

# Interreg V-A — Estonia–Latvia

Cross-border cooperation programme under the European Territorial Cooperation objective

## PUBLICITY GUIDELINES



**Interreg**  
**Estonia-Latvia**  
European Regional Development Fund



EUROPEAN UNION

Updated in November 2017

## 1. General provisions

The publicity guidelines establish the conditions and procedure for the notification and disclosure of granting and use of the programme funds, and for marking of the objects financed from the Interreg Estonia-Latvia programme (hereinafter *the Programme*) during the period 2014-2020.

Project partners should make every effort to disseminate as widely as possible information about their projects, highlighting the added-value of this EU part-financed programme and the benefits the project is bringing to citizens living in the programme area.

The logo of the programme (hereinafter *the programme logo*) is used as a distinguishing mark in notifying of the use of the programme funds. Along with the programme logo the emblem of the European Union (EU flag) together with the full text “European Union” must be always used (hereinafter *EU logo*). Further on in these guidelines, the programme logo and EU logo together are called the Logos. The EU flag without the text European Union shall always have at least the same size, measured in height or width that of the programme logo.

During the implementation of the project, the beneficiary shall inform the public about the support obtained from the programme funds by:

- Providing on the beneficiary’s website, where such website exists, short description of the project, objective, result, the reference to the programme and the amount of the programme support to be received. In case there are no websites connected to the project and organizations/companies of the project partners do not have websites, the project partners do not have to create a website;
- Placing at least one poster with information about the project at a location readily visible to the public, such as the entrance of the building. The poster must be in minimum size A3, must include the Logos that cover at least 25% of the area of the poster, the information about the amount of the financial support from the programme and the name of the project with the height of at least 30% of the poster’s area.

Project partners must note that any notice or publication by the project, in whatever form and on or by whatever medium, including the Internet, must specify that it reflects the author’s views and that the managing authority of the programme is not liable for any use that may be made of the information contained therein. It is explained below in chapter 5 how to formulate and use the disclaimer.

Costs related to publicity are eligible costs and can be budgeted in project budget.

**If the project partners fail to observe, or only partly observe the publicity requirements, the related activities may become partly ineligible for ERDF co-financing.**

## 2. The programme logo

2.1 The programme logo consists of the Interreg logotype with the coloured arch inside, the programme logotype, and the reference to the European Regional Development Fund.

2.2 The layout of the programme logo is horizontal. It is prohibited to modify the proportions, colour and texts, and rearranging or cutting of elements of the programme logo. A shadow, halo or other effects cannot be added to the programme logo. (Annex 2, Examples of incorrect use of the logo).

2.3 A clear space must remain around the programme logo. Within this area, no other graphic elements or logos can be placed. The width of the letter “e” in the word “Interreg” is a measure, which is used to define the space between the elements as well as the clear space around the logo.

### 3. The EU logo

3.1 The EU logo consists of the EU emblem (EU flag) and the text “European Union”.

3.2 The EU logo, that includes the reference to the European Union, and the EU flag can be downloaded at the [www.estlat.eu](http://www.estlat.eu)

3.3 Rules for the reproduction of the EU flag are described in the Interinstitutional Style Guide at <http://publications.europa.eu/code/en/en-5000100.htm>

### 4. Using the logos

4.1 The logos must be always used, when the object (e.g. equipment, machinery, building, product or its package etc.), document, printed material or other information carrier that is financed by the programme, is intended for the general public, the end beneficiaries or the project's target group. As a rule the programme logo is used with the reference to the European Regional Development fund and EU logo is used with the reference to the European Union.

4.2 The logos must be clearly visible, well readable and located in a visible place.

4.3 As a rule, the logos shall be displayed in colour (Annex 1, Figures 1, 2). In case it is not possible, monochrome versions can be used (Annex 1, Figures 3, 4, 6 and 9).

4.4 Only in case of smaller objects, small size printed materials, or due to distinctive features of the object, the versions without the reference to the European Regional Development Fund and European Union can be used. (Annex 1, Figures 5, 6a, 7 and 8).

4.5 In case it is not possible to mark the object financed from the programme funds with the logos due to technical reasons, the project partner must place a respective poster corresponding to the requirements of chapter 7.1.

4.6 It is not permitted to use colour version of the logos in black and white publications. A grayscale or black and white version of the programme logo (Figures 3 and 9) and black and white version of the EU logo (Figure 4) must be then used. Black and white versions of the logos (Figures 3, 4, 9) can only be used, if grayscale is not possible, e.g. in case of engraving.

4.7 The logos must be printed on a light background. In case of dark and multi-coloured background, the logos can be used only with light background area.

4.8 If other logos are displayed in addition to the logos, the EU flag without the text “European Union” shall have at least the same size, measured in height or width, as the biggest of the other logos. The programme logo must remain well visible and readable.

4.9 Project partners must mark the project information on their web section with the logos in the viewing area. In case the project website has been created, regardless of the digital device, the logos must be visible when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page.

4.10 For electronic publications the logos must be placed on the cover or title page, in introductory scene or cover picture. The same approach is suggested for social media accounts and pages, and in case it is technically not possible placing the logos on the cover picture or

cover page, the introductory section of the social media site can include the reference to the programme and ERDF funding.

4.11 For printed publications that will be distributed during or as a result of the project to participants or to public, such as leaflets, brochures, newsletters, posters, studies, analyses, documents, articles, etc., the logos must be placed on the cover or title page.

The beneficiaries may mark the objects, printed and electronic material differently only in specific cases, when the requirements are difficult to follow, the Joint Secretariat (JS) should be contacted in advance to find an optimal solution. The digital files for the logos, are available to the project partners on the website [www.estlat.eu](http://www.estlat.eu) in different formats, suitable also for professional use by design companies.

## **5. Disclaimer**

As a rule all electronic or printed publications, project websites, sections in organization's websites and social media sites must display the following disclaimer text:

"This [document/article/publication/website/social media account or site/etc.] reflects the views of the author. The managing authority of the programme is not liable for how this information may be used."

The following information carriers do not have to include the disclaimer:

1. Lists of participants of the project events;
2. Agendas of the internal meetings;
3. Project posters containing the minimum project information as required in the General provisions of this document;
4. Project roll-ups containing the minimum project information required in the General provisions of this document and visuals for the specific objective provided by the programme.

## **6. Beginning and duration of marking objects and events**

The beneficiary shall inform the public about the support obtained from the programme during implementation of an operation: immediately after the purchase of equipment, start of the construction works or other activities. In case the means of marking is damaged before the end of the project's eligibility period, project partner must replace it.

Project partners have to prove (e.g. photo of the event or an object etc.) correct marking of the project outputs during the eligibility period of the project at least 4 years after the final payment has been made by the MA to the LP.

## **7. Means for marking objects**

The project partners must mark the objects financed from the programme funds with the logos. It can be done with the help of the poster, sticker, fabric label, temporary billboard or permanent billboard, etc., or placing of the logos on the object during production according to the nature of the object and the conditions prescribed in these guidelines. In case of various non-standard objects and materials, marking solutions should be found together with the JS.

### **7.1 Poster**

If any buildings, rooms, facilities or other similar objects are rented, purchased, built, renovated or furnished with the help of the programme funds, and placing a temporary billboard or permanent billboard is not required, at least a project poster must be placed. In case of the poster, separate stickers do not have to be used to mark single objects.

Event locations have to be marked with a project poster (please see the point 1) for the duration of an event.

The applicants are free to translate the content of the poster in the national language of the respective country.

### **7.2 Temporary billboard**

If the total public support in financing an infrastructure or construction object is larger than EUR 500 000, a temporary billboard will be set up in the location of the object.

The following requirements must be followed:

- 1) The billboard will be set up in a place visible to the public that is in close proximity to the object to be acquired or built.
- 2) The logos will be placed on the billboard and it will cover at least 25% of the area of the billboard.
- 3) Name and the main objective of the project will be given on the billboard that will cover at least 30% of the area of the billboard.
- 4) Minimum measurement of the billboard is 1500x1000 mm.
- 5) The billboard must be made of durable and weatherproof material in case of outdoor use.
- 6) It is permitted to put any other additional information regarding the object on the billboard.
- 7) In case of objects, where installation of an information board is required by Estonian or Latvian national legislation, indication of the use of the programme funds corresponding to the requirements given in points 2 and 3 of this sub-chapter must be added, regardless of the amount of the total contribution of the public sector. In case of setting up an information board corresponding to the said requirements, setting up of a separate billboard indicating the programme funds is not necessary.

### **7.3 Permanent billboard**

In case the total public support is larger than EUR 500 000 when acquiring an object or financing an infrastructure or construction object, the project partner must install a permanent billboard at the location of the object within three months after acquiring the object or completing the works.

The following requirements must be followed:

- 1) Permanent billboard will be set up in a visible place that is located on the object, its close vicinity or at a location connected to it.
- 2) The logos will be placed on the billboard and it will cover at least 25% of the area of the permanent billboard.
- 3) Name and the main objective of the project will be given on the billboard that will cover at least 30% of the area of the billboard.
- 4) Minimum measures of the permanent billboard are 500x300 mm.
- 5) It is permitted to put any other additional information regarding the object on the billboard.

- 6) The permanent billboard must be made of durable and weatherproof material in case of outdoor use.
- 7) Installed permanent billboard must be retained for at least five years of the final payment to the beneficiary.

### **8. Colours of the programme logo**

Pantone codes of the Logo are as follows:

Dark blue: PMS Reflex Blue

Light blue: 2716

Yellow: PMS Yellow

CMYK codes of the Logo are as follows:

Dark blue: C100 / M80 / Y0 / K0

Light blue: 41 / 30 / Y0 / K0

Yellow: C0 / M0 / Y100 / K0