European Commission

SUPPORT KIT FOR EU VISIBILITY

2021-2027 brand book for managing authorities and project beneficiaries

Regional and Urban Policy

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1

Introduction

1 Introduction

Communicating EU support with a shared visual identity: simple, clear and coherent

Improving the visibility of Cohesion Policy has become a major priority in recent years. Every year cohesion funding supports thousands of projects across Europe, embodying the most tangible manifestation of the EU on the ground. Effective communication of these interventions helps boost further awareness of the benefits of the EU to people's lives.

As per the Common Provision Regulation (CPR), the project beneficiaries are required to use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.

The most tangible requirement on visibility and transparency is to put up billboards, plaques and posters at the project site. These elements, providing information about any given project, have the potential to reach locals, visitors, users without further effort. In this sense, it is also an opportunity for the project beneficiaries to share information about their achievements.

1 Introduction

To support the beneficiaries to fulfil the minimum visibility requirements efficiently, three closely-knit tools have been created:

In the **Online Generator**, the beneficiaries can create in a few simple steps ready to print pdf files for project-specific billboards, plaques and posters.

In the **Download Centre**, the beneficiaries can download the EU emblem with the different funding statements (standard funded and co-funded by the European Union, NextGenerationEU and Interreg), to be used in any communication material, printable stickers and adjustable templates for the billboards, plaques and posters.

This **brand book** guides beneficiaries in making the most out of the visibility requirements. The brand book builds on the Common Provisions Regulation (CPR) but can be used by all beneficiaries of EU programmes.

By using these tools, the beneficiaries of EU programmes comply with the minimum visibility requirements set in the CPR. The design of the different visibility components is simple, so that they can be used in a variety of contexts. In this way, these tools contribute to the visibility of EU support to local achievements, transparency, and enable project beneficiaries to focus on further communication actions.

2

Legal requirements

2 **Legal requirements**

Regulation (Eu) 2021/1060 of the European Parliament and the Council of 24 June 2021 (Common Provisions Regulation, CPR) sets the minimum requirements for the visibility, transparency and communication activities for Cohesion Policy.

The regulation requires beneficiaries, managing authorities and Member States to acknowledge the support from the European Union on all communication materials. An important element in this regard is the Union emblem together with the funding statement, which are to be displayed on all printed and digital products, websites, social media channels and other communication products.

Article 46 **Visibility**

Each Member State shall ensure:
a | the visibility of support in all activities relating to operations supported by the Funds with particular attention to operations of strategic importance;
b | communication to Union citizens of the role and achievements of the Funds through a single website portal providing access to all programmes involving that Member State.

Article 47 **Emblem of the Union**

Member States, managing authorities and beneficiaries shall use the emblem of the European Union in accordance with Annex IX when carrying out visibility, transparency and communication activities.

2021-2027	2014-2020
Emblem to be displayed beside statement "(Co-)funded by the European Union" spelled out in full. No other visual identity or logo must be used to highlight the support from the EU.	The EU emblem shall be accompanied by the name "European Union", spelled out in full, and a reference to the specific fund.

2 **Legal requirements**

Article 50 **Responsibilities of beneficiaries**

1. Beneficiaries and bodies implementing financial instruments shall acknowledge support from the Funds, including resources reused in accordance with Article 62, to the operation by:

a | providing on the beneficiary's official website, where such site exists, and social media sites, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

b | providing a statement highlighting the support from the Union in a visible manner on documents and communication material relating to the implementation of the operation, intended for the public or for participants;

c | displaying durable plaques or billboards clearly visible to the public, that present the emblem of the Union in accordance with the technical characteristics laid down in Annex IX, as soon as the physical implementation of operations involving physical investment starts or purchased equipment is installed, in respect of the following:

(i) operations supported by the ERDF and the Cohesion Fund the total cost of which exceeds EUR 500 000;
(ii) operations supported by the ESF+, the JTF, the EMFAF, the AMIF, the ISF or the BMVI the total cost of which exceeds EUR 100 000;

d | for operations not falling under point (c), publicly displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds; where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display.

2 **Legal requirements**

Where an ESF+ beneficiary is a natural person or for operations supported under the specific objective set out in point (m) of Article 4(1) of the ESF+ Regulation, the requirement set out in point (d) of the first subparagraph shall not apply.

By derogation from points (c) and (d) of the first subparagraph, for operations supported by the AMIF, the ISF and the BMVI, the document setting out the conditions for support may establish specific requirements for the public display of information on the support from the Funds where this is justified by reasons of security and public order in accordance with Article 69(5).

2. For small project funds, the beneficiary shall comply with the obligations under Article 36(5) of the Interreg Regulation.

For financial instruments, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements set out in point (c) of paragraph 1.

3. Where the beneficiary does not comply with its obligations under Article 47 or paragraphs 1 and 2 of this Article, and where remedial actions have not been put into place, the managing authority shall apply measures, taking into account the principle of proportionality, by cancelling up to 3% of the support from the Funds to the operation concerned.

2021-2027	2014-2020
One billboard and/or plaque allowed for multiple projects in a single venue. Sanctions up to 3% for non-compliance with obligations.	Beneficiary is responsible for setting up a billboard and a plaque consecutively for each operation.

2 **Legal requirements**

Annex IX **Communication and visibility**

1. The use and technical characteristics of the Union emblem

1.1. The emblem shall be prominently featured on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants.

1.2. The statement **«Funded by the EUROPEAN UNION»** or **«Co-funded by the EUROPEAN UNION»** shall be written in full and placed next to the emblem.

1.3. The typeface to be used in conjunction with the emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu. Italic, underlined variations or font effects shall not be used.

1.4. The positioning of the text in relation to the emblem shall not interfere with the emblem in any way.

1.5. The font size used shall be proportionate to the size of the emblem.

1.6. The colour of the font shall be reflex blue, black or white depending on the background.

1.7. The emblem shall not be modified or merged with any other graphic elements or texts. If other logos are displayed in addition to the emblem, the emblem shall have at least the same size, measured in height or width, as the biggest of the other logos. Apart from the emblem, no other visual identity or logo must be used to highlight the support from the Union.

1.8. Where several operations are taking place at the same location, supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, at least one plaque or billboard shall be displayed.

2 **Legal requirements**

A) SYMBOLIC DESCRIPTION Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

B) HERALDIC DESCRIPTION On an azure field a circle of twelve golden mullets, their points not touching.

C) GEOMETRIC DESCRIPTION The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

D) REGULATION COLOURS The emblem is in the following colours: PANTONE REFLEX BLUE for the surface of the rectangle; PANTONE YELLOW for the stars

E) FOUR-COLOUR PROCESS If the four-colour process is used, recreate the two standard colours by using the four colours of the fourcolour process. PANTONE YELLOW is obtained by using 100 % 'Process Yellow'. PANTONE REFLEX BLUE is obtained by mixing 100 % 'Process Cyan' and 80 % 'Process Magenta'. INTERNET PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00). MONOCHROME REPRODUCTION PROCESS Using black, outline the rectangle in black and print the stars in black on white. Using blue (Reflex Blue), use 100 % with the stars reproduced in negative white. REPRODUCTION ON A COLOURED BACKGROUND If there is no alternative to a coloured background, put a white border around the rectangle, the

2 **Legal requirements**

width of the border being 1/25th of the height of the rectangle. The principles of the use of the Union emblem by third parties are set out in an administrative agreement with the Council of Europe1 2. The licence on intellectual property rights referred to in Article 49(6) grant to the EU the following rights: 2.1.internal use i.e. right to reproduce, copy and make available the communication and visibility materials to EU and EU Member States' institutions and agencies and their employees; 2.2.reproduction of the communication and visibility materials by any means and in any form, in whole or in part; 2.3. communication to the public of the communication and visibility materials by using any and all means of communication; 2.4. distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms; 2.5.storage and archiving of the communication and visibility materials 2.6.sub-licensing of the rights on the communication and visibility materials to third parties 2.7.Additional rights maybe granted to the EU.

3

EU emblem & the funding statement

3 EU emblem & the funding statement

Association of the EU emblem with the funding statement

At the heart of recognition of the support from the EU is the emblem and the funding statement of the Union, which Member States, managing authorities and beneficiaries shall use when carrying out their visibility, transparency and communication activities.

The emblem of the Union will always be used in conjunction with the relevant funding statement: «Funded by the European Union» or «Co-funded by the European Union».

This chapter focuses on the use of the EU emblem and the funding statement. The following chapters will focus on the use of the emblem as part of different communication materials.

The Commission has created ready-to-use EU emblem and funding statement elements that can be used in all communication materials. These are available in all EU languages and in 16 additional languages, in all colours and in both horizontal and vertical formats. The ready-to-use funding statements can be downloaded at the download centre: https://ec.europa.eu/regional_policy/en/information/logos_downloadcente

The next pages will outline the basic rules on the creation and the use and application of the EU emblem and the funding statement. Further information can be found in the «Operational guidelines for the use of the EU emblem in the context of the EU programmes» booklet: https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf

Funded by
the European Union

Funded by
the European Union

3 EU emblem & the funding statement

3.1 Horizontal option

Positive version *(CMYK or digital impression process)*

Negative version

Monochrome reproduction *(Specific print process on clothing and merchandise or with Pantone)*
If only black or white is available.

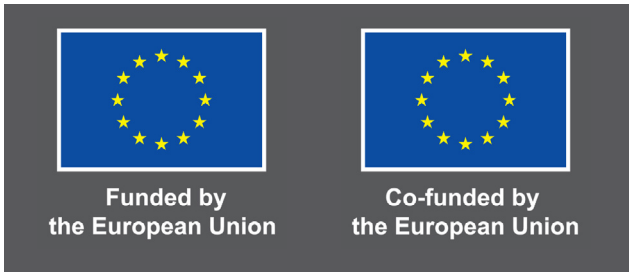
If only one Pantone colour is available *(reflex blue is used as an exemple here)*

3 EU emblem & the funding statement

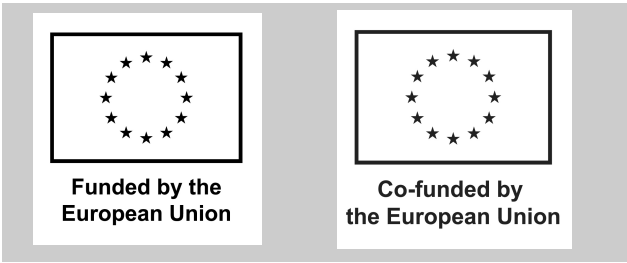
3.2 Vertical option

Positive version
(CMYK or digital impression process)

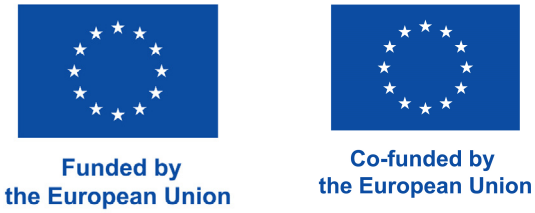
Negative version



Monochrome reproduction *(Specific print process on clothing and merchandise or with Pantone)*
If only black or white is available.



If only one Pantone colour is available *(reflex blue is used as an exemple here)*



3 EU emblem & the funding statement

3.3 Examples of use

Both the vertical and the horizontal version can be used on a variety of backgrounds. The colour of the emblem and the funding statement is decided based on the printing background. Sometimes only monochrome print is possible in which case the beneficiaries can choose between reflex blue and black outline. On bright backgrounds, beneficiaries can opt for the positive version of the logo (funding statement in blue), whereas in dark backgrounds, such as black white photos, the negative version (funding statement in white) is the ideal choice.

A white border is used around the positive and negative versions of the EU emblem, promptly accentuating it and providing the required visibility. The border measures exactly 1/25 of the size of the EU emblem.

3 EU emblem & the funding statement

3.4 Protection area

The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.

3.5 Minimum size

The minimum height of the EU emblem must be 1 cm.

For specific items, like pens, the emblem can be reproduced in a smaller size.

When using the EU funding statement in small size, we highly recommend using the horizontal version.

3 EU emblem & the funding statement

3.6 Don’ts

3.6.1 Do not choose a font other than Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.

3.6.2 Do not use any font effects

3.6.3 Do not add other graphic elements.

3.6.4 Do not make the text disproportionally bigger or smaller compared to the EU emblem.

3.6.5 Do not use any colour other than Reflux blue, white or black.

3.6.6 Do not modify the text proportions.

3.6.7 Do not write ‘EU’. It must always be spelled out as ‘European’

3.6.8 Do not write in all capital letters.

3 EU emblem & the funding statement

3.6.9 Do not replace the EU emblem with the European Commission logo.

3.6.10 Do not replace the EU emblem with any other graphic element.

3.6.11 Do not modify the EU emblem.

3.6.12 Do not add the name of the programme to the funding statement.

3.6.13 Do not write the name of the programme in conjunction with the EU emblem.

3.6.14 Do not add a graphical element with the name of the EU programme

4

Physical visual elements

4 **Physical visual elements**

An important element with regards to the transparency and communication of the support from the funds are plaques, billboards and posters or electronic displays.

These physical communication products should be clear, easy-to-read and placed readily visible to the public to fulfil their purpose: to inform the public about a given action that has received financial support from the EU.

It is encouraged to use simple designs and to avoid squeezing information and adding too many logos. The templates designed for the online generator, presented on the following pages, include relevant information about the project. The information provided in each product differs slightly, taking into consideration their different uses.

With the online generator beneficiaries can create ready-to-print billboards, plaques and posters by simply filling in the project information. Even if you wish to create one of these communication elements from scratch, you can still follow the suggestions presented in this brand book.

4 Physical visual elements

4.1 Billboards and plaques

When to use billboards & plaques

The operations that are obliged to display a plaque or billboard will fulfil the following conditions (Art. 50 (1) (c)):

- The operation involves a physical investment or the purchase of equipment

AND

- The total cost of the operation exceeds:

EUR 500 000 supported by ERDF or CF
EUR 100 000 supported by the ESF+, the JTF, the EMFAF, the AMIF, the ISF or the BMVI the total cost of which exceeds EUR 100 000;

If the project does not fall into the above category, then see section 4.2 Printed and digital displays.

The billboards or plaques should be placed on the operation site, as soon as the physical implementation or the purchase of equipment starts. Plaques and billboards are to be made of durable material that enables long-lasting diplay. Unlike before, the CPR does not differentiate between a billboard and a plaque. If a beneficiary sets-up a billboard and wishes to change it to a plaque after the completion of a construction, for example, this can be done as long as the plaque is set up as soon as the billboard is taken down.

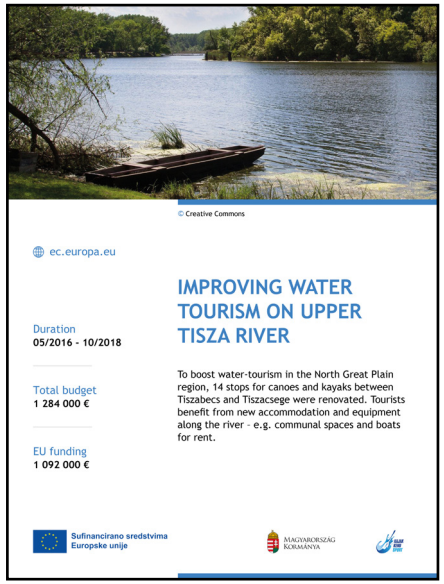
4 Physical visual elements

4.1.1 Billboard templates

The billboard templates used in the online generator provide key information on the project to ensure transparency.

The billboards are set up when the operation involves a physical investment or the purchase of equipment and the total cost of the operation exceeds fund specific limits mentioned on page 11.

Billboards are placed next to the location where the operation takes place, so that it is readily visible to the public.



4 Physical visual elements

4.1.1.1 Elements

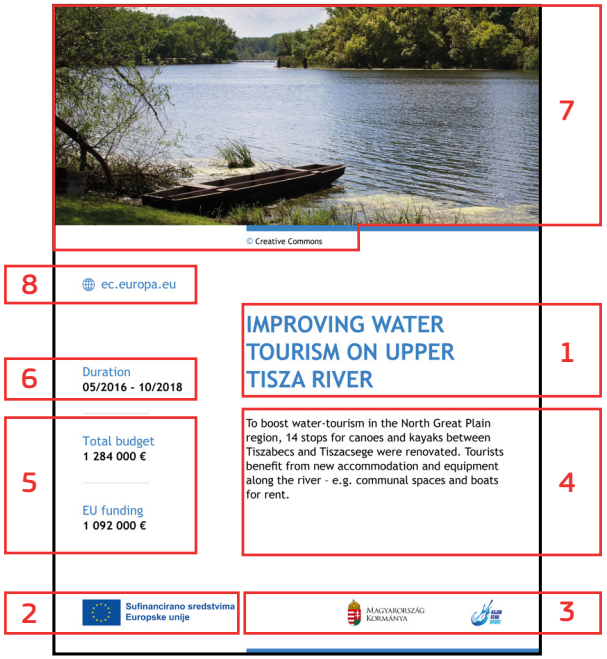
MAIN ELEMENTS:

1 Title

The «title» should be the name of the operation or its main objective. The title should be short and meaningful to the public. Try to avoid acronyms or jargon that cannot be understood without being familiar with the project or the specific field.

2 EU emblem and the funding statement

Within these templates the EU emblem is to be placed on the bottom left corner. The funding statement should always be in the local language. The beneficiaries can choose between the «Funded by the European Union» and «Co-funded by the European Union» funding statements.



OTHER ELEMENTS:

3 Partner logo(s):

As per the CPR, if other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.

The template used in the online generator allows for a maximum three additional logos. These can be for example logos of the Member State or the region. The additional fields for the logos are optional and it is recommended to add only the necessary one.

4 Physical visual elements

4 *Project description*

The description should not exceed 400 characters. Plain and clear language is recommended, therefore avoiding the use of acronyms, jargon and/or repetition. A good project description explains the project's objective(s) in a meaningful and simple manner to the public.

5 *Financial contribution*

This section is composed of two information fields «Total budget» and «EU funding». «Total budget» refers to the overall budget of the project, including both the EU funding and the public/private funding. «EU funding» refers to the amount of EU support of the total budget.

6 *Duration*

«Duration» indicates the time frame of the project. It is displayed month/year.

7 *Picture*

Image quality

Resolution on a computer is measured in pixels per inch (PPI), which converts directly into DPI. A 300PPI digital image will print in 300DPI. An image might look qualitative enough on computer, but still look low-resolution when printed. A digital image can have a great number of pixels, while having a low DPI, affecting its quality while printed (72 DPI is considered to be low).
As they are often viewed from a distance, bigger billboards can afford to be lower in DPI. But 300 DPI should be the goal. An image should never be under 100 DPI, no matter how large, or how far away the billboard will be displayed.

Image Size depending of format

3000 x 4000 mm - 5906 x 2661 px

2000 x 2000 mm - 1921 x 7874 px

Copyright holder

Don't forget to mention the picture copyright holder.

8 *Website*

With the reference to a website you can provide further information about the project. The online generator creates the QR code automatically from the website. Make sure that the information on the website stays up-to-date in the long-run.

4 Physical visual elements

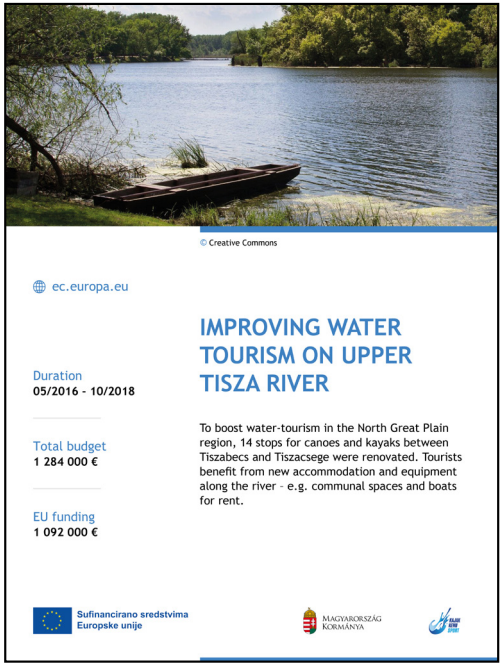
4.1.1.2 Do's and dont's

Placement of elements

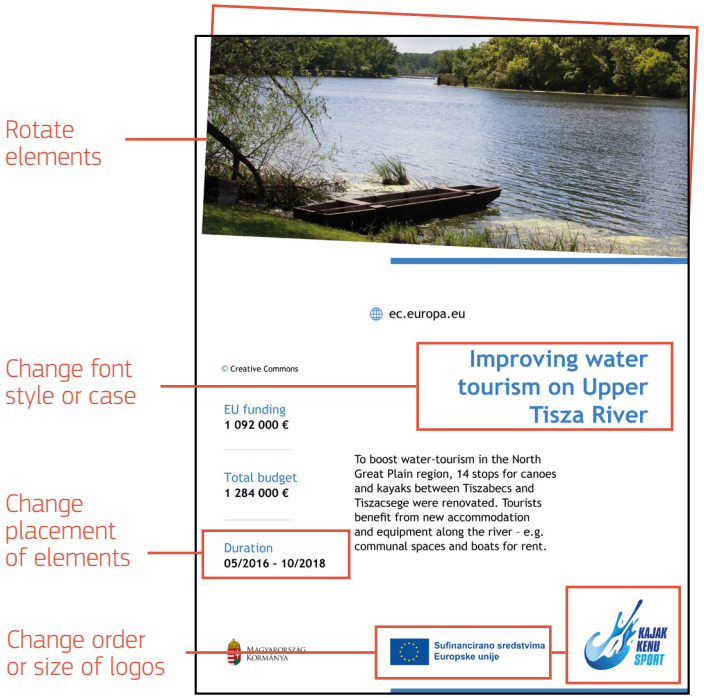
The placement of all elements should be respected at all times. All the elements within the template have been meticulously measured and placed based on a grid system.

It should be ensured that the placement of the duration, funding and budget elements should not be shifted and that both the title and the body text should be aligned and justified on the left. The picture needs not to be rotated, as it should be aligned with the blue line right underneath it. Finally, the logos should be separated in a clear way and no logo should be bigger than the EU emblem and the funding statement.

DO



DON'T



4 **Physical visual elements**

Placement and size of billboards

The CPR states that the plaque or billboard shall be placed publicly. It is highly recommended that projects put up a durable billboard or plaque of significant size on the infrastructure or construction, or (if not possible) at a place nearby, that is readily visible and accessible to the public.

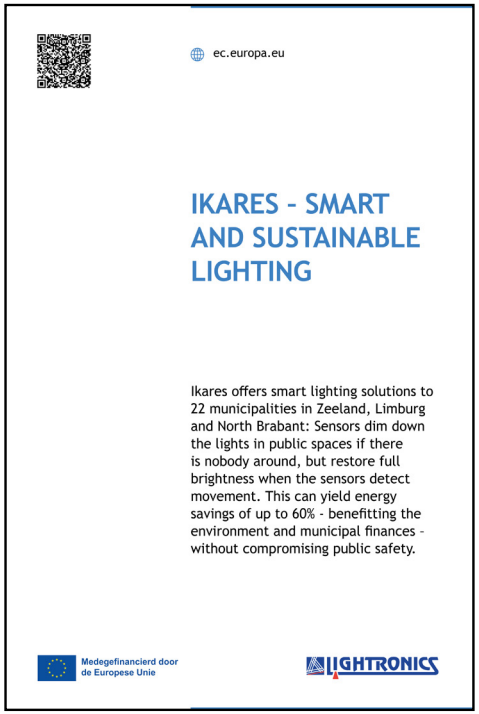
4 Physical visual elements

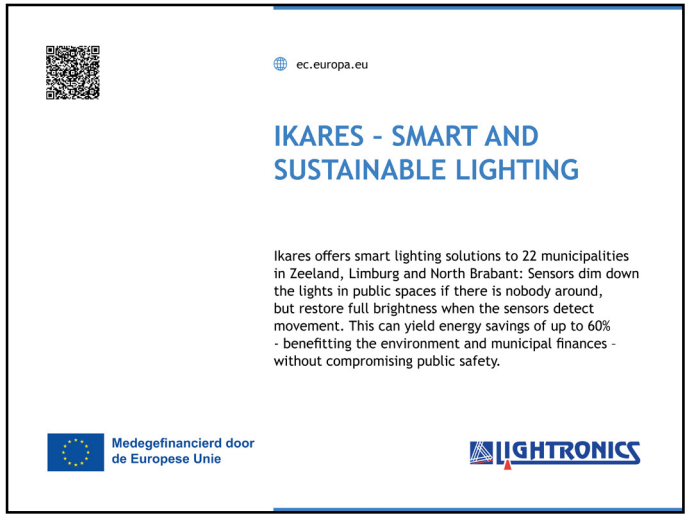
4.1.2 Plaque templates

As with billboard templates, the plaque templates used in the online generator provide key information on the project to ensure transparency.

In case the operation involves a physical investment or the purchase of equipment and the total cost of the operation exceeds fund specific limits, mentioned on page 11 a plaque needs to be set up.

Plaques should be placed next to the location where the operation takes place, as they have to be readily visible to the public.





4 Physical visual elements

4.1.2.1 Elements

MAIN ELEMENTS:

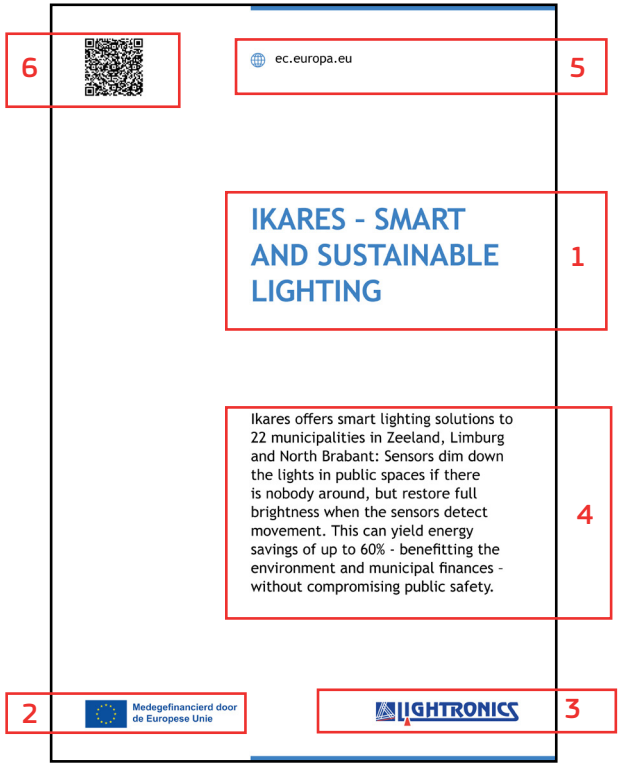
1 Title

The «title» should be the name of the operation or its main objective. The title should be short and meaningful to the public. Try to avoid acronyms or jargon that cannot be understood without being familiar with the project or the specific field.

2 EU emblem and the funding statement

Within these templates the EU emblem is to be placed on the bottom left corner. The funding statement should always be in the local language.

The beneficiaries can choose between the «Funded by the European Union» and «Co-funded by the European Union» funding statements.



4 Physical visual elements

OTHER ELEMENTS:

3 Partner logo(s):

As per the CPR, if other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.

The template used in the online generator allows for a maximum three additional logos. These can be for example the logos of the Member State or the region. The additional fields for the logos are optional and it is recommend to add only the necessary ones.

4 Project description

The description should not exceed 400 characters. Plain and clear language is recommended, therefore avoiding the use of acronyms, jargon and/or repetition. A good project description explains the projects objective(s) in a meaningful and simple manner to the public.

5 Website

With the reference to the website you can provide further information about the project. Make sure that the information on the website stays up-to-date in the long-run.

6 QR code

The QR code is generated automatically by the online generator.

4 Physical visual elements

4.1.2.2 Do's and dont's

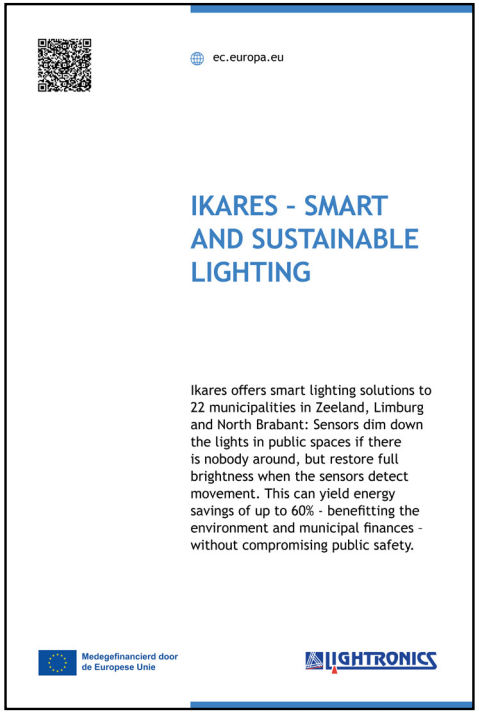
Placement of elements

Different factors have been taken into account for the placement of each one of the elements present in this template. Therefore, none of them should be misplaced, rotated or inverted.

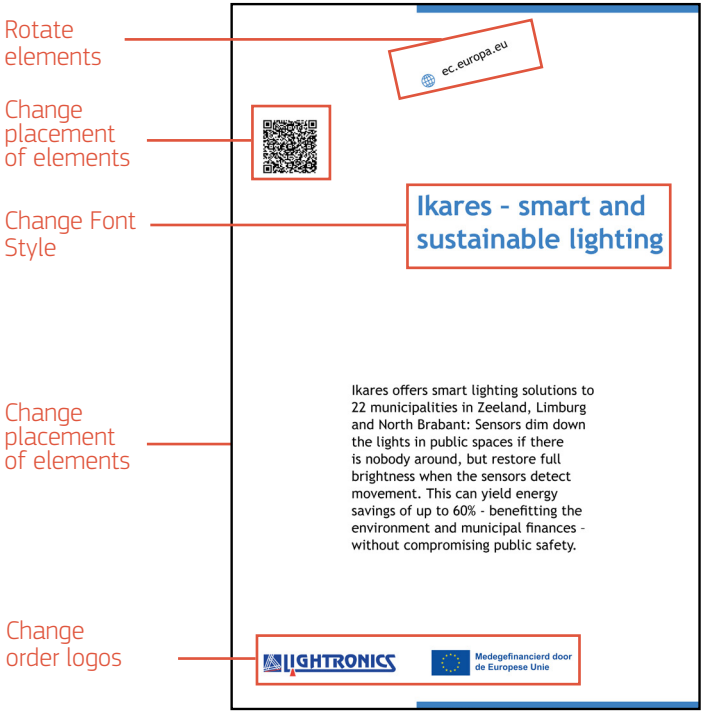
The text should be left aligned and justified and the title should be written in all capitals, as shown in the following example.

Finally, the order of the logos should be respected at all times and the partners' logos should not appear bigger than the EU emblem and the funding statement.

DO



DON'T



4 **Physical visual elements**

Placement and size of Plaques

The CPR states that the plaque shall be placed publicly. It is highly recommended that projects put up a durable plaque of significant size on the infrastructure or construction, or (if not possible) at a place nearby, that is readily visible and accessible to the public.

Managing authorities can aid beneficiaries in choosing the most suitable format by giving them enough flexibility in terms of sizes and materials to be used. A common challenge is meeting the obligation of permanent information materials under rigorous historical reconstruction rules. No restriction on materials and a minimal restriction on sizing aids the beneficiaries and reduces the need of beneficiaries for individual counselling.

4 Physical visual elements

4.2 Printed or electronic displays

According to the Article 50 (1) (d) those operations that do not fall under the requirements to put up a billboard or a plaque, are obliged to publicly display at least one poster or electronic display of a minimum size A3 with information about the operation highlighting the support from the Funds.

The templates offered here are suitable for the electronic displays as well. However, electronic diplays allow the use of different effects and even animations in a more creative and fun way than a printed poster.

The printed or electronic displays should be set up as soon as the project begins.

4 Physical visual elements

4.2.1 Poster templates

Poster templates serve the same purpose as the billboard and plaque posters. They provide key information on the project to ensure transparency. In the templates available in the download centre, the user can adjust the provided information based on their project.

Posters need to be placed in such manner that they are fully visible by the public.

4 Physical visual elements

4.2.1.1 Elements

MAIN ELEMENTS:

1 Title

The «title» should be the name of the operation or its main objective. The title should be short and meaningful to the public. Try to avoid acronyms or jargon that cannot be understood without being familiar with the project or the specific field.

2 EU emblem and the funding statement

Within these templates the EU emblem is to be placed on the bottom left corner. The funding statement should always be in the local language.

The beneficiaries can choose between the «Funded by the European Union» and «Co-funded by the European Union» funding statements.

4 Physical visual elements

OTHER ELEMENTS:

3 Partner logo(s)

As per the CPR, if other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.
The template used in the online generator allows for a maximum three additional logos. These can be for example the logos of the Member State or the region. The additional fields for the logos are optional and it is recommend to add only the necessary ones.

4 Project description

A good project description explains the project's objective(s) in a meaningful and simple manner to the public. Therefore, the use of plain and clear language that avoids jargon, is recommended. Beneficiaries can highlight the support from the funds also in the project description.

In the online generator the maximum characters for the project description is 400, including spaces. It is not recommended to exceed this limit in any case as those more curious can find further information on the beneficiary's website, for example.

5 Financial contribution

This section is composed of two information fields «Total budget» and «EU funding». «Total budget» refers to the overall budget of the project, including both the EU funding and the public/private funding. «EU funding» refers to the amount of EU support of the total budget.

6 Duration

«Duration» indicates the time frame of the project. It is displayed month/year.

4 Physical visual elements

7 Picture

Image quality

Resolution on a computer is measured in pixels per inch (PPI), which converts directly into DPI. A 300PPI digital image will print in 300DPI. An image might look qualitative enough on computer, but still look low-resolution when printed. A digital image can have a great number of pixels, while having a low DPI, affecting its quality while printed (72 DPI is considered low).
As billboards are often viewed from a distance, bigger billboards can afford to be lower in DPI. But 300 DPI should be the goal. An image should never be under 100 DPI, no matter how large, or how far away the billboard will be displayed.

Image Size depending of format

A3 - 3508 x 1624 px

A0 - 4967 x 2304 px

Copyright holder

Don't forget to mention the picture copyright holder.

8 Website

With the reference to the website you can provide further information about the project. Make sure that the information on the website stays up-to-date in the long-run.

9 QR code

The QR code is generated automatically by the online generator.

10 Responsible for publication

«Responsible for publication» is a notion present in some Members State's legislation. It refers to the entity who is responsible for the specific billboard or poster (most likely project beneficiary).

4 Physical visual elements

4.2.1.2 Do's and dont's

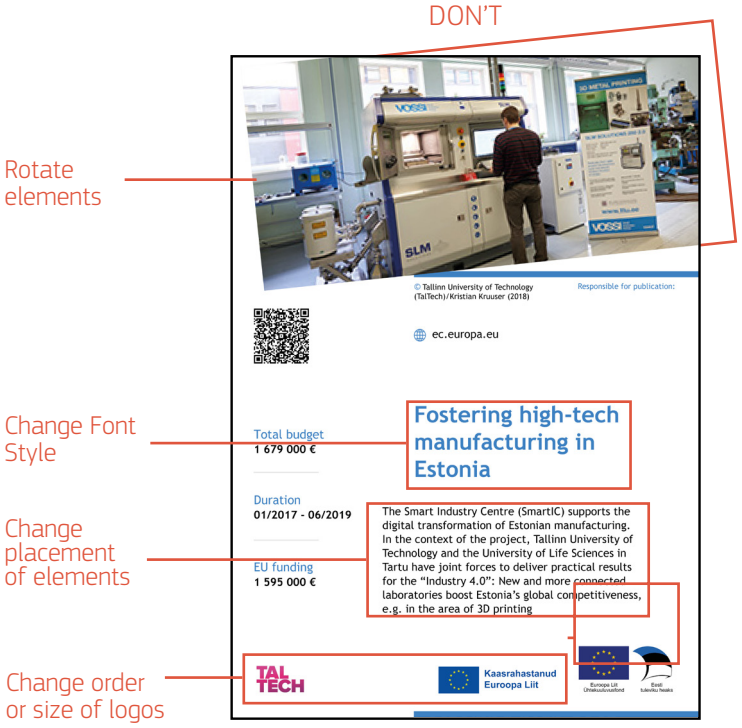
Placement of elements

The poster templates use the space available as effectively as possible. All the elements are positioned following a visual hierarchy, which makes the content easier for the reader's eye. Therefore it should be noted that no element should be placed elsewhere. Also, elements should not be rotated, reflected or inverted.

The picture should not be rotated, whereas it should be aligned to the blue line below it. No other fonts and no other colours should be used, than the ones present. The text should be left aligned and justified and the title should be written in all capitals. Finally, no logo should appear bigger than the EU emblem and the funding statement and logos should be separated in a clear way.

DO

DON'T



4 **Physical visual elements**

Placement and size of posters and electronic displays

The CPR states that the poster or electronic display of equivalent size (minimum A3) shall be placed at a location clearly visible to the public. This means for example displaying them prominently at the entrance of the location.

Since posters are cost-efficient to produce, to ensure visibility, the beneficiaries can consider placing a few of them at the project site and especially if the projects are carried out in different locations. However, it is not the intention to overproduce them. It is also considered a good practice to update the posters when they wear out. This is also an opportunity to provide updated information on the project.

4.3 Stickers

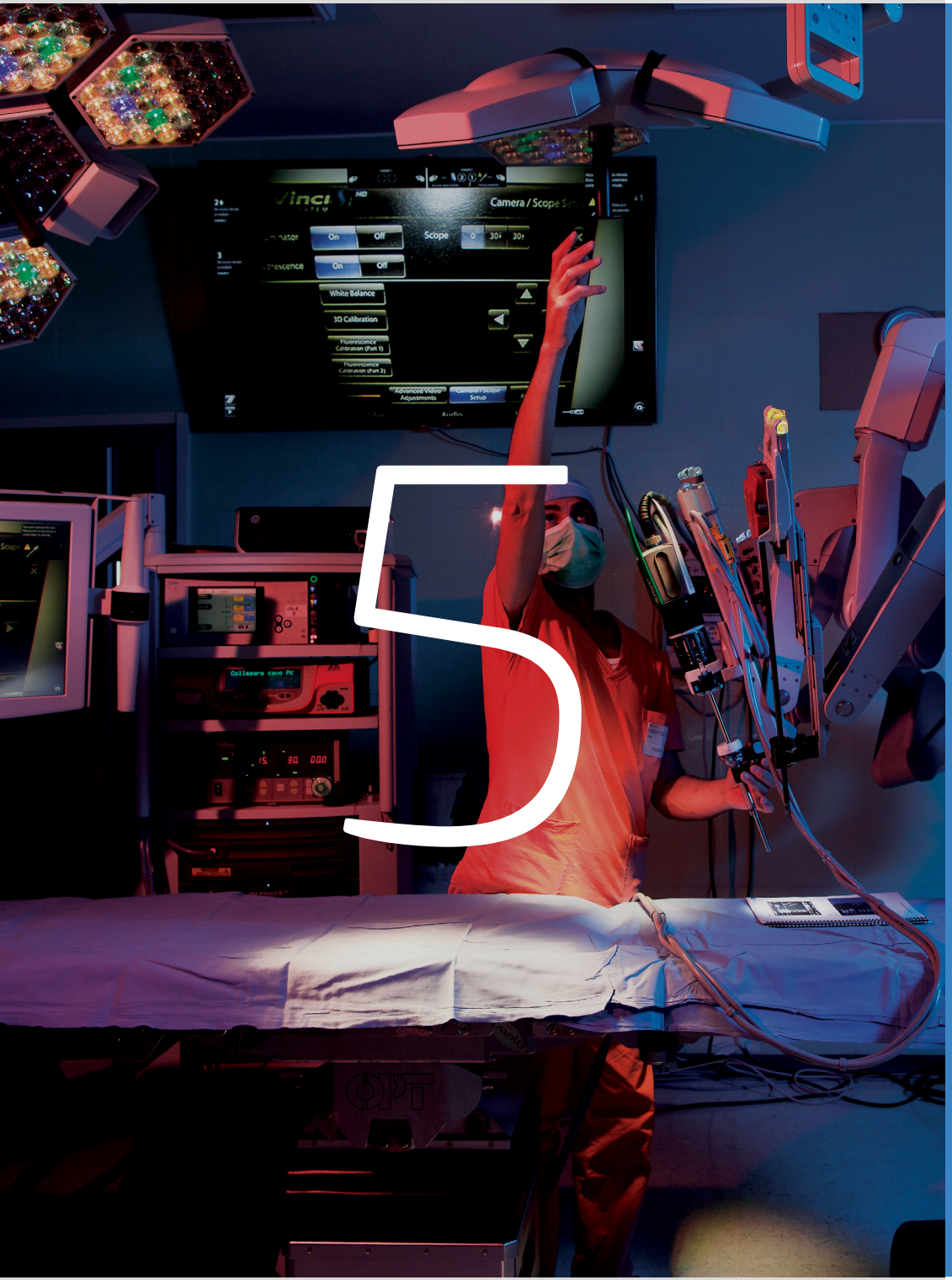
Stickers are optional elements to enhance the visibility of EU support. Since they are not a regulatory requirement, the stickers cannot replace billboards, plaques or posters. However, their smart use can considerably contribute to the communication efforts by concretely showing objects that have been funded by the EU. They are also more flexible and can be effortlessly placed in multiple locations.

Stickers have been created in all EU languages for the co-funding statement. The bottom ribbon colours utilise the official colours of the policy objectives for 2021-2027. You can find them on page 60.

The stickers are available to download at the download centre. When printing them remember to take into consideration the placement of the sticker to define the right quality and strength of the sticker, as well as the sticky side (front or back).

4 **Physical visual elements**

The stickers are both practical and versatile elements to enhance the visibility of the projects. Whereas billboards, plaques and to an extent even posters, are often located in one place only, the stickers can be placed on different elements or different locations that have been supported by the project.



5

Interreg & NextGenerationEU requirements

5 Interreg & NextGenerationEU requirements

Interreg

The regulation for the European Territorial Cooperation, requires in the Article 36 that the term «Interreg» should be written next to the EU emblem. Interact has created funding statements that can be used by the Interreg programmes and beneficiaries. The design uses the already well established Interreg wordmark, while respecting the protection area of the EU emblem.

The Interreg specific funding statements are available in all colours on Interact website. Interact is also developing an online generator for the Interreg programmes and projects to use.

Interreg Co-funded by the European Union

ec.europa.eu

IKARES - SMART AND SUSTAINABLE LIGHTING

Ikares offers smart lighting solutions to 22 municipalities in Zeeland, Limburg and North Brabant: Sensors dim down the lights in public spaces if there is nobody around, but restore full brightness when the sensors detect movement. This can yield energy savings of up to 60% – benegitting the environment and municipal finances – without compromising public safety.

Interreg Co-funded by the European Union LIGHTRONICS

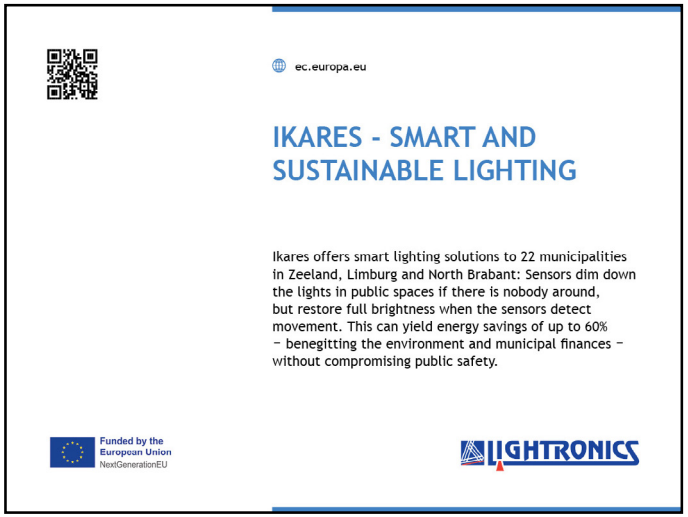
5 Interreg & NextGenerationEU requirements

NextGenerationEU

According to the specific regulation for the Recovery and Resilience Fund, the beneficiaries are required to complement the «Funded by the European Union» funding statement with «NextGenerationEU».

The specific funding statement for the NextGenerationEU is made available in all languages and colours in the download centre. Also, the online generator includes the option to create billboards, plaques and posters with the specific NextGenerationEU funding statement for the Recovery and Resilience Fund beneficiaries.

Funded by the
European Union
NextGenerationEU



6

Visual elements for online communication

6 Visual elements for online communication

Websites and social media are most likely the main sources of information about the project by the beneficiaries for the specific target audiences as well as for the so-called «general public». The beneficiaries are required, per the article 50 (1) (a), to provide a short description of the operation that is proportionate to the level of support on the beneficiary's official website and social media. The description should include information about the operation's aims and results, and highlight the financial support from the Union.

The principles of visibility and the use of the EU emblem are similar across platforms. To indicate the support from the Union, the beneficiaries are invited to use the EU emblem and the relevant funding statement prominently on websites and on visuals.

See tips and tricks on how to structure a website and how to best utilize social media in the «Communicating Cohesion Policy» booklet.

6.1 Websites

According to Annex IX the EU emblem shall be prominently featured on websites and on social media.

To ensure this the beneficiaries are encouraged take into consideration the different elements outlined in the Annex IX: the size of the EU emblem in relation to other possible logos, providing sufficient space for the emblem and the funding statement.

It is considered a good practice to display the EU emblem and the reference to the funds inside the viewing area of digital devices, without requiring the user to scroll down the page.

6 Visual elements for online communication

6.2 Social media

Highlighting the EU support on social media can be done in many different ways! The visuals, including the videos, should be branded with the EU emblem and the funding statement, and the information about the EU support can be given also as part of the profile description or individual posts.

See on page 19 how to best integrate the EU emblem and the funding statement as part of pictures.

6.2.1 Visibility as part of the social media profile

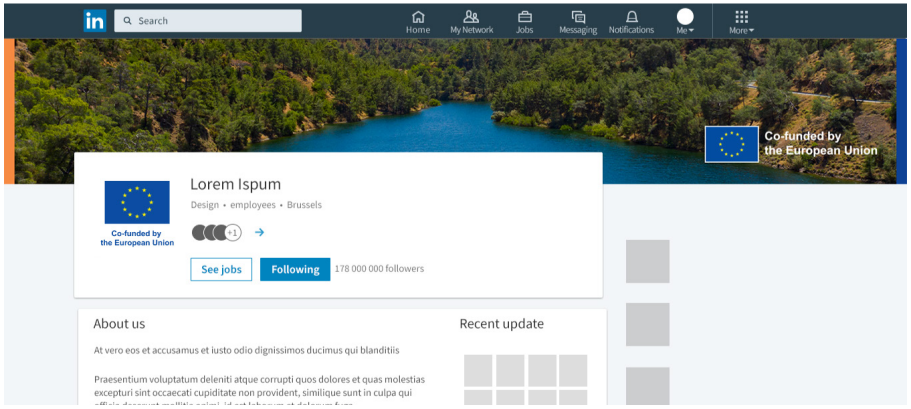
On social media profiles the EU emblem and the funding statement can be applied on the profile or the banner pictures – provided that the social media platform provides a banner option.

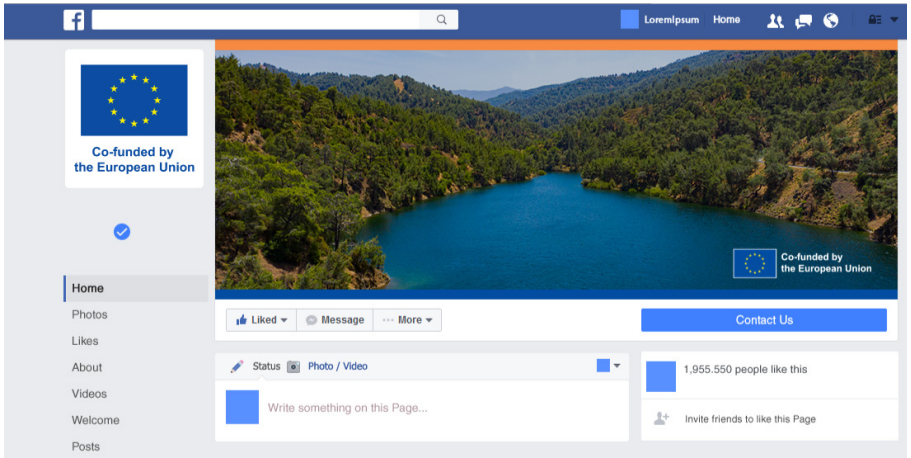
Banner option provides more space to integrate the emblem and the funding statement and can therefore be recommended. In both cases the beneficiary should add the brand elements on the pictures so that they remain complete even if the platform crops the image.

Remember also to mention the EU support in the profile description.

6 Visual elements for online communication

6.2.1.2 Examples



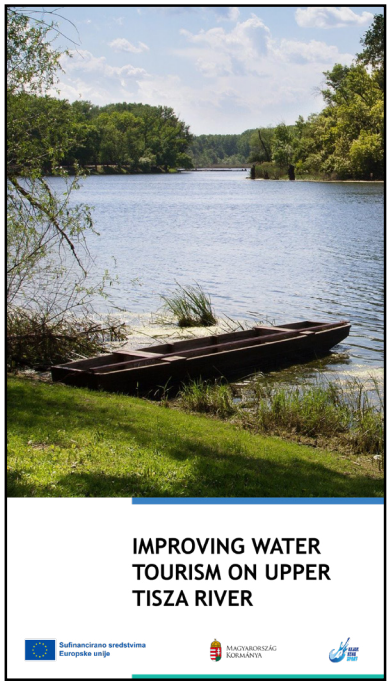


6 Visual elements for online communication

6.2.2 Social media posts

When the beneficiary posts about the project on their social media channels, it is recommended that the post mentions the support from the EU, visually using the brand elements and/or the support is mentioned in the text. The beneficiary can vary these approaches between individual posts.

1:1 format
(Instagram or facebook post)



1080 x 1920 format (Instagram or facebook story)

7

Events & promotional items

7 Events & promotional items

Promotional items

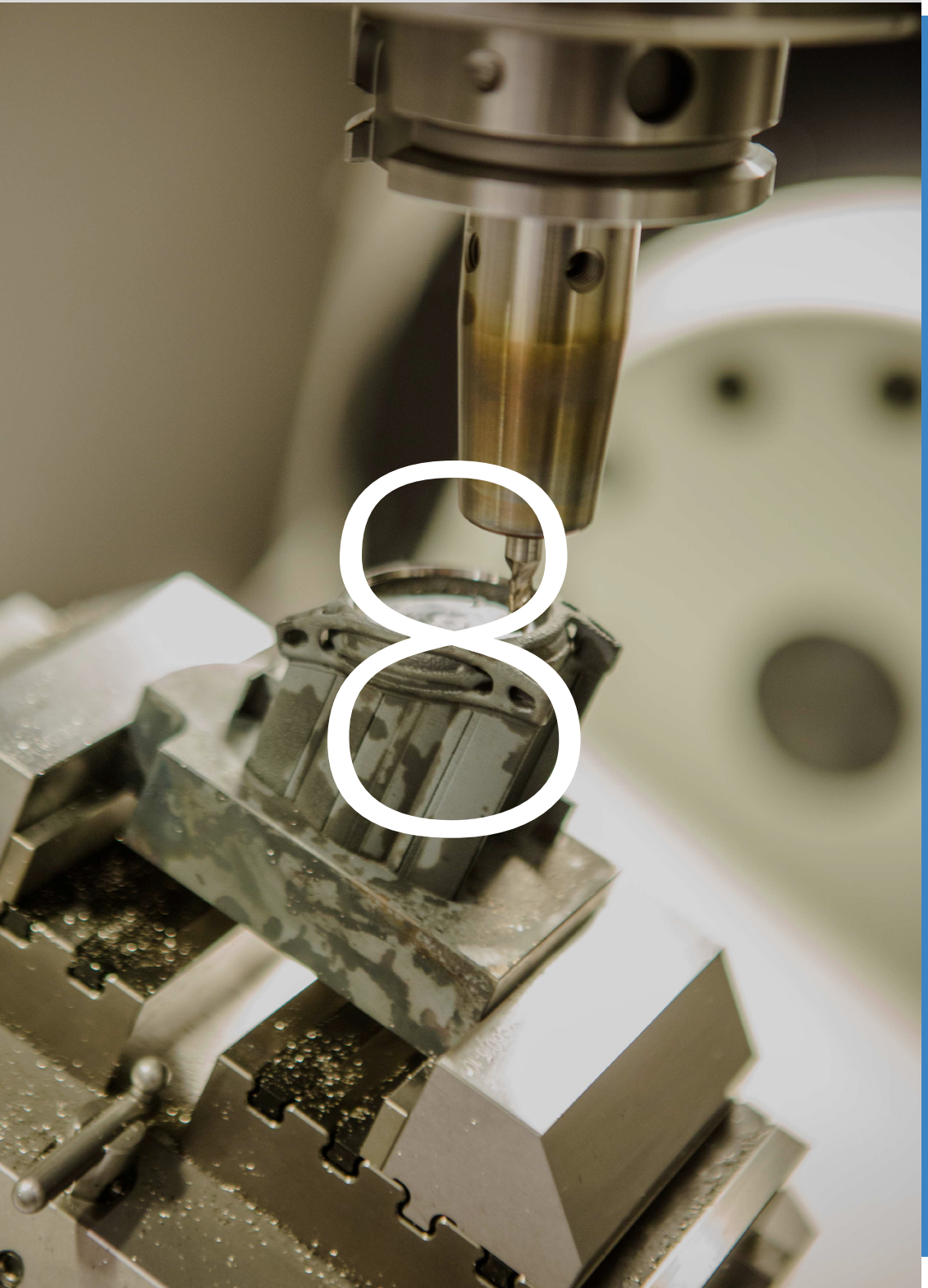
Awareness-raising on the programme or the project is the most common reason for purchasing promotional items. They can be used as giveaways at events, conferences, exhibitions, or in other awareness campaigns. Also these communication materials should integrate the EU emblem and the funding statement on them.

The items pictured above are only an example of what promotional items could look like and they are not offered by the European Union.

7 Events & promotional items

To consider:
In producing public and promotional items such as those mentioned above it is worth taking a minute to consider their impact environmentally, socially and economically:

- Prefer items that are needed and have a high use value.
- Prefer European and local products and production sites closer by.
- Prefer durable, environmentally friendly materials.
- Prefer durable, reusable items and designs; avoid single use, for example in banners avoid dates and stay general.



8

Typography & iconography

8 Typography & iconography

8.1 Templates Typography

Trebuchet

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz Àà Ââ Éé Èè Êê Ëë Îî Ïï Ôô Ùù Ûû Çç

0 1 2 3 4 5 6 7 8 9

Trebuchet is the main font used throughout all templates (billboards, plaques and posters). Titles, subtitles, headings and body text are all written in Trebuchet.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz Àà Ââ Éé Èè Êê Ëë Îî Ïï Ôô Ùù Ûû Çç

0 1 2 3 4 5 6 7 8 9

The funding statement, however, is written in Arial, according to the guidelines.

8 Typography & iconography

8.2 Colours

The templates are based on three colours: blue, black and grey. Blue is the colour used in the lines, which accentuate the picture used and the content of the template in general. The project specific information, with the exception of the title is written in black. Finally, grey is used when no picture is added in the template. However, it should be noted, that adding a picture to the template is strongly recommended.

R 63 **G** 129 **B** 195
C 76 **M** 43 **Y** 0 **K** 0
#3f81c3

R 0 **G** 0 **B** 0
C 0 **M** 0 **Y** 0 **K** 100
#000000

R 225 **G** 225 **B** 225
C 10 **M** 8 **Y** 8 **K** 0
#e1e1e1

8 Typography & iconography

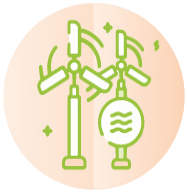
Each Cohesion Policy objective is associated with a specific icon and a colour.

The managing authorities are invited to use these when communicating about a specific policy objective.

Beneficiaries can also use these in their communicaion to highlight the objctive their project is contributing to. For example, the beneficiaries can choose the corresponding colour for the stickers they apply.

Smarter Europe

Greener, carbon-free Europe



Connected Europe

Social Europe

Europe closer to citizens

8 Typography & iconography

When managing authorities want to communicate about a specific policy objective related to the Interreg programme they can use the following icons:

Safer Europe

Better cooperation governance

List of pictures

Chapters

Cover page: Northwest multimodal transport hub - Provides an increased rail capacity and has a strong balance on services for cycling, public transport and active travel users in the Region, as well as encouraging a shift from car to public transport. UK and Ireland © Northwest Multimodal Transport Hub

Page 3:Recovery and restoration of the museum complex Santa Maria della Scala- One of the first hospitals in Europe has been redeveloped into a museum with the support of EU funding. Siena, Italy. Picture among the winners of the EUinmyregion photo competition 2020 © Comune di Siena

Page 5:Sofia Metro Extension Project, Sofia Airport Station -Project connected the capital city to the airport with the support of the EU. Sofia, Bulgaria. Picture among the winners of the EUinmyregion photo competition 2019. © Council of Ministers of the Republic of Bulgaria. Photographer Plamen Andreev.

Page 8:New Neighbourhood- Project provides information on affordable housing and living space design that is oriented towards the common good, organized on a cooperative basis. Vorarlberg, Austria. Picture among the winners of the EUinmyregion photo competition 2020. © Regionalentwicklung Vorarlberg eGen

Page 15and 54: An innovative observation tower with nature and educational path in treetops – A construction a year-round tourist and recreational infrastructure in Krynica-Zdrój - Observation tower with a nature and educational path through the crowns of the Beskid S decki trees built with the financial support of the EU. Krynica-Zdrój, Poland. Picture among the winners of the EUinmyregion photo competition 2020. Beneficiary: Słotwiny Arena Sp. z o. o. © Michał Skowronek

Page 23: LIFE ADAPTATE -Project aims to increase the commitment of European municipalities by the development of local adaptation plans giving a comprehensive approach to the climate change fight. Picture among the winners of the EUinmyregion photo competition 2020. © Mertola Municipality

Page 45: Sistema per chirurgia robótica funded by ROP Sardegna European Regional Development Fund. Thanks to the project, Sardinian hospitals were equipped with new surgical systems that aid operating doctors to conduct surgeries in a way that allows patients to recover faster. Sardinia, Italy. Picture among the winners of the EUinmyregion photo competition 2020. © Nicola Belillo

Page 48: Qualificar o espaço publico entre o plano edificado e o plano de agua de Baía do Seixal- Project rehabilitated the public space at the Seixal riverfront. Seixal, Portugal. Picture among the winners of the EUinmyregion photo competition 2020. © Município do Seixal

List of pictures

Page 53: Restoration of Convento de Santa Cruz do Bussaco - This 392-year-old building, located in the Buçaco National Forest, which was the only desert of the Descaled Carmelite Religious Order in Portugal was restored during the project. Mealhada, Portugal. Picture among the winners of the EUinmyregion photo competition 2020.
© Municipality of Mealhada

Page 56: Integration of 3D metal printing - Project supported the take off of 3D printing of metal parts within the SME context. Project among the winners of the REGIOSTARS awards competition 2021. Flanders, Belgium © Sirris

Mock-ups

Pages 26, 27, 29, 30, 52:
Improving water tourism on Upper Tisza River, Hungary
© Creative Commons

Pages 37, 38, 41, 42:
Fostering high-tech manufacturing in Estonia
© Tallinn University of Technology (TalTech)/Kristian Kruuser (2018)

Page 51:
Image used in the social media banners Sabina Berezina / Shutterstock.com

Page 54:
An innovative observation tower with nature and educational path in treetops – A construction a year-round tourist and recreational infrastructure in Krynica-Zdrój
© Michał Skowronek

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