INTERREG VI-A
HUNGARY-CROATIA PROGRAMME

COMMUNICATION AND VISIBILITY GUIDE FOR PROJECTS

Version: 1.0

Approved on 7 January 2026 by the Managing Authority

TABLE OF CONTENTS

Introduction

Communication is an essential part of the project and should be implemented continuously during the project lifecycle. Communication of project activities and results supports the achievement of the project objectives and fosters the transfer of the project results. PP-s should therefore automatically strive for integrating information, communication and visibility measures on results and added value of support from the EU funds to their projects.

Communication activities should support the projects by bringing their results and benefits to the awareness of the target groups. The language of the information and communication must be selected according to the language of the target audience and may be either English or favourably bilingual.

The purpose of this Guide is to inform PP-s about the formal requirements of the EU and the Programme that all PP-s must follow when implementing their activities. All co-funded projects are expected to inform the public about the EU support received from the Programme, as well as about the results and impacts of the co-funding of the project. These guidelines present a basis for each PP as they describe their visibility and communication measures. **Please bear in mind that efficient communication is the key to achieving the project's aims and to ensuring the transparency of the use of EU funds.**

1. General requirements

The legal requirements related to communication and visibility for the 2021-2027 period are **laid down in the CPR and in the Interreg Regulation.** Responsibilities of the PP-s concerning visibility, transparency and communication activities are laid down in Article 50 of the CPR, Article 36 of the Interreg Regulation and in Chapter 5 of the IP document. In line with the latter, **communication must be as 'green' as possible, with special attention paid to reducing the production of waste.** Printed materials are to be reduced to the minimum, giving precedence to digital versions and digital dissemination. Also, all communication should be planned having in mind **the principles of equal access and equal opportunities for everyone.**

2. Intellectual property rights

Upon request, **all PP-s are obliged to provide the Programme as well as EU institutions, bodies, offices or agencies with any communication materials produced in the project.** All PP-s are obliged to offer them under a royalty-free, nonexclusive and irrevocable licence and

without significant additional costs or administrative burden. This license on intellectual property rights grants to the EU and the Programme the following rights:

- internal use (right to reproduce, copy and make available the communication and visibility materials to EU and Programme Member States' institutions and agencies and their employees),

- reproduction of the communication and visibility materials by any means and in any form, in whole or in part,

- distribution to the public of the communication and visibility materials (or copies thereof) in any and all forms, and

- storage and archiving of the communication and visibility materials.

3. Content related requirements

Communication is a part of all project activities, and it requires careful planning and implementation to make the project succeed. Therefore, it is important to define the approach to communication and visibility of the project, based on what is expected to be achieved to ensure the project's success.

The project communication activities are part of the project work plan. Beyond the project management the communication is a project activity group set by default, thus obligatory for each project regardless of specific objectives. Communication activities should:

- be planned carefully,

- be revised, if needed,

- be well tailored to the target groups,

- pay attention to multipliers' (e.g. journalists, bloggers, vloggers),

- use the PPs' and the Programme's channels for greater reach,

- be documented for reporting, and

- be evaluated regularly.

Communication is a common responsibility of all PP-s, who together must ensure that active and effective communication will be maintained throughout the whole project life cycle. It is crucial that the PP-s stay in close contact with each other for spreading information about project events, activities and achievements. **Please note that project communication should be about the project, not just about the activities carried out and results achieved by individual PP-s.** It is therefore advised to have a designated PP in the project responsible for coordinating the communication work, keeping in mind that the LP bears the responsibility on the project level for informing the public about the funding obtained from the EU.

The introduction of the Interreg branding also highlights the unique spatial cross-border nature of the projects and programmes. Therefore, the visibility requirements will apply to all communication materials, i.e. co-funded printed or digital products, including brochures, publications, websites or any kind of items and products, such as online, offline and on-site activities and events. In addition, sanctions are foreseen by the Regulation in case the branding is not adequately displayed [1].

4. Technical requirements

The PP-s shall follow the Programme's communication and visibility requirements for all co-funded visibility, transparency and communication activities. In this way, the PP-s properly acknowledge the support from Interreg, and communicate the role and achievements of Interreg. Specific regulations apply to the physical investments and purchase of equipment of the PP-s. Based on the CPR, recipients of ERDF funding must highlight the support received from the Funds by using the following visual identity elements.

5. Programme- and project logo

The Programme's logo is the most important visual identity element of the Programme. The usage of the programme logo is the basic element that ensures meeting the elementary requirements set out in the CPR.

a) **Full colour version:** highly recommended when there are no restriction imposed by the texture and colour of the material (white or light gray background only) on which the visual identity of the programme is applied.

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[1] See Chapter 14 of the present document.

b) Black and white version: recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials – e.g. stickers – whenever the full-colour version of the logo cannot be applied.

The colours of the Programme logo are the following:

	CMYK	RGB	Pantone
	C 57 M 43 Y 0 K 0	R 117 G 137 B 196	7452 C
	C 60 M 12 Y 100 K 1	R 117 G 171 B 66	7489 C
	C 0 M 0 Y 0 K 95	R 51 G 49 B 50	Black 7 C

CMYK color codes will be used on all printed materials. For special printed materials PANTONE code will be used. RGB will be used on the web site and other electronic applications.

Internet:
PANTONE 7452 C corresponds in the web-palette colour RGB: 117/137/196, PANTONE 7489 C corresponds in the web-palette colour RGB: 117/171/66, and PANTONE Black 7 C corresponds in the web-palette colur: RGB: 51/49/50.

Backgrounds:
the emblem is reproduced for preference on a white background. Avoid a background of varied colours, and in any case one which does not go with blue, and green.

Based on the Programme logo, projects are encouraged to create their own project logo. This is <u>not</u> made compulsory and remains the decision of the individual partnerships i.e. if they would like to establish a more tailor-made version of the logo for their own project.

If the LP and the PP-s are to prepare a project logo, they should **refer to the recommendations of Chapter 4 of the Interreg Brand Design Manual,** published by Interact for all Interreg programmes in 2022 and available for download at their website [2].

In case of an own project logo, it shall consist of the following **two main parts:**

a) **Programme logo, and**
b) **the project acronym** (short title of the project) written below the Programme logo; the acronym has to be the colour of the Priority, and has to be divided by a line (as per Interact's design manual).

The Programme- or project logo should not be oversized. In order to create the maximum impact and visibility, **the presence of a white space around the logo is very efficient,** individualizing and separating it from the surrounding elements (margin of the page, other logos or graphic elements etc). As to the language versions, they **should be in compliance with the language of the respective communication tool.**

Using the Programme- or project logo is obligatory, meaning it must be used with any of the communication tools and whenever communicating and promoting project results (as well as the results of the Programme), to properly acknowledge the support received under an EU programme and to contribute to the visibility of the EU in the border region.

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[2] https://www.interact.eu/communication-and-visibilty/communication/harmonised-branding

https://www.interact.eu/media/233/download/2022%2001%2012%20Interreg%20brand%20Design%20Manual.pdf?v=1

The Programme- or project logo must be used by the PP-s during the whole project implementation, meaning in all documents, on the website (if applicable), in the communication connected to the project, in public procurement procedures (where possible, to ensure a reference to the respective project), at events, on publications, in social media etc.

The Programme- or project logo must be placed on the front cover of all publications and documents. The recommended position is on the upper left or upper right. In videos, the logo must be integrated in a reasonable size at the beginning or at the end of the video. On websites or their subpages, online and smartphone applications, social media channels and other digital platforms, the logo must be positioned in a place which is visible on top without scrolling or clicking. On other communication products such as conference bags or exhibition roll-ups, it also must be placed in a prominent place. **The Programme- or project logo should not be distorted, and its size should be reasonable and recognizable,** adapting to the size of the surface it is used on (e.g. a small sticker is suitable on a laptop/notebook, but it is too small on a large piece of equipment e.g. a machine or vehicle) [3]. If used on outside surfaces, the stickers should be weatherproof.

All event related documentation (invitation, list of participants, presentations, procurement documents etc.) must also be properly labelled with the Programme- or project logo. Also at press conferences the logo must be visible.

6. Slogan

The Programme's slogan, just as the Programme logo, symbolises the connection and co-operation between the participating countries Hungary and Croatia, through the rivers Mura, Drava and Danube. It is the continuation of a slogan used already in the programming period 2007-2013.

EN: 'A cross-border region where rivers connect'

HU: 'Egy határon átnyúló régió, ahol a folyók összekötnek'

HR: 'Prekogranična regija gdje rijeke spajaju'

Whenever necessary due to available space, shortened versions are preferred, as follows:

EN: 'Where rivers connect'

HU: 'Ahol a folyók összekötnek'

HR: 'Gdje rijeke spajaju'

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[3] If other logos are displayed in addition to the Programme- or project logo, the latter shall have at least the same size, measured in height or width, as the biggest of the other logos.

7. Font type

Myriad Pro is selected for use in the Programme to ensure consistency and effectiveness throughout all its communication materials. Where Myriad Pro is not available, Arial shall be used in all communication materials, including electronic environment.

Myriad Pro

Regular

aábcdeéfghiíjklmnoóöőpqrstuúüűvwxyz
AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • - — «»

Semibold

aábcdeéfghiíjklmnoóöőpqrstuúüűvwxyz
AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • - — «»

Bold

aábcdeéfghiíjklmnoóöőpqrstuúüűvwxyz
AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • - — «»

Bold Italic

aábcdeéfghiíjklmnoóöőpqrstuúüűvwxyz
AÁBCDEÉFGHIÍJKLMNOÓÖŐPQRSTUÚÜŰVWXYZ
0123456789 . , ; : ? ! - _ „ ' / + * ( ) % @ # $ & × [] {} • - — «»

8. Statement

Projects must include a statement that highlights the support from Interreg in all documents and communication materials (where physically applicable) for the public and for participants.

LP-s of supported projects will have to create a project-specific subpage on their already existing website and social media sites, if such exist, with a short description of the project, proportionate to the level of support, including its aims and results, and highlighting the financial support from Interreg.

Please note that based on Chapter 2.5 of the Eligibility of Expenditure document, **the developing of new project websites is not an eligible cost under the Programme, except** for specialised websites the creation/development of which is one of the professional activities of the project.

9. Disclaimer

The disclaimer is a phrase stating that the related project communication material does not necessarily reflect the official position of the EU. Within the communication tools, **the PP-s must always use the following disclaimer on their publications:**

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

Hungarian: Ez a <dokumentum, termék, esemény> az Európai Unió pénzügyi támogatásával valósult meg a Interreg VI-A Magyarország-Horvátország Program által. A <dokumentum, termék, esemény> tartalmáért teljes mértékben (a) < Projekt partner neve > vállalja a felelősséget, és az semmilyen körülmények között nem tekinthető az Európai Unió és / vagy a program Irányító Hatósága állásfoglalását tükröző tartalomnak.

Croatian: Ovaj <dokument, događaj> <nastao, organiziran> je uz financijsku podršku Europske unije kroz Interreg VI-A program Mađarska-Hrvatska. Za sadržaj ovog <dokumenta, događaja > odgovoran je isključivo <ime partnera> i on ne odražava službeno stajalište Europske unije i/ili Upravljačkog tijela programa.

Generally, every publication which contains articulation of ideas in a form of a text, including, but not limiting to leaflet, brochure, publication, press release, document, website/subsite and social media pages should contain the disclaimer.

The disclaimer may be placed at the bottom of the back page of a single leaf printed material, or at the bottom of the last or back cover page of a multi-page document. The disclaimer should match the language of other obligatory elements used.

In some cases, such as promotional material of small size (such as USB stick, or promotional accessories), it is justifiable to exclude the disclaimer from the printed communication tool, but at least the Programme- or project logo must be used.

10. Plaque / billboard

In case of projects with a total cost of over 100.000 EUR and with implementation of works and/or purchase of equipment, it is obligatory to display durable plaque(s) or billboard(s) clearly visible to the public, featuring the Programme- or project logo. The billboards or plaques should be placed on the site where the physical investment or equipment is located/installed, **as soon as the physical investment starts and/or the purchased equipment is installed,** and should be made of durable material that enables long-lasting display and present the Programme- or project logo including the European Union's emblem.

In case of several infrastructure or construction measures carried out within one project on different locations, billboards or permanent plaques must be placed on all of locations. The text of the plaque or billboard should be preferably bilingual (English and local language). The Programme will provide a downloadable template for producing the plaque or billboard, which can be modified by the PP-s, however, the necessary data (title of the project, the project acronym, the project description, project duration (start and end), the total budget / EU support received, the Programme- or project logo, places for other logos, a picture, reference to a website etc) have to be included.

Plaques (or equivalent electronic displays) may be produced in three sizes: 279 mm x 420 mm, 300 mm x 400 mm, or 400mm x 300 mm. **Billboards may be produced in landscape** (2000 mm x 2000 mm, or 4000 mm x 2000 mm) **or portrait** (4000 mm x 5300 mm or 3000 mm x 4000 mm).

Please note that **individual pieces of equipment (when applicable) should be marked with labels** containing the Programme- or project logo.

11. Poster

Each Project Partner – if not obligated to display a plaque or billboard as regulated in Chapter 10 above – must display **at least one poster of minimum A3 size or equivalent**

electronic display (at PPs' locations) with information about the project, highlighting the support from Interreg, at a location readily visible to the public, such as the entrance area of a building.

The Programme will provide a downloadable template for producing the poster. The poster template can be modified by the PP-s, however, the necessary data (project title/acronym, project start and end date, total budget/EU support received, Programme- or project logo, contact details of the responsible PP, description of the main project objective and the objective of the supported activity etc.) must be included.

The poster needs to stay visible for the whole duration of the project. It is not possible to substitute the poster with a roll-up banner. However, an equivalent electronic display of the poster is permissible. The printed or electronic displays should be set up as soon as the project begins but no later than three months after the projects starts with implementation.

12. Project photos

The visual documentation of the project is crucial, and photographs should not be limited to physical investments only, but **should cover all content-related activities of the project.**

Every project has to produce at least five good-quality, high-resolution (recommended minimum is 2448 x 3264 ~ 8,0 MP) **electronic photographs** about its tangible project outputs and events, to be provided to the JS/MA for further use in line with Article 7(3) of the Subsidy Contract's General Terms and Conditions.

Good picture quality means that attention is paid to appropriate lighting (avoiding flash, preferring natural lights, avoiding dark spots), the appropriate facial expressions and posture of the people in the picture, maintaining horizontal and vertical lines, proper sharpness, positioning, framing, and the right composition for easy identification of the project (e.g. project rollup or banner containing the Programme- or project logo in the background, or the project team in the front and the main project output in the background).

Attention should be paid to the requirements of the GDPR when photographing participants of project events, especially children and/or juveniles. The legality of images of minors submitted to the JS/MA is the sole responsibility of the PP-s. The JS/MA might use such documentation in the preparation of further publications (e.g. brochures, booklets) with the understanding that the consent of the persons depicted in the images (or their legal representatives) has been obtained by the relevant PP.

13. Additional communication requirements for Operations of Strategic Importance

For Operations of Strategic Importance (OSI-s) and projects the total cost of which exceeds 5.000.000 EUR, next to the other communication related obligations listed above, organising a communication event and involving the EC and the MA in a timely manner is compulsory.

14. Financial consequences linked to breaches of communication and visibility rules

The costs of the communication activities of a project are eligible for funding, in the framework as set out in the Eligibility of Expenditure document of the Programme. The National Controllers, the JS and the MA ensure the control of the implementation of the communication measures, including the examination of the content as well as the technical characteristics of the activities. **The compliance with visibility rules is checked throughout the project's implementation.**

Projects risk financial consequences when they disregard EU- and programme branding and visibility requirements. Failure to include the mandatory visibility requirements (Programme- or project logo, statement, poster etc.) and therefore to meet the basic requirements outlined in the CPR and Interreg Regulation may lead to cuts in funding. Costs might also be considered ineligible for EU funding in case rules are only partly observed (e.g. the Programme- or project logo is used in an incorrect way – too small, distorted, in an unsuitable position, or not visible due to unsuitable background etc).

If amendments to the violated requirements are not possible, **the MA may cancel up to 2% of the support from the EU subsidy granted to the LP/PP who fails to comply** with their obligations on visibility, transparency and communication. The financial cuts will be applied to the concerned PP-s and will consider the principle of proportionality.