefits of EU-funded initiatives.

These guidelines aim to improve the visibility of EU funding while supporting project partners in showcasing their achievements effectively.



PARTNERSHIP WITHOUT BORDERS

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