Interreg

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IPA Hungary - Serbia

VISIBILITY RULES, COMMUNICATION

Subotica & Szeged, 10-11.6.2024.

Good neighbours creating **common future**

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The aim of Programme / Project communication activities, is to ensure the visibility of your project activites, our Programme and the co-financing of the EU.

Furthermore, to foster networking and sharing among the involved partner organisations and their audiences.

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OBLIGATORY COMMUNICATION

- **Programme logo**
- Use of the project title/**acronym**
- **Disclaimer** /where appropriate/
- **Typefaces**
- **Social media directions**
- **Project sub-page maintainance**
- **Permanent plaques, billbords** (in case of works)
- **Stickers** (if equipment purchased)

OBLIGATORY COMMUNICATION

The logo

- Designed to have a robust and professional appearance
- Consists of the wording/visual elements that directly indicates the EU platform, IPA status and the EU co-financing
- Includes partner country names

OBLIGATORY COMMUNICATION

The logo – clear space, minimum requirements

- Interreg + flag = min. 52.2 mm in width
- Check table in the guidelines for print and online min. requirements

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OBLIGATORY COMMUNICATION

The logo – colour palette

- Standardized, for Programme and logo
- You can use other colours and elements to your project

Colour
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0 / 51 / 153

Colour
Yellow
Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 / 204 / 0

Colour
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159 / 174 / 229

Colour Black
Pantone Black
CMYK 0 / 0 / 0 / 100
HEX 000000
RGB 0 / 0 / 0

Colour White
Pantone /
CMYK 0 / 0 / 0 / 0
HEX fffff
RGB 255 / 255 / 255

OBLIGATORY COMMUNICATION

The logo – correct usage, standard c / ideal

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OBLIGATORY COMMUNICATION

The logo – standard brand, dark background

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OBLIGATORY COMMUNICATION

The logo – alternative, dark background

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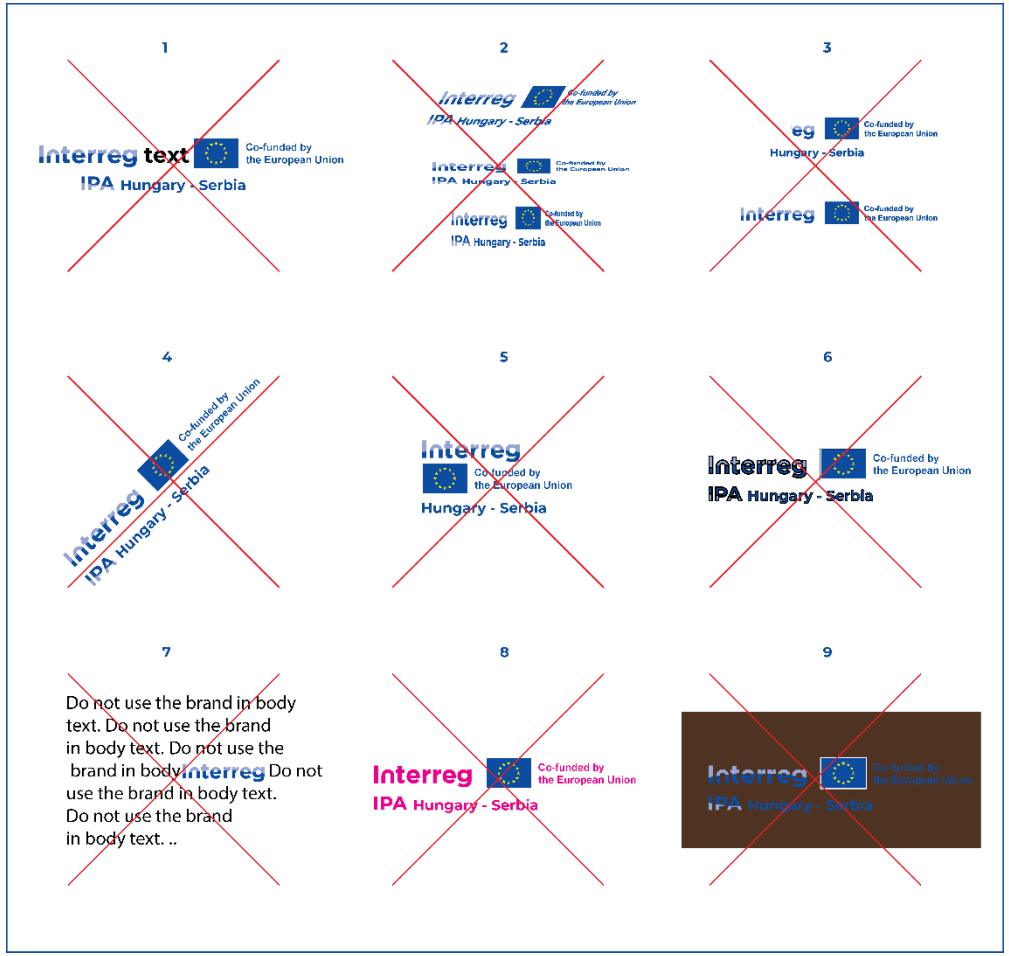
OBLIGATORY COMMUNICATION

The logo – monochrome branding

OBLIGATORY COMMUNICATION

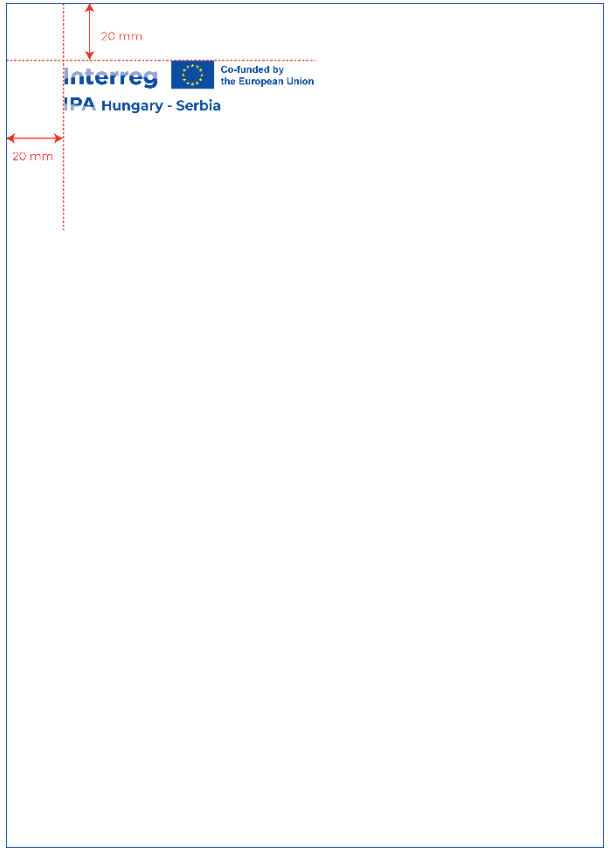
The logo – Incorect usage



- No other typo,
- No inverts, disort, strech, slant,
- Do not cut the brand,
- No ratoation, no angle,
- No rearangements of the elements,
- No body-text or outlining,
- No other colours,
- Avoid coloured backgrounds,
- Etc.

OBLIGATORY COMMUNICATION

The logo – positioning / first page top principle



OBLIGATORY COMMUNICATION

Use of the project name with logo

- **Project name becomes an integral part of the logo**
- Defined:

- Size – defined in the guidelines,
- Area – defined also,
- Colours palette – as per Interreg thematic objectives,
- Placement -

P*roject names/logos can never be positioned above the Interreg logo.*

OBLIGATORY COMMUNICATION

Use of the project name with logo

Project name or project acronym

/ primary position, colour & size
- But can be positioned beside as well, as per guidelines.

OBLIGATORY COMMUNICATION

Use of the project name colours

- Colours per Interreg thematic objectives, ***Only for project name and dividing line.***

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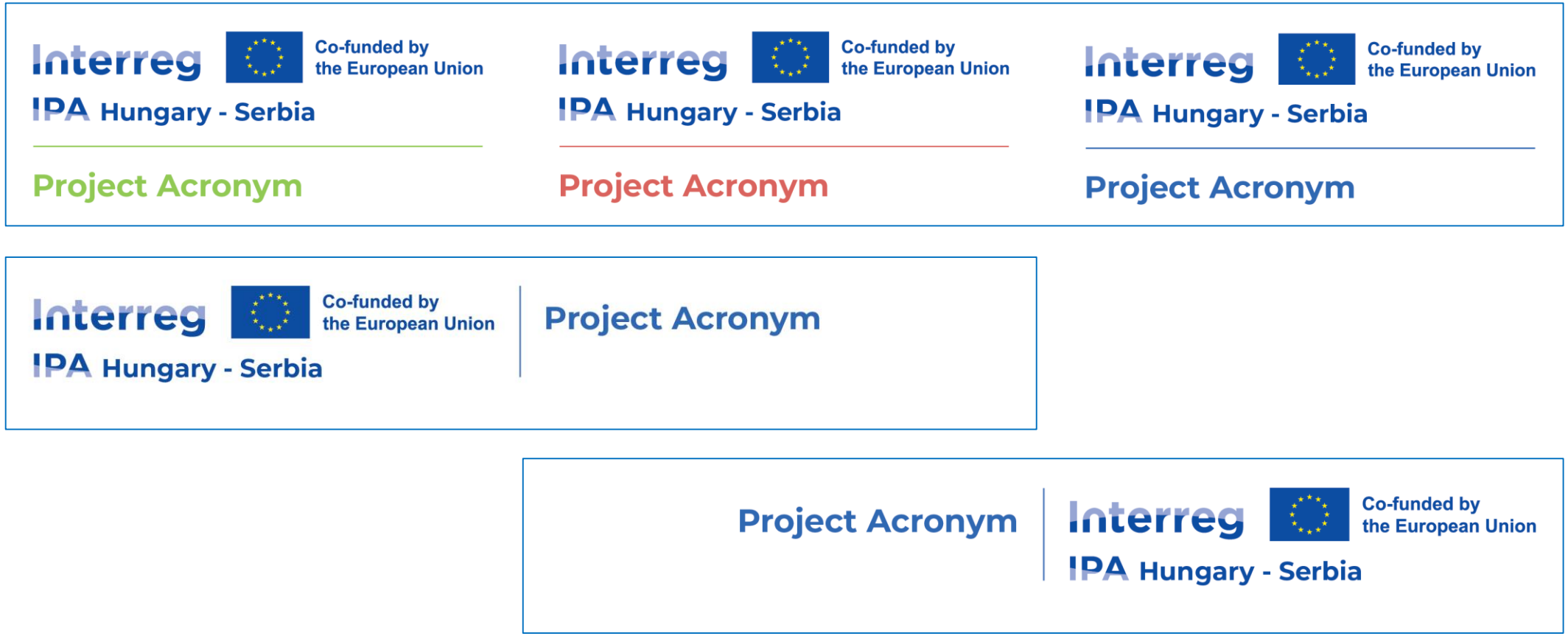
OBLIGATORY COMMUNICATION

Project name with logo, some examples



OBLIGATORY COMMUNICATION

Project name with logo, some examples

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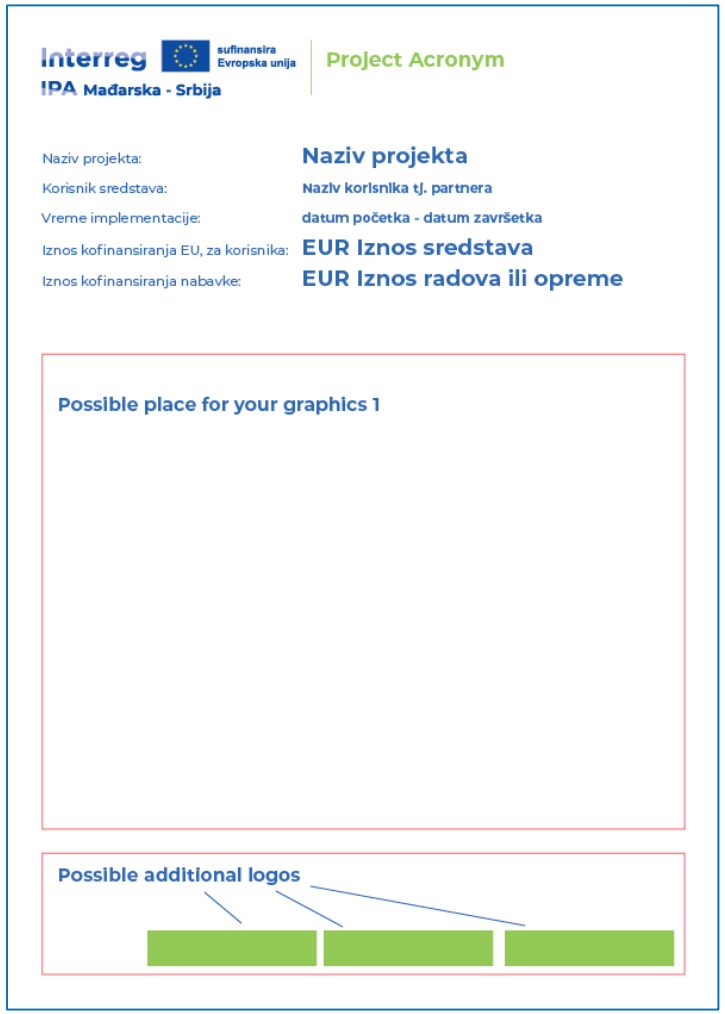

OBLIGATORY COMMUNICATION

Use of other logos

- Only Programme logo can be at the top
- Other logos **maximum size is the width and the height of the „Interreg + Flag“ component of the Programme logo**
- Preferebly positioned at the bottom of the page.

- Other, non-comercial graphics do not have restrictions.

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OBLIGATORY COMMUNICATION

Disclaimer /where applicable/

- Only use at selected visibility tools:

Books, publications, catalogues, websites... Where the communication tool has a content that reflects position / opinion

- Use target group **language version, match the original content**

English

This <document, product, event, website> has been produced with the financial assistance of the European Union through the Interreg VI-A IPA Hungary-Serbia programme. The content of the <document, product, event, website> is the sole responsibility of < Project partner's name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority of the Programme.

OBLIGATORY COMMUNICATION

Typefaces in use

- PRIMARY TYPEFACE: **OPEN SANS**
  It has a neutral yet friendly appearance suitable for all applications, while its wide variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

- SECONDARY TYPEFACE: **VOLLKORN**
  same principle.

- **Alternative typefaces** and their combinations, **possible**, as described in the guidelines.

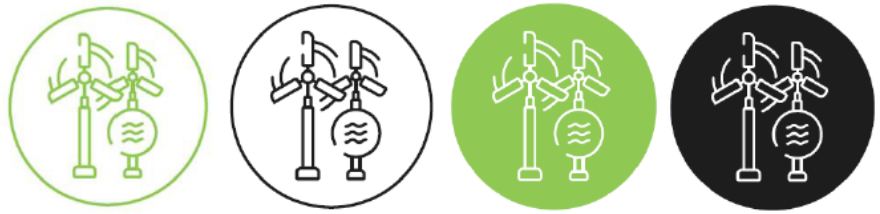
OBLIGATORY COMMUNICATION

Policy objectives / partially obligatory

- **Partially obligatory,**
  if chosen - has to be used as per Interreg brandbook guidelines. It is not allowed to modify these icons without prior approval from the European Commission.

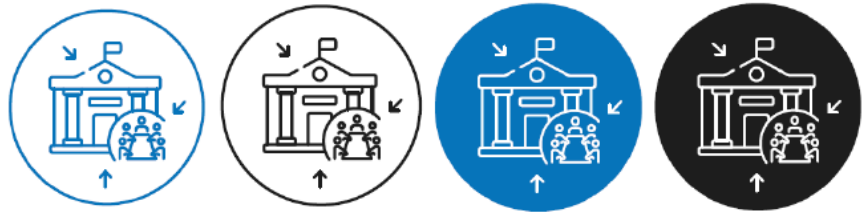
If needed, please ask CM for the logo-pack

Priority 1 logos:
standard positive, monochrome positive, standard negative, monochrome negative



Priority 2 logos:

Priority 3 logos:



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OBLIGATORY COMMUNICATION

Social media directions

- GENERAL:
  The visibility of **the Programme logo shall be included in the banner or cover photo** of the profile/page.
  All rules as for the correct use of the Programme brand described apply.
- POSTS:
  It is **not obligatory to have the Programme logo in all posts**, but it's appearance from time to time is appreciated.
  Post at least 2x/month, be concise, sharp and eyecatching with your posts.
- HASHTAGS and tags:
  #Interreg
  #HungarySerbia
  #husrb
  and in case of Serbian partners posts, also **#EUzaTebe**

  @interreg.ipa.husrb

OBLIGATORY COMMUNICATION

Social media directions

- SOCIAL MEDIA PROFILE/PAGE DESCRIPTIONS:
  Have to correspond to the official project description agreed with the Programme CM.
  Include the **Disclaimer** as well.
- SOCIAL MEIDA EVENTS:
  Social media events have their own banners or cover images. **Same rule applies for these as for the page/profile banner** already described above.
- PHOTOGRAPHY / VIDEO:
  Be aware of the quality,
  Also abou the **royality and authors rights**. All the people whose identity could be determined at the photography / video, have to provide a written consent of their appearance. Partnership should plan this when preparing public events.
  Special emphasis on children in photography or videos, the way of use and written consent of parents.

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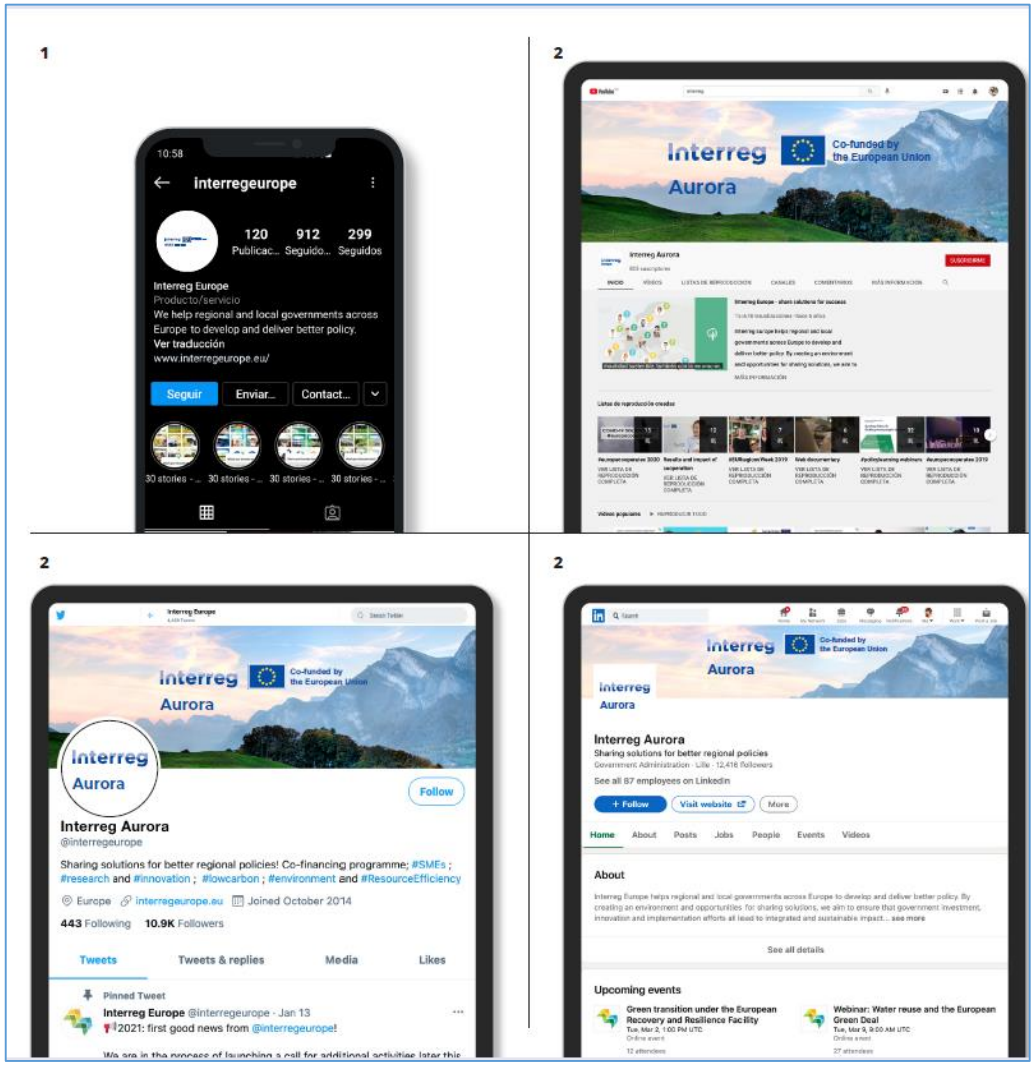
OBLIGATORY COMMUNICATION

Social media directions



OBLIGATORY COMMUNICATION

Project sub-page maintainance

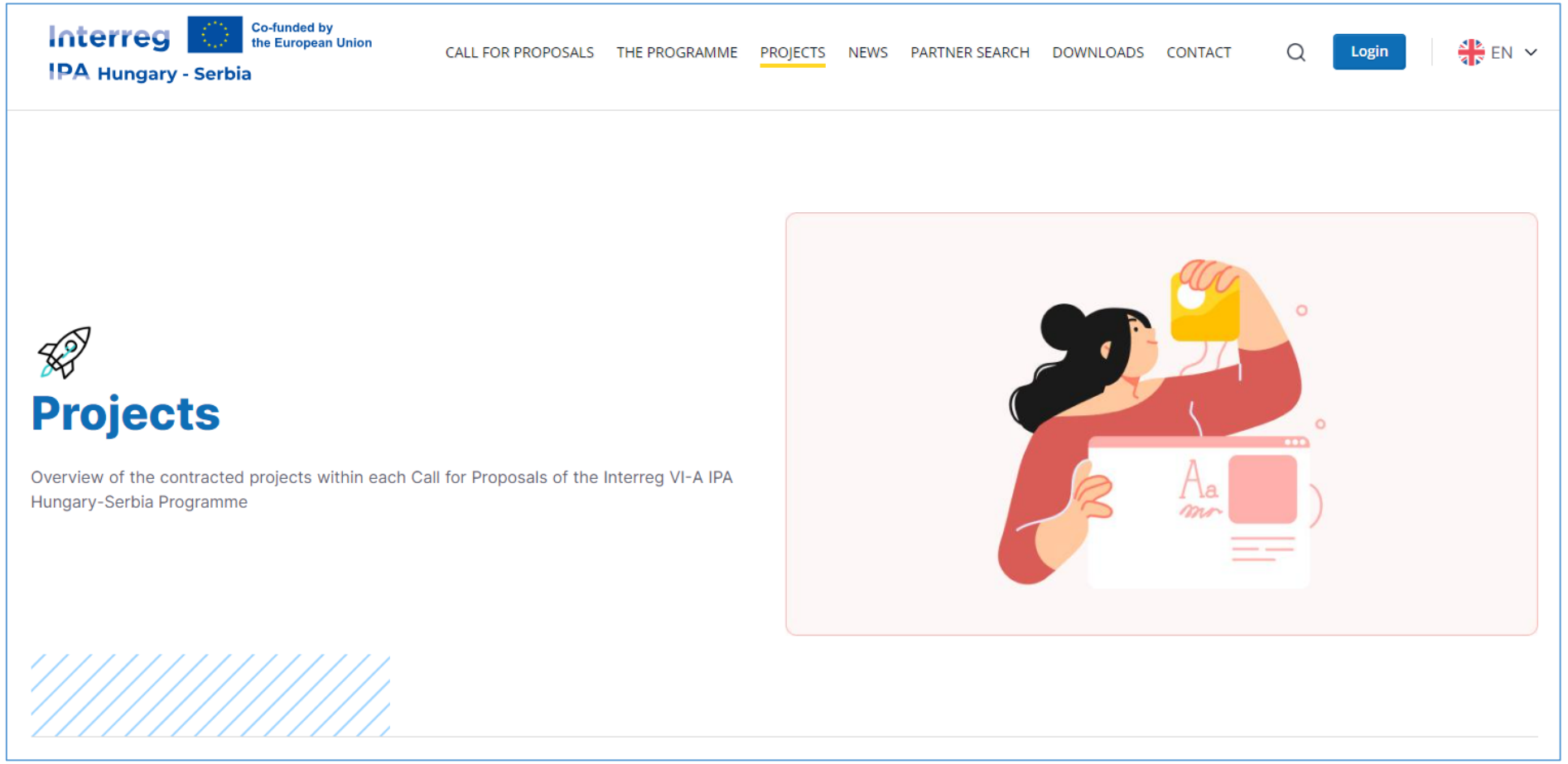
- Projects do not have their own websites
- Projects will get an access to our hungary-serbia.eu website's **Project sub-page**
- **Regularly update the sub-page** at the Programme website

Short description in 3 languages to be provided,
Goals,
Photos,
Short video content,
Other docs,

- Communicate with the Programme CM

OBLIGATORY COMMUNICATION

Project sub-page maintainance



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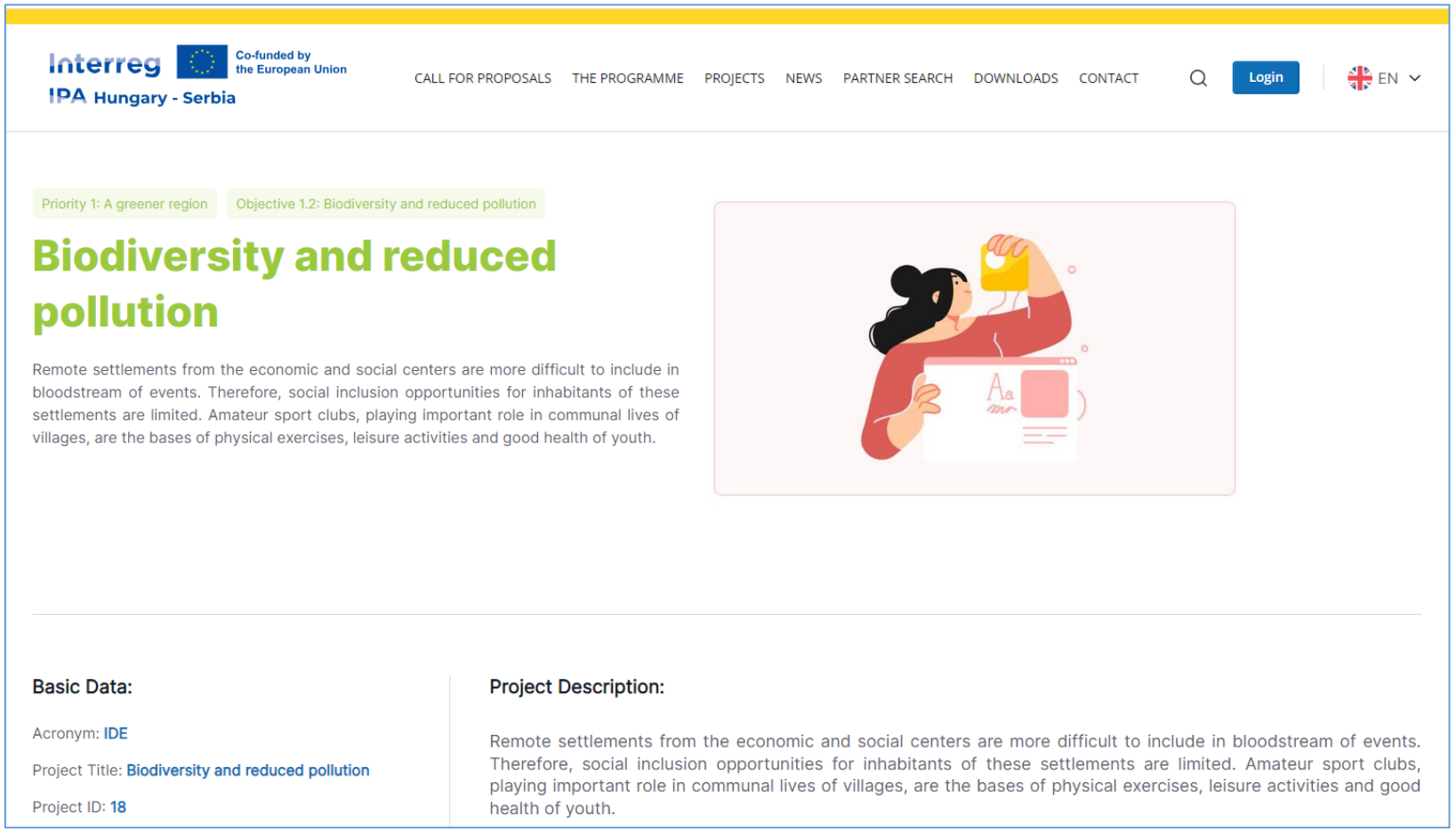
OBLIGATORY COMMUNICATION

Project sub-page maintainance



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OBLIGATORY COMMUNICATION

Use of billboards, plaques and stickers

- All graphic directions are defined by the guidelines
- **Billboards** are used when 100K+ work components are included
- **Permanent plaques** instaled when works completed, but could be also used at situations when significant equipment has been purchsed,
- **Stickers** are obligatory for the equipment, as per guidelines.

RECOMMENDED COMMUNICATION ELEMENTS

- **Programme slogan**
- **Description of the Programme**
- **Reference to Programme website**

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RECOMMENDED COMM. ELEMENTS

Slogan

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RECOMMENDED COMM. ELEMENTS

Description / www reference (!)

The Interreg VI-A IPA Hungary-Serbia programme is implemented within the 2021-2027 European Union financial framework, under the Instrument for Pre-accession Assistance (IPA). On the basis of "shared management system" of the participating countries - Hungary and Serbia, the Programme funds and supports co-operation projects of organizations located in the Programme-eligible area - Hungarian counties Csongrád-Csanád and Bács-Kiskun, and Serbian territories: West Bačka, North Bačka, South Bačka, North Banat, Central Banat, South Banat and Srem.

The Programme helps the development of a stable and co-operating region and the overall quality of life in the border region. It enables economic collaboration of organizations from the two countries, nurtures the common identity, and cultural and historical heritage of the border region, and contributes to its environmental sustainability and safety.

For more information, please visit: www.hungary-serbia.eu

SPECIAL MENTION

Quality of the visuals

- Photography
- Graphic elements used
- Video materials produced and placed in media

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SCO – SIMPLIFIED COST OPTION

For information and publicity packages

SIMPLIFIED COST OPTION

Info & Publicity

- easily understandable and easy to use process
- to be very clear with what is expected from the Project partners to do/achieve
- to have better communication results with cost-effectiveness and as-less-as-possible paperwork
- clearly separated lump sum and real cost items

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SIMPLIFIED COST OPTION

Info & Publicity

What you get:

- Programme communication guidelines
- Workshops / consultancy on media-relations, communications
- Logo-packs
- Subpage on the Programme website (!)

Your obligations:

- Choose 1 package
- Produce promo materials and communication activities as per guidelines provided
- Deliver a closing event with a press conference

SIMPLIFIED COST OPTION

Info & Publicity

Types of packages / per partner:

- Basic / Obligatory – 2000 EUR
- Medium – 3000 EUR
- Advanced – 5100 EUR

- Works package + 1600 EUR

SIMPLIFIED COST OPTION

Info & Publicity

Basic / Obligatory – 2000 EUR

- **1 social media /project**, min 2 posts/month, starting at month 1
- Delivering data for **Project sub-page (project level)** (hungary-serbia.eu/projects/)
- **1 press release /partner** with min local online news media, starting month 2
- **Min. 2 roll up banners /partner** (RS, HU)
- **Min. 1 sponsored article /partner – Programme branding included**
- *Durable stickers /if applicable/*

SIMPLIFIED COST OPTION

Info & Publicity

Medium – 3000 EUR

Basic package +

- **2 additional (altogether 3) timely separated press releases /partner**, resulting in news listings
- **At least 2 local TV or radio reports or spots /partner** (it can be 1-1 of each as well)
- **At least 1 additional sponsored article /partner** (min 2 in total), including elements defined in the guidelines

SIMPLIFIED COST OPTION

Info & Publicity

Advanced – 5100 EUR

Medium package +

- **2 additional (altogether 5) timely separated press releases /partner**, resulting in news listings
- **At least 2 additional local TV or radio reports or spots /partner** (total min 4)
- **At least 1 additional sponsored article /partner** (min 3 in total), including elements defined in the guidelines
- **National level radio or TV appearance /partner**, covering at least the Programme territory

SIMPLIFIED COST OPTION

Info & Publicity

Works package – 1600 EUR

- **Temporary billboard** and **permanent plaque (parnter level)** shall be applied as defined in guidelines, in case works budget heading is applicable and it exceeds 100 000 euro
- the works package is automatically added to the budget based on the planned amount

SIMPLIFIED COST OPTION

Info & Publicity

REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

- **50% authomatic, when:**

	BASIC	MEDIUM	ADVANCED
project sub-page /project	upload of initial project content		
social media profile /project	social media page/group created		
press release disseminated	1	1	1
roll-ups delivered	2	2	2
sponsored article published	1	1	1
local TV or radio report or spot aired	n.r.	1	1

SIMPLIFIED COST OPTION

Info & Publicity

REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

- **Other 50% authomatic, when:**

	BASIC	MEDIUM	ADVANCED
project sub-page /project	continuously updated as requested		
social media profile /project	continuously updated as requested		
press release disseminated	n.r.	2	4
use of durable stickers (if relevant)	*if relevant – equipment*		
sponsored article published	n.r.	1	2
local TV or radio report or spot aired	n.r.	1	3
National radio or TV appearance	n.r	n.r	1

SIMPLIFIED COST OPTION

Info & Publicity

REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

- **Infrastructure elements, splits /partner:**

Temporary billboards – 80% (EUR 1280)
Permanent plaque – 20% (EUR 320)

SIMPLIFIED COST OPTION

Info & Publicity

OTHER COMMUNICATION ELEMENTS

- Can be planned in the budget, **separate BL**
- Detailed explanation and reasoning needed
- Especally if a communication tool is for example a touristic product, touristic tool or similiar.

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THANK YOU FOR YOUR ATTENTION

Dejan Vujinović / Virág Borus
www.hungary-serbia.eu