PROGRAMME MANUAL

PROJECT BRANDING, INFORMATION AND PUBLICITY RULES

FORWARD NOTE

For the 2014-2020 programming period, the Interreg MED Programme has adopted a new approach for project management that drives new orientation on project identities and on (expected) results rather than on processes or simple outputs. Each project will be part of a thematic community of projects running during the whole programme period and to which they will contribute. Project partners will have to develop their relations in the spirit of the "MED community" in order to allow the development of a true "community identity". In this sense, the project communication approach will be based on thematic communities rather than on the identity of the project itself. Following this new approach, project partners as well as Programme bodies will permanently be interconnected in one consistent and single manner.

PROJECT BRANDING, INFORMATION AND PUBLICITY RULES

All projects need to observe a series of obligatory publicity rules and branding guidelines for all their communication actions. **These requirements are laid down in the Annex XII of the Regulation (EU) No 1303/2013 and the Annex I of the Commission Implementing Regulation (EU) No 821/2014.**

The fundamental principle is that project beneficiaries must inform the general public and all those involved in the operation about the assistance received from the European Union.

EU and Programme branding illustrative elements have to be clearly and visibly displayed in all published materials and/or activities addressed to the public. These obligations stand for:

- printed publications: reports, promotional handouts;
- audio-visual: videos, audio podcasts, channels;
- digital or electronic materials (websites, web tools, videos, podcast, etc.);
- events (e.g. on PPT presentations, agendas, bags and other conference material);
- Stationary and office materials.

The observance of these rules is critical for the co-financing of the communication materials.

LOGOS

Following these rules, the Interreg MED Programme has adopted a single branding for project logos that includes the following elements:

- THE INTERREG LOGO (symbol of the *European Territorial Cooperation* objective), associated with the EUROPEAN UNION flag, in accordance with the graphic standards, and the reference to the European Union;
- THE PROGRAMME LOGO ("Mediterranean" naming with the brush stroke symbol coloured with gradient that includes all its four axis colours).
- THE INTERREG MED THEMATIC COMMUNITY LOGO (eight communities) or the related PROJECT'S LOGO in the case of Modular projects.

This approach allows to comply with the EU eligibility rules as to the use of the EU emblem and logos.

All communication materials developed by Interreg MED projects need to display the project logo provided by the Programme and when necessary add the reference to the European Regional Development Fund. Failure to do so will result in ineligibility of expenses

a) The thematic community logo

The Horizontal projects must use the thematic community logo (see model here under) as well as a thematic community naming created by the Programme, instead of a project name.

When a publication or a communication action is developed by several projects from the same thematic community, it is not necessary to display all the project logos on the communication materials. A list of project names with the "thematic community logo" can be displayed instead.

b) Modular Project's logo

The Modular projects must use the following logo model here under:

c) Using the logo

A branding package with all the versions of the project logo will be available in JPG and EPS files. EPS versions are mostly used by professional illustrators and with professional illustration software while JPGs can be used also for WORD, PPT, EXCEL and similar standard software.

A brand book explaining the logo design rules will be available for download on the Programme website as long as with a branding package for each project. Nevertheless, please take notice here of some **unacceptable modifications of the original versions:**

The following is not allowed:

- Disproportionate resizing;
- Rotation of the logo combination;
- Modifications as regards typography and colour;
- Changes between the different elements of the logo.

Positioning, size, background and transparency of the logo

- Display the logo in a visible position, top central or other (e.g. on the outside, front or back cover for brochures, on the starting page of the project website, on the cover of a DVD, etc.).
- Use a white or suitable, one coloured background. If placed on coloured background, foresee a contrast between the background colour and the logo. In case the logo combination is placed on a photo, a suitable, not overloaded background shall be chosen.
- Also, the logo must be placed in its non-transparent version (this means that inside the frame the background remains white). The use in its transparent version can only be accepted on a suitable, one coloured and light background.

- For reduced size materials (PEN Drives, for example), use the minimum size: 1,55 cm x 2,55cm so as the textual elements remains readable. If it is not possible, please contact the JS Communication unit to find solutions to avoid any ineligibility.
- No vertical version of the logos is foreseen.

REFERENCE TO EU CO-FINANCING

All projects **co-financed by the ERDF** should be aware that the reference to the fund must appear on all promotional materials, if otherwise they will not be eligible.

a) Projects with partners from EU Member States only shall use the following sentence:

«Project co-financed by the European Regional Development Fund»

The ERDF reference can be written in any language used in the cooperation area. In this case, it must be also guaranteed that the transnational project approach will nevertheless be clear to the public (e.g. in textual reference and background descriptions). Moreover, it can be integrated in the text (for example in press articles, brochures...), added somewhere visible or simply added to the project logo.

When adding it to the logo, make sure to use the font Montserrat. This font can be downloaded for free via *http://www.fontsquirrel.com/fonts/montserrat*.

b) Materials co-financed by the IPA (Albania, Bosnia and Herzegovina, Montenegro)

No specific reference to the fund is necessary. **The project logo is the only compulsory element** in that it already includes the EU flag emblem and the reference to the «European Union» (as mentioned before).

PROJECTS ACRONYM

The acronym chosen to identify the project (Horizontal and Modular) on Synergie CTE must not be longer than 12 characters. The choice of project acronym should respect a few guidelines:

- Be short and memorable;
- Not to repeat acronyms of previous projects, to avoid any confusion or mistakes with them;
- Be intuitive, meaning that it must correctly identify the project purpose or mission;
- Be easy to pronounce and "catchy". For this reason, technical information should be avoided, including Programme specific terminology, like "M1" (Module 1), or reference to the Interreg MED Programme (already included in the logo), for example.
- Be in lowercase for Modular projects. Upper case letters are reserved for Horizontal projects in order to respect the branding coherence.

As previously mentioned, Horizontal Projects will make use of a thematic community naming, instead of a project name in the logo. The partnership name can be used in descriptive texts of the communication materials and displayed in a place where it shall not overshadow the thematic community logo – e.g. in the footer – as "Interreg MED Blue Growth featured by 'project partnership name". The partnership name shall not be bigger than the thematic community logo.

POSTER

According to the Annex XII of the Regulation (EU) No 1303/2013, all approved projects should place a poster (of minimum A3 size) with information about the project including the financial support from the Union and the project logo, **at least at the Lead Partner's premises**, at a location readily visible to the public, such as an entrance area of a building.

In order to help project partners to comply with this obligation, the Programme will provide a Poster template available for download on the web platform.

All projects should send a photographic evidence of this poster display together with the first progress report.

BILLBOARDS AND PLAQUES

In the case of infrastructure investments receiving funding of more than EUR 500,000 specific illustrative requirements, set out in Annex XII of the Regulation (EU) No 1303/2013, have to be adopted. More specifically, this relates to the production and the setting up of billboards and plaques at the relevant sites which shall contain the logo and references as set out above.

In this very rare case, please contact the JS Communication Unit to adopt relevant solutions.

PROJECT WEBSITE

The Programme will provide and host a complete ready-to-use website (calendar, document library, directory, tools, etc.) to each approved project. Shortly after their approval, the communication managers of the project will receive the elements to manage and configure their website (visuals, features, content, social networking, etc.).

Project websites will have to be updated on a regular basis and provide a short description of the project in English including its aims and results and highlighting the financial support from the Union.

The Programme will hold trainings and develop tutorials to illustrate the different features of the platform so as to help webmasters in using the web platform and to improve their performance and contents. However, projects can still work with specialised service providers for the development of graphics, content editing and translation or implementation of multimedia elements, in accordance with their communication strategy.

As a consequence of this approach, no website development costs should be budgeted. Only staff costs for regular content updates should be considered.

Projects developing specific web tools requiring a dedicated website that cannot be provided by the Programme can develop a specific website for this tool (to be checked with the Programme) as long as it complies with all the publicity rules of branding and funding mentioned before.

However, a link to the web tool must be placed in a visible place of the projects website in the Interreg MED platform and the update of the latter one must not be overlooked.

PARTNER INSTITUTIONAL WEBSITE

All project partners should publish on their institutional websites ("where such website exists") a short description of the operation, as set forth in the Regulation (EU) No 1303/2013 (Annex XII, Article 2.2 paragraph 2.a).

This description should be proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union". Partners should also include the project logo and the reference to the EU co-financing and, both set in a visible place and complying with the publicity rules herein detailed. A link to the project website in the Interreg MED platform should also be added.

EVENTS

The project logo, as well as a clear reference to the EU co-financing has to be used on agendas, list of participants, related publications, promotion materials and presentations. (Regulation (EU) No 1303/2013). During the events, projects are encouraged to place the project poster or a project banner in a readily visible place (e.g. the front of the meeting room).

PUBLICATIONS

All project publications, including brochures, newsletters, studies, articles and others must include the project logo and the reference to the EU co-financing. When this is not possible, for example, in scientific articles, conference proceedings or other publications, projects should explicitly mention the contribution from the EU co-financing and the Interreg MED Programme.

In addition, projects are strongly recommended to publish most essential results (or a summary of them) in the two official languages of the Programme: English and French in addition to the other languages.

PROMOTIONAL GOODIES

Promotional goodies can be a good way to raise awareness about a project. However, they should be produced only if they meet strategic objectives and are linked to a promotion strategy. Please take notice of some parameters to take into account when producing goodies:

- is it relevant for the promotion of my project?

- is it useful, creative and memorable enough?

- Is it green? It is strongly recommended to produce green goodies having in mind the fewer the better.

Again the golden rule: all promotional goodies should be branded with the project logo and the reference to the EU co-financing.

TIPS

- ⮱ To **avoid ineligibility** of any activity or product, you can countercheck the products with the programme's Communication Unit before printing.
- ⮱ A **communication handbook** on the techniques and PR specific activities can be found on the Programme website. The Interreg MED Programme will also offer communication trainings and seminars.