Interreg

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NEXT Hungary – Slovakia – Romania – Ukraine

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

# VISUAL IDENTITY MANUAL & INFORMATION AND PUBLICITY GUIDELINES

**Updated version 4.0 - 5 November 2026**

# 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 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.

*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.

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# 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.



# 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 **65 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 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 65 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) | 65 mm |
| PRINT A4 LANDSCAPE (297x210 MM) | 65 mm |
| PRINT A5 PORTRAIT (148x210 MM) | 65 mm |
| PRINT A5 LANDSCAPE (210x148 MM) | 65 mm |
| PRINT BUSINESS CARD (90x50 MM) | 42,7 mm |
| PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+) | 65 mm |
| PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+) | 65 mm |
| SCREEN SMARTPHONE | 240 px |
| SCREEN TABLET | 240 px |
| SCREEN LAPTOP | 300 px |
| SCREEN DESKTOP | 300 px |
| POWERPOINT 16:9 (254x142,88 MM) | 65 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 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)*




| 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**<br>**Open Sans Bold**<br>**20/24** | **ABCDEFGhijklm**<br>**1234567890**<br>**!”§$%&/()** |
| **Headline 2**<br>**Open Sans Bold**<br>**12/16** | **ABCDEFGhijklm**<br>**1234567890**<br>**!”§$%&/()** |
| **Headline 3**<br>**Open Sans Bold**<br>**8/12** | **abcdefghijklmnopqrstuvwxyz**<br>**ABCDEFGHIJKLMNOPQRSTUVWXYZ**<br>**1234567890 !”§$%&/()=? @€©®™„“•–—«»×** |
| Headline 4<br>Open Sans Semibold<br>8/12 | abcdefghijklmnopqrstuvwxyz<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>1234567890 !”§$%&/()=? @€©®™„“•–—«»× |
| Text body<br>Open Sans Regular<br>8/12 | abcdefghijklmnopqrstuvwxyz<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>1234567890 !”§$%&/()=? @€©®™„“•–—«»× |
| *Quote/Remark/Emphasis*<br>*Open Sans Italic*<br>*8/12* | *abcdefghijklmnopqrstuvwxyz*<br>*ABCDEFGHIJKLMNOPQRSTUVWXYZ*<br>*1234567890 !”§$%&/()=? @€©®™„“•–—«»×* |
| *Footnote*<br>*Open Sans Italic*<br>*6/8* | *abcdefghijklmnopqrstuvwxyz*<br>*ABCDEFGHIJKLMNOPQRSTUVWXYZ*<br>*1234567890 !”§$%&/()=? @€©®™„“•–—«»×* |

## Secondary typeface: Montserrat

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 choose Open Sans for titles and Montserrat for paragraph texts.

You can also play with font sizes and font weights.

| | |
|---|---|
| **Headline 1**<br>**Montserrat Bold**<br>**20/24** | **ABCDEFGhijklm**<br>**1234567890**<br>**!”§$%&/()** |
| **Headline 2**<br>**Montserrat Bold**<br>**12/16** | **ABCDEFGhijklm**<br>**1234567890**<br>**!”§$%&/()** |
| **Headline 3**<br>**Montserrat Bold**<br>**8/12** | **abcdefghijklmnopqrstuvwxyz**<br>**ABCDEFGHIJKLMNOPQRSTUVWXYZ**<br>**1234567890 !”§$%&/()=? @€©®™„“•—«»×** |
| ***Headline 4***<br>***Montserrat Bold Italic***<br>***8/12*** | ***abcdefghijklmnopqrstuvwxyz***<br>***ABCDEFGHIJKLMNOPQRSTUVWXYZ***<br>***1234567890 !”§$%&/()=? @€©®™„“•—«»×*** |
| Text body<br>Montserrat Regular<br>8/12 | abcdefghijklmnopqrstuvwxyz<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>1234567890 !”§$%&/()=? @€©®™„“•—«»× |
| *Quote/Remark/Emphasis*<br>*Montserrat Italic*<br>*7/12* | *abcdefghijklmnopqrstuvwxyz*<br>*ABCDEFGHIJKLMNOPQRSTUVWXYZ*<br>*1234567890 !”§$%&/()=? @€©®™„“•—«»×* |
| *Footnote*<br>*Montserrat Italic*<br>*6/8* | *abcdefghijklmnopqrstuvwxyz*<br>*ABCDEFGHIJKLMNOPQRSTUVWXYZ*<br>*1234567890 !”§$%&/()=? @€©®™„“•—«»×* |

## Microsoft office processing typeface

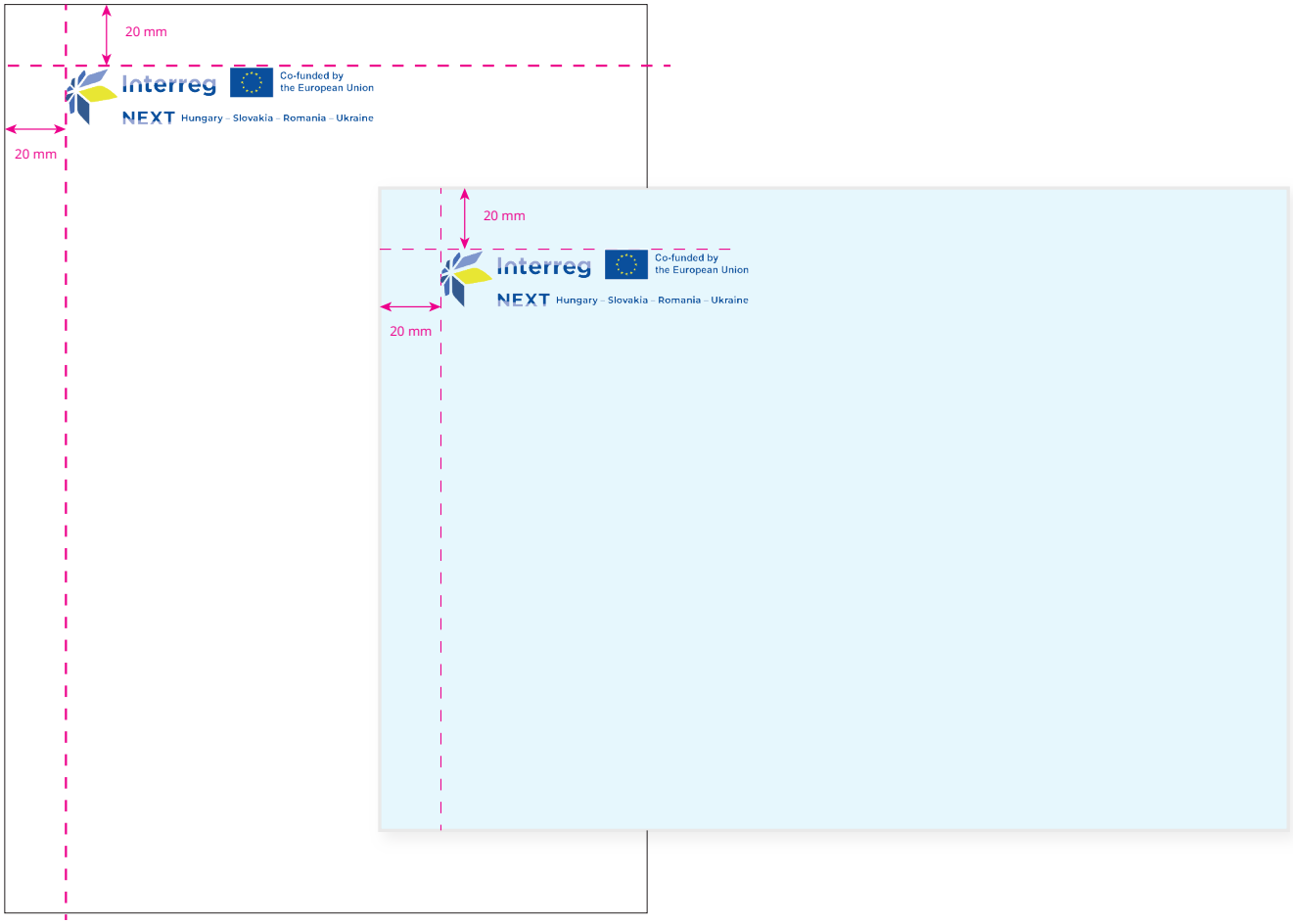
Calibri has been selected as the primary corporate typeface of the Programme because of its general availability and contemporary and unique feel and look. It should be used as the primary typeface in all publications and publicity material.
Please note that these fonts must not be condensed, expanded 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**<br>**Calibri Bold**<br>**20/24** | **ABCDEFGhijklm**<br>**1234567890**<br>**!”§$%&/()** |
| **Headline 2**<br>**Calibri Bold**<br>**14/16** | **ABCDEFGhijklm**<br>**1234567890**<br>**!”§$%&/()** |
| **Headline 3**<br>**Calibri Bold**<br>**12/14** | **abcdefghijklmnopqrstuvwxyz**<br>**ABCDEFGHIJKLMNOPQRSTUVWXYZ**<br>**1234567890 !”§$%&/()=? @€©®™„“•–—«»×** |
| Text body<br>Calibri Regular<br>11/13 | abcdefghijklmnopqrstuvwxyz<br>ABCDEFGHIJKLMNOPQRSTUVWXYZ<br>1234567890 !”§$%&/()=? @€©®™„“•–—«»× |
| *Quote/Remark/Emphasis*<br>*Calibri Italic*<br>*11/13* | *abcdefghijklmnopqrstuvwxyz*<br>*ABCDEFGHIJKLMNOPQRSTUVWXYZ*<br>*1234567890 !”§$%&/()=? @€©®™„“•–—«»×* |
| *Footnote*<br>*Open Sans Italic*<br>*8/10* | *abcdefghijklmnopqrstuvwxyz*<br>*ABCDEFGHIJKLMNOPQRSTUVWXYZ*<br>*1234567890 !”§$%&/()=? @€©®™„“•–—«»×* |

# 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 **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

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# 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.


Project Acronym

This is a headline

Fugitem faceaquam restemporio. Nemquam doluptaque etur?
Aximini hiligna tusam ima velignis etur, sinverendae ariandigeni ipiciae. Ipsunti berupic itaspelias dentibusa natus eos autemque lat ratibus endam eum quissintem hitibus quia aligent.
Liatur assed ut acea commoles aut faceaquaturi ania nis vel ipsanto tatisitate pro omnim unt aspid mosaecatus.
Aliciendam, aditate nobitia tiaepedit aute seditate lati temped quibus culles magnimp ossimposa doluptа doluptam venissunt aut plit apienducil ilibus rem harum fugitate verum re dollesc idesto volore, con cuptatur sint apit, imi, quostor emodis rempore volut modiciat voluptiis rem faceptur?
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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. Social media updates should be regular and reflect the key milestones, progress and achievements of the project. As a general guideline, partners are encouraged to share at least one contentual update every 1-2 months, aligned with the project's implementation phase. More frequent posts are welcomed during periods of active implementation and project events.

**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).

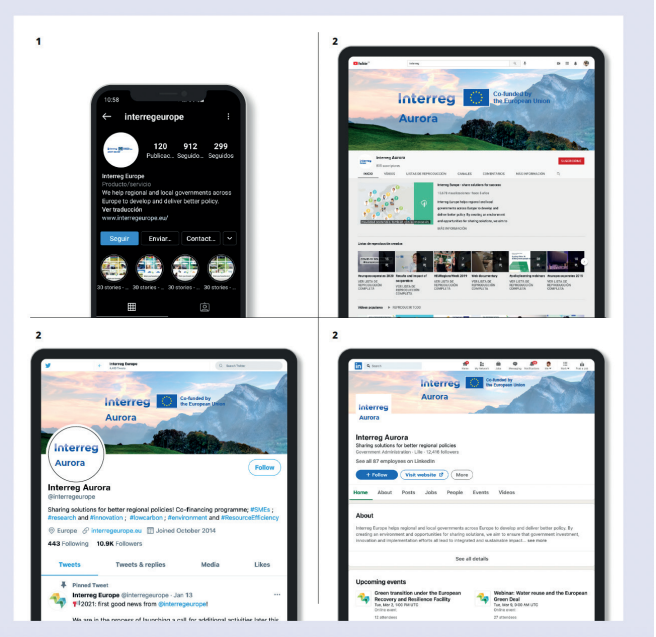
• If the platform does not allow for a banner image (e.g., Instagram), include the Programme logo in the **profile photo**.

• 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, X (formerly Twitter), LinkedIn.

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 using Programme logo, 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**:

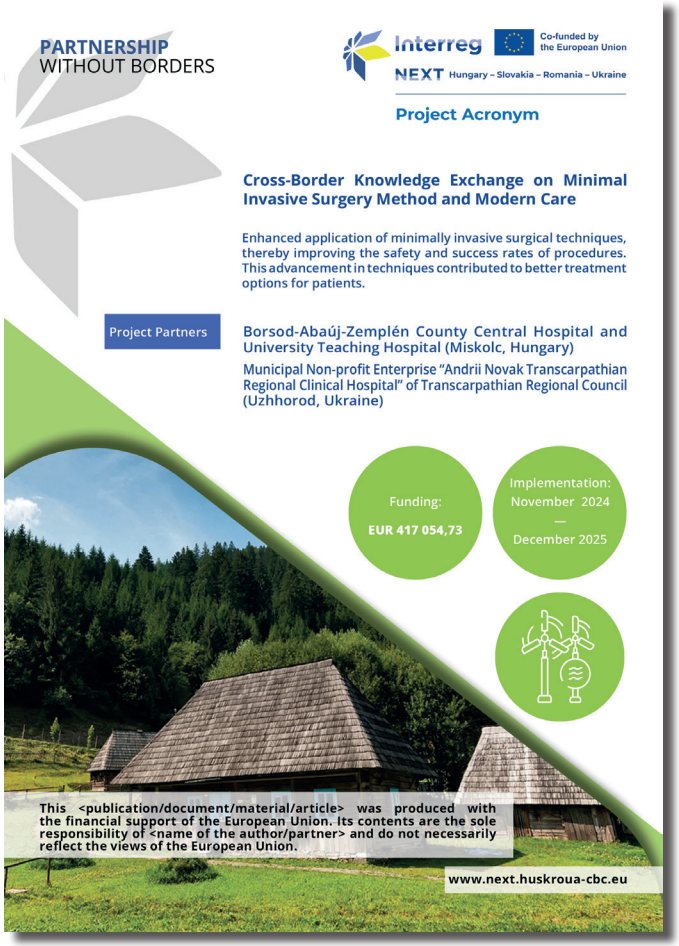
• Use recycled paper and eco-friendly printing methods whenever possible.

• 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.



## Visual displays - 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.

If you are implementing a **project with a value of more than 100 000 EUR** that involves physical investment or equipment purchase, you:

• are obliged to place durable plaque or billboard in public places with the below content requirements,

• should do this **immediately** after the start of the physical implementation of the project involving physical investment or after the installation of the purchased equipment(s).

This obligation applies to **each Project Partner implementing physical investment or equipment purchase** even if its individual budget does not exceed the 100 000 EUR.

**Note on Equipment Visibility:**

- **For permanent installations** (e.g., heavy equipment or installations at the project site), a plaque or billboard should be placed in a visible location within the premises.
- **For portable equipment** (e.g., laptops, cameras), using only a sticker to visibly acknowledge the support could be satisfactory, as these items are not permanently installed and may not be readily visible.
- Plaques or billboards are not required for portable equipment unless it is part of the project's permanent assets at the premises (e.g., if the equipment is permanently installed or stored at the project site). In this case, the respective JS Programme manager should be consulted to determine when these materials should be applied.

[1] Pursuant to Art. 36(4)(c) of the Interreg Regulation.

## Roll-ups

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**:

• Alternative sizes may be accepted, but typical sizes include 540 X 238 cm.

**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.



## Commemorative (permanent) 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.



## 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.
A/4 size Sticker: 210 mm x 297 mm.

• 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 and slogan.**

**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.


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# 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. In some cases, such as promotional materials of small size it is justifiable to exclude the Programme slogan.

### 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 are provided on the Programme website in a seperate document.

In some cases, such as promotional materials of small size 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, 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 are provided on the Programme website in a seperate document. 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

## 3.1 General principles and responsibilities

Communication is an integral part of project implementation. Its purpose is to **ensure appropriate visibility of the support provided by the European Union and the Programme,** to communicate project activities and achievements to relevant target groups, and to make **project results accessible to a wider audience.**

Communication is a shared responsibility of the partnership. Each Project Partner is responsible for fulfilling the requirements of its selected *Info & Publicity Package (Subsection 3.2)* and for ensuring appropriate visibility of its own activities and results.

The Lead Partner coordinates project-level communication and ensures that information about the project on the Programme website is kept up to date throughout implementation. All Project Partners shall provide the Lead Partner with the necessary information and communication materials concerning their activities and results in due time.

Projects are strongly recommended to **designate one person responsible for coordinating communication activities** across the partnership.

The Programme supports Project Partners by providing the *Visual Identity Manual and Information and Publicity Guidelines, Programme logo packs, communication and visibility templates, guidance and consultations, and a dedicated project sub-page on the Programme website.*

## 3.2. Selection of the Info & Publicity Package

To ensure a proportionate level of communication according to the type and scale of the action, three Info & Publicity Packages are available: **BASIC, MEDIUM and ADVANCED.** Each Project Partner shall comply with the requirements of the package selected and required for that Partner and is responsible for communicating its own project-part activities, progress and results to the relevant target groups. Where a requirement is explicitly defined as a project-level requirement, it may be implemented jointly by the partnership.

| 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 |

### 3.3. Info & Publicity Package requirements

The table below shows the total minimum requirements applicable under each package. (Please note: The requirements are cumulative: the MEDIUM package includes all BASIC requirements, while the ADVANCED package includes all BASIC and MEDIUM requirements.)

| Communication element | Requirement / clarification | BASIC | MEDIUM | ADVANCED |
|---|---|---|---|---|
| **Promotional materials/items** | Each Project Partner shall produce at least one type of promotional material or item appropriate to the project objectives and target groups. The selected product shall have a clear communication or visibility purpose and comply with the applicable eligibility and Programme visibility requirements. | ≥ 1 type / Partner | ≥ 1 type / Partner | ≥ 1 type/ Partner |
| **Project communication events** | Each Project Partner shall organise at least 2 project communication events involving relevant target groups. Where several Project Partners are located in the same programme region, a joint communication event may be organised, subject to prior consultation with the Joint Secretariat. A final event is mandatory and shall take place during the final reporting period, focusing substantially on the presentation and dissemination of project results and achievements, with relevant target groups involved and appropriate local media coverage ensured. Another project event (e.g. a study visit, workshop or stakeholder event) may fulfil the final event requirement if it takes place during the final reporting period and meets all the above requirements. | ≥ 2 / Partner | ≥ 2 / Partner | ≥ 2 / Partner |
| **Project subpage on Programme website** | The Lead Partner coordinates the project sub-page and ensures that project information is kept up to date throughout implementation. Basic project information shall be provided by the end of the 1st reporting period, followed by regular updates in line with the project schedule. All Project Partners shall provide relevant and timely content concerning their activities and results. Updates shall include, as relevant, project events, progress updates/news, photographs, publications and information on project results. | 1 / Project | 1 / Project | 1 / Project |
| **Permanent and durable stickers for equipment** | Permanent and durable stickers shall be used for relevant equipment in accordance with the applicable Programme visibility requirements and templates. | if relevant / / Partner | if relevant/ Partner | if relevant / Partner |
| **Visual final report (infographic)** | One visual final report shall be prepared per project, using the Programme template and presenting the project's main activities, achievements and results. The Lead Partner coordinates its preparation with contributions from all Project Partners. | 1 / Project | 1 / Project | 1 / Project |
| **Press releases** | At least 2 press releases shall be prepared and distributed to relevant local online news media, with the aim of generating media coverage. Under the BASIC package, one shall be issued within 1 month from the project start date and one during the final reporting period, preferably in connection with the final event. | 2 / Partner | 4 / Partner | 6 / Partner |

| Communication element | Requirement / clarification | BASIC | MEDIUM | ADVANCED |
|---|---|---|---|---|
| **Social media presence** | Regular social media communication shall be ensured throughout project implementation, using either a dedicated project account or suitable existing institutional channels reaching the relevant target groups. As a general guideline, at least one substantial project-related update every 1–2 months is expected, with more frequent communication around key activities, events and achievements. All Project Partners shall contribute relevant content and ensure appropriate outreach to their target groups, using English and/or the relevant national languages as appropriate. | – | regular / Partner or Project | regular / Partner or Project |
| **Photographic documentation** | Good-quality and representative photographs shall cover different stages, activities and results. Good quality means clear, well-composed, sufficiently high-resolution images suitable for online and printed Programme communication. | – | ≥ 50 pc / Partner | ≥ 50 pc / Partner |
| **Short professional-quality video** | A short video of approximately 30–60 seconds presenting project activities, achievements and/or results and suitable for online communication. | – | – | 1 / Partner |
| **Roll-up banners and event visibility** | Each Project Partner shall produce at least 2 reusable roll-up banners: one in English and one in the relevant national language (HU/SK/RO/UA). The roll-ups shall be used at relevant project events to ensure clear EU and Programme visibility. Additional physical or digital visibility solutions, such as banners, backdrops, digital displays or presentation backgrounds, may also be used where appropriate. | 2 / Partner | 2 / Partner | 2 / Partner |
| **Sponsored articles** | Sponsored articles shall be published in relevant local online news media and comply with the Programme visibility requirements. | 1 / Partner | 2 / Partner | 3 / Partner |
| **Local TV or radio reports/spots** | Reports or spots shall present project activities and/or results. TV, radio or a combination of both may be used. | – | 2 / Partner | 4 / Partner |
| **National-level TV or radio appearance** | The appearance shall focus on the project, its activities and/or achievements and cover at least the relevant Programme territory. | – | – | 1 / Partner |



### 3.4 Additional visibility requirements for infrastructure, works and equipment

These requirements apply in addition to the selected Info & Publicity Package where the project includes infrastructure, works and/or relevant equipment.
Temporary billboards and permanent plaques shall be installed at the location of physical investment, where applicable;
Permanent plaque shall be used for relevant equipment (mainly for equipment that is installed and not intended to be moved) in accordance with the applicable visibility requirements and Programme templates set out in Part 1, Chapter 2 Templates for Projects, point 4 Design Templates of this Manual.
The concerned Project Partner is responsible for ensuring that the required visibility elements are properly displayed and remain legible for the required period.

### 3.5 Additional communication products and activities

In addition to the mandatory requirements of the selected package, Project Partners may develop further communication products and activities according to the needs of the project and its target groups. These may include additional events or workshops, publications, newsletters, leaflets, flyers, additional videos or visual content, podcasts, online campaigns, presentations, advertisements or other relevant communication products and activities. All additional communication products and activities shall comply with the Programme's visual identity and visibility requirements.

## 3.6 Checklist for Information and Publicity Tools Packages

| Communication element – obligatory as indicated below | Proof of delivery / necessary audit trail | BASIC | MEDIUM | ADVANCED | Implementation status (yes, fully/ yes, partially/ not yet) | Description |
|---|---|---|---|---|---|---|
| **Promotional materials/items** – adjusted to the project objectives and target groups | in line with rules of eligibility | ≥ 1 type / Partner | ≥ 1 type / Partner | ≥ 1 type / Partner | | |
| At least **2 communication events** involving relevant target groups, e.g. kick-off event and final event | in line with rules of eligibility | ≥ 2 / Partner | ≥ 2 / Partner | ≥ 2 / Partner | | |
| Deliver and regularly update project information on the **project sub-page on Programme website** | Updated project sub-page, including relevant and timely content on project activities and results | 1 / project | 1/ project | 1 / project | | |
| Use of permanent and **durable stickers** (equipment) – if relevant | Photographs of the relevant equipment showing the stickers in use | if relevant / Partner | if relevant / Partner | if relevant / Partner | | |
| **Visual final report** (infographic) | Completed project-level infographic using the Programme template, delivered in digital format | 1 / project | 1 / project | 1 / project | | |
| **Press releases resulting in appearances in relevant local online news media** | Copies and/or links to press releases and evidence of publication/distribution, with correct references to the Programme as defined in the Manual | 2 / Partner | 4 / Partner | 6 / Partner | | |
| Regular **social media presence** throughout project implementation | Links and/or screenshots demonstrating regular project-related communication throughout implementation | – | regular / project or partner | regular / project or partner | | |

| Communication element – obligatory as indicated below | Proof of delivery / necessary audit trail | BASIC | MEDIUM | ADVANCE D | Implementati on status (yes, fully/ yes, partially/ not yet) | Description |
|---|---|---|---|---|---|---|
| **Good-quality photographic documentation** | At least 50 photographs per Project Partner meeting the quality requirements defined in the Manual and representing different stages, activities and results | – | ≥ 50 / Partner | ≥ 50 / Partner | | |
| Short professional-quality **video** (30–60 seconds) | Delivered/published video with correct references to the Programme as defined in the Manual | – | – | 1 / Partner | | |
| **Roll-up banners (1×ENG, 1×HU/SK/RO/UA)** | Photographic documentation showing the roll-up banners in use at relevant project events | 2 / Partner | 2 / Partner | 2 / Partner | | |
| **Sponsored article** in relevant online news media | Reachable published article with correct references to the Programme as defined in the Manual | 1 / Partner | 2 / Partner | 3 / Partner | | |
| **Local TV** or **radio** report or spot | Link, recording or other verifiable evidence of the media appearance | – | 2 / Partner | 4 / Partner | | |
| **National-level TV** or **radio** appearance | Link, recording or other verifiable evidence of the media appearance | – | – | 1 / Partner | | |
| **Further elements** | | | | | | |
| **Temporary billboard** and **permanent plaque** relevant for physical investment | Photographic documentation of the required elements installed and in use on site | if relevant | if relevant | if relevant | | |
| **Permanent plaque** relevant for equipment | Photographic documentation of the required element installed on the relevant equipment | if relevant | if relevant | if relevant | | |

# 4.ORGANISING COMMUNICATION EVENTS: GUIDELINES FOR OPERATIONS OF STRATEGIC IMPORTANCE[2]

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.

[2] OSIs were selected and contracted under the 1st Call for Proposals

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# PARTNERSHIP

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