

Interreg V-A — Estonia–Latvia

Cross-border cooperation programme under the European Territorial Cooperation objective

PUBLICITY GUIDELINES



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 Estonia-Latvia programme (hereinafter *the Programme*) during the period 2014-2020.

The project partners of the approved projects are required to notify the public of the use of the programme funds in the prescribed manner. The Logo of the programme funds (hereinafter *the Logo*) is used as a distinguishing mark in notifying of the use of the programme funds.

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.

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 Logo

- 2.1 The logo consists of the Interreg logotype with the coloured arch inside, programme logotype, the European flag and the European Union labelling.
- 2.2 There is also a version of the logo with the text "European Regional Development Fund" written below it. The height of this line is the same as for "European Union" under the flag (Annex, Figure 1). This version of the logo has to be chosen if "European Regional Development Fund" is not written anywhere else on the page where the logo is shown.
- 2.3 In monochrome Logo the rectangle is outlined in black and the stars are black on white (Annex, Figures 3 and 4).
- 2.4 The Logo must be used horizontally.
- 2.5 It is prohibited to modify the proportions, colour and texts, and rearranging or cutting of elements of the Logo. The Logo cannot be added a shadow, halo or other effects.
- 2.6 A clear space must remain around the logo. Within this area, no other graphic elements or logos must 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. Using the Logo

- 3.1 The Logo is always used, when the object (e.g. equipment, machinery, building etc.), document 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.
- 3.2 The Logo must be clearly visible and located in a visible place.
- 3.3 As a rule, the Logo shall be displayed in colour. In case it is not possible, a monochrome or blue and white Logo can be used (see Annex, Figures 3, 4, 5 and 6).
- 3.4 In case of smaller objects or due to distinctive features of the object, the logo version with the European flag, European Union labelling and the two logotypes only must be used. (Annex, Figure 2).
- 3.5 It is not permitted to use colour version of the Logo in black and white publications - a monochrome Logo must be then used (Figures 3 and 4).
- 3.6 Logo must be printed on a light background. In case of dark and multi-coloured background, the Logo can be used only with light background area.

- 3.7 If other logos are displayed in addition to the Logo, the Logo shall have at least the same size, measured in height or width, as the biggest of the other logos. In specific cases, when this requirement is difficult to follow, the Joint Secretariat (JS) should be contacted in advance to find an optimal solution.
- 3.8 Project partners must mark their websites, where such a website exists, with the Logo, and provide 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 project partners do not have websites, the project partners do not have to create a website. Regardless of the digital device, the logo 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.
- 3.9 Project partners must place the Logo on documents, attestations and certificates that will be distributed during or as a result of a project to participants or to public.
- 3.10 In publications, the Logo is placed on cover or title page.
- 3.11 On digital information carriers, the Logo is placed on front page, in introductory scene or picture, and on the packaging.
- 3.12 In case it is not possible to mark the object financed from the programme funds with the Logo due to technical reasons, the project partner must place a respective poster corresponding to the requirements of chapter 5.2.

The recipient of the programme funds may mark the objects financed from the programme funds differently from the requirements given below by co-ordinating this with the JS in advance.

The digital Logo, necessary for marking objects and events financed from the programme funds, is available to the project partners on the website www.estlat.eu in different formats, suitable also for professional use by design companies.

4. 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.

5. Means for marking objects

The project partners must mark the objects financed from the programme funds with the Logo. It can be done with the help of the poster, digital Logo, sticker or fabric label provided by the JS, temporary billboard or permanent billboard, or placing of the Logo 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.

5.1 Sticker

The project partners must mark the objects financed from the programme funds with a sticker of the Logo as follows:

- 1) Small objects with a sticker of approximate size of 60x20 mm.
- 2) Larger objects with a sticker of approximate size of 120x40 mm.

The JS will acquire the stickers and distribute them to all the project partners, without a charge. JS has a right to refuse distributing more than 300 stickers for free to one project partner (e.g. in case a project partner needs stickers for marking publications, which should have been marked during printing).

There is no need to use stickers, in case there is a poster in the same room as the object(s) financed from the programme funds, or the Logo has been placed on the object(s) during production. In this case, the JS is entitled to decide on the means of marking the object(s) or on minimum measures of marking an activity.

In case stickers are damaged or wear out during the eligibility period of the project, partner must replace them.

5.2 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 poster must be placed.

Event locations have to be marked with a poster for the duration of an event as well.

The poster is in minimum size A3, has the Logo that will cover at least 25% of the area of the poster, 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. In case of the poster, separate stickers do not have to be used to mark single objects.

5.3 Temporary billboard

If the total public support in financing an infrastructure or construction object is larger than EUR 500 000, a 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 Logo 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.

5.4 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.

In case of financing an infrastructure or construction object, the project partner will replace the temporary billboard with the permanent billboard within six months after 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 Logo will be placed on the board of gratitude 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.

5.6 Labels for marking fabric objects

JTS also provides fabric labels of approximate size of 60x20 mm to help projects with marking objects made of fabric, which do not allow printing on the logo during production.

Fabric labels will be acquired by the JS and distributed to all the project partners, without a charge. JS has a right to refuse distributing more than 300 labels for free to one project partner. Fabric labels do not need to be used in case the fabric objects are all the time in a room where a poster is visibly placed to indicate programme's financing, or the Logo has been placed on the object(s) during production. The JS is entitled to decide on the means of marking the object(s) or on minimum measures of marking an activity – please consult about your specific case in advance.

In case the labels are damaged or wear out during the eligibility period of the project, project partner must replace them.

6. Colours of the 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

Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6

