
Visibility guidelines

Interreg VI-A Estonia–Latvia Programme 2021-2027

Interreg



Co-funded by
the European Union

Estonia – Latvia

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1. General provisions

1.1 Introduction

Communication plays a vital role throughout all stages of a project's life cycle. It is a shared responsibility between the Programme bodies and project partners to effectively communicate and promote projects.

The Visibility Guidelines outline the rules and requirements for communication to assist project partners.

The guidelines help ensure clear and transparent communication within the Interreg VI-A Estonia-Latvia Programme 2021-2027. They align with the requirements set out in the EU regulations and follow the [Interreg Brand Design Manual](#), ensuring consistency and compliance with the visibility and communication rules.

Why is it important to communicate and promote projects?

- **To show the impact of project results:** Communication highlights the importance of project outcomes and how they benefit the community.
- **To raise public awareness and encourage participation:** Sharing information about project activities helps people understand the goals and motivates them to get involved.
- **To ensure transparency in the use of the EU funds:** Open communication keeps stakeholders informed about how public money is spent.
- **To demonstrate the overall impact of the Programme:** Communication shows the impact and achievements of the Programme as a whole.

Important to keep in mind!

This guide can be updated or revised during the Programme period. Make sure to always check the latest version on [estlat.eu website](https://estlat.eu).

Project lead partners can contact the [Joint Secretariat \(JS\)](#) for questions related to the visibility and communication requirements.



1.2 The legal framework

The obligations of beneficiaries regarding the visibility and communication are set in:

1) REGULATION (EU) 2021/1060

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

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

2) REGULATION (EU) 2021/1059

on specific provisions for the European territorial cooperation goal (Interreg) supported by the European Regional Development Fund and external financing instruments (24.06.2021):

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



What happens when visibility rules are not followed?

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

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

If a project partner has failed to comply with the visibility requirements and it is impossible to comply with these requirements later, the support shall be reduced by up to 2% of the expenditure of the activities.

1.3 The main visibility requirements

During the project implementation, project partners are required to inform the public about the financial support received from the Programme by taking the following actions:

1.3.1 Provide a brief description of the project on the partner's official website or social media platform, where such sites exist.

- If the project partner does not have a website, they are not obliged to create one. The information can be included to existing website or social media page.
- The description must include a short description of the project, its main objective and results, start and end date, list of partners involved and a reference to the Programme, highlighting the financial support received.

1.3.2 Use the Programme logo to visibly highlight the support from the Programme (see Section 2.1):

- When **any document, printed material, video or other information carrier** is funded by the Programme and is intended for general public, end beneficiaries or the project's target group.

- When **any object (equipment, machinery, buildings, products, or their packaging)** is funded by the Programme and is intended for general public, end beneficiaries or the project's target group.

1.3.3 Publicly display/exhibit A3 project poster or equivalent electronic display (see Section 4.2):

- At locations where project activities (seminars, conferences, meetings, etc) funded by the Programme take place.
- At the premises of project partners, whose staff costs are funded by the Programme.

1.3.4 When total project budget is over EUR 100,000 and the project involves physical investment or purchase of equipment, project partners must set up a plaque or billboard. This needs to be done as soon as the physical implementation of the project involving physical investment or the purchase of equipment starts or purchased equipment is installed (see Section 4.3).

For Projects of Strategic Importance

What are Projects of Strategic Importance?

A project which provides a significant contribution to the achievement of the objectives of the Estonia-Latvia Programme.

These projects are selected by the Monitoring Committee and the Managing Authority. The Programme will inform the Lead Partner if they have been identified as a Project of Strategic Importance.

What are the communication and visibility requirements for Projects of Strategic Importance?

- Must follow all the main visibility requirements as set in these guidelines to ensure visibility of the Programme support.
- Must pay extra attention to inform the general public about their objectives, results and achievements of their activities.
- When organising events to general public or beneficiaries, these projects should inform the Joint Secretariat and find ways to ensure higher visibility of such events.

The Monitoring Committee, the Managing Authority and the Joint Secretariat will work closely with the Projects of Strategic Importance, involve them in communication activities, find synergies and monitor their progress.

2. The Programme logo

2.1 Using the Programme logo

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

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

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

2.1.4 When displaying other logos alongside the Programme logo, the EU flag must be at least the same size, either in height or width, as the largest among the other logos. The Programme logo must always be clearly visible and readable. See [Section 3.3](#) for more information about how to use the Programme logo together with other logos and/or visual elements.

2.1.5 Project partners must incorporate the Programme logo into the **visible area of their web section** that contains project information, if such site exists. Regardless of the digital device used, the Programme logo must be visible when the website is loaded, without requiring the user to scroll down the page.

2.1.6 For electronic publications or videos, the Programme logo should be placed on the cover or title page, in an introductory scene. The same applies to social media accounts and pages. If it is technically not possible to place the Programme logo on the cover picture or cover page, the introductory section of the social media site can include a text referencing to the Programme co-funding.

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

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

[Download the Programme logos!](#)



Available in various formats also suitable for professional use by design companies.

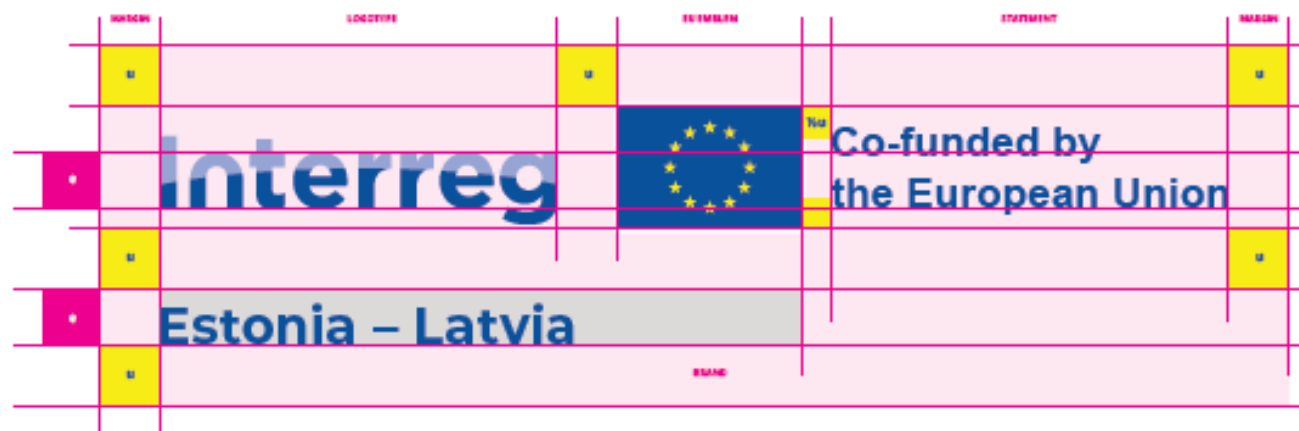
2.2 Specifications

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

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

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

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



2.3 Colours of the Programme logo

Use of colour systems

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

PMS (Pantone® Matching System or PMS)

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

CMYK (cyan, magenta, yellow, black)

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

RGB (red, green, blue)

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

HEX (hexadecimal colour)

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



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



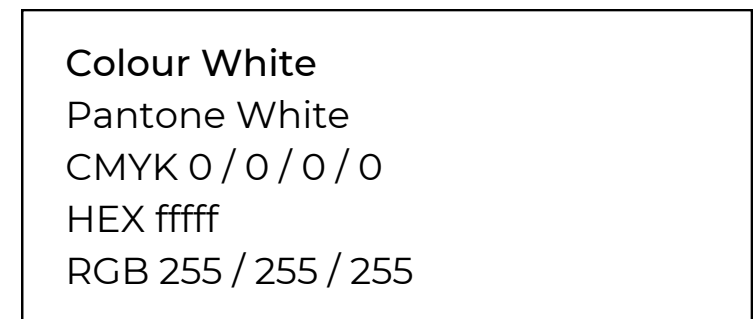
Colour Light Blue
Pantone 2716
CMYK 41 / 30 / 0 / 0
HEX 9FAEE5
RGB 159 / 174 / 229



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



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



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

3. Examples of the use of logo

3.1 Correct use of the Programme logo

The Programme logo must be clearly visible, well readable and prominently displayed.

As a rule, the Programme logo shall be displayed in colour. In case it is not possible, some alternative uses are allowed.

A clear space must remain around the logo. Within this area, no other graphic elements of logos may be placed. See the explanation in [Section 2.2](#) of the Visibility Guidelines.

[Click here to see more examples of the correct use of the Programme logo on estlat.eu website](#)



Standard logo (ideal use)

- The standard logo is the full colour version.
- Ideally the logo should be used on white or light backgrounds.



Monochrome logo use

- For single colour reproductions, when absolutely 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 colour is not available.



Application on dark background

- The logo needs to be placed on a dark background, it must be in a white rectangle.




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 & colour version. In that case, the logotype, EU emblem border and statement must be in white as shown below on the examples.

3.2 Incorrect use of the Programme logo

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



 Dark background



 Busy background



 Coloured background and monochrome programme logo



 Missing co-funding statement



 Changed colours



 Changed proportions



 Halo, shadow

3.3 Using the Programme logo together with other logos/ visuals

If the Programme logo is displayed together side-by-side with special project logo or other official partner organisation logos, then it **must be ensured that the EU flag is at least the same size, either in height or width, as the largest among the other logos** (Regulation 2021/1060, Annex IX p.1.7).

- Keep in mind that the main aim is to highlight EU's involvement. Therefore the EU flag should always be visible and prominent.
- The project name or additional project logo should never be placed above the Interreg logo.

Please note:

- An additional project visual/ branding element is not an official partner organisation logo and therefore may be larger than the EU flag. Nevertheless, the highlighting the support from the EU should remain prominent.



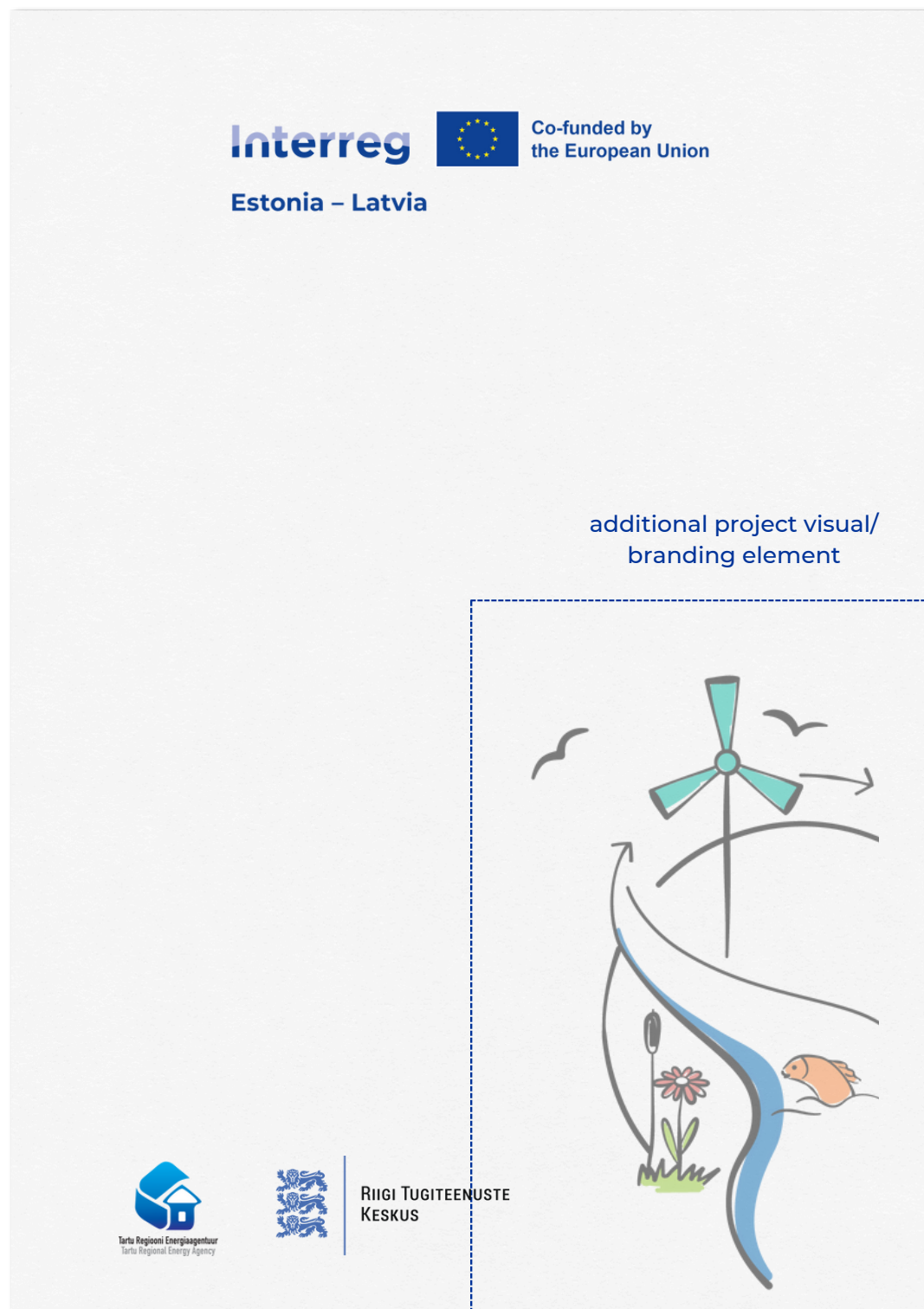
In accordance with the regulation Annex IX, which says that the EU Emblem shall have at least the same size, measured in height or width, as the biggest of the other logos



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

Suggestion to use the Programme logo together with official partner logos and/or other visual elements

- The preferred placement of the Programme logo should be either on the top or bottom of documents and communication materials.
- If the Programme logo is placed on the top, then official partner organisation logos should be placed on the bottom of the page. And vice versa.
- Projects are free to design their own project specific logo, although it is not advised. Alternatively projects can use their project name in combination with the Programme logo (see section 5.1).
- Additional branding and visual elements can be used and created with specific types of projects (e.g ensuring visibility and publicity of products/ services created).



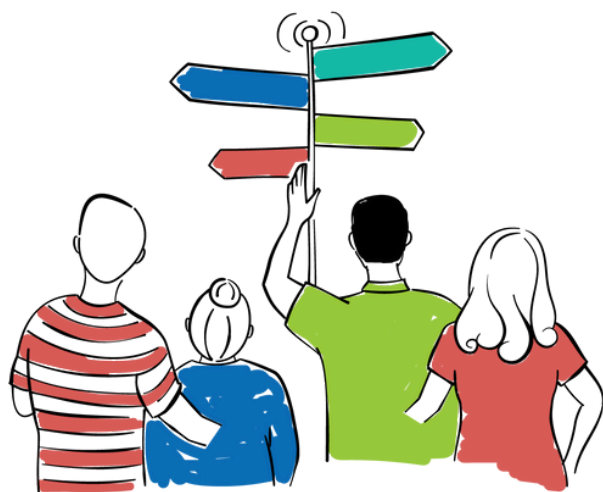
4. Marking of objects and events

4.1 General provisions of marking

4.1.1 Project partners must inform the public about the support obtained from the Programme during implementation of the project and mark physical investments or purchased objects co-funded by the Programme.

4.1.2 All project partners **must display A3 project poster or equivalent electronic display** visible:

- At locations where project activities (seminars, conferences, meetings, etc) funded by the Programme take place.
- At the premises of project partners, whose staff costs are funded by the Programme.



4.1.3 Depending on the specific context, **marking purchased equipment can be achieved through:**

- Posters.
- Stickers.
- Fabric labels.
- Incorporating the Programme logo during the production of the object.

It is allowed to use an A3 poster, plaque or billboard to mark single objects; in such cases, the objects do not need to be marked separately. The poster must include the Programme logo and clearly state what was co-funded by the Programme.

4.1.4 **When total project budget is over EUR 100,000 and the project involves physical investment or purchase of equipment, project partners must set up a plaque or billboard.**

This needs to be done as soon as the physical implementation of the project involving physical investment or the purchase of equipment starts or purchased equipment is installed.

4.1.5 In case of objects, where installation of an information board is required by Estonian or Latvian national legislation, indication of the use of the Programme funds corresponding to the visibility requirements described in these guidelines must be added, regardless of the amount of the total contribution of the public sector.

In such case, setting up of a separate billboard indicating the Programme funds is not necessary.

4.1.6 If the marking used to indicate the Programme support becomes damaged before the project's eligibility period ends, the project partner must replace it.

4.1.7 Project partners need to provide evidence, such as photographs of events or objects, to demonstrate the correct marking of project outputs during the project's eligibility period.

This evidence must be maintained for at least four years after the final payment has been made by the Managing Authority to the Lead Partner.

For non-standard objects and materials, marking solutions should be discussed with the Joint Secretariat (JS).

Marking must follow the requirements set in these guidelines and be of significant size to ensure clear visibility.

[Click here to see some examples of marking events, objects, promotional items, etc](#)



[See useful texts and translations to correctly refer to the Programme funding on estlat.eu](#)



4.2 Project poster or equivalent electronic display

4.2.1 All project partners must display at least one project poster or an equivalent electronic display visible to the general public in the following cases:

- **At locations where project activities** (seminars, conferences, meetings, etc) funded by the Programme take place. Event locations must be marked with a project poster or equivalent electronic display for the duration of the event.
- **At the premises of project partners** whose staff costs are funded by the Programme.
- **If any buildings, rooms, facilities or other similar objects** are rented, purchased, built, renovated or furnished with the help of the Programme funds, and placing a durable billboard or plaque is not required.

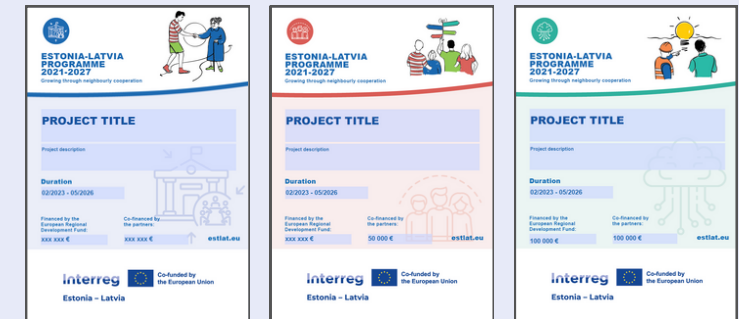
4.2.2 The project poster or equivalent electronic display must:

- Be **at least A3 size**.
- Include **the Programme logo**, covering at least 25% of the width of the poster.
- Display the name/ title of the project.
- Present the project objective and main activities.
- Indicate the project start and end date.
- Show the total budget and amount of co-funded by the Programme.

If the full name of the project is too long, the project acronym can be used.

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

A3 project poster templates are also available on estlat.eu



4.3 Displaying a durable billboard or plaque

4.3.1 When the total project budget is over EUR 100,000 and the project involves physical investment or the purchase of equipment, a durable billboard or plaque must be installed as soon as the physical investment or the purchase of equipment starts or purchased equipment is installed.

4.3.2 The durable billboard or plaque must meet the following requirements:

- It **must be placed in a publicly visible location near or on the object** being acquired or constructed, and it must be accessible to the public.
- The **recommended minimum size of the billboard or plaque is A3**. However, depending on the context of the physical investment or equipment purchase, durable billboards and plaques must be of a significant size to ensure readability and visibility.

4.3.3 The billboard or plaque must include the following information:

- The Programme logo, covering 25% of the total width of the billboard or plaque.
- The project title or acronym, together with the project number.
- The start and end date of the project.
- The total budget and the amount of co-funding provided by the Programme.
- An explanation of what has been funded within the project at that specific location.

4.3.4 The billboard or plaque must be made of durable and weatherproof material for outdoor use. In this context, durable means the material must remain intact and readable for the entire period during which the relevant physical object, infrastructure, or construction exists and is used for its intended purpose as funded by the Programme.

4.3.5 It is permitted to put any other additional information regarding the object on the billboard or plaque.

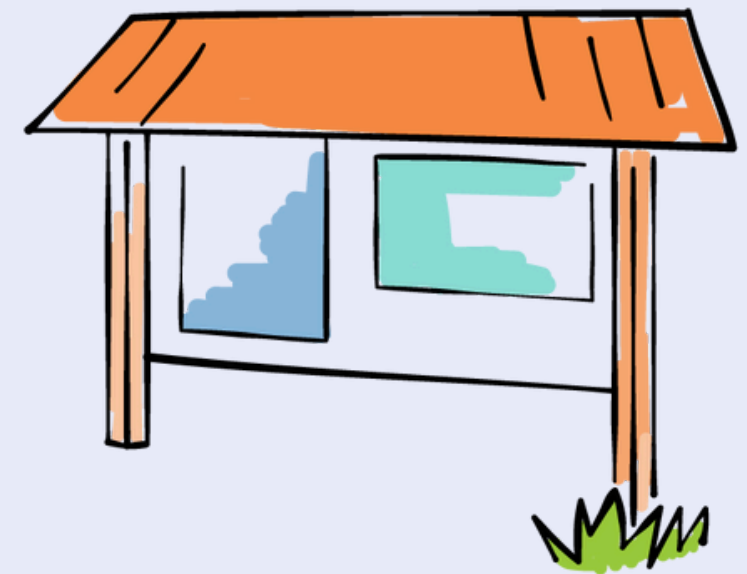
[Click here to see some examples how billboards and plaques can be designed to state co-funding received by the Programme.](#)



Durable billboard or plaque should inform the general public about the following:

- Who funded the investment or equipment?
- Which project and when was the start and end date of the project?
- How much is the total project budget and the Programme's co-funding?
- What was funded at this location with the Programme support?

If there is enough space, it is recommended to include the project's main objective and short summary.



5. Interreg harmonised visibility suggestions

5.1 Project name in combination with the programme logo

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

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

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

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

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

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

Standard placement

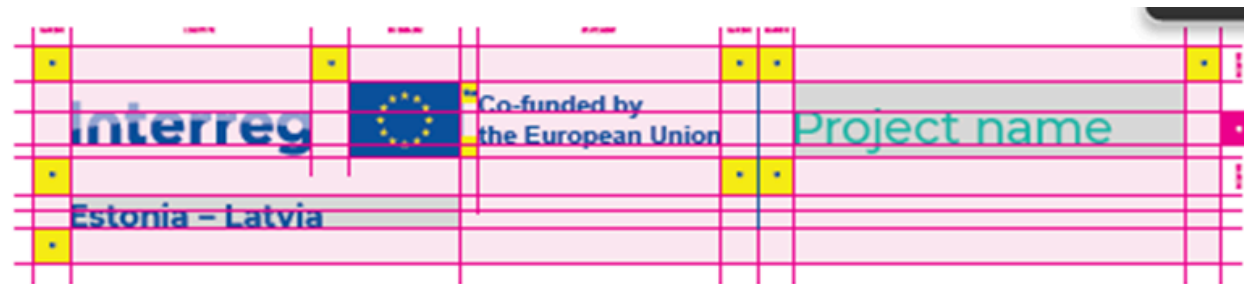


5.1.7 When the project name/logo is placed to the right of the programme logo (see the example A to the right), it should be aligned to the left side of the custom area - with the baseline of the letters aligned to the baseline of the Interreg letters.

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

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

Alternative placement (A)



Alternative placement (B)



5.2 Fonts

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

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

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

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

5.3 Size of Interreg logotype + EU emblem

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

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



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

5.4 Icons and colours of the policy objectives

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

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



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



P2. Jointly and smartly growing businesses.



P3. Sustainable and resilient programme area.



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

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

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

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

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

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

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



A better Interreg governance
ISO 1

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



A smarter Europe –
innovative and smart
economic transformation
PO 1

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



A greener,
low-carbon Europe
PO 2

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



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

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

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



**Interreg VI-A Estonia-Latvia
Programme 2021-2027**

Joint Secretariat

Sõbra 56, 50106 Tartu, Estonia
info@estlat.eu

www.estlat.eu

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