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Estonia – Latvia

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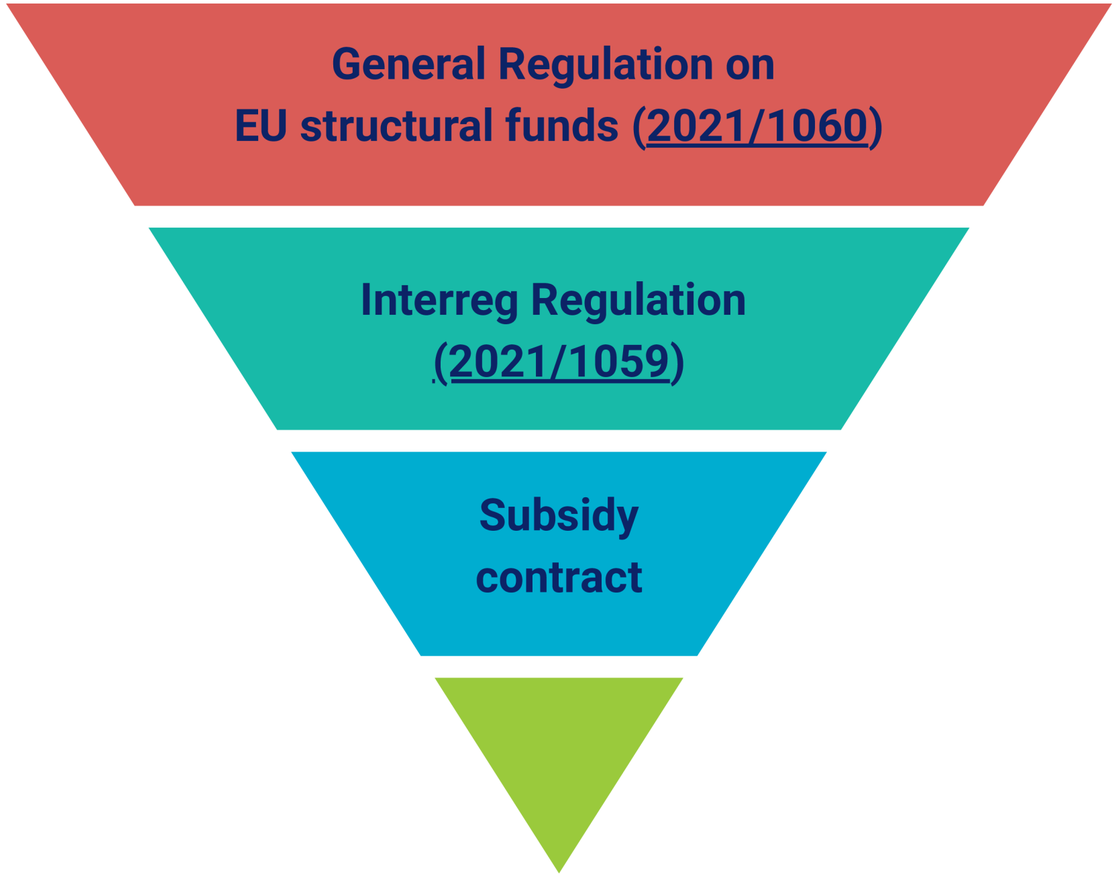
Making Your Project Visible

Why it matters and how to do it right

Katrin Juhanson
Partner Seminar 24-25.09.2025

Where do the rules come from?



mandatory requirements & framework

your binding agreement to the rules

rules explained in
Programme Visibility Guidelines

What happens if rules are not followed?

Comply with visibility rules

Ensures full funding and maximizes project impact

Fail to comply

May result in a reduction of **up to 2%** of the expenditure of the activities

Why Visibility Matters

EU Requirement

Compulsory under EU regulations, subsidy contracts, and programme guidelines

Public Value

Taxpayer-funded projects must show results and impact to the public

Reputation

Good communication builds trust, credibility, and future opportunities

Multiplication

Strong visibility attracts more users, partners, and long-term impact

estlat.eu/projects/visibility

Updated guidelines (31.01.2025) include requirements for billboards and plaques

Digital Logos

Download Poster Templates

Legal Framework

Practical Examples

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Programme Visibility Guidelines explained step by step

Project poster requirements

You can download templates or design your own!

- At least A3 size format
- Programme logo (25% of poster width)
- Project name and title
- Project objectives and main activities
- Start and end dates
- Total budget and co-funding amount

Poster can also be displayed **as equivalent electronical display**

Where to display the project poster?

1

Partner offices

Display in offices and premises of all project partners

2

Public events

Show at project events and activities for target groups

3

Programme-funded facilities

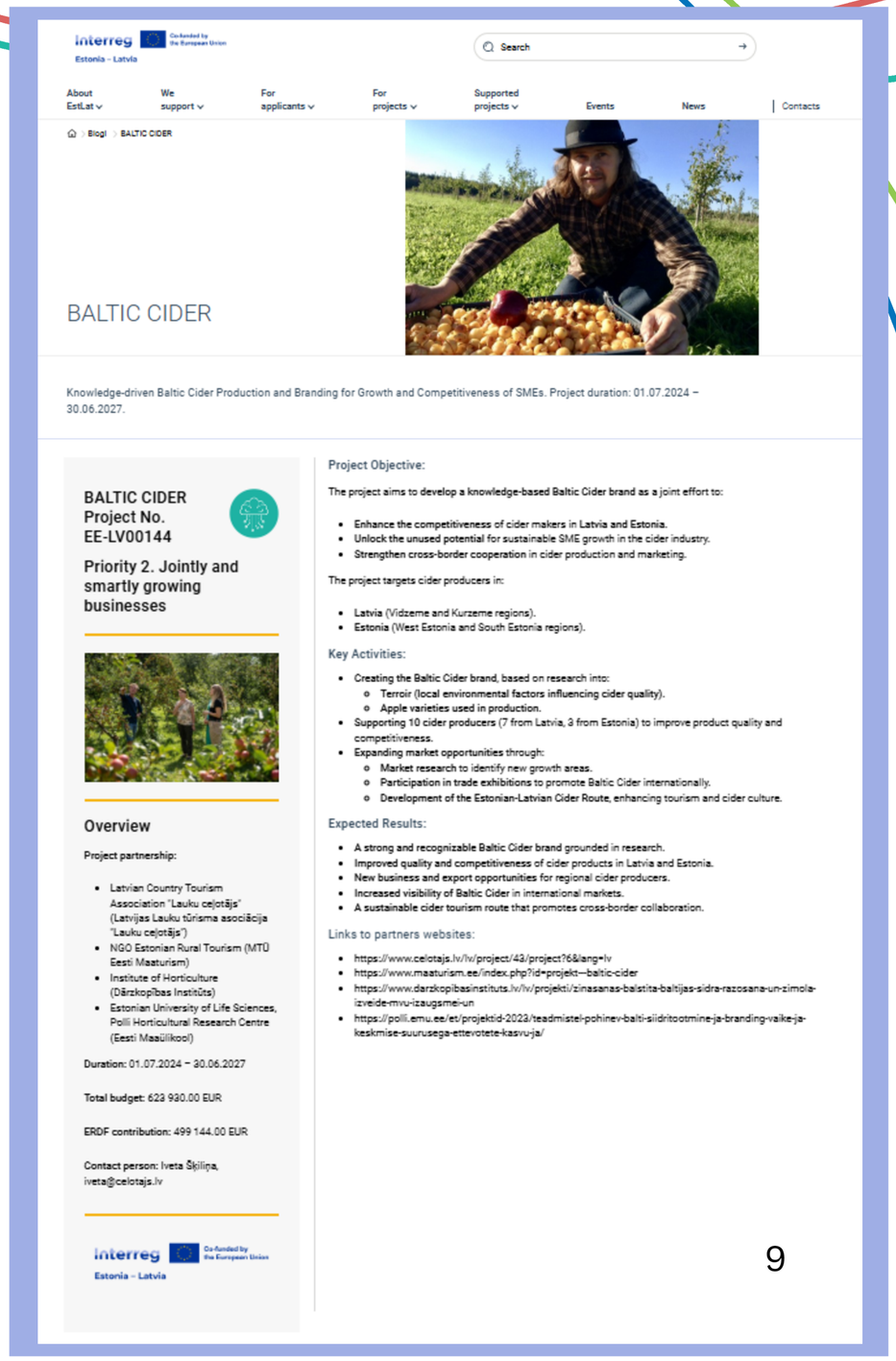
Required in buildings rented, bought, built, or renovated with programme funds (*if total project budget is <€100 000; if over and involves physical investment or purchase of equipment billboard or plaque must be installed*)

Website requirements

Essential Information

- Project title and description
- Objectives and expected results
- Financial support details
- Programme logo and link to estlat.eu

Use existing partner websites - no need to create new ones. Share website links with Joint Secretariat.



Social media tips

Visual Elements

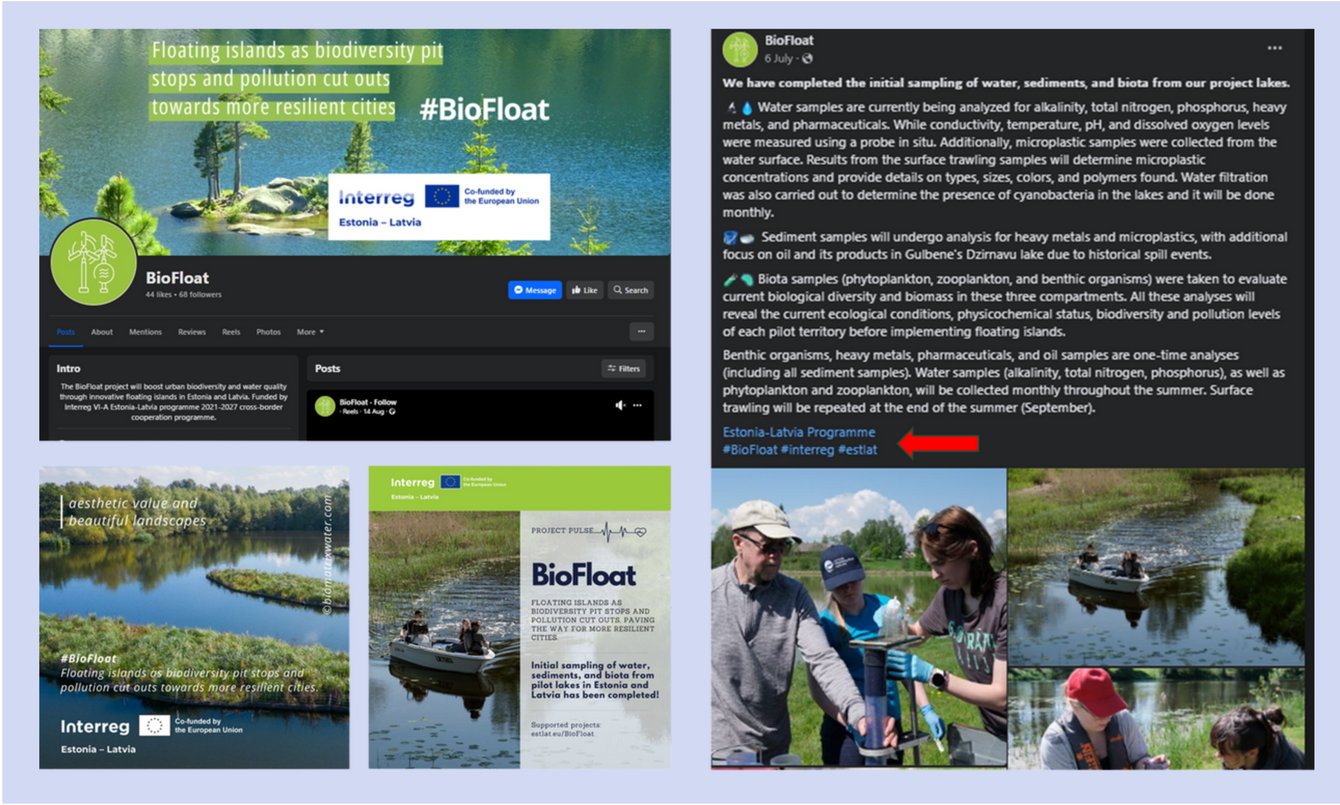
Programme logo on banner and posts with co-funding references

Engagement

Tag @estlat and project partners in all posts

Hashtags

Use #interreg #estlat #estonialatviaprogramme #crossbordercooperation #"yourprojectname"



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Going a step further: Understanding visibility rules by activity type

Visibility rules by activity type

Inrastructure

Equipment

Outreach to the general public

Events and training activities

Publications & Videos

Different project activities require specific visibility measures.

Digital tools & online platforms

Promotional materials

Visibility rules by activity type (1/2)

Output Type	Example	Visibility Rule
Infrastructure	Floating pier, information board, directional signs, tactile map, accessibility ramp	If total project budget is over €100,000 and involves physical investment or purchase of equipment → durable billboard or plaque must be installed at site
Equipment	Lab equipment for testing, sensors, computers	If smaller (<€100,000) → use stickers/plates on equipment or A3 project poster at location with logo and funding information
Events & Training	Workshops, trainings, study visits, conferences, festivals, awareness days, competitions	A3 poster or equivalent display; logo on event materials (agendas, slides, banners, certificates), visual background of events

Visibility rules by activity type (2/2)

Output Type	Example	Visibility Rule
Publications & Videos	Brochures, leaflets, maps, posters, studies, reports, strategies, handbooks, manuals, videos	Logo on cover page, introductory scene
Digital Tools	Websites, apps, portals, interactive maps, dashboards	Logo on homepage, splash screen, or About page
Promotional Materials	Trophies, pins, T-shirts, hats, gift boxes	Logo (stickers, fabric labels, incorporated during production)
Public Outreach	Social media posts, news articles, press releases, newsletters, TV/radio coverage	Logo on visuals or co-funding statement in text; mention programme co-funding in media coverage

Durable billboard or plaque requirements

When required?

Total project budget over €100,000 with physical investment or equipment purchase

Installation timing

Must be installed when physical investment starts or equipment is installed

Location & Size

Publicly visible location, minimum A3 size, significant enough for readability

Durable billboard or plaque requirements

Programme Logo

The Programme logo, covering 25% of the total width of the billboard or plaque.

Project Details

The project title or acronym, together with the project number.

Timeline

The start and end date of the project.

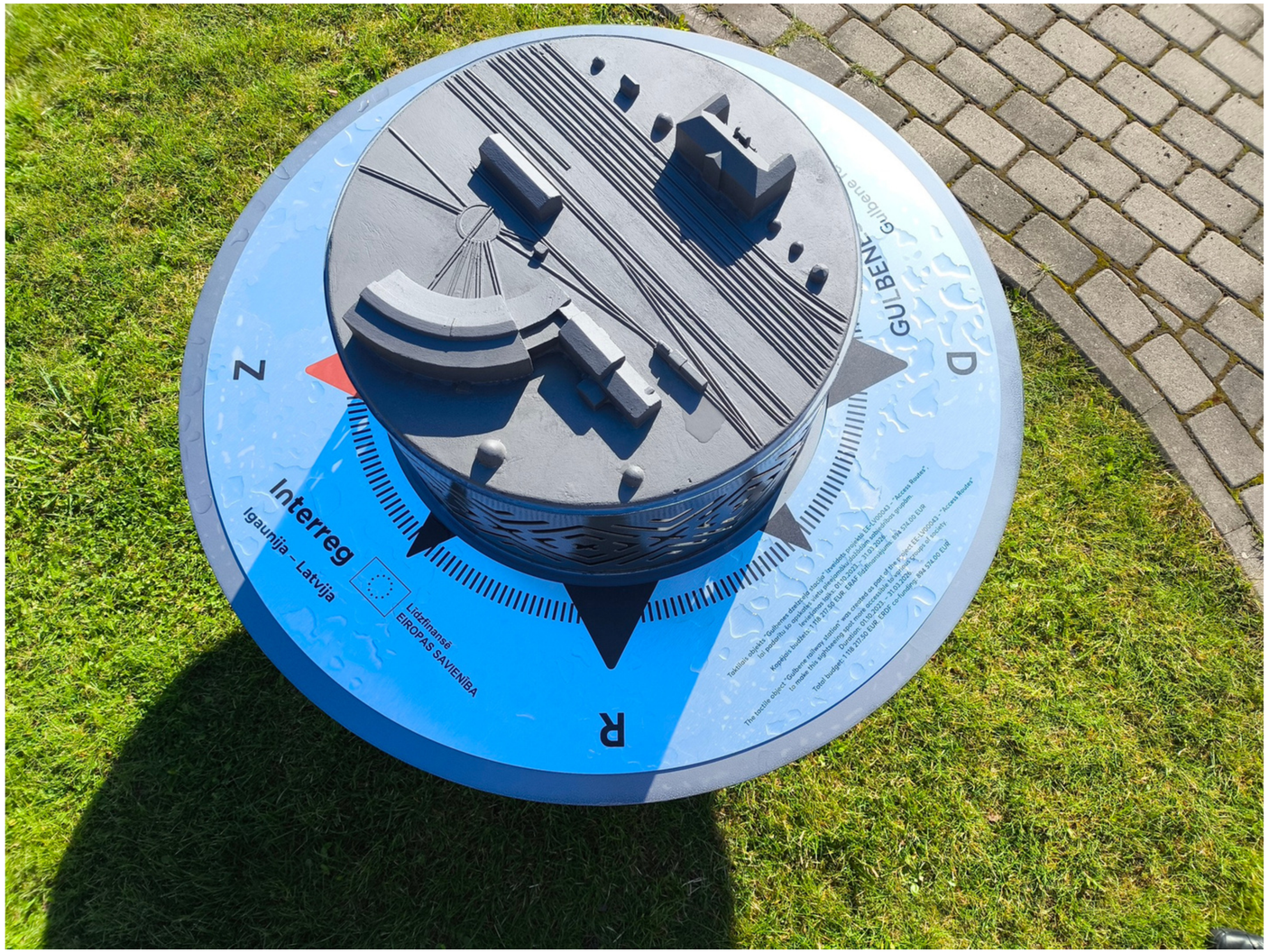
Financial Information

The total budget and the amount of co-funding provided by the Programme.

Funded Activities

An explanation of what has been funded within the project at that specific location.

Durable billboard or plaque



Durable billboard or plaque

The Programme logo

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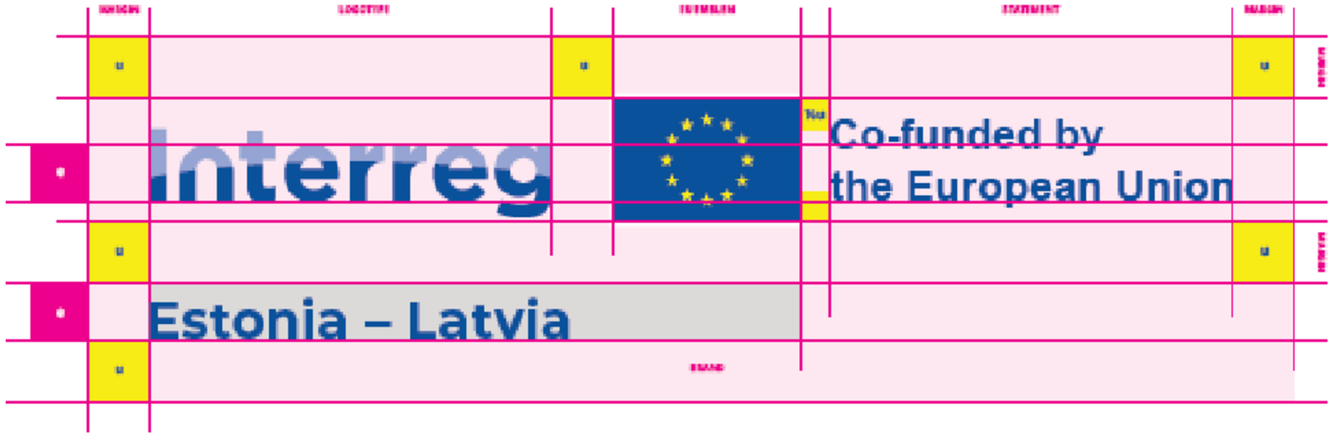
The Programme logo



- Use the logo in the original format (no color changes, resizing, or effects)
- Download the original files from estlat.eu (visibility Toolkit)
- Logos must be of significant size to be visible in the context you are using them

Standard white/light background

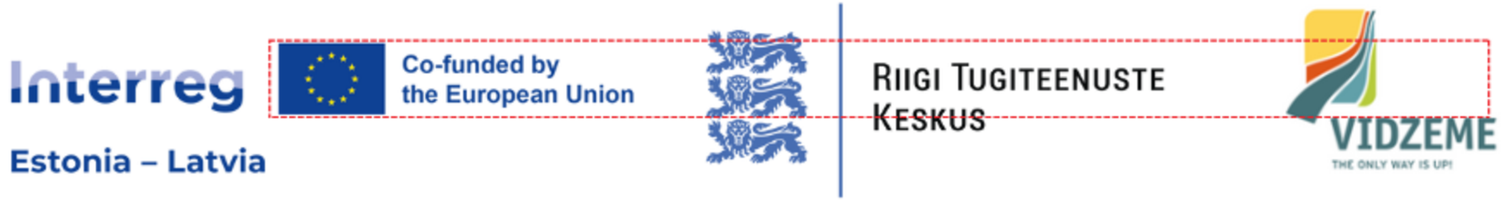
Logo on dark background

White & color logo

Monochrome logo versions

Using the Programme logo with other logos

In accordance with the regulation Annex IX, which says that the EU Emblem shall have at least the same size, measured in height or width, as the biggest of the other logos



The size of the EU Emblem is smaller than the official logo of other organisation logos

Correct reference to the Progamme (text)

- The project is co funded by the Estonia-Latvia Programme
- The project is co-funded by the Interreg VI-A Estonia - Latvia Programme 2021-2027

- Projekti kaasrahastab Eesti-Läti programm
- Projekti kaasrahastab Interreg VI-A Eesti-Läti programm 2021–2027

- Projektu līdzfinansē Igaunijas-Latvijas programma
- Projektu līdzfinansē Interreg VI-A Igaunijas-Latvijas programma 2021.-2027.gadam

Key Steps for Visibility Rules

Download Guidelines & Logos

Get visibility guidelines and official Programme logos from the Programme website. Understand how to use them properly.

Use Poster Template

Select template matching your project priority. Adapt with project details and display at partner premises and public events.

Publish Project Info

Create project summary on website and social media. Include screenshots or links in first report.

Review All Activities

Match each output (events, studies, equipment, apps) to correct visibility rules. Apply consistently.

Plan Early & Share

Plan visibility measures early to avoid costly fixes. Create shared folder with logos and templates.

Document Everything

Document all visibility actions with photos for reporting and audits.

estlat.eu → For Projects → Visibility rules

Estonia-Latvia programme visibility Toolbox

Document or reference name	Date of entry	
Estonia-Latvia Programme Visibility Guidelines (31.01.2025) | 3.23 MB | pdf	31.01.2025	DOWNLOAD
Programme logos	05.01.2023	VIEW
Templates for A3 project posters	05.07.2023	VIEW
Programme 2021-2027 characters and activities	05.01.2023	VIEW
Icons for the policy objectives for the 2021-2027 period	05.01.2023	VIEW

DOWNLOAD ALL FILES

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