

VISUAL IDENTITY STYLE GUIDE

for projects information and communication activities

Version No 2/2019

ANNEX II - PROJECT LOGO PLACEMENT



INDEX

1. EU VISIBILITY RULES AND PROGRAMME SUPPORT TO BENEFICIARIES	4
2. PRINT	6
1.1. Press release	7
1.1.1 Press release for Italian LP/PP	8
1.1.2 Press release for Slovene LP/PP	9
1.1.3 Notes to Editors in Italian and Slovene language	10
1.2. Publications (books, leaflets, brochures)	11
1.2.1 Book cover and brochures	11
1.2.2 Leaflet	12
1.3. Colophon	13
1.4. Citing your project in an academic publication	14
1.5. Project stationery	15
1.6. Reports	16
1.6.1 Cover	16
1.6.2 Internal pages	17
2. EVENTS	18
2.1. Agenda	19
2.2. Invitation	20
2.2.1 Invitation format for Italian LP/PP	21
2.2.2 Invitation format for Slovene LP/PP	22
2.3. Power point presentations	23
2.4. Attendance sheet	24
2.5. Roll up banner	25
2.6. Folder	26
2.7. Block notes	27
3. POSTER, BILLBOARDS AND PLAQUES	28
3.1. Poster: compulsory elements	28
Poster template	29
3.2. Billboards&Plaques	30
Temporary billboard	32
3.3. Stickers	33
4. OTHER PROMOTIONAL ITEMS	35
4.1. Pens	35
4.2. USB pen-drives	35
4.3. Bags	36
5. ONLINE TOOLS	37
5.1. Email	37
5.2. Newsletter	38
5.3. Project website	38
5.4. Social media	39
5.5. Video	39
6. CONSEQUENCES OF NON-USE / INCORRECT USE OF THE LOGO	40

INTRODUCTION

This is the Annex II to the Visual Identity style guide for projects information and communication activities in the framework of the Interreg V-A Italy-Slovenia Programme 2014-2020 (hereinafter, Programme) which is an European Territorial Cooperation Programme and part-funded by the European Regional Development Fund.

In order to ensure that beneficiaries are made aware of their responsibilities, laid down in the subsidy contract they signed, the Programme Managing Authority produced this document to support everyone working in an project funded by the Programme in carrying out project information and communication measures, such as events (e.g. conferences, seminars, press conferences, briefings, training), websites management, documents (reports, invitations), publications (e.g. brochures, leaflets), promotional materials (e.g. pens, USB pen-drives, bags), press releases, newsletters, billboards, posters, commemorative plaques and others.

The purpose of this Annex is to provide guidance for potential and final beneficiaries to the requirements of the EU (see Annex I) and Interreg V-A Italy-Slovenia on the implementation of information and communication measures at project level.

Beneficiaries of project funded by the Programme are encouraged to use the templates suggested in this Annex because they comply with the technical characteristics laid down in EU Regulation (Art. 5 of the Commission Implementing Regulation (EU) No 821/2014).

1. EU VISIBILITY RULES AND PROGRAMME SUPPORT TO BENEFICIARIES

According to the EU visibility rules and Visual Identity style guide for projects information and communication activities, beneficiaries of project funded by the Interreg V-A Italy-Slovenia Programme are responsible for:

EU RULES Section 2.2 of Annex XII to Regulation (EU) No 1303/2013	PROGRAMME SUPPORT
<i>Ensuring that all project communication measures acknowledge the support from the ERDF in line with Article 4 of EU Regulation 821/2014</i>	Visual Identity style guide for projects information and communication activities ¹ provides with project logotypes including ERDF logo versions. This Annex provides with examples in properly applying project logo in project logo and how realize communication measures.
<i>During the project implementation, each project partner has to place at least one poster with information about the project at a location visible to the public, such as entrance area of a building (Regulation (EU) No 1303/2013, Annex XII Article 2.2 paragraph 2b)</i>	This Annex provides with examples in properly design and place project poster.
<i>Displaying on their project website the European Union emblem and ensuring it is clearly visible and placed in a prominent position</i>	Programme official website www.ita-slo.eu hosts project websites where project logo, which including European Union emblem, is displayed in color, clearly visible and placed in a prominent position. Those project websites will remain online even after the conclusion of funded project.
<i>During project implementation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000.</i>	This Annex II provides with rules and templates.

EU RULES

Section 2.2 of Annex XII to Regulation (EU)
No 1303/2013

PROGRAMME SUPPORT

During project implementation, the beneficiary shall inform the public about the support obtained from the ERDF by:

- a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;*
- b) placing, for operations not falling under points 4 and 5 of Section 2.2 of Annex XII of the Common Provisions Regulation at least one poster (minimum size A3) with information about the project including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.*

Visual Identity provides with rules and templates.

Programme official website www.ita-slo.eu hosts project websites, which include short description of the project, a) its aims and results, including financial data (ERDF contribution).

This Annex II provides with rules and templates.

For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

This Annex II provides with rules and templates.

Any document, including any attendance or other certificate, relating to the implementation of an operation which is used for the public or for participants shall include a statement to the effect that the Operational Programme was supported by the Fund or Funds.

This Annex II provides with rules and templates.

No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfills the following criteria: the total public support to the operation exceeds EUR 500 000; the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

This Annex II provides with rules and templates.

The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

This Annex II provides with rules and templates.

2. PRINT

Print materials (publications such as brochures, reports and book as well as smaller items such as information leaflets and press releases) produced in the framework of project funded by the Interreg V-A Italy-Slovenia shall include:

- **Project logo** (ref. Annex XII, par. 2.2.1.(a) (b) of the REGULATION (EU) No 1303/2013), as provided by the Joint Secretariat, shall appear on the initial view all print materials. The initial view refers to the cover of materials with multiple pages or the front of one-sided materials. Please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.” (ref. Ref. Regulation No 821/2014).
- **Reference to the support from the ERDF** (ref. Article 4 of EU Regulation 821/2014). It is recommended to include in the print material a sentence on the initial view or colophon of all print communications in Italian and Slovene language such as “This project is supported by the Interreg V-A Italy-Slovenia Cooperation Programme funded by the European Regional Development Fund”.
 - in Italian language: “Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale.”
 - in Slovene language: “Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj.”
- **Authorship.** In order to provide clarity around the authorship of the reports, documents or research studies produced by beneficiaries in the framework of a funded project, it is required the following disclaimer: “The content of this publication does not necessarily reflect the official positions of the European Union. The responsibility for the content of this publication belongs to the author [insert author’s name].”

For a clear and effective writing use short sentences, avoid jargon and acronyms whenever possible (i.e. Write European Union instead of EU, European Regional Development Fund instead of ERDF). Put the most important fact at the beginning.

1.1. Press release

A press release is an official announcement issued to the news media. The content should contain **information about the project** funded by the Programme with the ERDF support and should **answer the who, what, where, when, why and how**. It's important to keep it simple with clear and understandable information. Don't overload an article with complex jargon and acronyms that only EU actors understand, so leave out the technicalities about the project or the Programme. To attract the attention of local media, present how the project has a positive impact on the territory (as part of the Interreg Italy-Slovenia Programme area), include attractive images and sources that are valuable for the media.

To be effective, press release related to project implementation shall have the following features:

- Project logo, which includes the EU emblem and ERDF reference (obligatory element as provided by JS),
- Use the “inverted pyramid” model for newswriting, write at the top the most important information and at the bottom the less important. That way the reader gets the main idea without reading the whole article,
- Provide also a short description of the project including its aims and results, and highlighting the financial support from the Programme and the European Union,
- Be written for the right audience at the right time,
- Include links to project website (that one hosted by the Programme official webdite), social media, contacts or other relevant links to project related information at the end,
- Be available in Italian and Slovene language and in understandable language.

Press releases can be helpful for promoting kick off meeting/final event/project major events and project networking activities.

Target the journalists that work for the media of the Programme area and at EU level in order to have a multiplier effect. Meet with journalists to find out what they look for in press releases in order to establish a working relationship with media.

Let the Joint Secretariat know when the press release related to the project is going to be issued. Consider a strategy that includes other effective distribution channels (social media...) in order to reach targeted readers.

1.1.1 Press release for Italian LP/PP

Interreg **ITALIA-SLOVENIJA**
PROJECT ACRONYM

COMUNICATO STAMPA
DEL xx/xx/xxxx

TISKOVNO SPOROČILO Z
DNE xx.xx.xxxx

Contenuto in lingua italiana
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Vsebina v slovenskem jeziku
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Per ulteriori informazioni contattare/ Za več informacij kontaktirajte

xxxxxxxxxxxxxxxx@italso.com
www.ita-slo/projectacronym

Durata del progetto/Trajanje projekta: xx/xx/xxxx - xx/xx/xxxx
Budget totale/Celotni znesek: EUR xxx xxx, xx
FESR/ESRR: EUR xxx xxx, xx

Partner di progetto/Projektne partnerji:

Comunicato stampa realizzato nell'ambito del progetto [insert acronym] finanziato nell'ambito del Programma Interreg V-A Italia-Slovenia 2014-2020, dal Fondo europeo di sviluppo regionale e dai fondi nazionali.
Sporočilo za javnost je nastalo v okviru projekta [insert acronym], ki ga sofinancira Program Interreg V-A Italija-Slovenija 2014-2020, Evropski sklad za regionalni razvoj in nacionalni skladi.

Project logo* as provided by JS

Lead Partner/Project Partner logo or official name which is issuing the press release

ATTENTION: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

Content (recommended font Trebuchet) in Italian and Slovene language and shall include

- Date and Timing
- Title
- Location
- Short intro (reference to the project acronym/ Programme and ERDF funding)
- 5W's: Who, What, Where, Why, When and How
- Project UPDATED description (aim, results, etc....)
- Contact, website and social media references
- Information about the project, including Financial support from the European Union and other contribution
- Lead Partner/Project Partner/Associated partner logo or official names which are part of the project partnership

Footer about the financing

1.1.2 Press release for Slovene LP/PP

Interreg **ITALIA-SLOVENIJA**
PROJECT ACRONYM

TISKOVNO SPOROČILO Z COMUNICATO STAMPA
DNE xx/xx/xxxx DEL xx.xx.xxxx

Vsebinska v slovenskem jeziku
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Contenuto in lingua italiana
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Za več informacij kontaktirajte / Per ulteriori informazioni contattare
xxxxxxxxxxxxxxxx@itaslo.com
www.ita-slo/projectacronym

Trajanje projekta / Durata del progetto: xx/xx/xxxx - xx/xx/xxxx
Celotni znesek / Budget totale: EUR xxx xxx, xx
ESRR / FESR: EUR xxx xxx, xx

Projektni partnerji / Partner di progetto:

Comunicato stampa realizzato nell'ambito del progetto [insert acronym] finanziato nell'ambito del Programma Interreg V-A Italia-Slovenia 2014-2020, dal Fondo europeo di sviluppo regionale e dai fondi nazionali.
Sporočilo za javnost je nastalo v okviru projekta [insert acronym], ki ga sofinancira Program Interreg V-A Italija-Slovenija 2014-2020, Evropski sklad za regionalni razvoj in nacionalni skladi.

Project logo* as provided by JS

Lead Partner/Project Partner logo* or official name which is issuing the press release

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

Content (recommended font Trebuchet) in Italian and Slovene language and shall include

- Date and Timing
- Title
- Location
- Short intro (reference to the project acronym/ Programme and ERDF funding)
- 5W's: Who, What, Where, Why, When and How
- Project UPDATED description (aim, results, etc....)
- Contact, website and social media references
- Information about the project, including Financial support from the European Union and other contribution
- Lead Partner/Project Partner/Associated partner logo or official names which are part of the project partnership

Footer about the financing

1.1.3 Notes to Editors in Italian and Slovene language

This is the section as common component of the press release where beneficiaries can provide for project background information for the reporter.

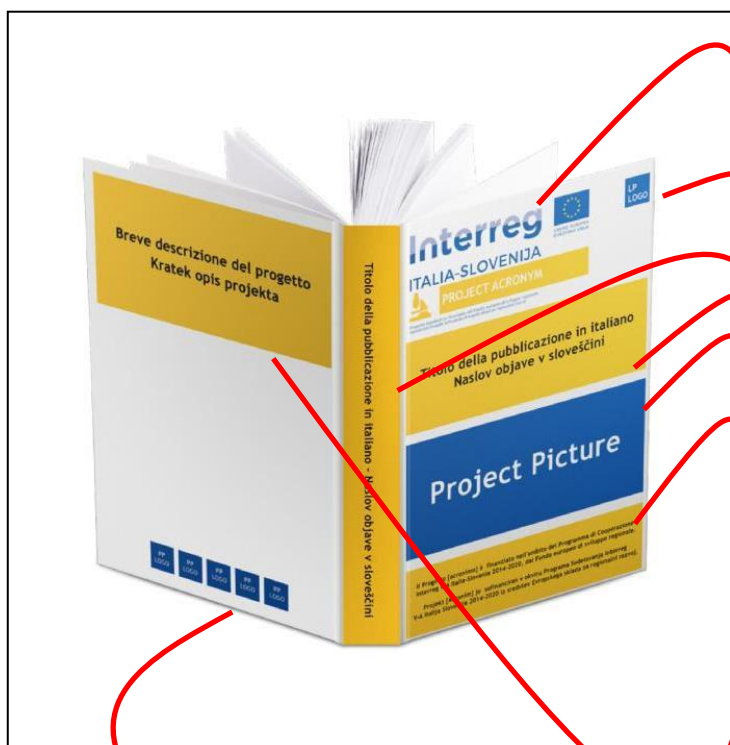
Note to Editors No 1 - About the project (in Italian and Slovene language)		
Acronimo/ Akronim		Project acronym
Titolo in italiano		Full title in Italian and Slovene language
Naslov v slovenščini		
Durata del progetto/Trajanje projekta:	xx/xx/xxxx - xx/xx/xxxx	Duration of the project
Budget totale/Celotni znesek:	EUR xxx xxx, xx	Total budget
FESR/ESRR:	EUR xxx xxx, xx	ERDF contribution
Cofinanziamento nazionale italiano: Italijansko državno sofinanciranje:	EUR xxx xxx, xx	National/private contributions
Cofinanziamento nazionale sloveno: Slovensko državno sofinanciranje:	EUR xxx xxx, xx	
Cofinanziamento privato/Sofinanciranje privatnikov:	EUR xxx xxx, xx	Partnership (list of LP and PPs official names)
Partner di progetto/ Projektni partnerji	LP: PP2: PP3: ...	Description of the project
Sintesi del progetto/Povzetek projekta	Progress of the project implementation
Stato di avanzamento/Stanje napredka	

1.2. Publications (books, leaflets, brochures)

All publication produced by projects funded by the Programme must include the project logo. It is strongly recommended to use always the ERDF logo and font **Trebuchet** for contents.

The use of colors depends on which Priority Axes belongs the project. Please refer to par. 3.2 of the Visual Identity style guide for projects information and communication activities.

1.2.1 Book cover and brochures



Project logo* as provided by JS

Lead Partner/Project Partner logo or official name which is issuing the publication

Full title in Italian and Slovene language

Pictures related to the project

Information about the project, including Financial support from the European Union and other contribution

Updated description of the project including total budget and the amount of the ERDF co-financing.


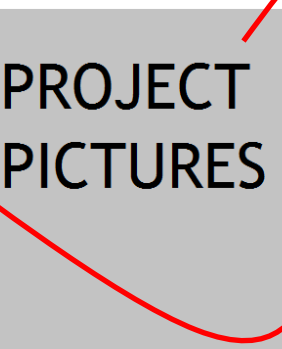

Suggestion: include Programme reference into the short description of the project:

- in English language: "This project is supported by the Interreg V-A Italy-Slovenia Cooperation Programme funded by the European Regional Development Fund. This project aims..."
- in Italian language: "Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a..."
- in Slovene language: "Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je..."

Project partnership* (Lead Partner/Project/Associated partner Partner logo or official names which are part of the project partnership)

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

1.2.2 Leaflet

Updated description of the project		Project logo* as provided by JS
		Pictures related to the project Full title in Italian and Slovene language
	Title Date and Location	Updated description of the project including total budget and the amount of the ERDF co-financing. Suggestion: include Programme reference into the short description of the project: <ul style="list-style-type: none"> • in English language: "This project is supported by the Interreg V-A Italy-Slovenia Cooperation Programme funded by the European Regional Development Fund. This project aims..." • in Italian language: "Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a..." • in Slovene language: "Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je..."
Information about the project, including Financial support from the European Union/Programme and other contribution		
Title in Italian and Slovene language Date and location if needed (in case of events)		
Project partnership* (Lead Partner/Project Partner/Associated partner logo or official names which are part of the project partnership)		

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

1.3. Colophon

It is recommended to create a colophon including:

- editor
- translation service/agency
- editing
- photo credits
- print service data
- edition data
- publishing place and date
- LINK for downloading the e-version if available of the publication with the text:
 - In English language: “This publication is available at the following link: [www...](#)”
 - In Italian language: “La presente pubblicazione è reperibile in formato elettronico all’indirizzo: [www....](#)”
 - In Slovene language: “To objavo lahko najdete v elektronski obliki na naslovu: [www....](#)”
- Reference to the co-financing as written below:
 - In English language: “Publication financed under the Interreg V-A Italy Slovenia 2014-2020 Cooperation Programme, co-financed by the European Regional Development Fund.”
 - In Italian language: “Pubblicazione finanziata nell’ambito del Programma di Cooperazione Interreg V-A Italia-Slovenia 2014-2020, finanziato dal Fondo europeo di sviluppo regionale.”
 - In Slovene language: “Objava sofinancirana v okviru Programa sodelovanja Slovenija-Italija 2014-2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.”
- This sentence is recommended when you express a position or opinion:
 - In English language: “The content of this publication does not necessarily reflect the official positions of the European Union. The responsibility for the content of this publication belongs to the author [insert author’s name].”
 - In Italian language: “Il contenuto della presente pubblicazione non rispecchia necessariamente le posizioni ufficiali dell’Unione europea. La responsabilità del contenuto della presente pubblicazione appartiene all’autore [inserire nome dell’autore].”
 - In Slovene language: “Vsebina te publikacije ne odraža nujno uradnih stališč Evropske unije. Odgovornost za vsebino te publikacije pripada avtorju [vstaviti avtorjevo ime].”

1.4. Citing your project in an academic publication

When citing a project funded by the Programme in an academic publication, it is recommended to refer to the European Union, the European Regional Development Fund and the Interreg V-A Italy-Slovenia Cooperation Programme.

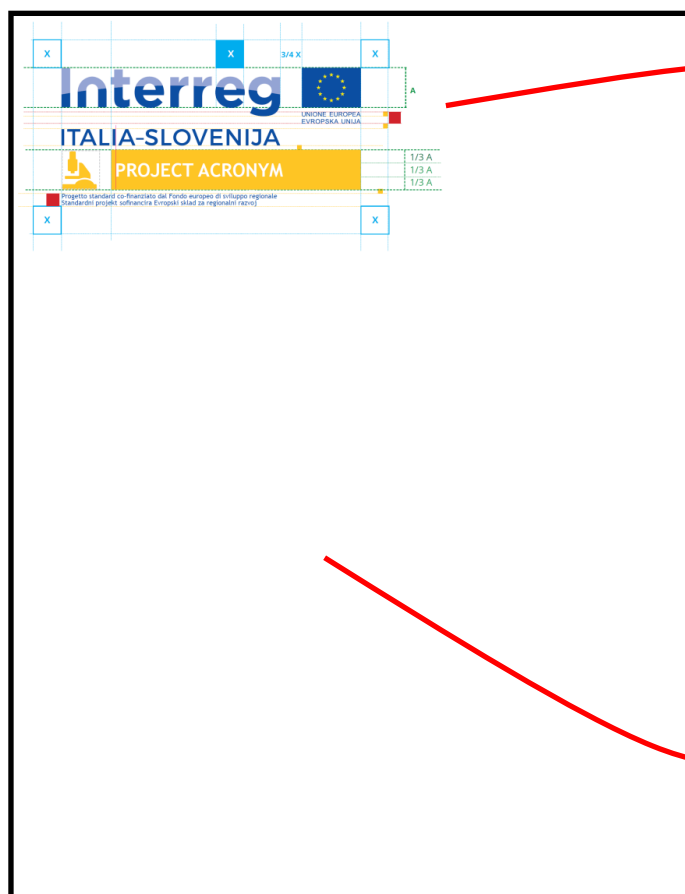
Below is an example of a citation which is in line with these requirements.

“This research was supported as part of [INSERT PROJECT ACRONYM], an Interreg project supported by the Italy-Slovenia Cooperation Programme of the European Regional Development Fund of the European Union.”

1.5. Project stationery

As illustrated into the Visual Identity style guide for projects information and communication activities, please find below an examples for project stationery.

A4 format (210 mm x 297 mm)



Project logo*as provided by JS

Logo positioning: should be placed in the top left corner of the page.

Project logo must comply with the proportions set out in the Visual Identity style guide for projects information and communication activities. Project partners logo can be present in the same page, but according with the provisions laid down in paragraph 2.9 of the Visual Identity style guide.










Content suggestions:

- > All text color: Black
- > Font: Trebuchet


ATTENTION*: please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

1.6. Reports

1.6.1 Cover

  ITALIA-SLOVENIJA  PROJECT ACRONYM <small>Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale Standardni Projekt sofinancira Evropski sklad za regionalni razvoj</small>	Project logo* as provided by JS
TITOLO DELLA RELAZIONE IN LINGUA ITALIANA NASLOV POROČILA V SLOVENSKEM JEZIKU (Font Trebuchet 36 pt, Bold) <small>Sottotitolo in lingua Italiana Podnaslov v slovenskem jeziku (Font Trebuchet, 14 pt, Bold)</small>	Title / subtitle /version of the report in Italian and Slovene language
<small>Versione/ Verzija: N./ Št. xxx (Font Trebuchet 12pt, Bold) Autore/ Avtor: xxxxxxx (Font Trebuchet 12pt, Bold)</small>	Project partnership* (Lead Partner/Project Partner/Associated partner logo or official names which are part of the project partnership)
     	ATTENTION*: please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

1.6.2 Internal pages

Interreg 
ITALIA-SLOVENIJA
PROJECT ACRONYM
regionalni sklad za Slovenijo in Italijo
regionalni sklad za Slovenijo in Italijo

1 TITOLO IN LINGUA ITALIANA

Testo in lingua italiana

1 NASLOV V SLOVENSKEM JEZIKU

Vsebina v slovenskem jeziku

3

Data/Datum: xx/xx/xxxx

Titolo del documento/Naslov dokumenta
Versione n. / Verzija št. x/xxxx

Project logo* as provided by JS

Content suggestions:

> two columns for Italian and Slovene languages

> All text color: Black

> Font: TrebuchetTitle /

Date/Title/Version No of the report in Italian and Slovene language

2. EVENTS

This section focuses on facilitations and other materials to organize and manage an effective event. For projects, it is important to organize events that are interesting for the target audiences and for media to attend. Typical project events include conferences, seminars, exhibitions, field trips, kick off and closing events. Joining forces with other thematically relevant projects can save human and financial resources.

The Project logo, provided by the Programme, has to be used on any agendas, list of participants, related hand-outs and presentations (Regulation (EU) No 1303/2013).

During the events, projects are encouraged to place the EU flag and the project poster or a project banner in a readily visible place ensuring the visibility of the EU and the Programme.

2.1. Agenda

The agenda is a script or a roadmap with all information related to the event. Build the agenda in well-planned schedule with logical sequence. Give out the agenda before the event in order for the participants to know what to expect. Put the project logo in the top left corner of the page.

Project logo* as provided by JS

Lead Partner/Project Partner logo* or official name which is issuing the agenda

Type of event

Content in Italian and Slovene language and shall include

- Date and Timing
- Title
- Location
- Programme/agenda of the day
- Short intro (reference to the project acronym/ Programme and ERDF funding)
- Contact, website and social media references
- Information about the project, including Financial support from the European Union and other contribution

Project partnership
Lead Partner/Project Partner/Associated partner logos* or official names which are part of the project partnership

PROGRAMMA		PROGRAM	
8:30 - 9:00	Registrazione dei partecipanti	Prijava udeležencev	
9:00 - 9:15	Saluti E Introduzione a cura di	Pozdravi in Uvodni nagovor Govornik	
9:15 - 10:00	Titolo presentazione a cura di	Naslov predstavitve govornik	
10:00 - 11:00	Titolo presentazione a cura di	Naslov predstavitve govornik	
11:00 - 11:15	Pausa	Odmor	
11:15 - 12:30	Titolo presentazione a cura di	Naslov predstavitve govornik	
12:30 - 13:00	Conclusione dei lavori a cura di	Zaključek govornik	

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat.

ATTENTION*: please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

2.2. Invitation

When inviting speakers provide them with clear information on the event and its objectives, normally in the form of a draft programme.

Invitations to participants should be developed in good time, with a “save the date” message sent as a first announcement, followed by more details of the event later on. The most efficient marketing of the event is in a newsletter with the link to the online registration form.

2.2.1 Invitation format for Italian LP/PP

Interreg
ITALIA-SLOVENIJA
PROJECT ACRONYM

LP/PP LOGO

Siete gentilmente invitati alla conferenza stampa del progetto strategico

Vabimo vas na tiskovno konferenco strateškega projekta

Acronimo / Akronim

finanziato nell'ambito del Programma di Cooperazione Interreg V-A Italia-Slovenia 2014-2020, dal Fondo europeo di sviluppo regionale e dai fondi nazionali

sofinanciata v okviru Programa sodelovanja Interreg V-A Italija-Slovenija 2014-2020 iz sredstev Evropskega sklada za regionalni in nacionalnih sredstev

giovedì XX maggio 2010 alle ore XX.00

ki bo v četrtek, XX. maja 2010 ob XX.00 uri

presso la sede del

na sedežu ...

Via ...

Ulica ...

Città ...

Kraj ...

Programma:

Vsebina tiskovne konference:

XX.00 Saluto di benvenuto

XX.00 Uvodni pozdrav

XX.00 Presentazione del progetto

XX.00 Predstavitev projekta

XX.00 Presentazione del partner

XX.00 Predstavitev partnerjev

XX.00 Domande

XX.00 Vprašanja

Vi preghiamo cortesemente di confermare la Vostra partecipazione all'indirizzo e-mail:

Prosimo, da potrdite vašo udeležbo na elektronski naslov:

www.ita-slo.it/projectacronym

Pubblicazione finanziata nell'ambito del Programma di Cooperazione Interreg V-A ItaliaSlovenia 2014-2020, finanziato dal Fondo europeo di sviluppo regionale. Objava sofinancirana v okviru Programa sodelovanja Slovenija Italija 2014-2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.

LP/PP LOGO LP/PP LOGO LP/PP LOGO LP/PP LOGO LP/PP LOGO LP/PP LOGO

Project logo* as provided by JS

Lead Partner/Project Partner logo* or official name which is issuing the agenda

Content in Italian and Slovene language and can include


- Type of event
- Acronym
- Date and Timing
- Title
- Location
- Contact, website and social media references
- Information about the project, including Financial support from the European Union and other contribution

Project partnership Lead Partner/Project Partner/Associated partner logos* or official names which are part of the project partnership


The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat.

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

2.2.2 Invitation format for Slovene LP/PP



PROJECT ACRONYM



UNIONE EUROPEA
EUROPEAN UNION

LP/PP
LOGO

Vabimo vas na tiskovno konferenco strateškega projekta

Siete gentilmente invitati alla conferenza stampa del progetto strategico

Acronimo / Akronim

sofinanciran v okviru Programa sodelovanja Interreg V-A Italija-Slovenija 2014-2020 iz sredstev Evropskega sklada za regionalno in nacionalnih sredstev

ki bo v četrtek, XX. maja 2010 ob XX.00 uri

na sedežu ...
.....
Ulica ...,
Kraj...

Vsebina tiskovne konference:

XX.00 Uvodni pozdrav
XX.00 Predstavitev projekta
XX.00 Predstavitev partnerjev
XX.00 Vprašanja

Prosimo, da potrdite vašo udeležbo na elektronski naslov:

finanziato nell'ambito del Programma di Cooperazione Interreg V-A Italia-Slovenia 2014-2020 dal Fondo europeo di sviluppo regionale e dai fondi nazionali.

giovedì XX maggio 2010 alle ore XX.00

presso la sede del
.....
Via ...,
Città...

Programma:

XX.00 Saluto di benvenuto
XX.00 Presentazione del progetto
XX.00 Presentazione del partner
XX.00 Domande

Vi preghiamo cortesemente di confermare la Vostra partecipazione all'indirizzo e-mail:

www.ita-slo.it/projectacronym

Objava sofinancirana v okviru Programa sodelovanja Slovenija Italija 2014-2020 iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.
Pubblicazione finanziata nell'ambito del Programma di Cooperazione Interreg V-A ItaliaSlovenia 2014-2020, finanziata dal Fondo europeo di sviluppo regionale.

LP/PP LOGO

LP/PP LOGO

LP/PP LOGO

LP/PP LOGO

LP/PP LOGO

LP/PP LOGO

Project logo* as provided by JS

Lead Partner/Project Partner logo* or official name which is issuing the agenda

Content in Italian and Slovene language and can include

- Type of event
- Acronym
- Date and Timing
- Title
- Location
- Contact, website and social media references
- Information about the project, including Financial support from the European Union and other contribution

Project partnership
Lead Partner/Project Partner/Associated partner logos* or official names which are part of the project partnership

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat.

ATTENTION*: please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

2.3. Power point presentations

To make a good presentation you should connect with the public and use the “don’t tell, show” rule. The slides of the presentation are more effective with short and simple sentences, with visual tools (pictures, videos) to keep the attention, so the audience will remember the message. Design an effective and appealing layout and style for your presentation. Here below you can find some example. Use a few matching colors. Use plain or simple backgrounds. Repeat some aspects of the design throughout the entire presentation to give visual coherence.

First slide

Interreg
ITALIA-SLOVENIJA
PROJECT ACRONYM

Unione Europea
EUROPEAN UNION

Titolo del progetto in lingua italiana
Naslov projekta v slovenskem jeziku

PRESENTATION TITLE
in Italian and Slovene language
(font: Trebuchet; pt. 54)
Speaker reference- Font: trebuchet; pt 32

Title of the event
PLACE and date of the event

Project logo* as provided by JS

Title of the project in Italian and Slovene language

Content in Italian and Slovene language and can include

- Title of the presentation
- Speaker reference
- Title/date/location of the event

Last slide

Interreg
ITALIA-SLOVENIJA
PROJECT ACRONYM

Unione Europea
EUROPEAN UNION

Titolo del progetto in lingua italiana
Naslov projekta v slovenskem jeziku

Grazie per l'attenzione!
Hvala za pozornost!

TITLE OF THE PRESENTATION
in Italian and Slovene language
Speaker references
(font Trebuchet; min 32 pt)
www.ita-slo.eu/projectacronym


Progetto finanziato nell'ambito del Programma di Cooperazione Interreg V-A Italia Slovenia 2014-2020, dal fondo Europeo di sviluppo regionale e dai fondi nazionali.
Projekt sofinanciran v okviru Programa Sodelovanja Interreg V-A Italija Slovenija 2014-2020, iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.

Information about the project, including Financial support from the European Union and other contribution

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat.

ATTENTION*: please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

2.4. Attendance sheet

Interreg 
ITALIA-SLOVENIJA Joint Operational Programme
PROJECT ACRONYM Project acronym to be used in all communication activities

Title of the meeting in Italian and Slovene language
 Place and date of the meeting

	COGNOME/NOME	NOME/IME	ENTE/INSTITUCIJA	FIRMA/PODPIS
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Project logo* as provided by J

Title of the meeting in Italian and Slovene language

Content in Italian and Slovene language

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat.

2.5. Roll up banner

Interreg
ITALIA-SLOVENIJA
PROJECT ACRONYM

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
Standardni Projekt Sofinancira Evropski sklad za regionalni razvoj

TITOLO DEL PROGETTO IN LINGUA ITALIANA
NASLOV PROJEKTA V SLOVENSKEM JEZIKU

PROJECT IMAGES

Budget totale
Celotni znesek

ERDF budget
Znesek ESRR

Durata—
Trajanje:
Xx.xx.xxxx-
xx.xx.xxxx

Opis projekta v slovenskem jeziku

Descrizione del progetto in lingua italiana

www.ita-slo/projectacronym

Progetto finanziato nell'ambito del Programma di Cooperazione Interreg V-A Italia Slovenia 2014-2020, dal fondo Europeo di sviluppo regionale e dai fondi nazionali. Projekt sofinanciran v okviru Programa Sodelovanja Interreg V-A Italija Slovenija 2014-2020, iz sredstev Evropskega sklada za regionalni razvoj in nacionalnih sredstev.

LP/PP logo

Project logo* as provided by JS

Project title in Italian and Slovene language

Pictures related to the project

Content in Italian and Slovene language and can include

- Information about the project, including Financial support from the European Union and other contribution
- Description of the project in Italian and Slovene language.

Suggestion: include Programme reference into the short description of the project:

> in Italian language: "Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a..."

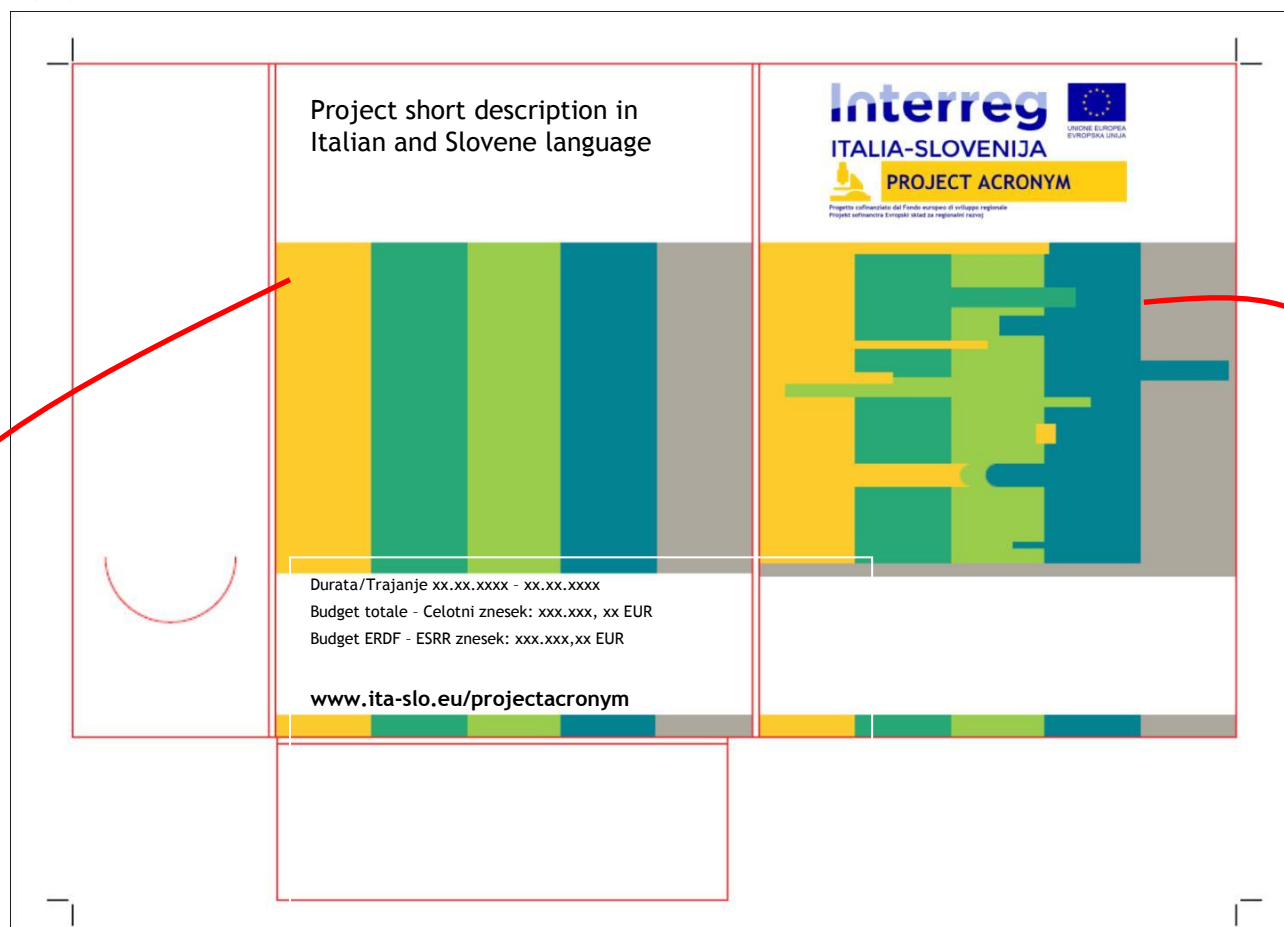
> in Slovene language: "Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je..."

Contact, website and social media references

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat

2.6. Folder



Project short description in Italian and Slovene language

Content in Italian and Slovene language and can include

- Information about the project, including Financial support from the European Union and other contribution
- Updated description of the project in Italian and Slovene language.

Suggestion: include Programme reference into the short description of the project:

> in Italian language: “Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a...”

> in Slovene language: “Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je...”

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat

ATTENTION*: please remind that “If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.”

3. POSTER, BILLBOARDS AND PLAQUES

This section focuses on compulsory elements during project implementation: posters, billboards and plaques.

3.1. Poster: compulsory elements

The EU Regulation 1303/2013 Annex XII requires each project partner to display a project poster in their institution in a place readily visible to the public.

During the implementation of the project, beneficiaries (i.e. LP/project partners) must place at least one poster with information about the project (minimum size A3) including project's aims and objectives, total budget and funding obtained with the support from the European Union, at a location readily visible to the public, such as the entrance area of a building (e.g. the institution's headquarters). Use the color of the project's Priority Axis (find in the Programme Visual Identity style guide).

The poster has to be written in both Italian and Slovene languages. Two linguistic versions can be produced if needed. Both must be placed visibly.

If there are other logos, the emblem of the European Union must have at least the same size, in height or width, to those of the larger of the other logos.


Is highly recommended for projects to put up the poster within 6 months after project approval. Posters shall be visible for the entire duration of the project.

The poster content can be adapt for different events with the current situation of the project implementation or other information. However, it is the responsibility of the Lead partner to adapt its content. The obligatory elements are same as in the previous poster.

Consider the following points:

- paper: minimum size of A3,
- poster images: select an easily representative picture with professional quality,
- poster images: use images of your own rights to avoid copyright infringement or choose free pictures online (e.g. pixabay.com or canva.com),
- description: should be short and concise, without technical jargon that anyone can understand what the project is about,
- font: use the font Trebuchet MS,
- The use of colors depends on which Priority Axes belongs the project. Please refer to par. 3.2 of the Visual Identity style guide for projects information and communication activities.
- poster position: place the poster in a visible place (e.g. reception area or entrance of the building).

Poster template

Interreg 
ITALIA-SLOVENIJA
PROJECT ACRONYM

Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale
 Standard Projekt sofinancirano Evropski sklad za regionalni razvoj

Titolo del progetto
Naslov projekta

PROJECT PICTURE/S

Breve descrizione del progetto
 in lingua italiana

Kratek opis projekta
 v slovenskem jeziku

DURATA - TRAJANJE
 XX/XX/XXXX - XX/XX/XXXX

BUDGET TOTALE - SKUPNO FINANCIRANJE
1.23.456,78€

FESR - ESRR
1.23.456,78€

PARTNER DI PROGETTO - PROJEKTHA PARTNERJI
 LP: AAAAAAAAAAAAAA
 PP: BBBBBBBBBBBBBBBB
 PP: CCCCCCCCCCCCCCCC
 PP: DDDDDDDDDDDDDDD
 PP: EEEEEEEEEEEEEEEEE
 PP: FFFFFFFFFFFFFFFF

PARTNER ASSOCIATI - PRIDRUŽENI PARTNERJI
 PR: GGGGGGGGGGGGGG
 PR: HHHHHHHHHHHHHH
 PR: IIIIIIIIIIIIIIIII
 PR: JJJJJJJJJJJJJJJJ

www.ita-slo.eu/PROJECTACRONYM

Project area

LP/PP LOGO

Obligatory element:

Project logo* as provided by JS

Project title in Italian and Slovene language

Pictures related to the project (avoid copyright infringement).

Content in Italian and Slovene language and can include

- **Obligatory element:** Information about the project (duration/total and ERDF budget), including Financial support from the European Union and other contribution
- Description of the project in Italian and Slovene language.

Suggestion: include Programme reference into the short description of the project:

> in Italian language: "Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a..."

> in Slovene language: "Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je..."

Project partnership

Lead Partner/Project

Partner/Associated partner logos* or official names which are part of the project partnership

Contact, website and social media references

Project impact area

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity Style Guide for projects information and communication activities or contact the Joint Secretariat.

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

3.2. Billboards&Plaques

The EU Regulation 1303/2013 Annex XII requires for project, that finances infrastructure or construction contracts with the total public funding (including the ERDF funds received from Interreg V-A Italy-Slovenia Programme) that exceeds EUR 500.000,00 must be branded during and after the completion of works. To ensure transparency, the Interreg V-A Italy-Slovenia Programme strongly encourages projects with a public contribution of less than EUR 500.000,00 to apply the same rules.

While works are ongoing, the beneficiaries must put up a temporary billboard at a readily visible location. The temporary billboard must be replaced by a permanent plaque or billboard no later than three months after completion of the project.

The temporary billboard and the permanent plaque must include the logo of the project provided by the Joint Secretariat that already includes the mandatory elements (acronym of the project, the Union emblem, Programme logo together with the reference to the ERDF) the title of the project and main objective, which shall take up at least 25% of the overall size of the billboard. Other mandatory elements are the total budget and ERDF budget of the project.

The temporary billboard must be replaced by a permanent plaque or billboard no later than three months after completion of the project.

The permanent plaque or billboard must be of significant size (minimum of 1x1,5 m), proportionate to the size of the project and displayed at a location readily visible to the public.

All billboards and plaques must be written in both Italian and Slovene languages.

Type of information to the public	POSTER		TEMPORARY BILLBOARD		PERMANENT PLAQUE
	MANDATORY	RECOMMENDED	MANDATORY	RECOMMENDED	MANDATORY
For which projects it applies	With a public support of less than or equal to € 500,000 or all projects not falling under the obligation of the temporary billboard (Annex XII, 2.2 point 4) and the permanent plate (Annex XII, 2.2 point 5).	For all projects.	For project partner for each project consisting in the financing of infrastructure or construction works for which the total public support to the operation exceeds € 500.000.	For each project consisting in the financing of infrastructure or construction works for which the total public support to the operation NOT exceeds € 500.000.	For projects with a public contribution exceeding € 500,000 and consisting of financing infrastructures or construction operations or the purchase of physical objects.
When to place information	During the project implementation	During the implementation of the project and after the completion of the project	During the project implementation	During the project implementation	Within three months after completion of the project
Where to place the information	At least one POSTER in a place visible to the public, like the entrance area of a building	In all the places of implementation and project management at the headquarters of the beneficiaries in a place visible to the public, as the entrance area of a building	The temporary billboard must be placed next to the construction site billboard during the operation of construction financed by the Programme	The temporary billboard must be placed next to the construction site billboard during the operation of construction financed by the Programme	The permanent plate must be positioned on the construction
Why position the information	Regulatory requirement of Annex XII, 2.2. points 2b, 4 and 5	To guarantee the transparency of the Interreg V-A Italy-Slovenia Programme and greater visibility of the projects	Regulatory requirement of Annex XII, 2.2 point 4	To guarantee the transparency of the Interreg V-A Italy-Slovenia Programme and greater visibility of the projects	Regulatory requirement of Annex XII, 2.2. point 5
Minimum dimensions	Minimum A3	Minimum A3	Minimum 1 x 1,5 m	Minimum A3	Minimum 1 x 1,5 m
Example	A project with a public contribution of less than or equal to € 500.000, which does not have as central elements of the infrastructure project or operations of construction or purchase of physical objects.	Any project with a public contribution of less than or equal to € 500.000, even if it has as core elements of the project infrastructures or operations of construction or purchase of physical objects.	A project with a public contribution of over € 500,000, which as the core element of the project finances infrastructures or construction operations. The core element of a project is the construction of an infrastructure with a higher cost of € 500.000.	A project with a public contribution of more than € 500,000 that finances an infrastructure or construction operation, even for an amount (intended for this intervention) not exceeding € 500,000, even if it is not the central element of the project. For example: a project finances a building with a lower cost of 500,000 EUR and the total project contribution is more than 500,000 euros.	A project with a public contribution of more than € 500,000 which, as a core element, finances infrastructures or construction operations or the purchase of physical objects.

Temporary billboard



Obligatory element:

Project logo* as provided by JS

Project title in Italian and Slovene language

Content in Italian and Slovene language and can include

- **Obligatory element:** Information about the project (duration/total and ERDF budget), including Financial support from the European Union and other contribution
- Description of the project in Italian and Slovene language.

Suggestion: include Programme reference into the short description of the project:

- > in Italian language: "Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a..."
- > in Slovene language: "Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je..."

Contact, website and social media references

Project partnership

Lead Partner/Project Partner/Associated partner logos* or official names which are part of the project partnership

Project impact area

Permanent plaque template



Obligatory element:

Project logo* as provided by JS

Project title in Italian and Slovene language

Content in Italian and Slovene language and can include

- **Obligatory element:** Information about the project (duration/total and ERDF budget), including Financial support from the European Union and other contribution
- Description of the project in Italian and Slovene language.

Suggestion: include Programme reference into the short description of the project:

> in Italian language: "Questo progetto è supportato dal Programma di cooperazione Interreg V-A Italia-Slovenia, finanziato dal Fondo europeo di sviluppo regionale. Questo progetto mira a..."
 > in Slovene language: "Ta projekt ima podporo Programa sodelovanja Interreg V-A Italija-Slovenija, ki ga financira Evropski sklad za regionalni razvoj. Namen tega projekta je..."

Contact, website and social media references

Project partnership

Lead Partner/Project Partner/Associated partner logos* or official names which are part of the project partnership

Project impact area

The use of colors depends on which Priority Axes belongs the project. Please refer to the Visual Identity style guide for projects information and communication activities or contact the Joint Secretariat.

ATTENTION*: please remind that "If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos."

3.3. Stickers

Stickers affixed on equipment purchased through funded projects shall be clearly visible when placed. A sticker should be placed on every piece of equipment. For rain or sunshine protection, a PVC sticker with UV polishing is recommended.

Size: 150x100 or 100 mm x 70 mm or 80 mm x 50 mm

 <p>The sticker template contains the following elements:</p> <ul style="list-style-type: none">Interreg logo in large blue letters.ITALIA-SLOVENIJA in blue capital letters below Interreg.Small logo of a building on the left and a yellow box with PROJECT ACRONYM on the right.Small text below the building logo: "Progetto standard co-finanziato dal Fondo europeo di sviluppo regionale / Standardni Projekt Sofinancira Evropski sklad za regionalni razvoj".Financial information: "Budget totale/Skupni znesek: xxx.xxx,xx EUR" and "ERDF/ESRR: xxx.xxx,xx EUR".Website address: "www.ita-slo.eu/projectacronym".European Union flag logo with text "UNIONE EUROPEA / EVROPSKA UNIJA".	<hr/> <p>Obligatory elements: Project's logo provided by the JS with reference to the fund (ERDF version).</p> <hr/> <p>The financial support of the project (at least total budget and ERDF contribution).</p> <hr/> <p>Project Website address (recommendable)</p> <hr/>
---	---

4. OTHER PROMOTIONAL ITEMS

Project partners can produce other promotional items. The project logo provided by the JS is mandatory. Please refer to paragraph 2.5 of the Visual Identity style guide for projects information and communication activities.

4.1. Pens



Obligatory elements: Project's logo provided by the JS without reference to the fund (ERDF) as illustrated in paragraph "2.5 PROJECT LOGO: SMALL SCALE VERSIONS" of the Visual Identity style guide for projects information and communication activities (alternative project logo version for small items).

4.2. USB pen-drives



Obligatory elements: Project's logo provided by the JS without reference to the fund (ERDF)

See also paragraph "2.5 PROJECT LOGO: SMALL SCALE VERSIONS" of the Visual Identity style guide for projects information and communication activities (alternative project logo version for small items).

4.3. Bags



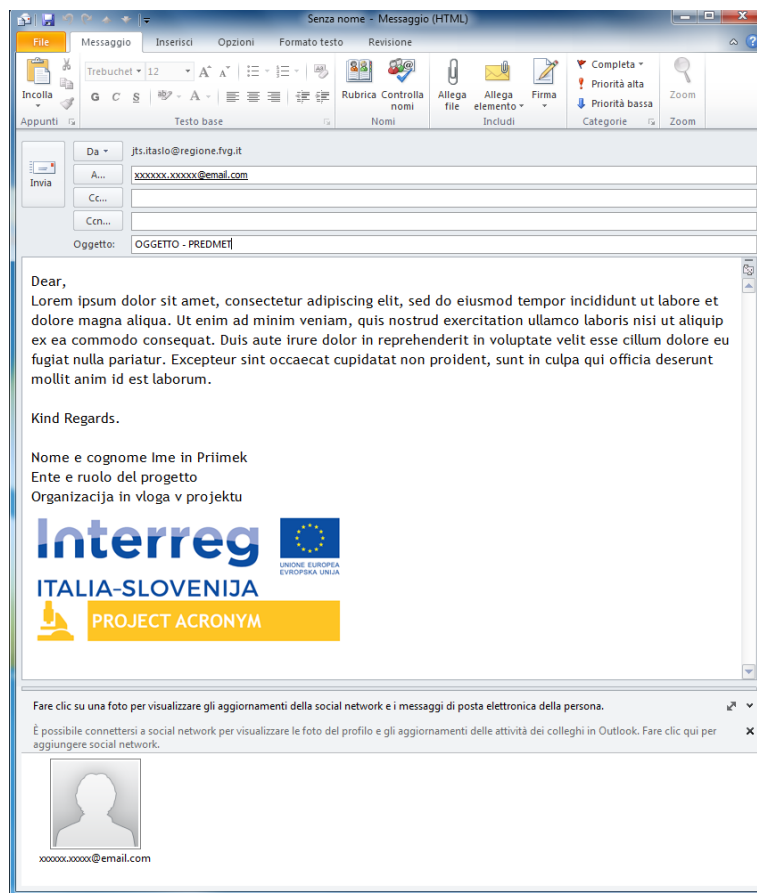
Obligatory elements: Project's logo provided by the JS with reference to the fund (ERDF version).

5. ONLINE TOOLS

This section focuses on online tools such as email, newsletters, project website, social media and videos.

5.1. Email

For HTML emails newsletters and bulletins, the logo must appear somewhere within the message. It does not need to be in the header. We recommend to add the writer position below the logo. Write brief, up-to-date information.



**Obligatory elements: Project's
logo provided by the Programme**

5.2. Newsletter

A newsletter is an effective communication tool for projects that can be sent 2 to 4 times per year. Make a schedule for when newsletters are planned to be sent. It is important to know who your target group of readers is. Create a newsletter template and use it consistently. Make sure the project logo is included in the header of the first page.

5.3. Project website

The Interreg V-A Italy-Slovenia Programme hosts one website per project (www.ita-slo.eu/projectacronym). The integrated system of Programme and project websites facilitates the monitoring of project activities and it saves financial and human resources.

The Project website is the first place for many target groups to find information. Consider using other channels like social media to reach different targets. A website is effective only when is updated with information on project progress, announcements for events, sharing photos.

Publicize your website by putting the address on all print items, on the websites of project partners and other relevant stakeholders.

The Joint Secretariat gives projects access information (one username and password per project) and guidance about the webpage. The structure of the page is same for each project: pre-filled information that are not exchangeable (Project summary, Partners, Contacts) and manually modifiable contents (Objectives, Project documents, News&Events and Gallery).

The webpages are available in Italian, Slovene and English languages.

For projects is mandatory to use the hosted webpage with exception for projects that need specific tools or have products with a longer life then the project itself. For the development of a separate website a specific justification is required. In the event that this separate website is approved, the project is required to follow the Visual Identity style guide for projects information and communication activities.

To login to the system the username (email address) and password must be typed into the corresponding fields of the login page.

The operating instructions will be contained in a separate document.

5.4. Social media

Social media are an important tool to reach a wide range of target audiences and to get a feedback from them, because of its two-way communication. The Programme encourages the projects to develop an online presence through some of the social media channels.

The Social medias need to be resourced properly in terms of keeping content fresh and interesting. If you upload pictures with members of the general public (in particular those aged under 18 or vulnerable adults) make sure that you have the relevant permissions to use them.

Use the project logo provided by the JS as a profile or cover picture of your social media channels. Some tips for Facebook and Twitter:

- follow the people and organizations associated with your project, to get more followers with the 'Follow-to-follow' rule,
- post regularly, but don't overload with information,
- use images to create more relevant and interesting posts,
- avoid a complex terminology,
- respond to all messages and comments, even the negative ones,
- use the tag @InterregITASLO.

5.5. Video

The project logo must appear on initial view, meaning the logo should be included as part of the first shot, prior to any other titles or graphics.

The project logo may be the focus of the first shot or used in conjunction with other titles as necessary. Extended graphical opening sequences should be used only if the full colored project logo is visible on initial view.

The project logo may be incorporated into the video as long as readability is maintained.

The project logo must appear again as the last shot of the video, following any production information or credits.

6. CONSEQUENCES OF NON-USE / INCORRECT USE OF THE LOGO

Please note that the Joint Secretariat is not responsible for the content of the promotional material (invitations, brochures, press releases, etc.) made by the Lead Partners and / or by the Project Partners, with particular regard to image damage caused to the Interreg V-A Italy-Slovenia programme and to the European Union for the insertion of incorrect Italian / Slovenian / English texts and translations.

In fact, the Joint Secretariat will be able to examine exclusively the correct use of the project logo, that is, the merely graphic and non-content aspect of the promotional material realized within the projects. The approval requested by the Joint Secretariat for the circulation of promotional material will concern only the correct use of the graphic examples made available in this Annex II and illustrated as requested by the beneficiaries.

The non-use of the compulsory project logo provided by the Joint Secretariat and thus the non-fulfillment of the basic requirements set out in the Visual Identity style guide and in this Annex II can lead to a reduction in co-financing (ineligible costs). Costs can also be considered unjustified in cases where the logo is incorrectly used (too small, distorted, poorly visible logo due to an inappropriate background, etc.).