

Interreg



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IPA Greece – North Macedonia

Communication Guide for Project Beneficiaries

Interreg (VI-A) IPA Programme
“Greece – North Macedonia 2021-2027”

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Chapter 1: General communication guidance for applicants

All recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received. Ensuring proper visibility of the EU's financial support provides accountability and transparency on the use of EU funds.

From another perspective, every Interreg Programme seeks to develop valuable projects that have a real impact in their intervention area. For the cross-border Programme "Interreg VI-A IPA Greece- North Macedonia 2021-2027" to attract new people and new projects, it has to be visible. This raises awareness of the Programme's positive impact on people's lives and emphasizes the benefits of cross-border cooperation in tackling shared challenges.

Communication activities should be properly planned in all projects from the application phase. The communication strategy of each project shall guarantee that communication is an integrated part of the project and that it must be implemented throughout the project's lifecycle. Administrative or procedural milestones are not considered communication activities. The Interreg VI-A IPA Programme "Greece- North Macedonia 2021-2027" has developed its own communication approach, **available in Chapter 5 (page 106) of the Programming document**. Applicants are encouraged to consult it before drafting WP2.

The "Interreg VI-A IPA Greece- North Macedonia 2021-2027" Programme prioritizes communication equally with effective project and financial management. Therefore, **the Application Form includes a mandatory Work Package (WP2) dedicated to communication and dissemination activities. WP2 assumes up to 15% of the total project budget, without limits at beneficiary level (the 15% threshold is not applicable for Small Project Funds).**

Work Package (WP) 2 should highlight the overall approach to project's communication and visibility, including clear objectives, target groups, significant promotion activities, communication channels, ways to measure the communication impact and capitalization of results.

Applicants are invited to demonstrate the broad purpose of the project approach to communication, highlighting for instance how they will raise awareness, disseminate knowledge and best practices, showcase impact and benefits, engage with the public, etc. When drafting WP2, projects are expected to develop a mix of actions using different tools, for instance: online communication (website, social

media, use of influencers), media relations, public relations (events) and production of materials (printed, digital, audio-visual).

Communication activities should be appropriate in terms of resources spent and expected impact. The level of detail should be tailored to the nature, extent and cost of the communication activities envisaged.

In addition, projects should pay attention in identifying clear and relevant **target groups**, meaning those audiences who need to know about the project and its work and ideally be engaged in its communication for it to succeed. Target groups and project activities should be compliant.

Potential target groups could be (list not exhaustive):

- General public
- Local, regional, national, European, but also specialized mass-media, which contributes to the promotion of the project
- European Commission and Members of the European Parliament
- Local, regional and national authorities
- Economic and social partners
- Public road/water/environmental management companies and authorities
- Universities, research institutions, research community, educational organizations
- Chambers and their members, Federations and Associations
- Labour centres
- Development agencies
- NGOs
- Networks

Given the crucial role of communication in project implementation, **it is recommended that the Lead Partner will coordinate WP2.** In this way, the Lead Partner has complete control of communication activities and synchronizes project implementation, achieved results, and their effective and timely promotion. Nevertheless, all partners are expected to contribute to the project communication strategy and develop their own communication initiatives.

Chapter 2: Communication obligations deriving from the EU legislation

In order to ensure a high visibility and harmonized visual identity, the regulatory framework for the 2021-2027 period provides a set of simplified instructions for branding communication activities. These are laid down in Articles 46-50 and Annex IX of the Common Provisions Regulation (EU) 1060/2021, as well as in Article 36 of the Interreg Regulation (EU) 1059/2021 and Article 18 of the IPA III Regulation (EU) 2021/1529.

The basic **legal references** that project applicants should take into consideration regarding communication obligations are presented in detail in the end of this document and they are as follows:

- Regulation (EU) 2021/1059: Interreg Regulation; Article 36
- Regulation (EU) 2021/1060: Common Provisions Regulation; Articles 47 and Annex IX
- Regulation (EU) 2021/1529: IPA III Regulation; Article 18

The **EU emblem** is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. All recipients of EU funding must therefore use the EU emblem in their communication to acknowledge the support received and contribute to the visibility of the EU on the ground. The EU emblem should be accompanied by a funding statement mentioning the EU's support. The funding statement '**Co-funded by the European Union**' shall always be spelled out in full in the operational language of the Programme (ie. English) and be placed next to the emblem. Moreover, for actions financed under **Interreg and IPA III**, the acknowledgement of the fund and the mechanism's support should be evident. **The requirement for the aforementioned major obligations is met by using the Programme/project logo in every project activity and output.** A central element of the Interreg VI- A IPA Greece- North Macedonia 2021-2027 Programme's visual identity is the use of the joint Interreg branding. The Programme logo includes the following elements:



- European Union emblem (EU flag)
- Statement "Co-funded by the European Union"
- Name of funding strand (Interreg)
- Name of funding mechanism (IPA)

- Programme name (Greece - North Macedonia)

Following their approval, projects shall be able to download the Programme logo and *template project logo* in different formats and high resolution and they will be required **to customize the *template project logo* with their project acronym underneath**. In consequence, **projects are under no circumstance allowed to develop their own project logo and no cost for *designing* project logos will be eligible nor shall be included in the budget**, while costs for developing project communication supports (headed paper, PPT template, business cards, roll-up, etc.) are eligible.

Projects must acknowledge the support from the EU by placing the project logo prominently on all communication materials used for internal or public purposes, such as printed or digital products, websites, social media channels as well as promotional items. The size of the project logo should be always reasonable, recognizable and readable.

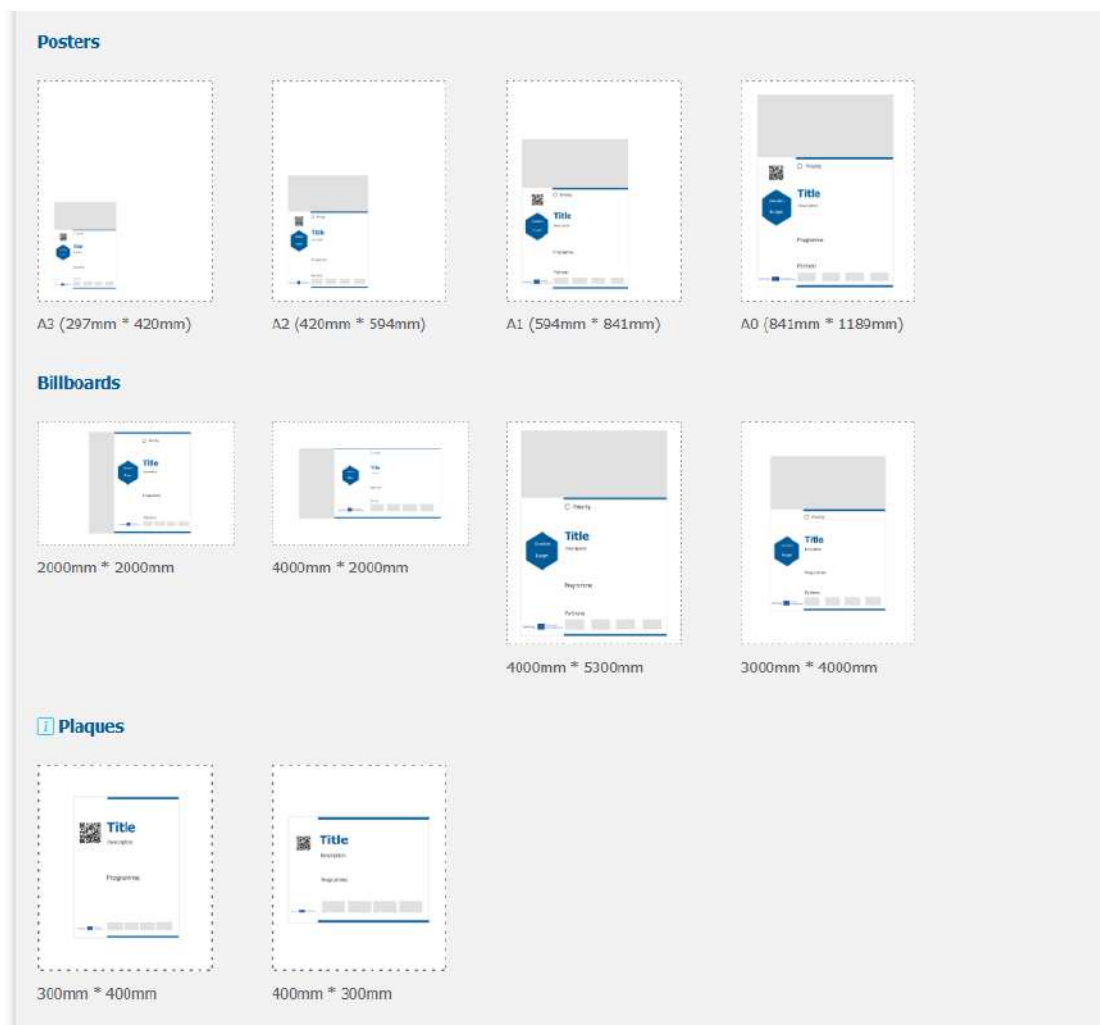
Other key communication obligations deriving from the EU regulatory framework, in particular Article 36 par. 4 of Regulation (EU) 2021/1059, foresee that each partner of an Interreg project must:

- provide on the partner's official website or social media sites, where such sites exist, **a short description of the Interreg operation**, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund¹
- place a **poster of a minimum A3 size** or equivalent electronic display with information about the project including the financial support from the Union and the project logo at a location clearly visible to the public, such as an entrance area of a building. Therefore, all project partners must place this poster and send photographic evidence of its display to the Joint Secretariat.
- display **durable plaques or billboards** clearly visible to the public, presenting the emblem of the Union in accordance with the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060, as soon as the physical implementation of an Interreg project involving physical investment or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, the total cost of which exceeds 100 000 euros.

¹ This must be fulfilled regardless of the Programme's requirement for a separate project website

Online Generator for posters, billboards and plaques

Beneficiaries can create simple, step-by-step, print-ready PDF files for billboards, plaques and posters for their project using an **Online Generator** at <https://interreg.gr/generator/> developed by the Managing Authority Interreg 2021-2027. Therefore, applicants should include only the production and installation costs for posters/plaques/billboards in their budget, excluding design costs. Especially for infrastructure investments, the relevant costs of supply and installation are usually foreseen in the tender notice.



Chapter 3: Communication obligations deriving from the Programme

The Programme requires **five essential communication activities/deliverables for each project**, foreseeing dedicated financial resources in the budget for these. Firstly, a monolingual (English) project website/webpage and accompanying social media (LinkedIn) account must be created to serve as the primary online presence and engagement tool. Secondly, a Project Presentation Video and a Project Results Video are required to visually present the project's objectives, outcomes and achievements. Thirdly, a comprehensive publication detailing the project's results must be produced to provide an in-depth overview. A public event must be organized to present the project's final results and engage with stakeholders and the community. Finally, there is an obligation for provision of 5 high-quality photos related to the project.

a) Project website/webpage and social media account

Project website/webpage

The project website/webpage **may run under its own distinct project domain in an address www.projectacronym.eu or under the Lead beneficiary's website**. In any case, it should be linked to the beneficiaries' institutional websites.

Project website/webpage in EN

The Project's monolingual website/webpage shall use **only** the **Programme's official language**² and shall provide information about the Project, partners, news and events, deliverables and results and highlight the financial support from the Union.

The website/webpage should display the **project logo** in a prominent place of the project's homepage, inside the viewing area of digital devices, without requiring the user to scroll down the page.

The website/webpage shall include a **short description of the Programme**. The following text is suggested:

² The official language of the Programme is English.

The Interreg VI-A IPA Programme "Greece - North Macedonia 2021 – 2027" is a cross-border cooperation Programme co-financed by the European Union under the Instrument for Pre-Accession Assistance (IPA III). This joint Programme empowers public authorities, private non-profit organizations and other institutions to work together on common challenges and problems, seeking for smarter solutions in the areas of Thessaloniki, Kilkis, Pella, Serres, Florina, Kozani and Vardar, Pelagonia, Southeast and Southwest. The strategy statement of the Programme is "to enhance territorial cohesion by improving living standards and employment opportunities holding respect to the environment and by using the natural resources for tourism". The total budget of the Programme for the period 2021-2027 is 33.3 million €.

There is also a need for a **disclaimer** on the bottom of the homepage. This disclaimer should include the following: *"This webpage has been produced with the financial assistance of the European Union. The contents of the webpage are the sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority".*

The beneficiaries need to make available at least the links to the following websites:

- the Programme's website: <http://www.greece-northmacedonia.eu>
- the Managing Authority's website: <http://www.interreg.gr>
- the website dedicated to EU Regional Policy:
https://ec.europa.eu/regional_policy/home_en
- the institutional websites of the partners (if applicable).

Finally, beneficiaries shall make sure that the project website/webpage follows best practice in accessibility for disabled users.

<p>NOTA BENE: The project's website/webpage shall be developed and functional within the first six (6) months after the Subsidy Contract is signed and shall be kept online at least two years after the project closure.</p>
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Social Media account

For social media project profiles, it is recommended to utilize the banner option provided by platforms, such as LinkedIn, for integrating the project logo. This space allows for effective branding and ensures the profile remains intact even if the platform crops the image.

It is **highly advisable that projects align with LinkedIn**, where the Programme maintains a presence at [linkedin.com/in/greece-northmacedonia](https://www.linkedin.com/in/greece-northmacedonia), to maximize impact within the INTERREG and Programme communities and beyond. Incorporating **hashtags** like #GreeceNorthMacedonia, #interregIPA, #interreg, #EUproject, as well as the relevant hashtag corresponding to the Specific Objective the project falls under (#PrespaFocus, #LowCarbonTransition, #HealthSocialUpgrade, #Governance4Cooperation), the type of the project (#OSI for strategic project / #SPF, #smallprojectfund) enhances engagement. Also, tagging the Programme and partners ensures consistent communication of project goals and outcomes.

The LinkedIn page should prominently feature the project logo and include a comprehensive description outlining objectives, partners, and the project's role in advancing cross-border cooperation between Greece and North Macedonia under EU support. Regular updates should include project news and specific results with a direct link to the project website/webpage provided for detailed information and ongoing updates.

There is also a need for a **disclaimer** including the following: *"This account has been produced with the financial assistance of the European Union. Its contents are the sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries and the Managing Authority"*.

b) Two Project Videos

The Programme places a strong emphasis on the production of project promotional videos to showcase the concrete benefits brought to the cross-border region.

Each project is required to produce one **Project Presentation Video** at the project's inception to introduce objectives, partnership details, and opportunities for stakeholder involvement. Emphasizing potential benefits for target groups is crucial for effective engagement.

Additionally, projects should also create one **Project Results Video** presenting the project's achievements towards its end. Quantification and illustration of results in an appropriate manner in the video (eg. with the use of infographics) is recommended to underscore impact.

Ideally, both video types must be short (not exceeding 4 minutes), of a reasonable budget, and the script be shared with all partners to integrate their inputs.

They should adhere to technical specifications, including MP4 format, with a minimum resolution of 1280 x 720 HD (720p), ideally 1920 x 1080 Full HD (1080p),

and recommended aspect ratios of 16:9 or 4:3. Language requirements stipulate the use of the Programme's official language (English), with optional subtitles in one of the two national languages of the Programme countries.

Additionally, each video must conclude with a 5-second outro featuring essential visibility elements like the project logo with optional provision for partners' logos.

Finally, videos must include a standard **disclaimer**: *"This video/recording was co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary's name> and do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority"*.

c) Project's Results publication

A **booklet or brochure showcasing project results** is mandated for publication, with a **requirement for English language** inclusion. The cover page must prominently display the project logo. Additionally, a **disclaimer** stating *"The views expressed in this publication do not necessarily reflect the views of the European Union, the participating countries and the Managing Authority"* must be included. This printed material serves as a complementary version of the project results video, suitable for distribution at events or to key stakeholders. **Infographics** are recommended for effective communication of complex information, ensuring the content is both accessible and visually engaging. The overall presentation should maintain a coherent and formal style.

d) Public final event

It is mandatory for all projects to organize one final public event towards the project's conclusion, featuring keynote speakers from both countries and targeting a wide audience and media. The Managing Authority/Joint Secretariat should be informed well in advance on the date of the event. Ideally, the event should involve participation from all project partners. During this event, projects are expected to present a comprehensive summary of their work and results achieved throughout the duration of the project. It is crucial to actively engage end beneficiaries and stakeholders in discussions regarding the project's outcomes. Furthermore, the event should serve as a platform to solicit suggestions and strategies for effectively capitalizing on the project's results, ensuring sustained impact and future sustainability beyond the project's completion. Again, **the project logo and disclaimers should appear on all documents, publications, presentations, or other materials made available during the event.**

e) Five high quality photos

Each project must provide the Programme with **at least five high-quality photos** to illustrate the project's theme and achievements.

It is strongly advised that beneficiaries hire a professional photographer to produce images for their project. In this case, beneficiaries shall ensure that they obtain a royalty-free, non-exclusive and irrevocable license for the images, and that any pre-existing rights attached to it must be granted to the Union and made available upon request to its institutions, bodies, offices or agencies.

For Small Project Funds (SPFs), the SPFB shall collect a substantially larger number of photos from the final recipients. From this broader pool, the SPFB will select the five most representative and diverse images, ensuring balanced thematic, geographic and participant representation before submitting them to the Programme.

Chapter 4: Optional communication activities

Different stages of the project cycle may require different communication activities, and there is no one-size-fits-all model. Communication activities must always be designed to fit the objectives and target audiences as outlined above, based on the project they relate to. Below there is an indicative list:

- public events (other than the final): info days, open days, conferences, exhibitions, round-table discussions, briefings with policymakers, or awareness-raising campaigns;
- publications (other than the results' publication): booklets, leaflets, newsletters by favoring digital means of communication whenever possible and reducing the production of print publications to the absolute minimum
- digital activities: digital ads, blogs;
- media relations: press releases, press trips, press kit for journalists;
- participation in multiplier events;
- TV interviews, radio spots, press conferences;
- promotional materials: mugs, pens, bags, USB sticks, notepads, folders, T-shirts, hats etc., specifically required for reaching one of the defined target groups and objectives may be produced.

Chapter 5: Operations of Strategic Importance (OSI)

"*Operation of strategic importance*" means a project which provides a significant contribution to the achievement of the objectives of a Programme and which is subject to particular monitoring and communication measures.

- The operations of strategic importance are the most representative projects of the Programme and those that express its main objectives.
- Ideally, the main event concerning a project of strategic importance will be its inauguration.
- The Managing Authority/ Joint Secretariat of the Programme and the European Commission should be informed in time (i.e., at least three months in advance), so that they have the possibility to participate.
- Media, journalists and possibly those benefiting from the project can be invited, so that they are informed on the new project in time.

The elements set out below shall be replicated for events in relation to 2021-2027 operations of strategic importance;

Preparation phase:

- ➔ Ensuring appropriate visibility, the EU flag should always be displayed prominently on the invitation, information materials and during the event
- ➔ Informing the European Commission at least four weeks in advance about the date, venue and nature of the event
- ➔ Including, where relevant, reference to a speech by a representative of the European Commission in the event's agenda

Media outreach

- ➔ The beneficiary should prepare a press release and consult it with the Managing Authority, so that the European dimension is ensured
- ➔ The reference to the European Union budget should be made directly in the header, sub-heading or text of the press release
- ➔ When a Commission representative cannot attend, a quote from the Commission representative should be requested in good time and included in the press release.
- ➔ If public authorities are involved in the organization of the event, the press release should be shared with the national press agencies representing all partners of the Interreg project. The national press agencies' press releases are sources widely used by journalists and newsletter outlets.

- The Managing Authority should ensure meaningful and close cooperation with the media to increase coverage of the event.

Audio-visual material

- Clear reference to European Union Funds as the source of funding should be included in any audio-visual material: the logo of the EU flag or emoticon of the EU flag should be permanently visible in the layout (using fine print or making a reference for a few seconds at the end of the spot are sufficient)
- The audio-visual material should serve solely as promotion of the project and its contribution to EU policies, excluding promotion of institutions, individuals or local political entities/activities.
- All materials prepared by the beneficiary or the Managing Authority for promotional activities should be shared with the Commission.

Social media

- Beneficiaries and public authorities involved in the project materially or territorially should also inform about EU funding in their social media channels.
- In line with the Horizontal European Funds Communication Strategy, standard hashtags #CohesionPolicy or #Interreg should be used.
- The social media account of the European Commission/ EC representations in the given country, DG REGIO/Unit for Interreg should be tagged in the posts: /EURegioInterreg (FB), @RegioInterreg (X).

The aim of the standards in communication, listed above, is not to diminish the role of project beneficiaries and project partners but to simultaneously and continuously raise awareness about the European dimension of these measures.

NOTA BENE: Potential applicants of strategic projects are strongly recommended to consult the [**Communicating operations of strategic importance in 2021-2027: a practical toolbox**](#), prepared by the Commission services.

Chapter 6: Small Project Fund (SPF)

The Small Project Fund is an operation in an Interreg Programme aimed at the selection and implementation of projects, including people-to-people actions, of limited financial volume.

Within the Interreg IPA CBC "Greece – North Macedonia 2021–2027" Programme, the SPF is designed as a single operation managed by a single beneficiary, who is responsible for launching calls for small project proposals, selecting final recipients, managing funds, and verifying results.

This chapter outlines the communication and visibility obligations applicable to both the Small Project Fund Beneficiary (SPFB) and the final recipients of the SPF. It defines the principles, tools, and compliance requirements necessary to ensure transparency, public awareness and appropriate recognition of EU support. It must be read in conjunction with the other chapters of this Communication Guide, which provide complementary guidance and detailed implementation issues.

The SPFB is fully responsible for ensuring overall compliance with EU and Programme communication requirements. Final recipients are responsible for implementing visibility measures at small project level.

Like in any other Programme-funded project, both the SPFB and the final recipients must follow the communication requirements described in the;

- Approved Programme (Chapter 5)
- Programme's "Communication Guide for Project Beneficiaries" as in force
- Applicable Regulatory Framework:
 - Regulation (EU) 2021/1060 – Common Provisions Regulation (CPR), Article 50 and Annex IX
 - Regulation (EU) 2021/1059 – Interreg Regulation

Communication Obligations under EU Legislation

Common Provisions Regulation (EU) 2021/1060

Article 50(2):

For Small Project Funds, the beneficiary must comply with the obligations established in Article 36(5) of the Interreg Regulation.

Interreg Regulation (EU) 2021/1059

Final recipients within a Small Project Fund receive EU financing support through the beneficiary, and implement small projects within that Fund.

Article 25 establishes the **SPFB's obligation to:**

- **Make publicly available the list of final recipients** supported under the operation.
- **Ensure that final recipients comply fully with the communication requirements** set out in Article 36 of the Interreg Regulation.

In particular, both SPFB and final recipients must:

- a) **Publish on their official website or social media** (where such platforms exist) a short description of the Interreg SPF project, including objectives, results, and a clear reference to EU financial support.
- b) **Provide a statement highlighting the support** from the Interreg VI-A "Greece- North Macedonia 2021-2027" Programme in a visible manner on documents and communication material used for the public;
- c) **Install a billboard or memorial plaque** (only for projects involving physical investments or equipment purchases exceeding EUR 100,000 – *not applicable for this SPF project*).
- d) **Display at least one poster** (minimum size A3 or equivalent digital display) highlighting project information and EU support.

Under **Article 36(5)**, SPFB must ensure through contractual terms that final recipients comply with all public communication requirements.

→ For a more detailed analysis on the communication obligations deriving from the Programme, please refer to Chapter 2.

Communication Obligations under the Programme

The Programme requires **five essential communication activities/deliverables for each SPF project**, with dedicated financial resources included in the budget of the SPFB:

Required deliverables for the SPFB with input from final recipients:

1. **SPF Project Webpage & social media account**
A project webpage must be created. It should serve as the primary hub for information and public engagement. A dedicated **LinkedIn account** or page is also recommended.
2. **Two SPF project videos**
One video introducing the project's goals, activities and expected results and another video summarizing the SPF's achievements, outcomes and value for the target groups and the Programme area.
3. **Results' Publication**
A written publication presenting the final results, methodology, outputs and added value of the SPF.
4. **Final Public Event**
An event dedicated to presenting final results, engaging stakeholders, and promoting visibility of the Programme and EU support.
5. **Five high-quality photos** documenting selected activities and achievements from the small projects of final recipients.

Moreover, **the SPFB should designate an SPF Communication Manager, as a member of the project team**. The SPF Communication Manager acts as:

- Coordinator of all communication actions,
- Liaison with the Managing Authority/Joint Secretariat,
- Advisor to final recipients on visibility matters.

→ For a more detailed analysis on the communication obligations deriving from the Programme, please refer to Chapter 3.

Proactive Communication by the SPFB

The work of an SPFB involves reaching new applicants and final recipients who may have limited prior experience with EU/Interreg Programmes. Effective communication is therefore essential. This includes:

- Clear and accessible texts in invitations/calls for proposals, manuals, and application forms
- Fair and transparent selection criteria (e.g., avoiding emphasis on previous Interreg experience)
- Dedicated communication approaches adapted to different audiences and capacities

Use of language

The official language of the Interreg VI-A “Greece- North Macedonia 2021-2027” Programme is English. Official correspondence between the SPFB and the Programme management bodies shall be in English.

However, the SPFB may make use of national languages when addressing potential final recipients or participating stakeholders in activities such as info sessions, training events, meetings and information or promotion activities. This flexibility aims to support inclusiveness and facilitate understanding among local audiences. Use of national languages is permitted **to a reasonable extent** and **must remain in line with the Programme’s communication framework**. In such cases, the SPFB should act **in consultation with the Managing Authority (MA)/Joint Secretariat (JS)**.

Maximizing SPF results

The SPFB is encouraged to undertake additional activities that strengthen the overall impact and visibility of the Small Project Fund. These include promoting **capitalization efforts among final recipients**, fostering **networking and the development of thematic clusters** of small projects and ensuring **complementarity with regular Programme-funded projects** to maximize synergies. Furthermore, the SPFB should work towards the **enhancement and dissemination of good practices**, for example by organizing **tailored small-project events, fairs and exchanges**.

Consequences of Non-Compliance

Both the SPFB and the final recipients must be aware that non-compliance with communication requirements may result in **financial corrections**.

According to **Article 36(7)** of the Interreg Regulation, the Managing Authority (MA) may apply corrective measures of **up to 2% of the support from the Funds**, taking into account proportionality.

Communication Requirements Matrix

The Communication Requirements Matrix outlines communication obligations deriving from different regulatory and Programme sources, provides practical implementation actions, and identifies the responsible actors and contributors involved in delivering and supporting these requirements.

Communication Requirements Matrix

Source	Obligation	Practical implementation	Responsible Actor(s)	Contributor with input
Interreg Regulation Art. 25	Proactive communication	<i>Ensure calls, manuals and procedures are clear, accessible and inclusive/ fair assessment and selection criteria</i>	SPFB	
Interreg Regulation Art. 25	Transparency of funding	<i>Publish and maintain an updated list of final recipients benefiting from the SPF</i>	SPFB	
CPR Art. 50 & Interreg Regulation Art. 25	Ensure compliance of final recipients	<i>Include COM obligations in grant contracts and ensure that final recipients comply with the COM requirements set out in Art.36 of the Interreg Regulation</i>	SPFB	
Interreg Regulation Art. 36	Online visibility	<i>Publish a short SPF description (aims and results) on institutional website/social media and clearly highlight Interreg support (use of the SPF project logo)</i>	SPFB, final recipient	
Interreg Regulation Art. 36	Acknowledgement in documents	<i>Include visible reference to Interreg support and apply Programme visual identity in all public materials (use of the SPF project logo)</i>	SPFB, final recipient	
Interreg Regulation Art. 36	Poster requirement	<i>Display at least one A3 poster or equivalent electronic display with information about the SPF/ small project</i>	SPFB, final recipient	
Programme Communication Guide	Project webpage & social media	<i>Create an SPF webpage & maintain an SPF-related social media account (LinkedIn)</i>	SPFB	final recipient
Programme Communication Guide	Presentation & Results videos	<i>Produce two SPF videos; one explaining objectives and planned activities and another presenting achievements</i>	SPFB	final recipient
Programme Communication Guide	Results publication	<i>Deliver a comprehensive publication describing SPF results</i>	SPFB	final recipient
Programme Communication Guide	Public event	<i>Organise a final event with the participation of final recipients to present results and engage stakeholders</i>	SPFB	final recipient
Programme Communication Guide	Visual documentation	<i>Provide at least five high-quality SPF project photos</i>	SPFB	final recipient
Programme Communication Guide	Governance of communication	<i>Designate an SPF Communication Manager within the project management team who will be responsible to liaise with the MA/JS</i>	SPFB	
Programme Communication Guide	Capitalisation	<i>Promote clustering of projects, networking, complementarity with regular projects funded by the Programme and disseminate good practices</i>	SPFB	

Chapter 7: Critical highlights

- The success of communication depends on the substantial commitment, professionalism and experience of project beneficiaries. In other words, communication should not be treated as a bureaucratic task, but should be a key priority for each individual project.
- In the case that a beneficiary decides to take communication measures for an activity that may not have been explicitly mentioned in this Guide, these measures should ensure the reference to the EU contribution.
- In case a beneficiary decides to carry out communication activities related to co-financed operations (projects), even if they are covered by the beneficiary's own funding, they must comply with EU co-financing requirements.

Chapter 8: Disclaimers - Citations

Disclaimers

The EU and the Programme managing bodies are not responsible for the contents of communication materials related to co-funded actions prepared by implementing partners, all of which must include a standard disclaimer, translated into (the) local language(s) where appropriate.

For publications in print or electronic format:

This publication is co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary's name> and do not necessarily reflect the views of the European Union, the partner countries and the Managing Authority.

For websites/webpages and social media accounts:

This website/webpage/account is co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary's name> and do not necessarily reflect the views of the European Union, the partner countries and the Managing Authority.

For videos and other audio-visual material:

This video/film/recording is co-funded by the European Union. Its contents are the sole responsibility of <Beneficiary's name> and do not necessarily reflect the views of the European Union, the partner countries and the Managing Authority.

Citations

Citations of a project in academic publications must refer to the co-funding by the European Union and the Programme. In addition, partners are encouraged to add the project acronym in the citation.

Below is an example of a citation, which is in line with this requirement:

This research was supported as part of [ACRONYM], an Interreg VI-A IPA "Greece-North Macedonia 2021-2027" project co-funded by the European Union.

Chapter 9: Legal and contractual

The EU's right to use communication material

In accordance with Regulation (EU) 2021/1060 (Chapter III, Section II, Article 49.6 and the Annex IX), the communication and visibility material, including at the level of project partners, must be made available upon request to the European Union's institutions, bodies, offices, or agencies Union and subsequently to the Programme itself. A royalty-free, non-exclusive, and irrevocable license to use such material and any pre-existing rights attached to it must be granted to the Union (and subsequently to the Programme). This should not require significant additional costs or a significant administrative burden for the project.

The implementing partner remains the owner of the communication and visibility material and is fully responsible for the clearance of all the necessary licenses and authorizations to this end. The license covers the right to use non-sensitive information relating to the action and material and documents received from partners for information, communication and publicity purposes during the action or afterwards.

Non- compliance

Strict adherence to visibility rules is vital for securing Programme funding for communication activities and avoiding ineligible expenses by not following EU and Programme communication guidelines. **Where remedial actions have not been put into place and in accordance with section 6 of Article 36 of Regulation (EU) 2021/1059, the Managing Authority shall apply measures by cancelling up to 2% of the support from the funds awarded to any beneficiary who fails to comply with their transparency and communication obligations, taking into account the principle of proportionality.**

Chapter 10: Horizontal principles

Horizontal issues have become increasingly important in the period 2021-2027. Projects implemented under the Interreg VI-A IPA "Greece- North Macedonia 2021-2027" Programme must comply with the EU Charter of Fundamental Rights as well as with the horizontal principles of sustainable development, equal opportunities and non-discrimination, and equality between men and women, as stipulated in point 6 of the preamble and Article 9 of the Common Provisions Regulation (EU) 2021/106.

All projects must respect fundamental rights and freedoms, while taking into account values of solidarity and justice. The fundamental rights described in the EU Charter are viewed as integral and foundational for the other 3 horizontal principles of gender equality, non-discrimination (including accessibility) and sustainable development.

As far as communication is concerned, there is a need to embed all the above horizontal principles in developing an inclusive communication strategy.

Equal opportunities and non-discrimination

Certain projects may implement solutions that advance equal opportunities and non-discrimination, such as developing transport options for geographically isolated or less accessible regions, providing inclusive business support to underrepresented or vulnerable groups, or creating innovative social services or products for the elderly. **Additionally, projects should adhere to these principles at the operational level.** This entails ensuring that no discriminatory actions occur within the project or towards third parties (e.g., contractors, suppliers etc.)

Moreover, an inclusive communication policy that clearly sets out a commitment to inclusion has to be built. The length and complexity of this policy will be determined by many factors, ie. nature of project, profile of main target groups, size of partnership, scope of partner institutions, budget resources, human resources, etc.

Examples of promoting accessible and inclusive communication at project level:

Accessibility of venues: Make sure that any conference/seminar/meeting rooms or other venues are accessible and reachable.

Accessibility of information material: Some audiences may need alternate formats in order to benefit from the information to be shared, such as larger print, tactile or oral formats for people who are blind or visually impaired. Others may need a

modification of the content in order to make use of the information. People with cognitive and developmental disabilities present a widely varied audience whose individual members may benefit from modified content, as well as alternate formats.

Accessibility of information on the Web: Beneficiaries need to keep the project website and social media accounts simple and clear. Texts, images, forms, sounds, etc. should be accessible and understandable by as many people as possible without discrimination. It is advised that the project website follows the [Web Content Accessibility Guidelines](#) (WCAG) (version 2.0), level AA, issued by the [World Wide Web Consortium](#) (W3C).

Gender equality

Projects are expected to uphold the principle of gender equality at the operational level. For example, when establishing project decision-making structures, efforts should be made to ensure equal representation and participation of both men and women. Additionally, the project should guarantee equal pay for all staff involved.

Sustainable development

When seeking funding under the Programme, applicants should evaluate the project's economic, ecological, and social impacts on the targeted region. They should prioritize sustainable development in their approach and the solutions and outputs they create. This involves considering environmental impacts when making investment decisions and selecting locations. Projects must adhere to relevant environmental and sustainable development regulations, ensuring their investments do not cause negative environmental effects.

Meeting partners, talking to each other, and exchange knowledge and experience is at the heart of cooperation across borders. Yet, travelling, in particular flying has a substantial carbon footprint. For the operational level of projects, the Programme encourages all project partners to carefully make their choices in everyday work life – be it avoid meeting face-to-face when an online meeting would suffice, buying green office equipment or supplies etc.

New European Bauhaus Initiative

The New European Bauhaus (NEB), a very high political priority for the EU, is a policy and funding initiative launched by the European Commission in 2021 that fosters sustainable solutions for transforming the built environment and lifestyles under the green transition. It is looking for solutions that are not only sustainable,

but also inclusive and beautiful, while respecting the diversity of places, traditions, and cultures in Europe and beyond.

Its three complementary core values are:

- Sustainability – foster climate goals, circularity, zero pollution, and biodiversity
- Aesthetics – increase the quality of experience and style beyond functionality
- Inclusion – promote valuing diversity, accessibility and affordability

Applicants can find more at the [NEB's website](#) and use the [Compass](#) which is a guiding framework for decision and project-makers wishing to apply the NEB principles and criteria to their activities.

Chapter 11: Capitalization of project results

Capitalization **from a project implementation perspective** involves several key aspects:

- **Sustainability and Durability:** It focuses on ensuring that the project's results and impacts continue to benefit stakeholders beyond the initial funding period. This includes maintaining and building upon the project's outcomes to ensure long-term sustainability.
- **Knowledge Management:** Capitalization is not only about preserving and leveraging the project's results but also about capturing and disseminating the knowledge gained throughout the project. This knowledge can be used to inform future projects and strategies.
- **Securing Additional Resources:** It provides a mechanism for projects to secure further resources or funding beyond the initial financing, helping to sustain and expand the project's benefits.
- **Marketing and Communication:** It involves a strategic approach to communicating and promoting the project's results to relevant audiences. This "marketing" process helps in highlighting the project's successes and attracting additional support or interest.
- **Coordination and Synergies:** Capitalization aims to enhance coordination among projects and identify potential synergies. By linking different projects, it can create a more cohesive approach and maximize the impact of each initiative.
- **Integration with Policies:** It supports the promotion and integration of project results into national and local policies. This ensures that the project's outcomes are aligned with broader policy goals and contribute to the implementation of relevant policy measures.

The communication tools for disseminating projects' results can be; exchanges events, good practices publication/event, videos & interviews using the storytelling method, political briefings etc.

Chapter 12: Legal references

Regulation (EU) 2021/1059: Interreg Regulation

[Article 36](#)

Responsibilities of managing authorities and partners with regard to transparency and communication

4. Each partner of an Interreg operation or each body implementing a financing instrument shall acknowledge support from an Interreg fund, including resources reused for financial instruments in accordance with Article 62 of Regulation (EU) 2021/1060, to the Interreg operation by:

(a) providing on the partner's official website or social media sites, where such sites exist, a short description of the Interreg operation, proportionate to the level of support provided by an Interreg fund, including its aims and results, and highlighting the financial support from the Interreg fund;

(b) providing a statement highlighting the support from an Interreg fund in a visible manner on documents and communication material relating to the implementation of the Interreg operation, intended for the general public or for participants;

(c) displaying durable plaques or billboards clearly visible to the public, presenting the emblem of the Union in accordance with the technical characteristics laid down in Annex IX of Regulation (EU) 2021/1060, as soon as the physical implementation of an Interreg operation involving physical investment or the purchase of equipment starts or purchased equipment is installed, with regard to operations supported by an Interreg fund, the total cost of which exceeds EUR 100 000;

(d) for Interreg operations not falling under point (c), publicly displaying at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund, except where the beneficiary is a natural person;

(e) for operations of strategic importance and operations whose total cost exceed EUR 5 000 000 organising a communication event and involving the Commission and the responsible managing authority in a timely manner.

The term 'Interreg' shall be used next to the emblem of the Union in accordance with Article 47 of Regulation (EU) 2021/1060.

5. For small project funds and financial instruments, the beneficiary shall ensure by means of the contractual terms that final recipients comply with the requirements to communicate publicly on the Interreg operation.

For financial instruments, the final recipient shall acknowledge the origin and ensure the visibility of the Union funding, in particular when promoting the actions and their results, by providing coherent, effective and targeted information to multiple audiences, including the media and the public.

Regulation (EU) 2021/1059: Interreg Regulation

[Article 25](#)

Small project funds

3. The document setting out the conditions for support to a small project fund shall, in addition to the elements laid down in Article 22(6), set out the elements necessary to ensure that the beneficiary:

- (a) establishes a non-discriminatory and transparent selection procedure;
- (b) applies objective criteria for the selection of small projects, which avoid conflicts of interest;
- (c) assesses applications for support;
- (d) selects projects and fixes the amount of support for each small project;
- (e) is accountable for the implementation of the operation and keeps at its level all supporting documents required for the audit trail in accordance with Annex XIII to Regulation (EU) 2021/1060; and
- (f) makes available to the public the list of the final recipients which benefit from the operation.

The beneficiary shall ensure that the final recipients comply with the requirements set out in Article 36.

Regulation (EU) 2021/1060: Common Provisions Regulation

[Article 47](#)

Emblem of the Union

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

[Annex IX](#)

Communication and visibility – Articles 47, 49 and 50

1. The use and technical characteristics of the emblem of the Union ('the 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 or 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.

1.9. Graphic standards for the emblem and the definition of standard colours:

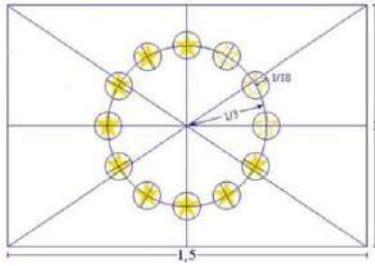
(A)SYMBOLIC DESCRIPTION

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 four-colour 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 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 the Administrative agreement with the Council of Europe regarding the use of the European emblem by third parties [\(1\)](#).

2. The licence on intellectual property rights referred to in Article 49(6) shall grant to the Union at least the following rights:
 - 2.1. internal use i.e. right to reproduce, copy and make available the communication and visibility materials to Union's institutions and agencies, Member States' authorities, 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.

1 [\(1\) OJ C 271, 8.9.2012, p. 5.](#)

Regulation (EU) 2021/1529: IPA III Regulation

[Article 18](#)

Information, communication and visibility

1. The recipients of Union funding under IPA III shall acknowledge the origin of, and ensure the visibility of, the Union funding, in particular when promoting and reporting on the actions and their results, by highlighting the support received from the Union and its benefits for people in a visible manner in communication materials related to the actions supported under this Regulation and by providing coherent, effective and proportionate targeted information to multiple audiences in a strategic manner, including to the media and the public.

Agreements concluded with recipients of Union funding under IPA III shall contain obligations in that respect.

Agreements concluded with beneficiaries listed in Annex I shall include the principles to be followed in visibility and communication activities and the objectives of those activities, and a clear obligation to actively publicise information about programmes and actions under IPA III.

In order to improve the results of communication activities for cross-border cooperation programmes between the beneficiaries listed in Annex I, specific joint communication activities shall be planned.

Actions under IPA III shall be carried out in accordance with communication and visibility requirements in Union-financed external actions and in other relevant guidelines.

2. The Commission shall carry out information and communication actions relating to IPA III and its actions and results, in particular at local and regional level, in order to ensure the visibility of the Union's financial assistance. Financial resources allocated under IPA III shall also contribute to the corporate communication of, and reporting on, the political priorities of the Union, as far as these priorities are directly related to the objectives referred to in Article 3.
3. IPA III shall support strategic communication and public diplomacy, including the fight against disinformation, with a view to communicating the Union's values as well as the added value of, and results achieved by the Union's actions.
4. The Commission shall make publicly available relevant information on all actions financed under this Regulation in accordance with Article 38 of the Financial Regulation, including as appropriate through a comprehensive single website.

5. Where security issues or political sensitivities may make it preferable or necessary to limit communication and visibility activities in certain countries or areas or during certain periods, the target audience and the visibility tools, products and channels to be used in promoting a given action shall be determined on a case-by-case basis, in consultation with and in agreement with the Union. Any such exceptions shall be duly justified and their scope shall be specified and limited in each case. Where rapid intervention is required in response to a sudden crisis, it shall not be necessary to produce a full communication and visibility plan immediately. In such situations, however, the Union's support shall nevertheless be appropriately indicated from the start.

Chapter 13: The Interreg project logo

Components and positioning

1. FONT TYPE & SIZE

Projects should simply use their name/acronym written in Montserrat Bold in the color of their thematic objective. The project acronym cannot exceed the width of the custom area as described below. Additionally, the font size should not be bigger than 1 "e" nor smaller than 1/2 "e". In both cases the first capital letter is used as reference.

In the event that the name/acronym 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.



2. PROJECTS' CUSTOM AREA

WIDTH: the area defined for the project acronym is equivalent to the width of the Interreg logotype and EU emblem combined (not including the white border).

HEIGHT: its maximum height is equivalent to the height of the EU Emblem (not including the white border).

3. STANDARD PLACEMENT

The standard placement for project acronym is below the Programme logo, separated by a thin straight line. The project acronym is positioned against the top left corner of the custom area.

4. HORIZONTAL PLACEMENT

Alternatively, project acronyms can be positioned to the left or right side of the Interreg 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.

→ *Project names/logos can never be positioned above the Interreg logo.*

When the project acronym is placed to the right of the Interreg logo, 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.

When the project name/logo is placed to the left of the Interreg logo, 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. DEFINING THE LINE

A Reflex Blue (EU main corporate colours) line is used to separate the Interreg brand from the project acronym. This line is positioned exactly 1 "u" 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.

6. COLORS

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites

RGB
Colour sample for monitor display with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

The brand colors are derived from the EU main corporate colors and must not be changed. The Reflex Blue and Light Blue define the Interreg brand's visual identity and should be used as main colors in all communication materials. The Yellow can be used sparsely as accent color.

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

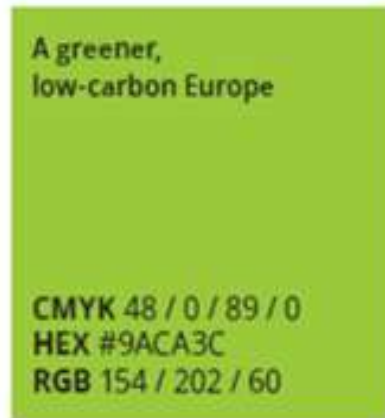
Colour
Yellow
Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 / 204 / 0

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

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

Colour use

Project names/acronyms should always use the color of the matching thematic objective and Programme Priority, as described below.



**Programme Priority 1:
Transition to a low carbon
economy**
(RSO 2.6, RSO 2.7)



Programme Priority 2: Strategic
focus on Prespas area
(RSO 3.2)



Programme Priority 3: Support
and upgrade of health & social
services
(RSO 4.5, RSO 4.6)



Programme Priority 4:
Improving governance for
cooperation
(ISO 6.6)

Typefaces

Montserrat

For programme and project identity, the chosen typeface is Montserrat.

Download Montserrat fonts:

<http://www.google.com/fonts/specimen/Montserrat>

<http://www.fontsquirrel.com/fonts/montserrat>

Open Sans

The typeface for all other applications from body text to headlines is Open Sans. The rules apply for all print publications and stationery applications.

Download Open Sans fonts:

<http://www.google.com/fonts/specimen/Open+Sans>

<http://www.fontsquirrel.com/fonts/open-sans>

Headline 1
Open Sans Bold
20/24

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 2
Open Sans Bold
12/16

ABCDEFGHIHijklmn
1234567890
!@#\$%^&*()

Headline 3
Open Sans Bold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Headline 4
Open Sans Semibold
8/12

ABCDEFGHIJKLMNopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Text body
Open Sans Regular
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Quote/remark/emphasis
Open Sans Italic
8/12

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labor.

Footnote
Open Sans Italic
6/8

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat.

Correct use of the brand/ project logo

1. STANDARD BRAND (IDEAL BRAND USE)

The standard brand is the full color version in the color codes specified on pages 33-34.

2. BACKGROUND COLOR

Ideally the brand should be used on white or light backgrounds only. For use on dark backgrounds refer to pages 37 and 38.

→ According to the EU Regulation 2021/1060, annex IX (“Communication and visibility”): “If there is no alternative to a colored background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle”.



IPA Greece – North Macedonia

Project name



STANDARD BRAND: APPLICATION ON DARK BACKGROUNDS

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 31.

→ According to the EU Regulation 2021/1060, annex IX (“Communication and visibility”): “If there is no alternative to a colored background, put a white border around the rectangle, the width of the border being 1/25th of the height of the rectangle”.



WHITE & COLOUR LOGO: ALTERNATIVE FOR DARK BACKGROUNDS

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & color version. In that case, the logotype, EU emblem border and statement must be in white using the following colour codes:

Color White

Pantone /

CMYK 0 / 0 / 0 / 0

HEX ffff

RGB 255 / 255 / 255

The size of the EU emblem border must be 1/25 of the height of the emblem.

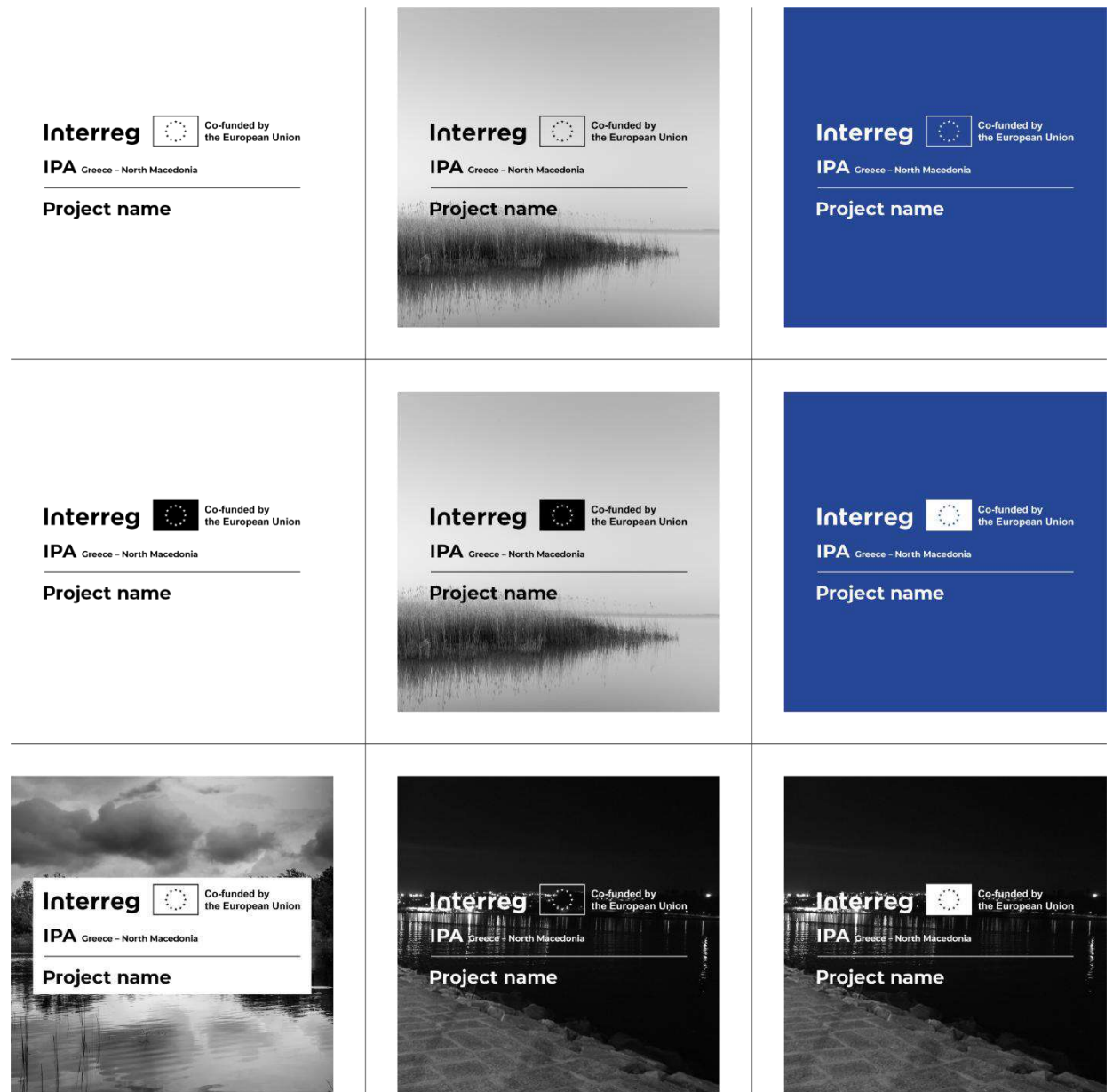


MONOCHROME BRAND

For single color reproductions, when necessary for printing or specific usage in a document, a monochrome version of the brand should be used. This version should only be used whenever full color is not available.

The rules for applications on light vs dark background remain the same as specified on pages 36-38 - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds.

→ The EU emblem must be applied with a black or white border measuring 1/25 of the height of the rectangle.



Incorrect use of the brand/project logo

The only correct version of the brand to be used in the 2021-2027 period is described on pages 30-31 of this manual. The co-funding statement should always be positioned to the right of the EU flag.



1 Do not use any other typographic element in addition to the brand on the same line.

2 Do not invert, distort, stretch, slant or modify the brand in any way.

3 Do not cut the brand.

4 Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.

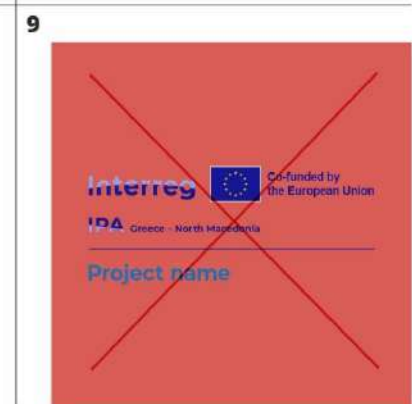
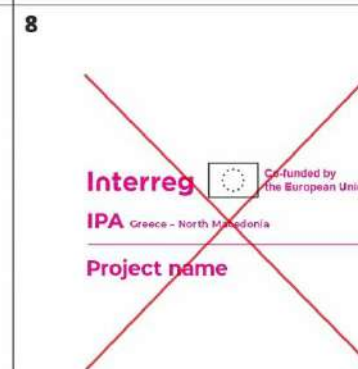
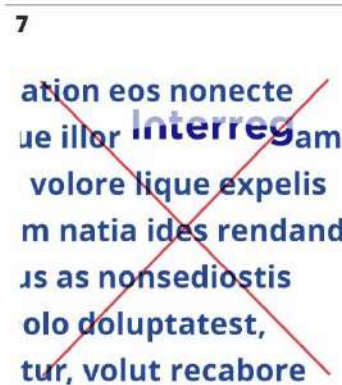
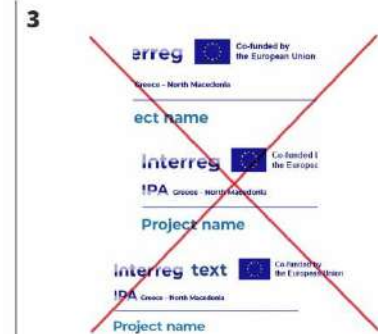
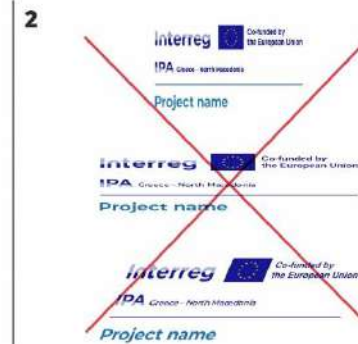
5 Do not change the composition of the brand elements. They are invariable.

6 Do not use outlines around the brand.

7 Do not use the brand in body text. Instead, in body text, use just the word Interreg set in the font of the body text.

8 Do not use the brand in any other color than the standard full-color version or the accepted white and monochrome variations.

9 Avoid colored backgrounds as much as possible. White backgrounds should be preferred at any time.



Size

The appearance of the brand (Interreg project logo) varies greatly according to the medium it is used in.

Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem – not including the EU funding statement nor the margins.

The brand (Interreg project logo) should not be used in any size smaller than the smallest size specified here.

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

For specific item, like pens or business cards, the emblem can be reproduced in a smaller size.

Example:



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) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 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

Positioning: definition of brand and margin sizes

Three constant rules define the usage of the size of the project logo, whether print or digital, small or big, vertical or horizontal.

1. SIZE OF THE BRAND

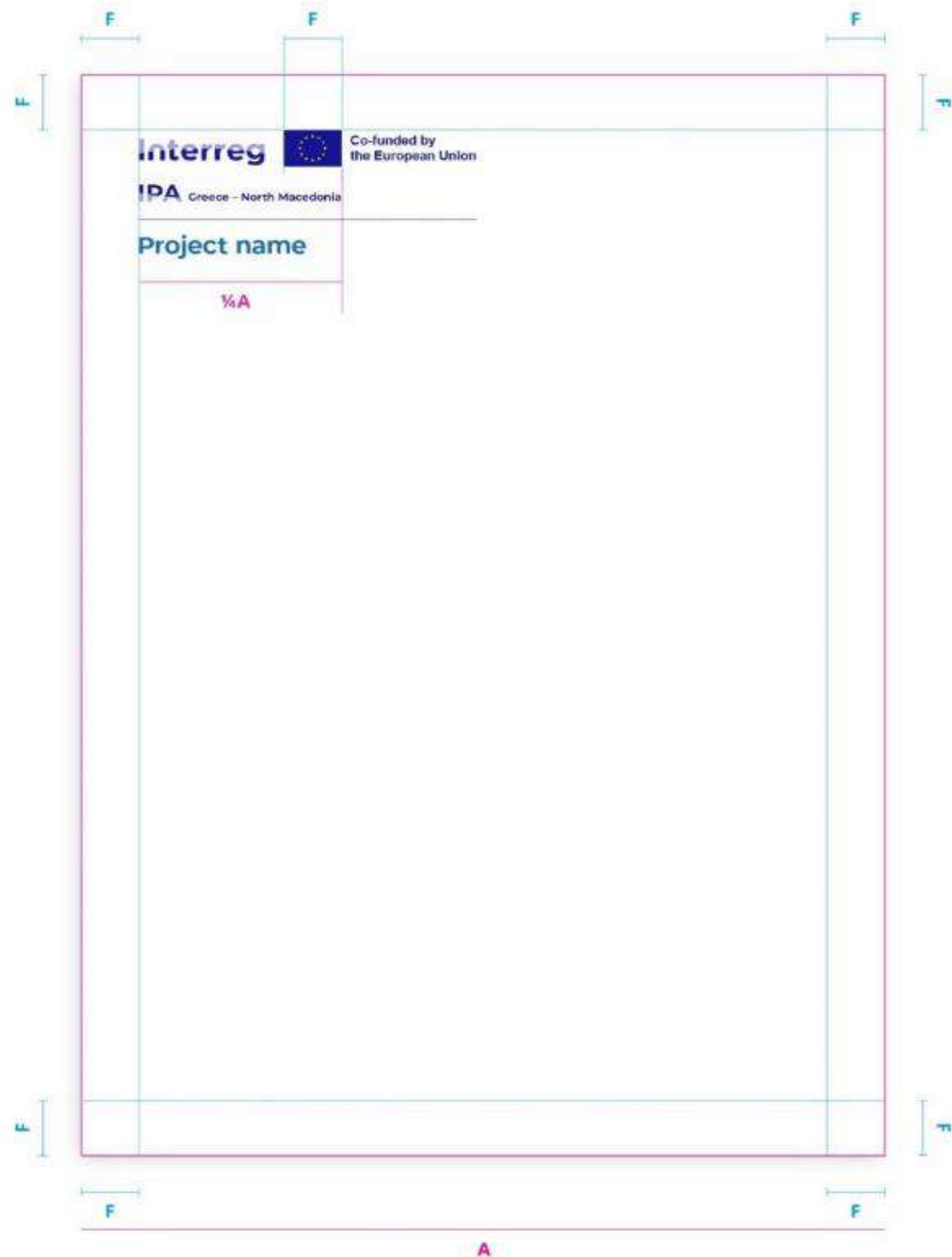
The width of the logotype + EU emblem – without the statement – is equivalent to a fourth ($\frac{1}{4}A$) of the page's entire width (A).

2. SIZE OF THE MARGINS

Once the width of the brand ($\frac{1}{4} A$) in relation to the width of the page (A), has been calculated the resulting width of the EU emblem (F) is used to determine the size of all external margins, top and bottom, vertically and horizontally. – Interreg brand with programme and project name: margins = $1F$

3. BRAND POSITIONING

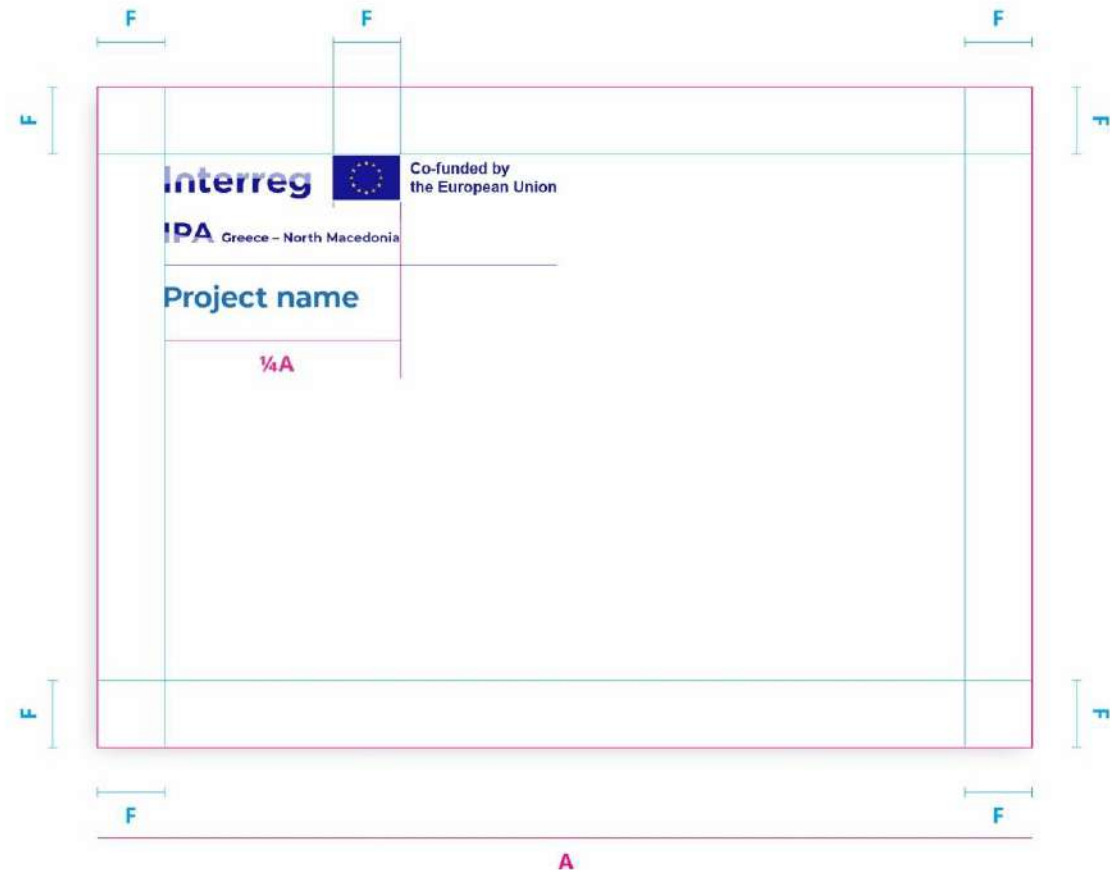
The brand should always be positioned directly against the margin lines. The top-left corner position should be preferred.



The three constant rules, size of the brand, size of the margins, brand positioning apply to all formats and supports other than A4.

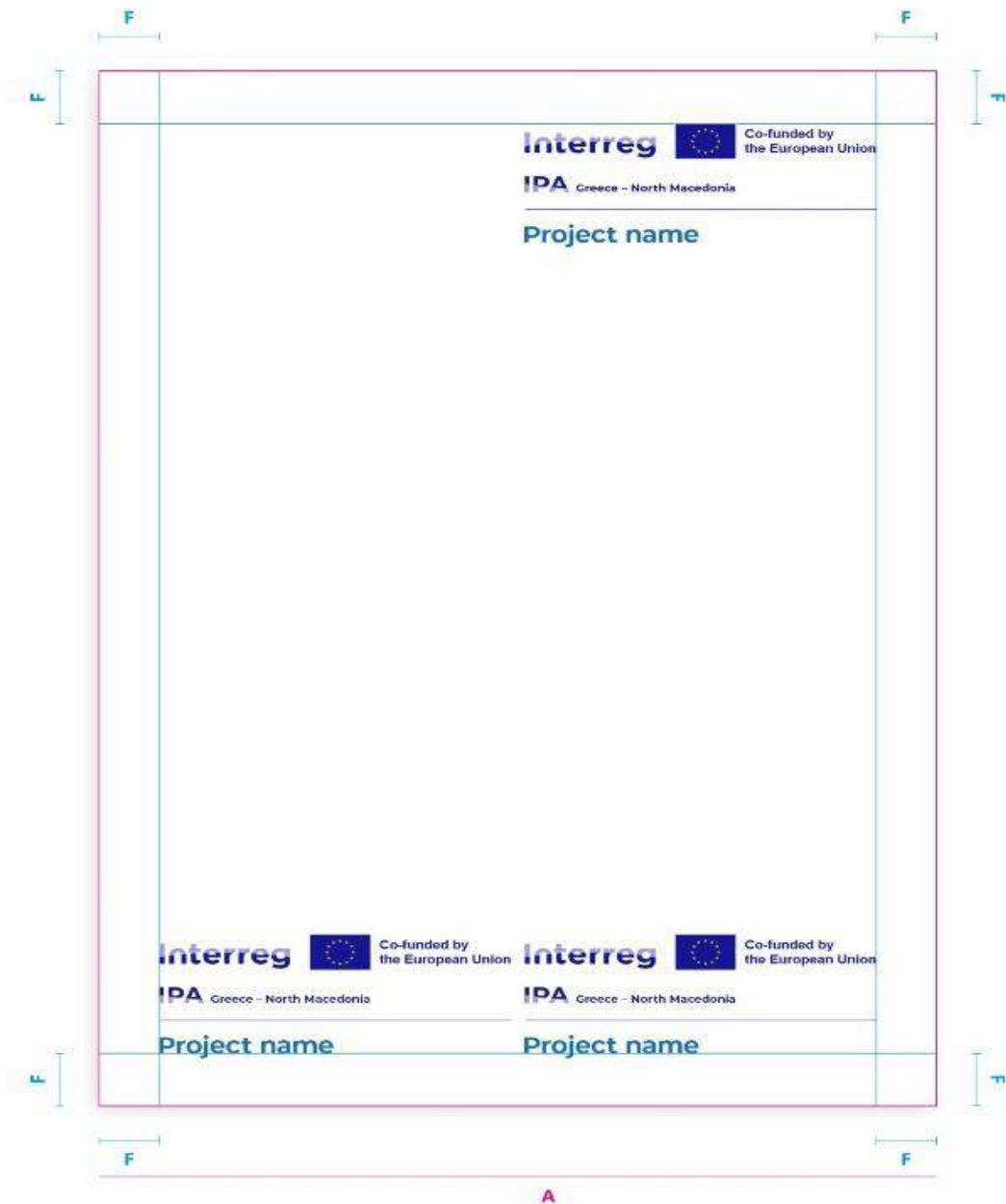
INSTRUCTIONS

1. Calculate the width of your artboard or page (A)
2. Divide it by 4 and round the number obtained down to the closest integral number considering a maximum of 2 decimals ($\frac{1}{4}A$).
3. Resize the logo accordingly and calculate the resulting width of the EU emblem.
4. Apply the same width to your margins, both horizontally and vertically.
5. Place the logo along the margin lines defined- preferably on the top-left corner.

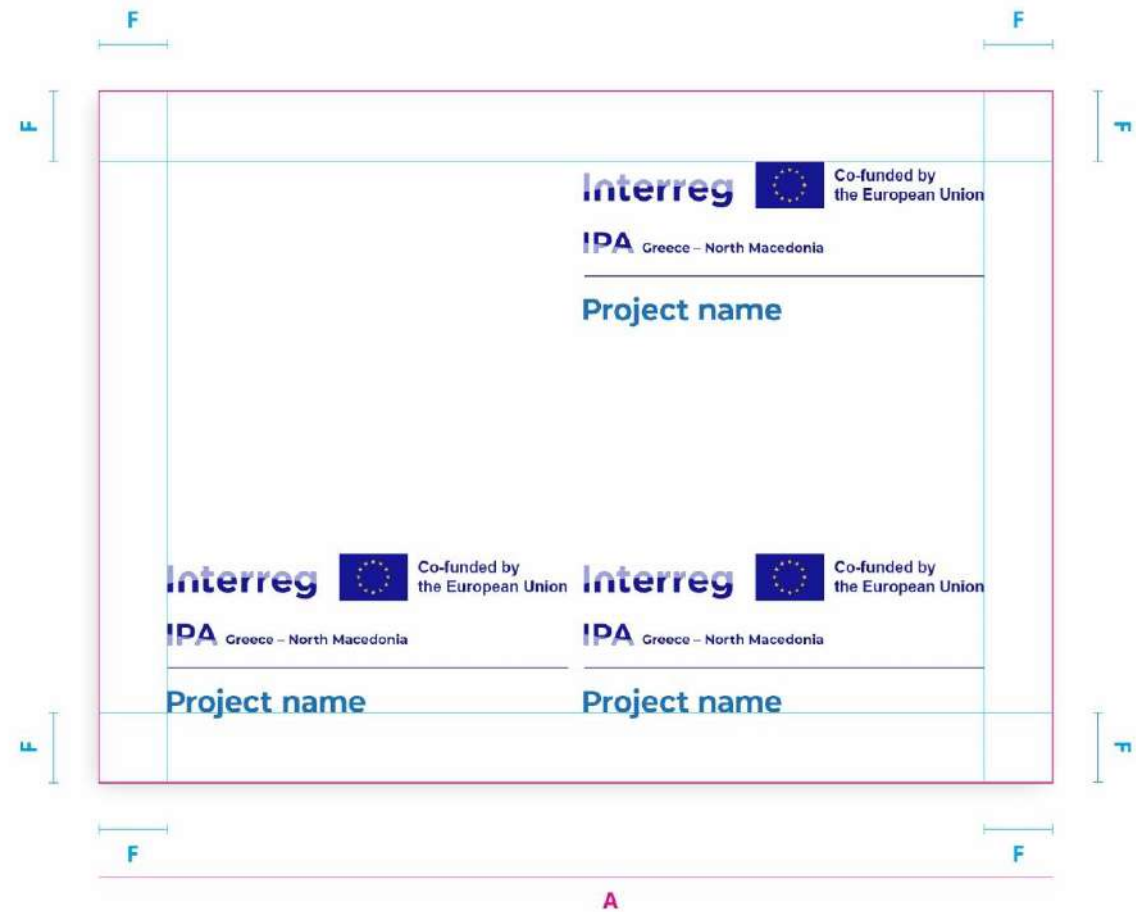


While top left corner placement is preferred, whenever necessary you can choose to position the brand on a different corner as long as you follow the rules for margins and dimensions.

The examples below illustrate alternative ways to align the brand with other margins within a document. You do not have to insert the brand several times on the same document.



The same rules and principles apply to all formats and supports other than A4. The examples here illustrate alternative ways to align the brand with other margins within a document. You do not have to insert several times the brand on the same document.

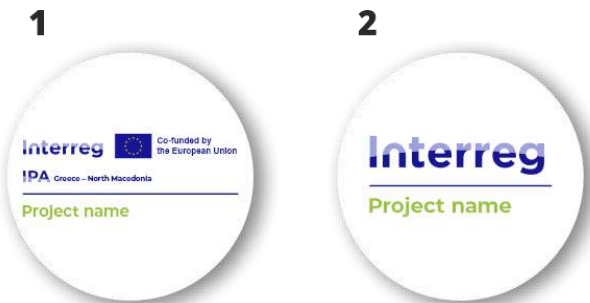


Chapter 14: Social media

Use one of these two options for your social media platforms:

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes the full brand.

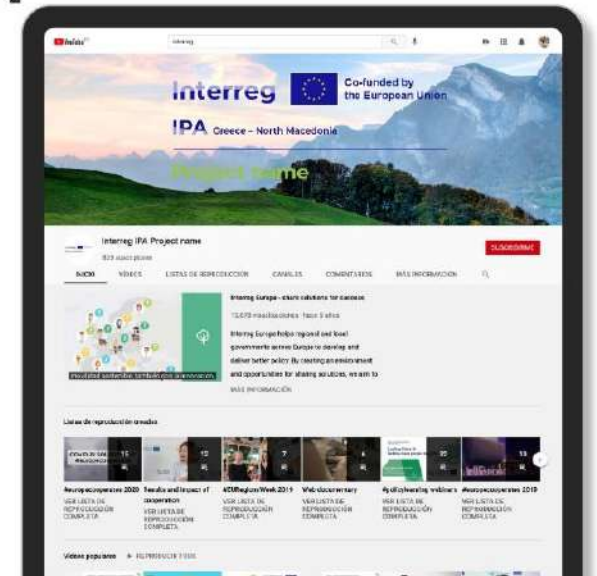
2. If the social media platform allows for a banner image, use option 2 for your avatar, with the Interreg logotype alone. This is permitted as long as you include the full brand in the social media banner image, as shown in the examples.



1



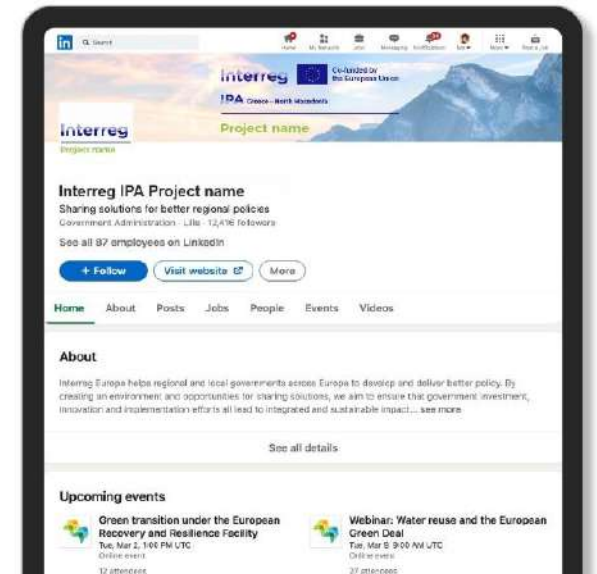
2



2



2



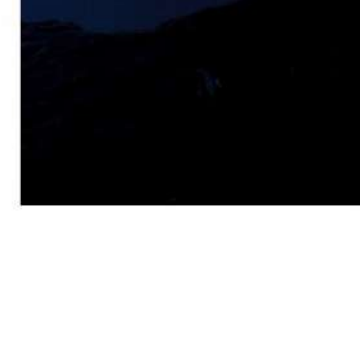
Social media: post

1. APPLICATION ON COLOURED BACKGROUNDS

The rules specified so far apply to social media as well.

2. POSITIONING

There is no rule for positioning in social media - as long as it respects the clear space area rule.



Social media: incorrect use of the brand

The same rules apply for social media applications, be it for profile images and avatars or publications of any sort.

