



Interreg



SLOVENIA – HUNGARY

European Union | European Regional Development Fund

**IMPLEMENTATION MANUAL FOR
BENEFICIARIES**

**PART 6 – INFORMATION AND
COMMUNICATION**

Cooperation Programme Interreg V-A Slovenia-Hungary
for the programme period 2014-2020

Version 2_October 2017

Implementation Manual for Beneficiaries

PART 6: INFORMATION AND COMMUNICATION



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1. INTRODUCTION

The purpose of the Information and Communication part of the Manual is to inform (potential) beneficiaries about the requirements of the EU and the Interreg SI-HU concerning the information and communication measures to be carried out. These guidelines present a basis for each beneficiary. The tasks of the beneficiary are to inform the public about the ERDF support received by the programme as well as about the results and impacts of the co-financing in the frame of the project.

For the programme period 2014-2020, the European Commission is placing more emphasis on communicating results. The Commission hopes to achieve a greater awareness among citizens about the results achieved with European assistance, attract more potential project partners and increase transparency.

2. GENERAL REQUIREMENTS

You can find the legal requirements related to information and communication for 2014-2020 in the EU common provisions regulation (CPR) No 1303/2013.

Responsibilities of the beneficiaries concerning information and communication measures are:

1. to acknowledge the support from the ERDF to the project by using the Union emblem together with a reference to the Union and a reference to the Fund supporting the project,
2. to inform the public about the support obtained from ERDF by using
 - a. a website (where such a website exists) where a short description of the project, including its aims and results, and the financial support from the Union is displayed,
 - b. at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building (applicable for projects that do not fall under points 4 or 5),
3. to ensure that those taking part in the project have been informed of the ERDF funding (issue certificates (e.g. attendance lists) and any other documents relating to the implementation of the project including a statement to the effect that the project was supported by the ERDF),
4. for each project consisting of the financing of infrastructure or construction projects for which the total public support to the project exceeds EUR 500 000, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size during the implementation of the project
5. for each project that fulfils the following criteria:
 - a. the total public support to the project exceeds EUR 500 000,
 - b. the project consists of the purchase of a physical object or of the financing of infrastructure or of construction projects,the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public no later than three months after completion of the project. The plaque or billboard shall state the name and the main objective of the project. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

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3. PROGRAMME REQUIREMENTS

To meet the requirements set out in the CPR, the programme has adopted a Comprehensive Graphic Identity Manual which defines the mandatory programme logo and its usage. The programme logo has to be used by the beneficiaries during the whole project implementation, meaning in all documents, on the website (if applicable), in the communication connected to the project, in public procurement procedures, at events, on publications, etc.

The logo is the most important element of the visual identity of the Cooperation Programme Interreg V-A Slovenia-Hungary in the programme period 2014-2020. The usage of the programme logo is the basic element that ensures meeting the elementary requirements set out in the CPR (see point 1 above).

Since the Cooperation Programme Interreg V-A Slovenia-Hungary is a cross-border cooperation programme, the activities concerning information and communication with the public will, concerning the usage of language, be adapted to the cross-border setting. This means that the language of the information and communication has to be selected according to the language of the target audience and may be either Slovenian, Hungarian and/or English, favourably bilingually.

3.1 The Programme Logo

The logo is based on the harmonized branding initiative of the Interact programme, the heart of which is the Interreg element. On the left, a graphical element symbolizing the cross-border cooperation between Slovenia and Hungary is placed. It includes elements from the logo used in the previous programme period. The text Slovenia - Hungary specifies the involved member states. Below, a reference to the European Union and the European Regional Development Fund (ERDF) is placed.



The minimum size variant of the full colour logo for printed materials is:



In the frame of the programme, bilingual publications, events, etc. are favoured. **Therefore, the basic recommended logo version is the full colour bilingual one** (if applicable, see requirements below).

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3.1.1 Language variants of the logo

As the language of the information and communication has to be selected according to the language of the target audience, also the logo exist in all necessary language versions, the Slovenian, the German, the bilingual and the English version.



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3.1.2 Colours and colour variants of the logo

Colours of the programme logo (without the graphical element):



The graphical element on the left side uses the following colours:



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Colour variants of the logo:

	<p>full colour variant for standard use</p>
	<p>greyscale variant if full colour variant is not possible</p>
	<p>black and white variant if full colour variant is not possible</p>
	<p>inverted variant</p>

3.2 The correct usage of the logo

The exclusion zone, which is absolutely mandatory, gives the logo - by its content and appearance already a coherent unit - further importance. The full colour logo is preferably positioned on a white background and right-aligned (apart from electronic media). The exclusion zone (white zone) depends on the logo height (x). It is a white surface which is x/3 wide and added at all sides of the logo.

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The exclusion zone (grey area)



exclusion zone height is minimum: $x/3 + x + x/3$
 exclusion zone width is minimum: $x/3 + y + x/3$

The standard logo is the full colour version. This version should be used whenever possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background. If the background gets too dark, the logo should be printed in a white rectangle which should have at least the size of the exclusion zone.



Allowed logo use
(but not recommended)



On darker backgrounds
a white exclusion zone with
the full colour logo
has to be used.

By positioning the logo on coloured backgrounds without the white rectangle behind, it needs to be observed that the exclusion zone is kept free of text or other graphical objects. On small advertising materials (e.g. pencil, USB-Stick, rubber) the logo can be positioned on a coloured background, if compatible. The black and white or inverted variants may also be used.

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Some examples demonstrating how the logo **should not be used**:



Background too dark for the standard logo.



Background too dark for greyscale - white rectangle should be used beneath the logo.



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



Do not rotate the logo.



Do not separate the graphical element from the logotype or otherwise change the composition of the logo elements. They are invariable. An exception is the minimum logo variant (see 2.7).



Do not rotate the logo.



When used without the white rectangle behind, the exclusion zone must kept free of any objects.



No shadows or any other logo modifications allowed.

In case of small promotional items or small print materials (e.g. business cards) where the 60 mm width of the logo is not possible, the logo might in this exceptional cases be used in a range from 53 to 60 mm. **Only for other smaller promotional items, like pencils and USB-sticks, where the printing surface is too small, the minimum logo variant (in colour, black or inverted) may be used but has to be at least 38,1 mm wide.**



All logo versions are available on the programme website www.si-hu.eu.

PART 6: INFORMATION AND COMMUNICATION**3.2.1 Examples of logo usage****Publications**

The logo has to be positioned in the upper right corner of the publication's front page in a minimum width of 60 mm. In case of darker backgrounds it has to be positioned in a white rectangle (exclusion zone) or the black and white or inverted colour variant may be used.

**Poster**

Each beneficiary (project partner) is in accordance with the EU common provisions regulation (CPR) No 1303/2013 requested to put up at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building /office. An example or draft of this poster, which you can use, is available on the programme website.

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Promotional items

Awareness-raising on the project is the most common reason for producing promotional materials. They can be used as giveaways at events, conferences, or in broader awareness campaigns. Promotional items are by definition produced in larger quantities and come custom printed with the project logo combined with the programme logo. Promotional items are usually relatively small and inexpensive. They can be important carriers of a project’s main message. Projects should thus consider the relevance of any promotional material in relation to the project message, the promotion of the project and the usefulness of the items. As for all other expenditure, also the purchase of promotional items is only allowed if foreseen in the application form and approved by the programme. They should be practical, relevant and creative to make them memorable.



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Smaller promotional items

For smaller promotional items only the minimum logo variant may be used.



Events

All event related documentation (invitation, list of participants, presentations, procurement documents, etc.) have to be properly labelled with the programme logo. At press conferences the logo has to be visible and a reference to the co-financing with the ERDF in the frame of the Cooperation Programme has to be made.

Website

The logo has to be placed on the home page, preferably in the upper part of the project website and has to correspond to the language used on the website.



Purchases/Investments

Purchased items and investments in the frame of the project have to be labelled either with a permanent plaque or billboard or in case of smaller/office equipment with the usage of

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labels. The purchased items have to be labelled with the logo in a suitable size (according to the size of the item) at a visible spot.

Label size: 70 x 22 mm
Logo size: width 60 mm - positioned centered



Label size: 70 x 30 mm
Logo size: width 60 mm - positioned centered



3.2.2 Usage of the programme logo together with other logos

In most cases, the programme logo is used together with other logos (logos of the partners, institutions, co-financers, etc.). When using the programme logo together with other logos, you have to be aware that the programme logo has to be bigger than the other logos (by height or width). An exemption is possible in case of using project logos (if existing) for example on project-roll-ups, where they, as graphical elements, can be bigger than the programme logo.

3.2.3 Consequences in case of not using/incorrectly using the logo

Failure to include the mandatory programme logo and therefore to meet the basic requirements outlined in the CPR may lead to cuts in funding (ineligible costs). Costs might also be deducted in case the logo is used in an incorrect way (too small in size, distorted, not visible due to unsuitable background, etc.).

4. CONTACT

In case of questions concerning the Information and Communication Guidelines and requirements, please contact the Joint Secretariat of the Cooperation Programme Interreg V-A Slovenia-Hungary.

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