
Visibility guidelines

Interreg VI-A Estonia–Latvia Programme 2021-2027

Interreg



Co-funded by
the European Union

Estonia – Latvia

30.06.2023

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Introduction

The provided guide aims to assist project partners in implementing transparent communication activities within the Interreg VI-A Estonia-Latvia Programme 2021–2027. These guidelines align with the regulations outlined in the [Interreg Brand Design Manual](#), ensuring consistency and compliance to branding standards.

Communication plays a vital role throughout every stage of a project's life cycle. It is a shared responsibility between program bodies and project partners to effectively communicate and promote projects.



Why is it important to communicate and promote projects?

- **To highlight and emphasize the impact of project results:** Communication helps to showcase the significance of the project outcomes and their influence on the target audience.
- **To ensure public awareness and participation:** By communicating project activities, people can become aware of the project's objectives and actively engage in them.
- **To ensure transparency in the use of EU funds:** Effective communication helps in maintaining transparency by keeping stakeholders informed about how public money is used within the project.
- **To demonstrate the impact of the program:** Communication efforts enable the program to showcase its overall impact.



This guide can be updated and/or revised during the Programming Period.

Project lead partners are strongly advised to be in contact with the Communication Officer of the Programme for all issues that concern Information and Communication.

The legal framework

The obligations of beneficiaries regarding visibility and communication are set in

1) **REGULATION (EU) 2021/1060** laying down common provisions on the European Regional Development Fund, the European Social Fund Plus, the Cohesion Fund, the Just Transition Fund and the European Maritime, Fisheries and Aquaculture Fund and financial rules for those and for the Asylum, Migration and Integration Fund, the Internal Security Fund and the Instrument for Financial Support for Border Management and Visa Policy (24.06.2021):

- Art 46: Visibility.
- Art 47: Emblem of the Union.

2) **REGULATION (EU) 2021/1059** on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments (24.06.2021):

- Art 36: Responsibilities of the managing authorities and partners with regard to transparency and communication.



1. General provisions

The visibility guidelines establish the conditions and procedures for notifying, disclosing, and marking the use of funds from the Interreg Estonia–Latvia programme (referred to as the Programme) during the period 2021–2027.

During the project implementation, the beneficiary is required to inform the public about the support received from the programme funds by:

- Providing a **brief description of the project, its objective, result, and a reference to the Programme, along with the amount of programme support**, on the beneficiary's website if one exists. If the project partners or organizations/companies associated with the project do not have websites, they are not obliged to create one.

- Including a **visible statement** on documents and communication materials related to the Interreg operation, intended for the general public or participants, **to highlight the support received from an Interreg fund.**
- **displaying durable plaques or billboards** clearly visible to the public, presenting the programme logo, as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts or purchased equipment is installed, in case of the physical investment or the purchase of equipment **where the total cost exceeds EUR 100,000;**
- **displaying a poster or equivalent electronic display** with information about the project at a location readily visible to the public, such as the entrance of the building, except where the beneficiary is a natural person, in case of the physical investment or the purchase of equipment where **the total cost does not exceed EUR 100,000;**
- **organising a communication event** and involving the Commission and the responsible managing authority in a timely manner **for projects of strategic importance and projects whose total cost exceed EUR 5,000,000.**

Project partners should make every effort to disseminate as widely as possible information about their projects, highlighting the added value of this EU co-funded programme and the benefits the project is bringing to citizens living in the programme area.

Costs related to visibility are eligible and can be included in the project budget.

If the project partners fail to observe, or only partly observe the visibility requirements, the related activities may become partly ineligible for ERDF co-financing.



2. The programme logo

2.1 Using the programme logo

2.1.1 The programme logo must always be used when any object (such as equipment, machinery, buildings, products, or on their packaging) or any document, printed material, or other information carrier that is funded by the programme is intended for the general public, end beneficiaries, or the project's target group.

2.1.2 It is strictly prohibited to modify the proportions, colors, and texts of the programme logo or rearrange or cut its elements.

2.1.3 If it is not technically possible to mark the object funded by the programme with the programme logo, the project partner must display a corresponding poster or an equivalent electronic display.

2.1.4 When displaying other logos alongside the programme logo, the EU flag must be at least the same size, either in height or width, as the largest among the other logos. The programme logo must always be clearly visible and readable.

2.1.5 Project partners must incorporate the programme logo into the visible area of their web section that contains project information. If a project website exists, regardless of the digital device used, the programme logo must be visible when the website is loaded, without requiring the user to scroll down the page.

2.1.6 For electronic publications, the programme logo should be placed on the cover or title page, in an introductory scene, or as a cover picture. The same applies to social media accounts and pages. If it is technically not possible to place the programme logo on the cover picture or cover page, the introductory section of the social media site can include a reference to the programme and EU co-funding. Guidelines for the use of the programme logo in social media are provided in Section 5.3.

2.1.7 For printed publications that will be distributed to participants or the public as part of the project, such as leaflets, brochures, newsletters, posters, studies, analyses, documents, articles, etc., the programme logo must be placed on the cover or title page.

2.1.8 In specific cases where it is difficult to comply with the requirements, beneficiaries may mark objects or printed and electronic materials differently. However, prior consultation with the Joint Secretariat (JS) is necessary to find an optimal solution.



The digital logo files are accessible to project partners on the website www.estlat.eu in various formats, which are also suitable for professional use by design companies.

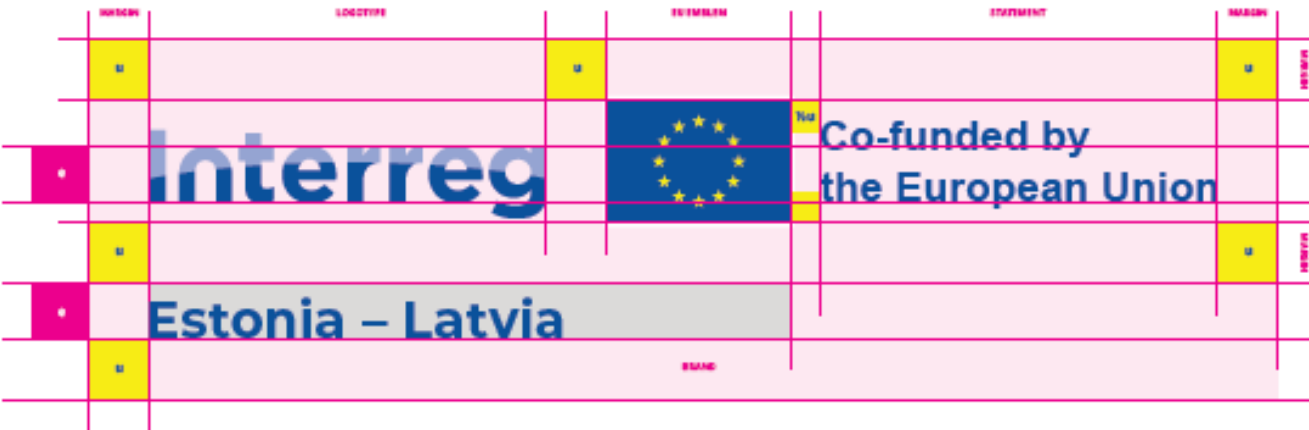
2.2 Specifications

The logo of the programme (hereinafter the programme logo) consists of the **Interreg logotype** with the coloured arch inside, the **EU emblem** and the **statement “Co-funded by the European Union”** (all together referred as Interreg brand) in conjunction **with the name of the programme**.

All the elements of the programme logo must be always used together. The layout of the logo is horizontal.

The programme logo is used as a distinguishing mark in notifying of the use of the programme funds.

A clear space must remain around the programme logo. Within this area, no other graphic elements or logos can be placed. The space between the Interreg logotype and the EU emblem is the measure, which is used to define the space between the EU emblem and programme name, as well as the clear space around the programme logo (further referred as 1 “u”).



2.3 Colours of the programme logo

Use of colour systems

An appropriate colour system for the Logo should be used depending on the intended use of the Logo.

PMS (Pantone® Matching System or PMS)

Use: For offset printing only. Ideal for stationery. Often used in one or two-colour jobs. Also used as spot colours on premium brochures in addition to four-color process.

CMYK (cyan, magenta, yellow, black)

Use: Use in offset and digital printing. Ideal for full-colour brochures, flyers, posters and post cards, etc.

RGB (red, green, blue)

Use: The most commonly used colour profile in the world of computers, TV screens and mobile devices is RGB.

HEX (hexadecimal colour)

Use: Onscreen for websites. HEX, which stands for Hexadecimal, is also used onscreen and is basically a short code for RGB colour.

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

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

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

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

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

3. Examples of the use of logo

3.1 Correct use of the programme logo

The programme logo must be clearly visible, well readable and located in a visible place.

As a rule, the programme logo shall be displayed in colour. In case it is not possible, monochrome versions can be used.

The programme logos must be printed on a light background. **In case of dark and multi-coloured background, white box behind the logo should be preferred.**

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the logo (positive or negative) should be used. This version should only be used whenever full colour is not available.



 Light background and logo in color



 Light background (image)



 Busy background (image) and logo with a white box




 Dark background (image) and logo in negative



 Monochrome background (image) and programme logo



 Monochrome background and programme logo

3.2 Incorrect use of the programme logo

- Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.
- Do not invert, distort, stretch, slant or modify the brand in any way.
- Do not cut the brand.
- Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.
- Do not change the composition of the brand elements. They are invariable.
- Do not use outlines around the brand.
- Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.



Dark background



Busy background



Coloured background and monochrome programme logo



Missing co-funding statement



Changed colours



Changed proportions



Halo, shadow

4. Marking of objects and events

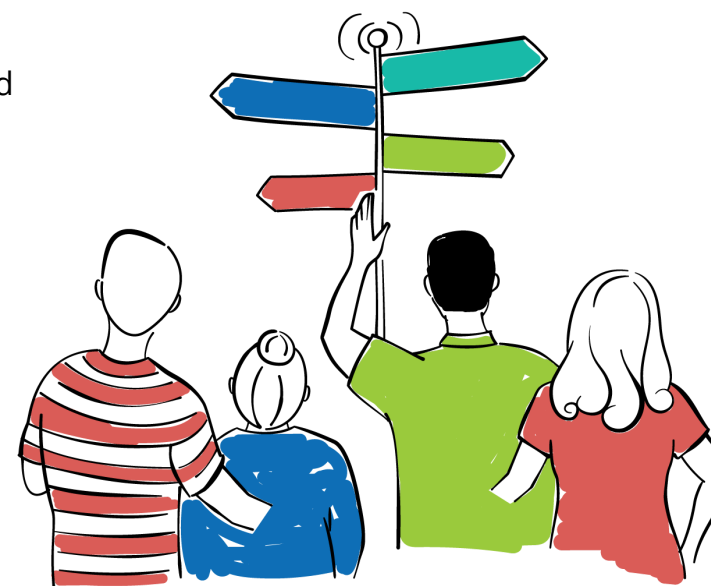
4.1 General provisions of marking

4.1.1 The beneficiary shall inform the public about the support obtained from the programme during implementation of the project. This should be done immediately after the purchase of equipment, start of the construction works or other activities. If the marking used to indicate programme support becomes damaged before the project's eligibility period ends, the project partner must replace it.

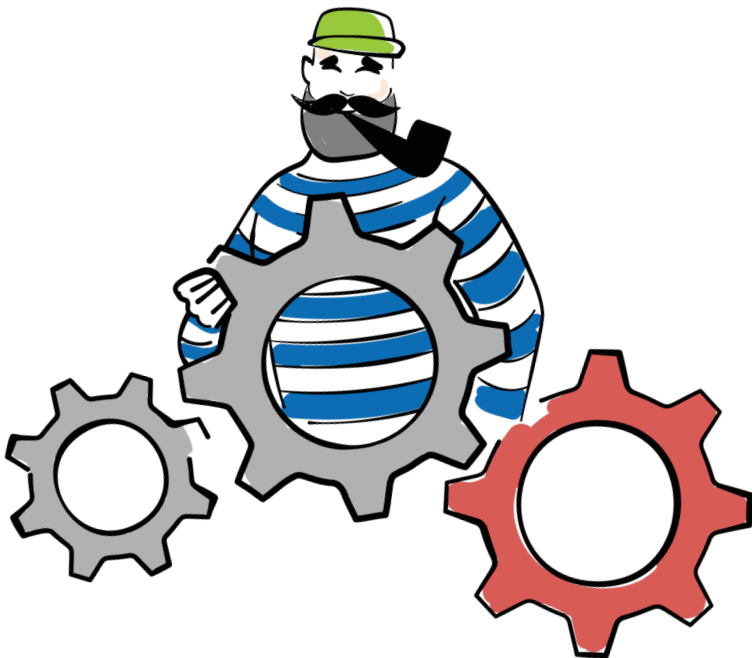
4.1.2 Project partners need to provide evidence, such as photographs of events or objects, to demonstrate the correct marking of project outputs during the project's eligibility period. This evidence must be maintained for at least four years after the final payment has been made by the Managing Authority to the Lead Partner.

4.1.3 The project partners must mark objects financed by the programme with the programme logo. This can be achieved through the use of posters, stickers, fabric labels, temporary or permanent billboards, plaques, or by incorporating the programme logo during the production of the object, following the guidelines provided. For non-standard objects and materials, marking solutions should be discussed with the Joint Secretariat (JS). Posters, billboards, or plaques must be sufficiently large to ensure clear visibility of their content.

4.1.4 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 under bullets 2 and 3 of 4.3.2 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.



4.2 Temporary billboard



4.2.1 If the total public support for financing an infrastructure or construction project **exceeds EUR 100,000, a temporary billboard must be installed at the project location before acquiring the object or during construction works.**

4.2.2 The billboards must meet the following requirements:

- The billboard should be placed in a visible location near the object being acquired or constructed, accessible to the public.
- The programme logo is placed on the billboard and it has to cover 25% of the total width of the temporary billboard (minimum Interreg brand's (excluding the statement) width 52, 5 mm on an A2+ plaque).
- The billboard should include the name and main objective of the project, covering at least 30% of the billboard's area.

- Minimum measurement of the billboard is 1500x1000 mm.
- The billboard must be made of durable and weatherproof material in case of outdoor use.
- It is permitted to put any other additional information regarding the object on the billboard.

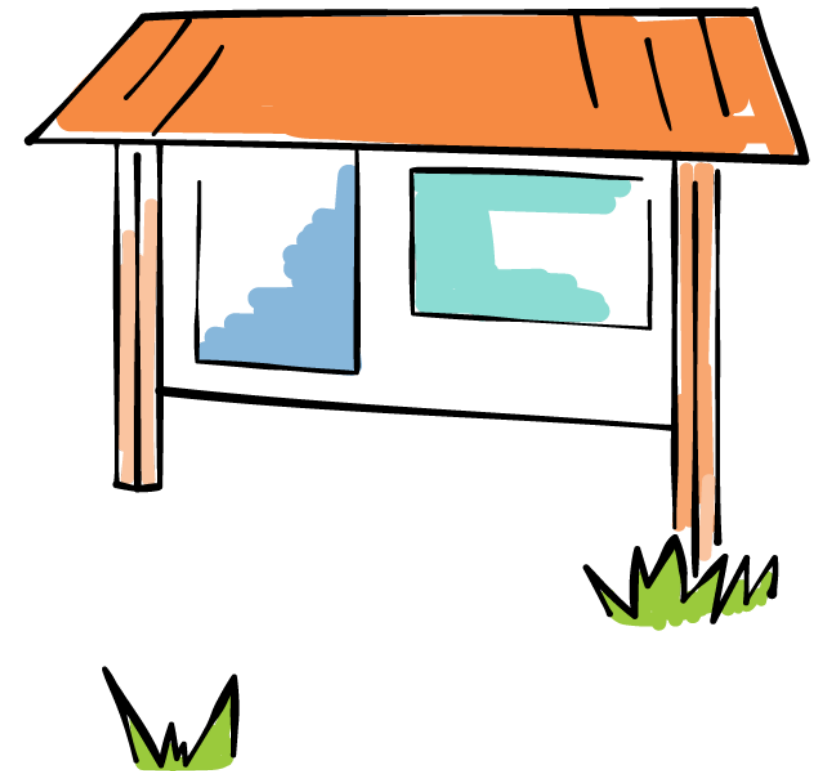
4.3 Permanent billboard and plaque

4.3.1 In case the total public support is **larger than EUR 100,000** when acquiring an object or financing an infrastructure or construction object, the project partner **must install a permanent billboard or a plaque at the location of the object within three months after acquiring the object or completing the works.**

4.3.2 The following requirements must be followed:

- Permanent billboard is set up in a visible place that is located on the object, its close vicinity or at a location connected to it.
- Recommended minimum size of a permanent billboard or a plaque is A2 (420mm x 594mm).
- The programme logo is placed on the billboard and its width has to cover 25% of the total width of the permanent billboard (minimum Interreg brand's (not including the statement) width 52,5 mm on an A2+ plaque).

- 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.
- It is permitted to put other additional information regarding the object on the billboard.
- The permanent billboard must be made of durable and weatherproof material in case of outdoor use.
- Plaques should be made of resistant materials, preferably metal.
- Installed permanent billboard or plaque must be retained for at least five years of the final payment to the beneficiary.



4.4 Poster or equivalent electronic display

4.4.1 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 project poster or equivalent electronic display must be placed.** In case of the poster or equivalent electronic display, separate stickers do not have to be used to mark single objects.

4.4.2 The poster or equivalent electronic display must be of a minimum size A3, must include the programme logo that covers at least 25% of the width of the poster, the information about 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.



A3 poster templates are also available on estlat.eu

4.4.3 Event locations must be marked with a project poster or equivalent electronic display (please see general provisions) for the duration of an event.

4.4.4 The applicants are free to translate the content of the poster or equivalent electronic display in the national language of the respective country.



5. Interreg harmonised visibility suggestions

5.1 Project name in combination with the programme logo

5.1.1 It is permitted to use the project name or a logo in combination with the programme logo. Project names/logos are not a part of the programme logo but rather should be considered as an annexed element. As such, the programme logo should always appear any time the project name or logo is used.

5.1.2 Projects are free to develop their own logo. Alternatively, they should use their name written in Montserrat Medium in the colour of their thematic objective.

5.1.3 The project name cannot exceed the width of the custom area as described in p.5.1.4. Additionally, the font size should not be bigger than 1 “e” nor smaller than ½ “e” in the Interreg logotype. In both cases the first capital letter of the project name is used as reference. If the project name cannot be written on 1 line within these limitations, it can be broken into 2 lines. These need to fit within the project’s custom area.

5.1.4 The projects’ custom area is limited by its maximum width and maximum height. The width of the area defined for the project name or logo is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border). The maximum height is equivalent to the height of the EU Emblem (not including the white border).

5.1.5 The standard placement for project names/logos is below the programme logo, separated by a thin straight line (see below). The project name/logo is positioned against the top left corner of the custom area.

5.1.6 Alternatively, project names/logos can be positioned to the left or right side of the programme logo, as long as the two are separated by a thin straight line and that it respects the minimum margins established on each side of the line.

5.1.7 Project names/logos can never be positioned above the programme logo.

Standard placement



5.1.8 When the project name/logo is placed to the right of the programme logo (see the example A to the right), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

5.1.9 When the project name/logo is placed to the left of the programme logo (see the example B to the right), it should be aligned to the right side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

5.1.10 A Reflex Blue (EU main corporate colours) line is used to separate the programme logo from the project name. In the standard placement, this line is positioned exactly 1 “u” (equals the distance between the Interreg logo and the EU flag) below the Interreg brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas. In the alternative placement, the line starts in the same height as EU emblem and ends right in the below the programme name (see the examples A and B to the right).

Alternative placement (A)



Alternative placement (B)



5.2 Fonts

The generic typeface for all applications, from body text to headlines, is 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.

The following rules apply for all print publications and stationery applications.



These typefaces are available for free, including web font kits and can be downloaded for instance [here](#).

5.3 Size of Interreg logotype + EU emblem

The appearance of a brand varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified.

- **The minimum height of the EU emblem must be 1 cm.**
- **For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.**

Examples:



MEDIA	Smallest brand width
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN TABLET (1024×768 PX)	240 px
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN DESKTOP (2560×1440 PX)	300 px
SCREEN LAPTOP (1920×1080 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

5.4 Icons and colours of the policy objectives

The European Union has defined 7 policy objectives for the 2021–2027 period. These are represented by an invariable system of colours and icons to be used across all programmes and projects whenever these objectives are communicated.

The Estonia-Latvia programme is funding projects under four policy objectives (the icons can be seen on the right):



P1. More cooperating cross border regions and development of joint services.



P2. Jointly and smartly growing businesses.



P3. Sustainable and resilient programme area.



P4. More accessible and sustainable cross-border tourism experience.



2021–2027 policy objective icons are available for download on estlat.eu

5.4.1 The beneficiaries are encouraged to use the icons of respective policy objectives.

5.4.2 The standard use of the icons is in the colour of the policy objective it represents.

5.4.3 These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colours.

5.4.4 When placed on dark colours, graphic background or images, the icons must be used with their white background or negative form. However, the negative version of the icons should only be used when the use of the original icons is not possible - for example, because the background or context infringes on their readability. 1.1.5 The positive monochromatic version shall be used whenever it is not possible or desired to use the colour version.

5.4.5 The negative monochromatic version of the icons should be used as the last option when other solutions are not possible or desired, such as printing purposes when placed on a dark or busy background.

5.4.6 It is not allowed to modify these icons without prior approval from the European Commission.



A better Interreg governance
ISO 1

CMYK 87 / 51 / 0 / 0
HEX #0E6EB6
RGB 14 / 110 / 182



A smarter Europe –
innovative and smart
economic transformation
PO 1

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168



A greener,
low-carbon Europe
PO 2

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154 / 202 / 60



A more social Europe
– implementing the
European Pillar of
Social Rights
PO 4

CMYK 10 / 75 / 60 / 1
HEX #DA5C57
RGB 218 / 92 / 87



Programme JS Office

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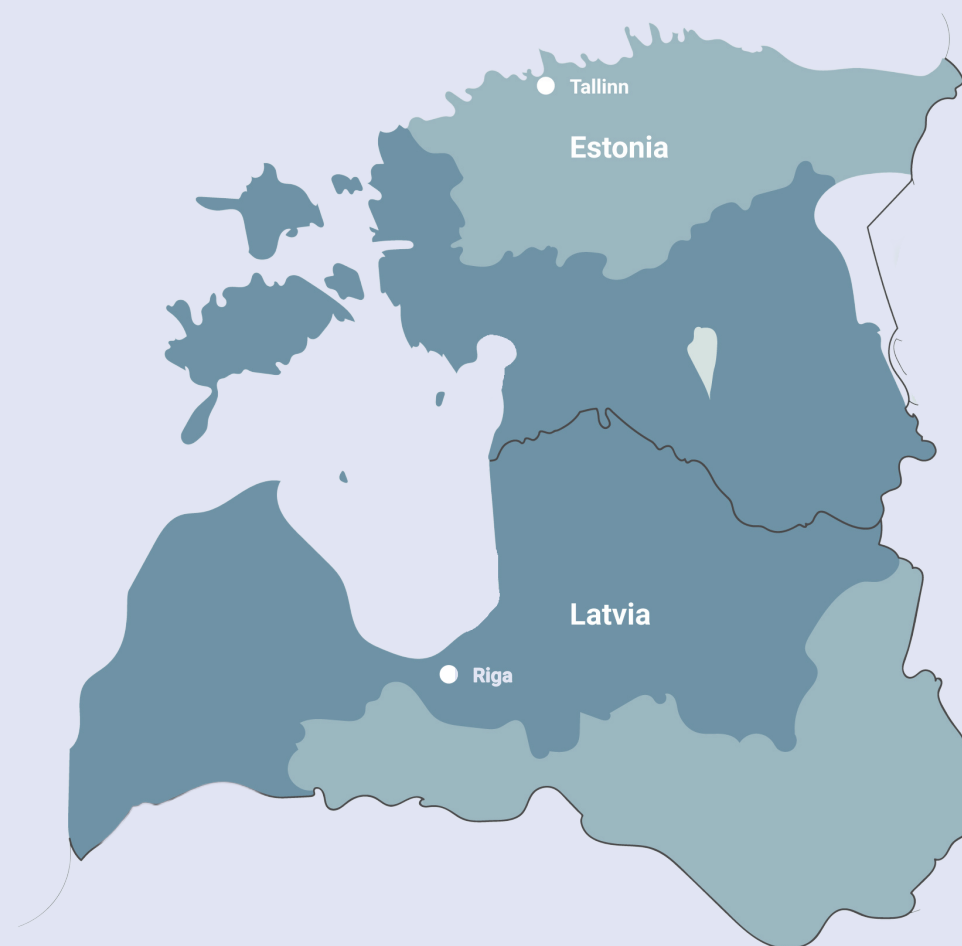
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Interreg



Co-funded by
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