

Two countries, one goal, joint success!

# Visibility guide for projects

implemented in the frame of  
the Hungary-Romania Cross-Border  
Co-operation Programme  
2007-2013

Approved by the Managing Authority on 16 January 2012

Hungary-Romania  
Cross-Border Co-operation  
Programme 2007-2013



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## Introduction

The 2007-2013 programming period brought significant changes in the way projects are expected to communicate their results towards the public. The European Commission is fully committed to raising awareness about where and how much is spent among EU citizens and cross-border projects will also be essential in bringing their results and benefits to the awareness of relevant target groups.

This visibility guide for projects, prepared by the Joint Technical Secretariat of the Hungary-Romania Cross-Border Co-operation Programme 2007-2013 is intended to offer support and guidance for Beneficiaries (both Lead Partners and Project Partners), whose projects received financing under this programme in fulfilling the required information and publicity measures, in accordance with Commission Regulation EC Regulation No. 1828/2006.

Moreover, it intends to ensure a set of standardised rules for implementing information and publicity requirements by projects. As the Programme is implemented within a common management system, the information and publicity rules applied are as well **uniform on both sides of the border**.

In addition to this guide, the Joint Technical Secretariat should be contacted to offer advice and assistance in fulfilling information and publicity requirements; therefore we strongly encourage beneficiaries to consult us in cases when questions arise regarding the application of the compulsory elements.

Project communication guidelines are available on the HURO web page: <http://www.huro-cbc.eu/downloads>, together with logos and other examples of communication materials.

Should there be any amendments made to the Visibility Guide for Projects which influence implementation of already approved projects, they will be available on the official website of the Programme: [www.huro-cbc.eu](http://www.huro-cbc.eu)

### Abbreviations:

**EU** - European Union

**ERDF** - European Regional Development Fund

**JTS** - Joint Technical Secretariat

**Programme** – Hungary-Romania Cross-Border Co-operation Programme 2007-2013

**EC** – European Commission

**CfP**– Call for Proposals

## 1. Legal background

All approved projects must follow and comply with the publicity and information requirements laid down in:

1. EC Regulation No 1828/2006 (Article 8, 9 and Annex I)<sup>1</sup>;
2. Relevant Applicants Handbook<sup>2</sup> (Communication chapter) and the Application Form;
3. The Operational Programme (hereinafter OP) and the Relevant Call for Proposals;
4. Article 9 of the Subsidy Contract, which provides the legal framework to enforce the requirements throughout the entire project lifecycle.<sup>3</sup>
5. The present **Visibility Guide for Projects** of the Hungary-Romania Cross-Border Co-operation Programme 2007-2013.

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<sup>1</sup> <http://ec.europa.eu/dgs/olaf/legal/doc/1828.pdf>

<sup>2</sup> **Mandatory I&P instruments** starting with the HU/RO/1001 CfP are as follows.

- Organising **at least one public event** (opening/closing ceremony) or any other public event (ex. reception, open day, community programmes (organising street festivities, festival in a given settlement, educational events), entertaining programme, concert, exhibition, conference, professional presentation, workshop, etc.);
- Placing a direct reference (banner and description with all the obligatory elements from the Visibility guide for projects) to the project on the websites of all project partners (if available);
- Preparing regular photo documentation on the progress of the project and sending it to the JTS and the MA upon request;
- Sending out and/or organising at least **one** press release and/or press conference related to the project.

*In case **the total public contribution (ERDF and state co-financing) to the operation exceeds EUR 500 000 and the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations, in addition to those listed above, the applicants shall have the following obligations:***

- i. Sending out and/or organising at least **two** press releases and/or press conferences when launching and closing the project;
- ii. Organising **at least two public project events** (opening/closing ceremony) or any other public event to which the media is invited;
- iii. Putting up temporary billboards on the sites of the operation during project implementation (not mandatory in cases when the project does not contain infrastructure or construction elements, but the purchase of physical objects);
- iv. Putting up a permanent explanatory plaque no later than six months after completion of the operation.

<sup>3</sup> Please note that according to Article 9 of the Subsidy Contract the MA/JTS shall be authorised to publish the relevant information about the contracts financed through the present Programme, including information on the partners and the project.

## 2. General Requirements for information and publicity activities

This chapter intends to offer a basic description on the use of most the common information and publicity measures that projects may carry out.

Communication is an essential part of the project and should be implemented continuously during the project lifecycle.

### **Communication at project level should have the following objectives:**

1. *to improve the visibility and improving quality of projects;*
2. *to promote the co-financing from the Programme and the EU;*
3. *to ensure transparency in the use of public funds.*

Taking this into account, beneficiaries should build up a communication strategy or plan (including internal communication flow) as early as preparing their proposals and the Application Form, to ensure proper/sufficient dissemination of information to potentially interested authorities as well as to the public. By doing so, they will gain the capacity to act as ambassadors of the programme and contribute to the strengthening of management and knowledge within each project.

In line with their goals and resources projects may plan, create and **use various forms and means of communication**, and carefully tailor them to the size, content, target groups, and needs of the project! Partners should always define in the earliest stage possible what **messages and values** they want to promote with the help of the chosen communication tools and the **target groups** they want to reach, in order to ensure the highest possible dissemination of results.

**All Project Partners (PP) are jointly responsible** for ensuring sufficient information about the start, the progress and the results of projects even if on project level the Lead Partner (LP) is responsible to coordinate the communication activities. The LP and PP's should carefully clarify and divide **communication responsibilities**, to ensure that each partner shall bring its own contribution. It is also highly recommended to appoint a person responsible for communication on project level (having in mind the size and the capacity of projects, these tasks can be carried out by members of existing project team, for example the project coordinator).

The Lead Partner and Project Partners are required to:

- **inform on an ongoing** basis everyone involved in the project as well as general public about the assistance obtained from the Programme, and provide clear and visible notice to the effect that the project is/was implemented under the present Programme.
- ensure that every document, event or certificate announces that the project is financed by the European Union, through the ERDF and the two participating countries, i.e. the Republic of Hungary and Romania;
- when communicating in all project related matters, **always use the Programme and EU logo**, as presented in this Manual, without any alterations (even on their letterheads, fax sheets, etc.);
- ensure, whenever possible, that the communication materials created with programme funding are in line with **bilingualism and distributed uniformly on both sides of the border** (use of English is also encouraged), as one of the horizontal objectives of the Programme. This – in addition to ensuring equal opportunities on the level of projects – makes the dissemination of information on successful initiatives, best practices identified in the course of the programme more efficient.
- create the **project's website and logo**, if relevant and feasible, and ensure its continuous update.

The **fulfilment** of information and publicity requirements described in this document will be **closely monitored**. The project implementers will be obliged to report on their information and publicity activities undertaken in their regular reports, and send in the relevant outputs (pictures, publications (either electronic or printed, audio or video materials, etc.). The JTS and the first level control bodies

will be entitled to supervise these activities.

In general, all communication materials created by projects with funding from the Hungary-Romania Cross-Border Co-operation Programme 2007-2013 must contain the following **5 elements**:

1. The **emblem of the European Union** and reference to the European Union and the European Regional Development Fund;
2. The Hungary-Romania Cross-Border Co-operation Programme 2007-2013 **logo** (please note that the text is also part of the logo therefore the emblem may not be used separately);
3. Programme slogan chosen by the Managing Authority of the Programme: ***Two countries, one goal, joint success!***;
4. Reference to the Programme and its webpage ([www.huro-cbc.eu](http://www.huro-cbc.eu));
5. Disclaimer that the communication material does not necessarily reflect the official position of the EU: ***The content of this .... does not necessarily represent the official position of the European Union.***

The above references shall be included on all information and publicity activities devised and financed through the project such as publications, websites, promotional items, events, or other outputs described in detail below. When a multi-page publication is produced, points 4 and 5 may be placed on the back cover of the publication or in the Imprint section.

*Project activities and materials failing to mention the Programme and the EU funding are not considered eligible and the project may not receive ERDF co-financing for these activities!*

## 2.2. EU logo and references to ERDF

The European Union 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.

### Colours

#### **Prints:**

CMYK colour 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.



CMYK	RGB	Pantone
C 4	R 255	PMS
M 0	G 204	Pantone
Y 93	B 0	Yellow
K 0		



CMYK	RGB	Pantone
C 100	R 0	PMS
M 72	G 0	Reflex
Y 0	B 153	Blue
K 6		

#### **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).

### 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.

**If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle.** The European Union negative logo will be made up of the black flag and white stars.

Additional guidance on the correct usage of the emblem can be found in the ANNEX I of the 1828/2006 implementing regulation and in the same time can be downloaded from: [http://europa.eu/abc/symbols/emblem/index\\_en.htm](http://europa.eu/abc/symbols/emblem/index_en.htm)

### Proportions

**The logo should not be oversized!**





### Language versions

**Please note that the language/colour versions of the EU logo are available in the Download section of the [www.huro-cbc.eu](http://www.huro-cbc.eu) website!** If you need additional versions or formats, which are not listed on the Programme website, please check their availability by contacting the Programmes' communication manager at the following e-mail address: [abogdan@huro-cbc.eu](mailto:abogdan@huro-cbc.eu).

The following versions may be applied according to the language of the given communication material:

#### Hungarian



**Európai Unió**

Európai Regionális Fejlesztési Alap

#### Romanian:



**Uniunea Europeană**

Fondul European de Dezvoltare Regională

#### English:



**European Union**

European Regional Development Fund

#### Hungarian and Romanian short version:



**Európai Unió**

Európai Regionális Fejlesztési Alap

**Uniunea Europeană**

Fondul European de Dezvoltare Regională

Note! Always harmonise the version of the logo you use to that of the respective communication tool as well as the language version of the logo, slogan and disclaimer, if applicable.



### 2.3. Programme logo

The logotype symbolises the connection, shoulder to shoulder co-operation of the participating countries, Hungary and Romania. The figural shape was formed from the capital starting letters of the country names in their original languages - "Magyarország" and "România". The letter colours are originating from their national country colours.

Although the logotype is playful due to its basic colours, it is also a strong form which can be unmistakably associated to the program and the co-operating partners.

#### Minimum Size



#### Whitespace Requirements

**The logo should not be oversized.** In order to create maximum impact and visibility the presence of a whitespace around the graphic signature is very efficient.



#### Proportions



#### Alignment options

The programme logo can be either aligned to the right or to the left. When placed on the top of the page, it should be aligned to the left. When placed on the bottom of the page, it should be aligned to

the right. The latter version is recommended for documents which contain several pages (folders, flyers, brochures, etc.). On small items the logo may be aligned to the centre as well.

### Colours

Shape colour:



Pantone 485 C  
C: 0  
M: 99  
Y: 97  
K: 0



Pantone 368 C  
C: 50  
M: 0  
Y: 99  
K: 0



Pantone 660 C  
C: 87  
M: 52  
Y: 0  
K: 0



Pantone 7404 C  
C: 7  
M: 10  
Y: 98  
K: 0

Type colour:



Pantone Cool Gray 11 C  
C: 0  
M: 0  
Y: 0  
K: 84

### Full colour version



Hungary-Romania  
Cross-Border Co-operation  
Programme 2007-2013

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

**The CMYK colour code** will be used for all printed materials. For special printing, the **PANTONE** colour scale will be used. On the website and other electronic applications, the RGB colour scale, created through graphic software colour conversion, will be used.

### Other versions

**Black & white and additional colour versions** are recommended when applied through serigraphy and engraving procedures or / and on restrictive surfaces of certain materials - fax, stickers – whenever the full-colour version of the logo cannot be applied.

**Monochrome grey colour:**



Grey logo, white background  
Grey colour codes:

Pantone Cool Gray 10 C

C: 40

M: 31

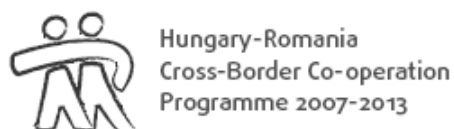
Y: 20

K: 70

**Colour outline version:**



**Grey outline version:**



**Black-white version:**



**Blue background version:**



White logo, blue background  
Blue colour codes:

Pantone 660 EC  
C: 91  
M: 53  
Y: 0  
K: 0

**Grey background version:**



White logo, black background  
Grey colour codes:

Pantone Cool Gray 10 C  
C: 40  
M: 31  
Y: 20  
K: 70

### Language Versions

The following language versions can be used according to the language of the given communication material:

Hungarian:



Magyarország-Románia  
Határon Átnyúló Együtműködési  
Program 2007-2013

Romanian:



Programul De Cooperare  
Transfrontalieră  
Ungaria-România 2007-2013

English:



Hungary-Romania  
Cross-Border Co-operation  
Programme 2007-2013

Two language version:



Magyarország-Románia  
Határon Átnyúló Együtműködési  
Program 2007-2013  
Programul De Cooperare  
Transfrontalieră  
Ungaria-România 2007-2013

Please note that all the language versions of the Programme logo are available in the Download section of the [www.huro-cbc.eu](http://www.huro-cbc.eu) website!

**Fonts**

Daxline Pro font is selected for use in the Programme to ensure consistency and effectiveness throughout all communication materials. Where Daxline Pro is not available Arial will be used in all communication materials, including electronic environment (Word, Power Point, etc.).



Hungary-Romania  
Cross-Border Co-operation  
Programme 2007-2013

Daxline Pro Medium

Daxline Pro Regular  
abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

Daxline Pro Regular is selected for use in the Co-operation programme to ensure consistency and effectiveness throughout all its communication materials.

Daxline Pro Medium  
abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

Daxline Pro Medium is selected for the typeface of the primary branding elements, this should be used in all the language and size variations.

Daxline Pro Bold  
abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

Daxline Pro Bold is selected for headlines and highlighting content in the different communication materials.

Arial  
abcefg hijklm noprstuvzqwyx  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
1234567890

**Combination of Logos**

1h		Hungary-Romania Cross-Border Co operation Programme 2007-2013	European Union European Regional Development Fund		0.15h
					0.15h
		0.75h			

## Examples of combining the Programme logo and the EU logo side-by-side with the Programme slogan (in letterheads, fax-sheets, invitations, etc.)

### EN



Hungary-Romania  
Cross-Border Co-operation  
Programme 2007-2013

Two countries, one goal, joint success!

**European Union**  
European Regional Development Fund



### HU



Magyarország-Románia  
Határon Átnyúló Együttműködési  
Program 2007-2013

Két ország, egy cél, közös siker!

**Európai Unió**  
Európai Regionális Fejlesztési Alap



### RO



Programul De Cooperare  
Transfrontalieră  
Ungaria-România 2007-2013

Două țări, un scop, succes comun!

**Uniunea Europeană**  
Fondul European de Dezvoltare Regională



### Bilingual



Magyarország-Románia  
Határon Átnyúló Együttműködési  
Program 2007-2013  
Programul De Cooperare  
Transfrontalieră  
Ungaria-România 2007-2013

Két ország, egy cél, közös siker!  
Două țări, un scop, succes comun!

**Európai Unió**  
Európai Regionális Fejlesztési Alap  
**Uniunea Europeană**  
Fondul European de Dezvoltare Regională



## 2.4. Slogan

The use of the Programme slogan is also compulsory, as prescribed in Chapter 3 of the present Guide.

### Fonts:

Two countries, one goal, joint success!

Daxline Pro Regular

The slogan of the programme is "Two countries, one goal, joint success!". This will be used together or separately from the logo of the programme, according to the space available, as it can be seen on the visual elements presented in this guide.

### Colours:



On white background: C: 91, M: 53, Y: 0, K: 0

On coloured background: C: 0, M: 0, Y: 0, K: 0

**Language versions:**

**English:**

Two countries, one goal, joint success!

**Hungarian:**

Két ország, egy cél, közös siker!

**Romanian:**

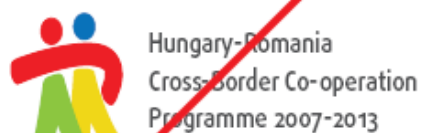
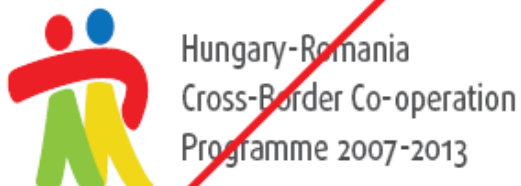
Două țări, un scop, succes comun!

**Bilingual:**

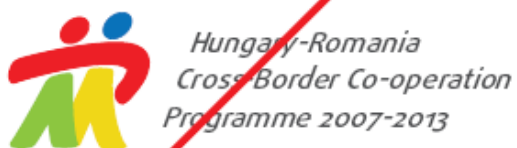
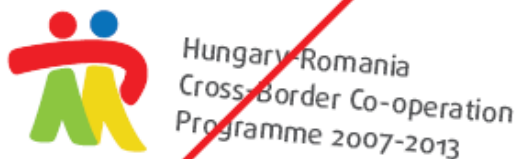
Két ország, egy cél, közös siker!  
Două țări, un scop, succes comun!

## Forbidden Situations

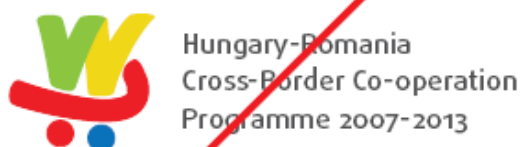
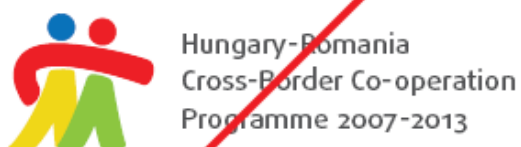
Do not transform the logos in any directions!



Do not rotate or skew the logos!

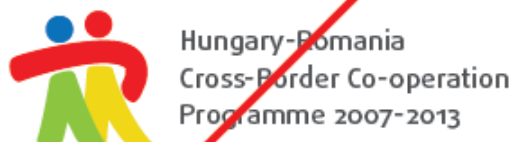
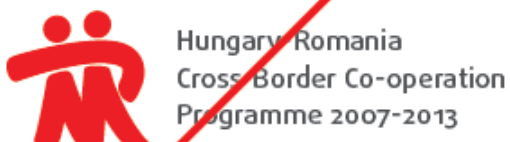


Do not mirror the logo nor the sign itself!

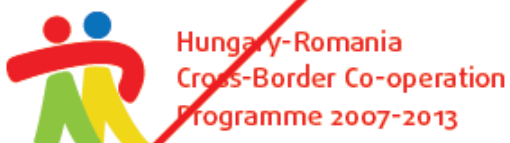


## Forbidden Situations

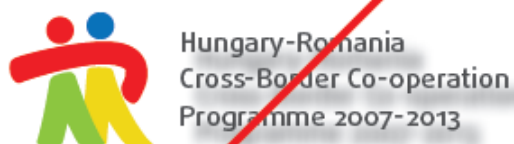
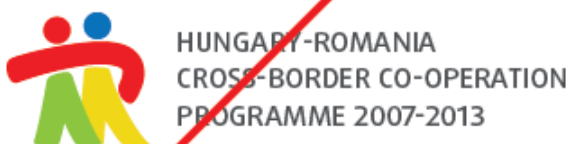
Do not change or swap the original colours of the symbol!



Do not recolor the typography, do not use the logo on inappropriate background colour!



Do not change the typography, do not use effects on the logos!



## 2.5. Verbal reference to the Programme and the funds

Every time you write an article or a press release on your project, you are to mention the fact that the project is part-financed by the European Union (European Regional Development Fund) and that it is implemented under the HURO Programme. Below we offer you an example paragraph to insert into all your articles and other communication materials produced with programme funding (you can also send it to the journalists that have been interviewing you or who are writing an article about your project).

### EN

*The project [TITLE] is (was) implemented under the Hungary-Romania Cross-Border Co-operation Programme 2007-2013 ([www.huro-cbc.eu](http://www.huro-cbc.eu)), and is part-financed by the European Union through the European Regional Development Fund, Hungary and Romania. The programme aims to bring the different actors – people, economic actors and communities – closer to each other, in order to better exploit opportunities offered by the joint development of the border area.*

### HU

*A „.....” c. projekt a Magyarország-Románia Határon Átnyúló Együttműködési Program 2007-2013 keretében valósul(t) meg ([www.huro-cbc.eu](http://www.huro-cbc.eu)), az Európai Unió támogatásával, az Európai Regionális Fejlesztési Alap, valamint Magyarország és Románia társfinanszírozásával. A program célja közelebb hozni egymáshoz a határmenti térségben élő embereket, közösségeket és gazdasági szereplőket az együttműködésbe bevont térség közös fejlesztésének elősegítése érdekében, a határmenti térség alapvető erősségeire építve.*

### RO

*Proiectul [TITLU] este(a fost) implementat prin Programul de Cooperare Transfrontalieră Ungaria-România 2007-2013 ([www.huro-cbc.eu](http://www.huro-cbc.eu)) și este finanțat de Uniunea Europeană prin Fondul European de Dezvoltare Regională, completat de co-finanțarea națională a celor două state membre participante în program, Ungaria și România. Obiectivul general al Programului este de a apropia actori economici, persoane și comunități, cu scopul de a exploata mai eficient oportunitățile oferite de dezvoltarea comună a zonei de frontieră.*

## 2.6. Disclaimer

Disclaimer referring to the fact that the given material does not necessarily reflect the official position of the EU is also a compulsory visibility element to be placed on publications, which contain articulation of ideas in the form of a text (leaflet, brochure, press release, etc.). It may be justified to omit the disclaimer only in case of small size printed materials (ex. stickers).

Lead Partners/Partners should always use the following disclaimer:

English

**The content of this ..... does not necessarily represent the official position of the European Union.**

Hungarian

**Jelen....tartalma nem feltétlenül tükrözi az Európai Unió hivatalos álláspontját.**

Romanian

**Conținutul acestui(ei).....nu reflectă în mod necesar poziția oficială a Uniunii Europene.**

### Checklist on the correct use of the obligatory visibility elements

Compulsory Visibility Elements	
EU logo	
Required colour, size and format, proper quality and no distortions (see special requirements in case of colour/ back background)	Yes/No
Correct positioning of the logo on the respective material	Yes/No
The language of the logo is matching the language of the other compulsory elements	Yes/No
Programme logo	
Required colour, size and format, proper quality and no distortions (see special requirements in case of colour/ back background)	Yes/No
Correct positioning of the logo on the respective material	Yes/No
The language of the logo is matching the language of the other compulsory elements	Yes/No
Slogan	
Required colour, size and format	Yes/No
The language of the slogan is matching the language of the other compulsory elements	Yes/No
Disclaimer	
The language of the disclaimer is matching the language of the other compulsory elements and it is matching the language of the other compulsory elements	Yes/No
Reference to the programme website	
Visibly placed on project website, if applicable	Yes/No
Visibly placed on the websites of all project partners	Yes/No

## 3. Specific requirements in case of communication tools

### 3.1. Publications (prints, electronic, audio-video, etc.)

Producing and distributing bilingual publications about the project is highly recommended in order to target both linguistic groups equally, in accordance with the approved activities and budget.

All electronic or printed publications created with funding from the Programme must include the **5 compulsory elements** – Programme and EU logo, slogan, website reference and disclaimer (please see Chapter 2 of this document for details on the required visibility elements, as well as the relevant Annexes). Note that the disclaimer needs to be placed on publications if they contain articulation of ideas in the form of a text (leaflet, brochure, press release, etc.).

*Keep in mind that the language of the Programme logo, EU logo, slogan and disclaimer must match the language of the main text of a given publication. For instance, all elements must be in English if the main text is English. Also please ensure the adequate translation of materials published within the project, beware to avoid bad translations endangering the eligibility of production costs!  
Ensure, whenever possible, that materials are published in both Hungarian and Romanian; and if feasible, in English, especially*

*when trying to reach wider audiences.*

### 3.1.1. Audio-visual productions

The production of audio-visual materials is also strongly encouraged, when they directly contribute to the success of the project. In their case, the same obligations apply as those presented above.

#### Video materials

In case of video materials, **a verbal reference** accompanying the **compulsory elements** should be featured regarding the financing received, as follows:

Long version: *The project [TITLE] is (was) implemented under the Hungary-Romania Cross-Border Co-operation Programme, and is part-financed by the European Union through the European Regional Development Fund, Hungary and Romania.*

Short version (applicable only for very brief audio materials, such as very short spots): The project is (was) implemented under the Hungary-Romania Cross-Border Co-operation Programme, and is part-financed by the European Union.

#### Audio materials

All audio productions created with funding from the Programme must include at the beginning/end the following verbal reference:

Long version: *The project [TITLE] is (was) implemented under the Hungary-Romania Cross-Border Co-operation Programme, and is part-financed by the European Union through the European Regional Development Fund, Hungary and Romania.*

Short version (applicable only for very brief audio materials, such as very short audio spots): The project is (was) implemented under the Hungary-Romania Cross-Border Co-operation Programme, and is part-financed by the European Union.

### 3.2. Promotional materials

When appropriate, special promotional materials can be produced for distribution. They serve as reminder of the projects for certain stakeholders or for the general public targeted by different project activities. Roll-up banners, posters, banners, bags, mugs, pens, pen-drives, t-shirts, key rings, etc. are examples of promotional materials.

All materials produced from the Hungary-Romania Cross-Border Co-operation Programme 2007-2013 must include:

1. The **emblem of the European Union** and reference to the European Union and the European Regional Development Fund (see Annex 1, EU logo);
2. Hungary-Romania Cross-Border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Two countries, one goal, joint success!***

For very small promotional items, where limited space is available, i.e. on smaller bags, pens, pen-drives, lanyards, etc. displaying only the **EU logo with the wording “European Union”** and the **Programme logo (including the text, which is part of the Logo itself)** is sufficient.

### 3.3. Web

Projects are encouraged to develop a multilingual website for their project (if relevant) and ensure its continuous update with information on the content of the project, the beginning and end date of the project, and the amount of the Programme co-financing receive. The website will help the beneficiary promote project activities and communicate the achievements of the project.

The project webpage must contain all the five compulsory elements as described in **Chapter 2**.

Project websites created from project funds should preferably be available in at least the two national languages and they must remain active **for at least five years** after the project closure. The reason for this is twofold. First, websites will showcase the projects implemented in the frame of the Programme before and after the end of the programming period. Second, they are important for control purposes as well.

**Information (project description, news, results, concrete outputs) on the project must be published on all of the project partners' websites, with a direct link to the project website.**

Even in cases when the project does not develop a separate website each project partner must include a connective link to the programme's website in a visible place and the programme logo, as well as the project description also containing the before mentioned compulsory visibility elements.

### Content Requirements

- Content-rich website (all necessary information is featured) – ex. project description, news, events, concrete outputs (studies, brochures, photos, etc.) and results.
- Logical structure
- Good grouping of information; information must be grouped logically and in way that is easy to find
- Include a separate site map, i.e. structure of the website
- Easy to find information
- Key information should be cross-linked, in order to be able to access these from several places
- Include a search function
- Most relevant information should be presented on the main page
- Most important functions (access, search function, languages, etc.) should also be featured on the main page in a prominent place
- The text should in all cases be simple, easy to read and understand, as well as short, instead of long (take account of how it is more difficult to read information on a monitor than on paper).
- Avoid bad translations.

### Formal Requirements

- The graphic design should reflect the profile of the project, however should not distract attention from the content, i.e., it should not be too bright, strong and/or complex.
- Avoid too much movement (transitions, flashes), since this distracts attention.
- Font size and style must support reading. Newspapers accessible on the Internet are generally compiled in the Ariel font-family, and font-size 10 in many cases; therefore the eyes of readers are accustomed to this. Using other less commonly used fonts may be confusing.
- Basic news items should be short; more complex information should instead be provided as separate links.
- Do not link too much additional information, since on the one hand, it is difficult to update an excessive amount of information on an on-going basis, whilst on the other hand, too many links distracts the attention of readers from key information.
- The width of the articles should not be too narrow (featured in a column); we should always leave a comfortable column width.
- Feature photos, if needed.

*Constantly update the website so that you give visitors an incentive to return. Last but not least, strategically spread links to your homepage in cyberspace.*



*People browsing the internet spend only a few moments on a certain website, unless a feature catches their attention right away. Since the main purpose of a webpage is to use it as a publicity tool, make sure to give it an interesting design and entertaining content.*



### 3.4. Photographs

All relevant communication activities have to be documented by taking photos. The implementation of a project can be well and spectacularly documented by including photos. Where possible, a professional photographer should be hired to illustrate the evolution of projects in time, their impact and results. Photographs should focus on people involved in a project and its outcomes. As a general rule, digital photography should be used for reproduction on websites and other information materials (for producing printed materials, **300 dpi is the minimum quality standard**).

Good quality and well-composed professional quality photos can be used in variety of places, namely:

- In the course of media work
- Presenting the project to a wider audience and the audit/control bodies
- Building business culture ("This is how we started...")
- Communication with employees
- Professional presentations and conferences
- Company brochures, publications
- Professional newspapers, etc.

### 3.5. Events

Organising a public event is an excellent opportunity to generate interest and publicity towards your project and its achievements. Events may be organised by the projects themselves or by third parties with the participation of project members, like project opening or closing events, annual conferences, press conferences, fairs and exhibitions, signing the Subsidy Contract for the Community funding and for the State Contribution, seminars, or smaller project related events, depending on the type of projects. All projects should organise public events, as planned in their approved application forms.

Events financed by the project have to display:

1. The **logo of the European Union** or banners incorporating the EU logo and **reference to the European Union and the European Union and the European Regional Development Fund** (see Annex 1, EU logo), as well as the flag of the European Union and that of the two participating countries;
2. Hungary-Romania Cross-Border Co-operation Programme 2007-2013 **logo**;
3. Programme slogan chosen by the Managing Authority of the Programme: ***Two countries, one goal, joint success!***;

in meeting rooms in a highly visible location (ex. poster, banner or equivalent).

Communication materials (presentations, publications, posters, etc.) or agendas, lists of participants, etc. alike often handed out to participants on these occasions should also **incorporate the compulsory elements specified within this guide for the different elements**, and they also should be available in both national languages.

Information regarding the upcoming project events or major project meetings has to be **communicated towards the JTS** (invitations must be sent out both to the relevant programme manager as well as the Head of the JTS). Moreover, basic information on the event and/or related documents should be uploaded in the designated **Calendar of events** available on the programme webpage in English, Hungarian and Romanian. Please make sure to provide this information in a timely manner, preferably at least two weeks before the event.

it is highly recommended to take photographs on these occasions, when appropriate to document the progress of actions and events related to these so they can be used in communication materials or to demonstrate to controllers that visibility requirements have been met.

Inviting officials (EU officials, decision-makers, and different stakeholders, etc.) may help you in promoting your project event or to raise the number of participants. It can also attract media attention

and enhance the publicity of projects.

### 3.6. Media relations

The Lead Partner has to assume an active role in the promotion of the project activities in the media on both sides of the border, and in both national languages, reaching the widest target audience as possible. Specific events and activities, especially the ones related to the concrete outputs of the projects, are most likely to generate interest and to ensure coverage. The message should target the general public – the citizens of the programme area and the citizens of the two participating countries. Reaching wide audience and the general public can be achieved through various means of media communication, such as press releases, press conferences, visits of the printed and electronic media (radio, TV) to the project sites, if applicable, as well as advertisements in the newspapers.

Projects are strongly **encouraged to send out at least one press release at the beginning of the project and one press release at the end of it**, depending on their size.

Press releases are public relations announcements issued to the news media and other targeted publications for the purpose of letting the public know of the project and its developments. They are in a way tickets to publicity and media coverage. Very often, reporters receive a great number of press releases per day. Therefore, before sending out a press release, be sure to have a strong reason or newsworthy information to spread. Project opening or closing is in general a good reason. Second, make sure to take into consideration the publication's audience. The format of the press release should follow the standard format: typed, double-spaced, on a white letterhead with a contact person's name, title, company, address and phone number, with heading, a strong leading paragraph, which summarises the main facts, the main body, quotes from relevant stakeholders, or officials and a few background details.

When press conferences, or press visits are organised make sure to include all the compulsory elements **detailed in the Publications/Audio-visual productions and Events sections**.



*Every time an article appears or a programme is broadcast on your project it is worth keeping a record of it by compiling a "press book". This will facilitate a quantitative and qualitative follow-up.*

### 3.7. Purchases

Equipment (ex. computers, phones, equipments, etc.) procured within the project must bear a visible sticker pre-designed by the JTS. When a variety of objects are permanently placed in one location, the room has to be marked as well with a small plaque or poster (preferably placed at the entrance). When more adjoining rooms are equipped, having one entrance (ex. in case of an exhibition), placing one plaque at the entrance is sufficient.

The stickers are produced in two sizes, 90 mm x 50 mm (smaller items) and 100 mm x 100 mm (larger items).

**Please note that the size of the stickers depend on the size of the equipment you purchase. Make sure you use the required templates for marking purchases funded through the project in the appropriate language.** (see **Annex 1** for details).

Other recommended sizes: at least 1/16 of the most visible surface of the equipment.

The following elements are obligatory to be used on stickers:

1. The emblem of the European Union and reference to the European Union and the European Regional Development Fund;
2. Hungary-Romania Cross-Border Co-operation Programme 2007-2013 logo;
3. Larger stickers (100 mm x100 mm) shall also include the Programme slogan chosen by the Managing Authority of the Programme: ***Two countries, one goal, joint success!***

**There are two separate language versions to be used: Hungarian in Hungary and Romanian in Romania.**

### 3.8. Infrastructure, investments projects

Infrastructure or construction operations (e.g. roads, bridges, buildings, water/waste management actions, so on) which have a direct impact on improving the people's lives can be visibly communicated to the public by placing billboards (during the implementation phase) and by permanent explanatory plaques (after finalisation).

Billboards, plaques and posters are often found in places where they are scarcely visible, if at all. In order for these tools to become visible, they **have to be placed** where it is almost impossible not to see them (**on the object, its close vicinity or at a location connected to it**). Passers-by should be able to read and understand the nature and type of the project financed within the Hungary-Romania Cross-Border Co-operation Programme 2007-2013.

#### A. Billboards

According to the EC Regulation (EC) 1828/2006, Article 8, putting up temporary billboards on the sites of the operation during project implementation is compulsory in cases when:

- a. the total public contribution to the operation exceeds EUR 500 000 (project level ERDF + state co-financing);
- b. the operation consists in the financing of **infrastructure or of construction** operations.

The template pre-designed for billboards must be used (see **Annex 2** for details). The designated size of the billboard is 3000 mm x 1500 mm, but the 594 mm x 420 mm (A2) version may be used instead, based on the space available.

It shall be made of durable and waterproof material, and remain in place **from the starting day until six months after completion** of the project. It must be replaced by the commemorative plaque referred to in the next section.

It is **highly recommended to also display a billboard or poster** for smaller infrastructure projects to increase the visibility of the Programme.

Every billboard must contain the following elements:

- a) Project title;
- b) Name of the Lead Beneficiary;
- c) Project start date and project end date;
- d) Amount of total ERDF contribution to the project;
- e) Emblem of the European Union and reference to the European Union and the European Regional Development Fund (25% space at the bottom);
- f) Hungary-Romania Cross-Border Co-operation Programme 2007-2013 logo (25% space at the top);
- g) Programme slogan chosen by the Managing Authority of the Programme: **Two countries, one goal, joint success!**;
- h) 3D-illustration or Photograph chosen by the beneficiary, if applicable.
- i) It is also permitted/highly recommended to include the names/logos of project partners and the project logo (if available) connected to financing the object, and any other additional information regarding the object (i.e. required by national legislation, or considered relevant) on the billboard, given that the necessary space is available and the spacing requirements remain achievable.

**Please note that there are two separate language versions:** the **Hungarian** version must be

produced if the infrastructure or construction work was conducted in the eligible counties from Hungary, the **Romanian** version if the infrastructure or construction work was conducted in Romania. When the infrastructure or construction works within the project are conducted on both sides of the border area then two separate billboards should be erected (one in Hungary, one in Romania).

### B. Permanent explanatory plaques

According to EC regulation 1828/2006 Article 8, **no later than six months after completion of an operation** the beneficiary shall put up a permanent explanatory plaque that is visible and of significant size that fulfils the following conditions:

- a. the total public contribution to the operation exceeds EUR 500 000 (project level ERDF + state co-financing);
- b. the operation consists in purchase of a **physical object** or in the financing of **infrastructure or of construction** operations.

The template provided by the Programme must be used when designing the plaques (see **Annex 3** for details). Their recommended size is minimum A4, max. A1. Beneficiaries are responsible for choosing the proper size according to the characteristics of the site where the plaques will be erected (on the object, its close vicinity or at a location connected to it).

Compulsory content:

- a) Project title;
- b) Statement regarding the amount of ERDF contribution;
- c) Emblem of the European Union and reference to the European Union and the European Regional Development Fund (25% space at the bottom);
- d) Hungary-Romania Cross-border Co-operation Programme 2007-2013 logo (25% space at the top);
- e) Programme slogan chosen by the Managing Authority of the Programme: **Two countries, one goal, joint success!**;
- f) It is also permitted/highly recommended to include the names/logos of partners and the project logo (if available) connected to financing the object, the start/end date of the operation, and any other additional information regarding the object (i.e. required by national legislation, or considered relevant) on the plaque, given that the necessary space is available and the spacing requirements remain achievable.

**Please note that there are two separate language versions:** the **Hungarian** version must be produced if the infrastructure or construction work was conducted in the eligible counties from Hungary, the **Romanian** version if the infrastructure or construction work was conducted in Romania. When the infrastructure or construction works within the project are conducted on both sides of the border area then two separate billboards should be erected (one in Hungary, one in Romania).

Plaques should be made of resistant materials, preferably metal (engraving is also an option).

## 4. What goes where?

In the following table we have summarised what requirements have to be fulfilled in case of the tools described in the previous chapters:

Activity description supported by the Programme funds	During project activities	After the project
Infrastructure or construction with public contribution larger than EUR 500 000	Billboard	Explanatory plaque
Infrastructure or construction object with public contribution below EUR 500 000	Explanatory plaque (highly recommended)	Explanatory plaque (highly recommended)
Equipped rooms	Poster/Plaque	Poster/Plaque

Public event	Programme and EU logo, slogan in the place of venue and on all documents, poster and/or roll-up banner, display of HU-RO-EU flags	
Purchase of an equipment with public contribution larger than EUR 500 000	Explanatory plaque (preferably immediately after purchase)	Explanatory plaque
Purchase of a large-scale items with public contribution below EUR 500 000	Large sticker (immediately after purchase)	Large sticker
Purchase of a small-scale items with public contribution below EUR 500 000	Small sticker (immediately after purchase)	Small sticker
Production of publications, prints, audio-visual materials	See Chapter 3, point 3.1,	See Chapter 3, point 3.1
Production of promotional materials	Programme logo, EU logo and slogan, as prescribed in Chapter 3, point 3.2	Programme logo, EU logo and slogan, as prescribed in Chapter 3, point 3.2
Advertisements, announcements, press releases, other texts and presentations (incl. TV, radio, etc) financed from Programme funds or promoting the projects	See Chapter 3 (5 compulsory elements)	See Chapter 3 (5 compulsory elements)
Websites of project partners and project websites financed from Programme funds	See Chapter 3, point 3.3 (5 compulsory elements)	See Chapter 3, point 3.3 (5 compulsory elements)
Documents, attestations and certificates distributed to project participants or public	See Chapter 3 (5 compulsory elements)	See Chapter 3 (5 compulsory elements)

### Duration of marking the objects

The compulsory elements must be placed on an object co-financed from the Programme funds immediately after acquiring or completing the object, except for objects on which the logo has been placed already during production.

In case construction or other activities are carried out within the project, the object must be marked immediately after starting the activities.

In case of an event, the location of carrying out the event must be marked with the logo and EU flag for the duration of the event.

The marking of objects must remain legible and correct for at least five years after the last eligible date of the project activities. In case marking of the use of the Programme funds is damaged before the period of marking expires, it must be replaced. Project partners must be able to prove marking of the objects or events for at least five years after the project ends.

## 5. Recording your activities and reporting

### Recording

All partners must keep a full record of all publicity activities, ensuring the correct use of logos and acknowledgement of the ERDF award.

This can be done in the following ways:

- prepare a communication plan for the duration of the project, *and*

- retain a copy/sample of all information and publicity materials/objects, including press releases and press cuttings, copies of publications, invitations, newsletters, photographs and other publicity material in a designated folder for at least 5 years after project closing. It is also advisable to keep and/or distribute as many publications as possible in electronic format, to respect the environmentally-friendly practices the programme encourages.

### Reporting

All samples of printed and electronic communication materials should be submitted to the JTS at the time of submission of regular Progress Reports, but no later than together with the Final Progress Report mainly through the IMIS system.

Each Progress Report must present in detail the undertaken information and publicity activities undertaken during the reported period in Point 4.4 of the Report.

Materials to be attached:

Activity	Materials to be submitted
Infrastructure or construction with public contribution larger than EUR 500 000	photo from the site/sites showing the billboard and the surroundings
Infrastructure or construction object with public contribution below EUR 500 000	photo from the site/sites showing the billboard and the surroundings
Equipped rooms	photo of the room and the marking on objects
Public event	photos taken at the event, demonstrating that the compulsory elements were displayed, invitations and agenda (Bilingual or English)
Purchase of an equipment with public contribution larger than EUR 500 000	photo with visible marking
Purchase of a large-scale items with public contribution below EUR 500 000	photo with visible marking
Purchase of a small-scale items with public contribution below EUR 500 000	photo with visible marking
Production of information and promotional materials (incl. publications, digital information carriers, photos)	hard copy and electronic copy (if available)
Samples of giveaways (pens, pen-drives, etc.) do not have to be sent, although they have to be retained.	
Advertisements, announcements, press releases, other texts and presentations (incl. TV, radio, etc) financed by the Programme funds or promoting the projects	electronic copy (if available) and links, where applicable
Websites of project partners and websites financed from Programme funds	links to the project websites and other relevant websites
Documents, attestations and certificates distributed to project participants or public	samples (electronic and/or printed)



**ANNEX 1 Compulsory design template for stickers**

Sticker (Size: 90mm X 50mm)

Hungarian



Romanian



Sticker (Size: 100mm X 100mm)

Hungarian



Romanian





### ANNEX 2 Compulsory design template for billboards

#### Billboard with 3D – illustration (Size: 3000mm x 1500mm)

##### Hungarian

25%	 <p>Magyarország-Románia Határon Átívelő Együttműködési Program 2007-2013</p>	Projekt látványterv/ illusztráció
50%	Projekt címe: Vezető partner neve: A projekt kezdete: A projekt vége: ERFA támogatás összege:	
25%	 <p>Európai Unió Európai Regionális Fejlesztési Alap</p>	Kétország, egy cél, közös siker!

##### Romanian

25%	 <p>Programul De Cooperare Transfrontaliară Ungaria-România 2007-2013</p>	Proiect 3D/ Ilustrație
50%	Titlul proiectului: Numele Partenerului Lider de Proiect: Data de început a proiectului: Data de finalizare a proiectului: Contribuția ERDF:	
25%	 <p>Uniunea Europeană Fondul European de Dezvoltare Regională</p>	Două țări, un scop, succes comun!

#### Billboard (Size: 594mm x 420mm)

##### Hungarian

25%	 <p>Magyarország-Románia Határon Átívelő Együttműködési Program 2007-2013</p>	Két ország, egy cél, közös siker!
50%	Projekt címe: Vezető partner neve: A projekt kezdete: A projekt vége: ERFA támogatás összege:	
25%	 <p>Európai Unió Európai Regionális Fejlesztési Alap</p>	

##### Romanian

25%	 <p>Programul De Cooperare Transfrontaliară Ungaria-România 2007-2013</p>	Două țări, un scop, succes comun!
50%	Titlul proiectului: Numele Partenerului Lider de Proiect: Data de început a proiectului: Data de finalizare a proiectului: Contribuția ERDF:	
25%	 <p>Uniunea Europeană Fondul European de Dezvoltare Regională</p>	

### ANNEX 3 Compulsory design template for permanent explanatory plaques

The maximum size of the plaque is A1 (841 mm x 594 mm) and the minimum size A4 (297 mm x 210 mm).

#### Landscape version

##### Hungarian

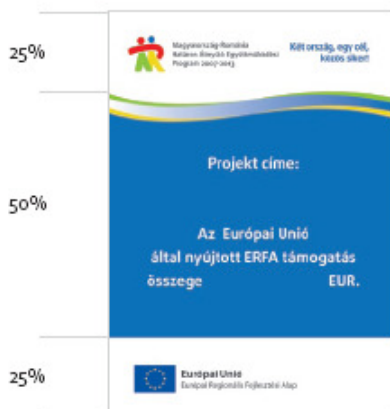


##### Romanian



#### Portrait version

##### Hungarian



##### Romanian



For further information and technical details about the above templates please consult the HURO JTS.

## ANNEX 4 Examples of Programme visual identity

The below examples of the Programme visual identity items are not obligatory for the projects. They represent examples of good practice and can be used as guidelines for Lead Partners and Project Partners in designing promotional items aiming to enhance project visibility.

### Flyer

**Elérhetőségek**  
Date de contact

**Magyarország-Románia Határon Átülük Együttműködési Program 2007-2013**  
Programul de Cooperare Transfrontalieră Ungaria-România 2007-2013

**Mi a program legfőbb célje?**  
Közvetlen és közvetett módon a határokon túli együttműködés előmozdítása, a határokon túli együttműködés támogatása és a határokon túli együttműködés fejlesztése.

**Milyen típusú tevékenységekkel lehet a határokon túli együttműködés?**  
A határokon túli együttműködés célja lehet a területi együttműködés előmozdítása, a határokon túli együttműködés támogatása és a határokon túli együttműködés fejlesztése.

Region	Magyarországi partnerek	Romániai partnerek
Baranya megye	16	16
Békés megye	16	16
Bihar megye	16	16
Buzău megye	16	16
Covasna megye	16	16
Harghita megye	16	16
Mehadia megye	16	16
Mureş megye	16	16
Sibiu megye	16	16
Suceava megye	16	16
Targu Mures megye	16	16
Timiş megye	16	16
Vaslui megye	16	16
Yambou megye	16	16
Zambou megye	16	16
Összesen / Total (Magyarországi partnerek)	144	144

### Media advertisement

**Magyarország-Románia Határon Átülük Együttműködési Program 2007-2013**

**Két ország, egy cél, közös siker!**

**Pályázati partnerek keresése a magyar-román határmenti fejlesztésekre**

**A Magyarország-Románia Határon Átülük Együttműködési Program 2007-2013 Közös Technikai Titkársága a nagyvárdi Információs Ponttal együttműködésben partnerkereső fórumot szervez 2011. január 19-én, Nagyváradon (Románia).**

A fórum célja a 4. pályázati felhívás kapcsán a határon átlük intézményi határozatpítés elősegítése, valamint a közös projektek generálása, különös tekintettel a következő területekre: közös hírközlés/közösségi kapcsolódási programok, természetvédelem, kutatás-fejlesztés és innováció; üzleti, munkaerőpiaci, illetve egészségügyi, katasztrófavédelmi intézmények közötti együttműködés.

**LÉPJÉ ÁT A HATÁROKAT! KERESSEN PARTNERT ÉS PÁLYÁZZON!**

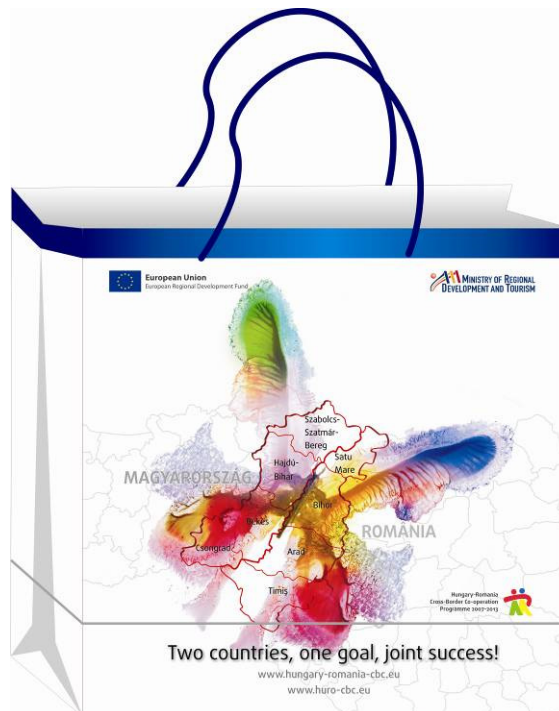
**A rendezvényre történő regisztráció határideje: január 17., hétfő.**  
A partnerkeresés sikere érdekében mielőbbi jelentkezéseket várjuk.

A részvétellel kapcsolatos további információkat megtalálják honlapunkon: [www.huro-cbc.eu](http://www.huro-cbc.eu)

## Roll-up banner



## Paper bag



## Umbrella



## Pen



## Pen-drive



**Közös Szakmai Titkárság  
Secretariatul Tehnic Comun  
Joint Technical Secretariat**

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**European Union**  
European Regional Development Fund

[www.hungary-romania-cbc.eu](http://www.hungary-romania-cbc.eu)  
[www.huro-cbc.eu](http://www.huro-cbc.eu)