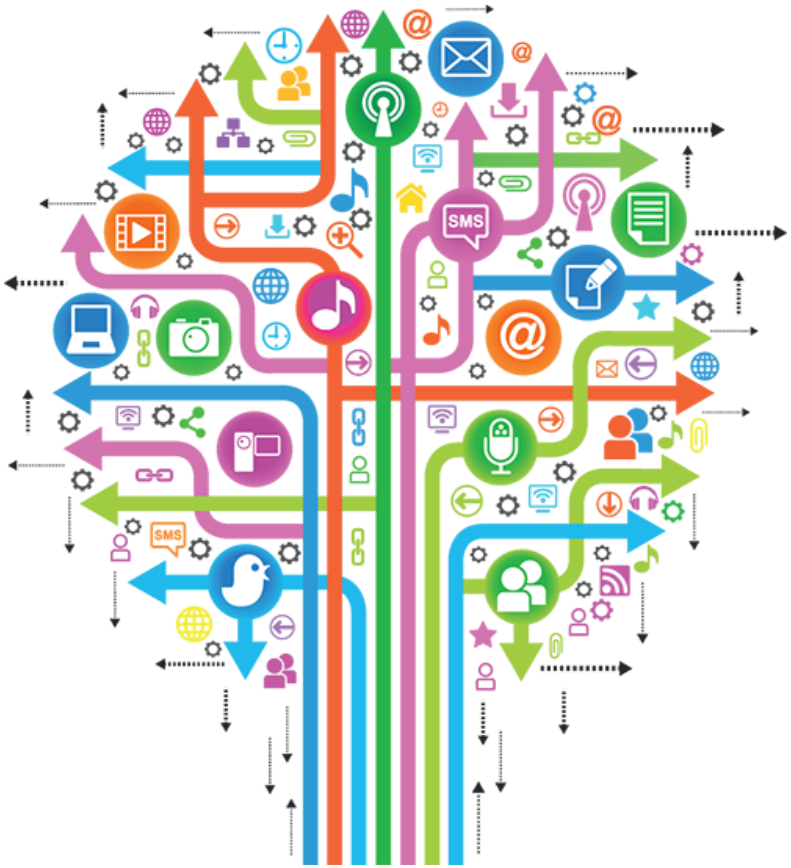
Visual Identity Manual



Interreg VI-A IPA Bulgaria – Serbia

Interreg VI-A IPA Bulgaria - North Macedonia

Interreg VI-A IPA Bulgaria - Türkiye

Interreg Co-funded by the European Union
IPA Bulgaria - North Macedonia

Interreg Co-funded by the European Union
IPA Bulgaria – Serbia

Interreg Co-funded by the European Union
IPA Bulgaria – Türkiye

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Introduction

Purpose of the Manual

This Manual explains how beneficiaries must communicate their projects and ensure proper visibility of European Union support. It provides clear, practical rules on the use of logos, visual identity, communication tools and mandatory visibility measures throughout the entire project lifecycle.
The main purpose is to ensure that citizens are informed about how EU funds are used and how projects contribute to regional development, cooperation and cohesion.

Target Audience

The Manual is intended for:

- Project beneficiaries and partners
- Lead partners
- Contractors and service providers working on project communication
- Staff involved in project management, communication and reporting

How to Use This Document

This document should be used as a practical manual.
Beneficiaries are encouraged to:
Read Part 1 to understand the legal basis and principles
Use Part 2 and 3 as a step-by-step guide for visual identity and communication tools
Consult the examples & templates for everyday project work

Scope and Applicability

This Manual applies to all projects funded by:

- ✓ Interreg VI-A IPA Bulgaria–Serbia Programme 2021–2027
- ✓ Interreg VI-A IPA Bulgaria–North Macedonia Programme 2021–2027
- ✓ Interreg VI-A IPA Bulgaria–Türkiye Programme 2021–2027

They apply to all communication and visibility actions carried out during project implementation.

Part 1:
Legal requirements

Legal framework

Regulation (EU) 2021/1059 – Interreg Regulation

This Regulation defines the specific rules for Interreg programmes.
Article 36 sets the obligations related to information, communication and visibility. It requires beneficiaries to:

- ✓ Inform the public about the support received from the EU
- ✓ Display the Interreg and EU visual identity correctly
- ✓ Ensure visibility of funding during project implementation

Regulation (EU) 2021/1060 – Common Provisions Regulation (CPR)

This Regulation applies to all EU shared-management funds.

- ✓ **Article 47** defines the role of Managing Authorities in communication.
- ✓ **Article 50(3)** sets the obligation to ensure visibility of EU funding.
- ✓ **Annex IX** describes detailed requirements for communication and visibility measures.

Interreg Brand Design Manual

The Interreg Brand Design Manual defines:

- ✓ Structure of the Interreg logo
- ✓ Colours, fonts and layout
- ✓ Rules for combining the Interreg logo with programme names and project names
- ✓ Examples of correct and incorrect use
- ✓ All beneficiaries must follow this manual when creating visual materials.

Programme Communication Strategies

Each Programme has its own Communication Strategy.
These strategies define:

- ✓ Target groups
- ✓ Communication objectives
- ✓ Key messages
- ✓ Main communication channels

Projects must align their communication activities with these strategies.

Communication Principles

Transparency

Projects must clearly show how public and EU funds are used and what results are achieved. Information should be accurate, up to date and publicly available, so that citizens can understand the purpose of the project and the benefits it brings to the programme area..

Visibility of EU Support

EU co-financing must always be visible and clearly recognisable.
All communication materials, events and outputs must show that the project is supported by the European Union through the Interreg programme, using the correct logos and visual elements.

Accessibility and Clarity

Information should be understandable for the general public, written in simple and clear language. Communication materials should be easy to find, easy to read and accessible to different groups, including people with limited technical knowledge.

Proportionality

Communication activities should be appropriate to the size, budget and scope of the project. Larger projects are expected to carry out more extensive communication activities, while smaller projects should still ensure basic visibility of EU support.

Multilingual Approach

Projects should use languages that are understandable for the target groups in the programme area.

Control, Audit and Financial Consequences

Who Performs Checks

Compliance with communication and visibility requirements is checked by several bodies at different levels.
The main responsibility lies with the **Managing Authorities**, which ensure that projects follow the rules of the Programme and the EU Regulations.
Joint Secretariats support this process by providing guidance to beneficiaries and by reviewing communication materials during project implementation.
Controllers and auditors verify compliance as part of regular project checks, both during implementation and after project activities are completed.
If necessary, European institutions may also carry out additional verifications, especially in cases of serious irregularities or systemic issues.

How Compliance Is Verified

Compliance is verified through different types of checks.
Desk checks include the review of project reports, communication plans, publications, websites, social media content and other materials submitted by beneficiaries.
On-the-spot checks allow controllers and programme bodies to verify directly at project locations whether plaques, posters, equipment labels and other visibility measures are correctly displayed.
Audit procedures assess compliance at a more strategic level and may include detailed examination of documentation, communication outputs and internal procedures of beneficiaries.

Financial Corrections

If communication and visibility rules are not respected, financial corrections may be applied. This means that part of the project expenditure related to communication or affected activities may be declared ineligible.

Part 2:
Interreg Visual Identity

Interreg Brand

The Interreg brand is designed to be strong, clear and easy to recognise. It can be easily combined with other logos in co-branding situations.

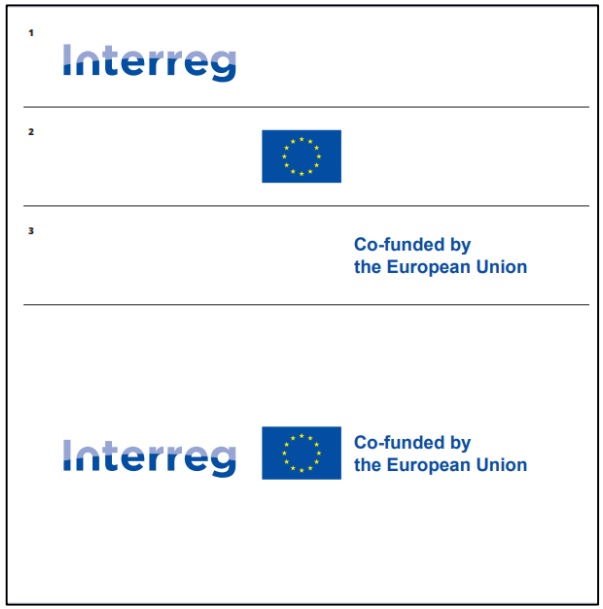
The logo uses a simple, typographic design so that the EU emblem is clearly visible and not overshadowed by other graphic elements.

The brand consists of three fixed elements:

- the Interreg logotype with the coloured arch (1)
- the EU emblem (2)
- the statement (3)

These elements form one inseparable unit. Their position, size and structure must never be changed.

Always use the official digital logo files and never recreate or modify the logo.



Why visual identity matters?

Interreg programmes aim to support meaningful projects that bring real benefits to people's lives across Europe. For these projects to reach new audiences and inspire new partnerships, they need to be visible and easy to recognise.

Interreg programmes operate throughout the European Union and in neighbouring countries, covering all regions of Europe.

The common Interreg brand helps make these programmes more visible and recognisable at all levels and for a wide audience.

Correct use is mandatory for all projects. All examples are available in Interreg Brand Manual – p.1.3. Correct use of the brand





Programme logos

Project partners must use the Programme logo on all information and communication materials (for ex., press releases, posters, presentations, printed materials, promotional items, etc.) produced in the context of the project as well as on websites, social media pages and videos.

As well the Programme logo must be clearly visible on all equipment and goods purchased within the project (e.g. using stickers or plaques).

The composition of the logo elements and the colours of the logo must not be changed!

Please always use the digital files for the Programme logo provided below and do not recreate or modify the logo in any circumstances!

The digital files with the logo of the programmes, standard color version, are available for download from the Programme websites:

Interreg VI-A IPA Bulgaria - Serbia Programme HERE

Interreg VI-A IPA Bulgaria - North Macedonia Programme HERE

INTERREG VI-A IPA Bulgaria - Türkiye Programme HERE

Use only official colours and fonts – Interreg Brand manual, p.3.3 Color use

Interreg VI-A IPA Bulgaria - Serbia Programme

Interreg Co-funded by the European Union

IPA Bulgaria – Serbia

Interreg VI-A IPA Bulgaria - North Macedonia Programme

Interreg Co-funded by the European Union

IPA Bulgaria - North Macedonia

INTERREG VI-A IPA Bulgaria - Türkiye Programme

Interreg Co-funded by the European Union

IPA Bulgaria – Türkiye

Do not distort or stretch the logo.
Do not change colours.
Do not remove elements.

Sizes

Programme logos have to be placed on the front cover of all publications and documents. The top-left corner position should be preferred.

If other logos are displayed (for ex. the project logo), the Programme logo must always be placed on the same page or surface as the other logos.

Please note that the **Programme logo shall not be smaller in size** (measured either in height or width) **than the biggest logo** displayed on the same page or surface!

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

Publications and documents

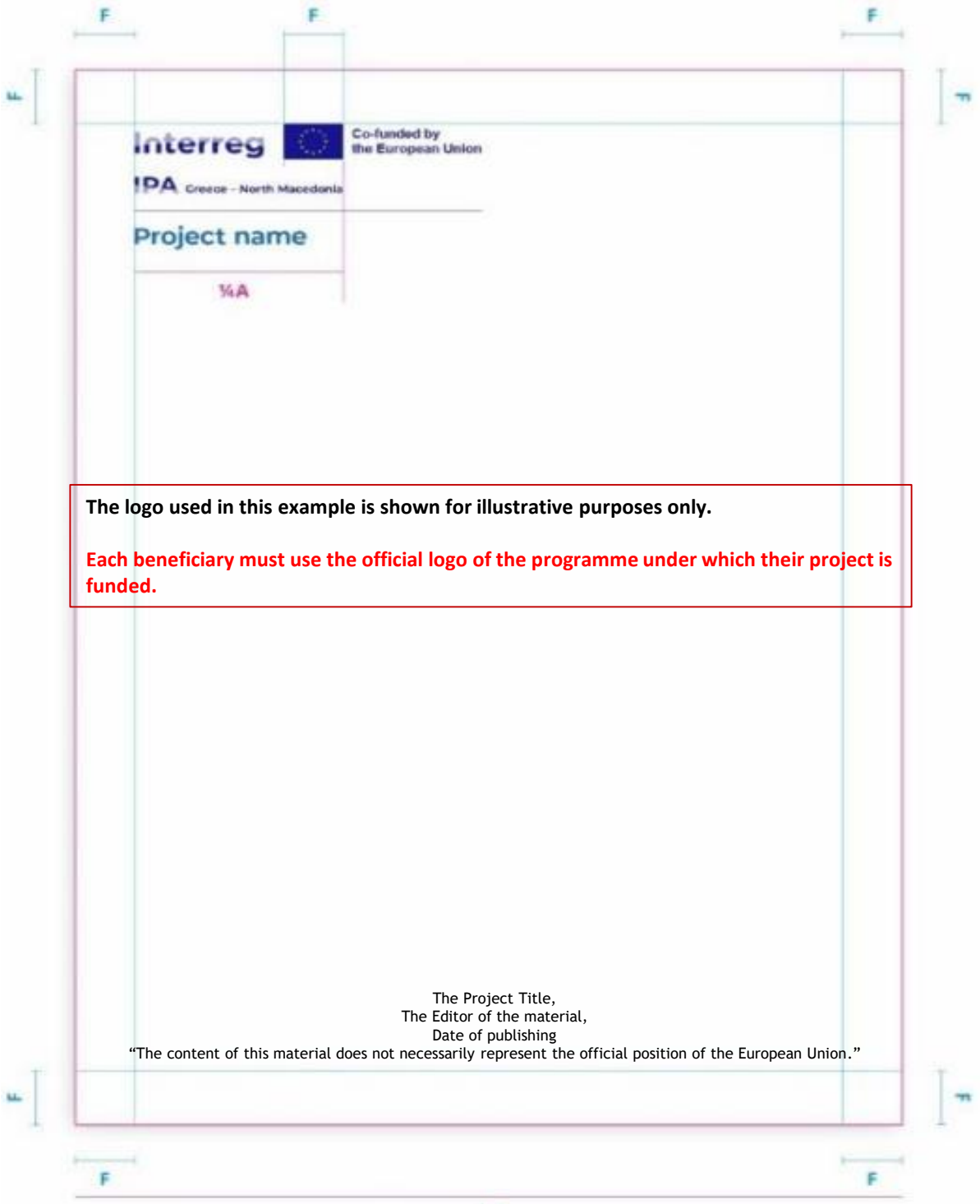
The Programme logo will be placed on the first page/cover, slide of each document/material/presentation elaborated within the Programme.

The logo must be placed on all materials published and documents/presentations presented to the public. This includes not only promotional materials, but also event invitations, presentations, agendas, etc.

The last page/cover of each document/material will contain a technical box with the following information: the project title, the editor of the material, the date of publishing and the disclaimer: *"The content of this material does not necessarily represent the official position of the European Union."*

For presentations and materials consisting of more than one page, this disclaimer will be mentioned at the bottom of the last slide/material.

The brand should always be positioned directly against the margin lines. The top left corner position should be preferred.
All variants for brand positioning are detailed in the Interreg Brand Design Manual 2021 – 2027 https://archive.interact.eu/library/interreg-brand-design-manual-2021-2027/pageflip



Disclaimers & Citations

Disclaimers

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

For publications in print or electronic format:

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

For websites and social media accounts:

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

For videos and other audio-visual material:

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

Citations

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

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

"This research was supported by Interreg ……Programme 2021-2027, co-funded by the European Union."

Templates Typography

Trebuchet

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Àà Ââ Éé Èè Êê Ëë Îî Ïï Ôô Ùù Ûû Çç 0 1 2 3 4 5 6 7 8 9

Trebuchet is the main font used throughout all templates (billboards, plaques and posters). Titles, subtitles, headings and body text are all written in Trebuchet.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Àà Ââ Éé Èè Êê Ëë Îî Ïï Ôô Ùù Ûû Çç 0 1 2 3 4 5 6 7 8 9

The funding statement is written in Arial, according to the guidelines.

Other fonts are also possible, depending on the type, design and style of the product.

Colours

The templates are based on three colours: blue, black and grey. Blue is the colour used in the lines, which accentuate the picture used and the content of the template in general. The project specific information, with the exception of the title is written in black. Finally, grey is used when no picture is added in the template. However, it should be noted, that adding a picture to the template is strongly recommended.

R 63 G 129 B 195
C 76 M 43 Y 0 K 0
#3f81c3

R 0 G 0 B 0 C 0 M 0
Y 0 K 100
#000000

R 225 G 225 B 225
C 10 M 8 Y 8 K 0
#e1e1e1

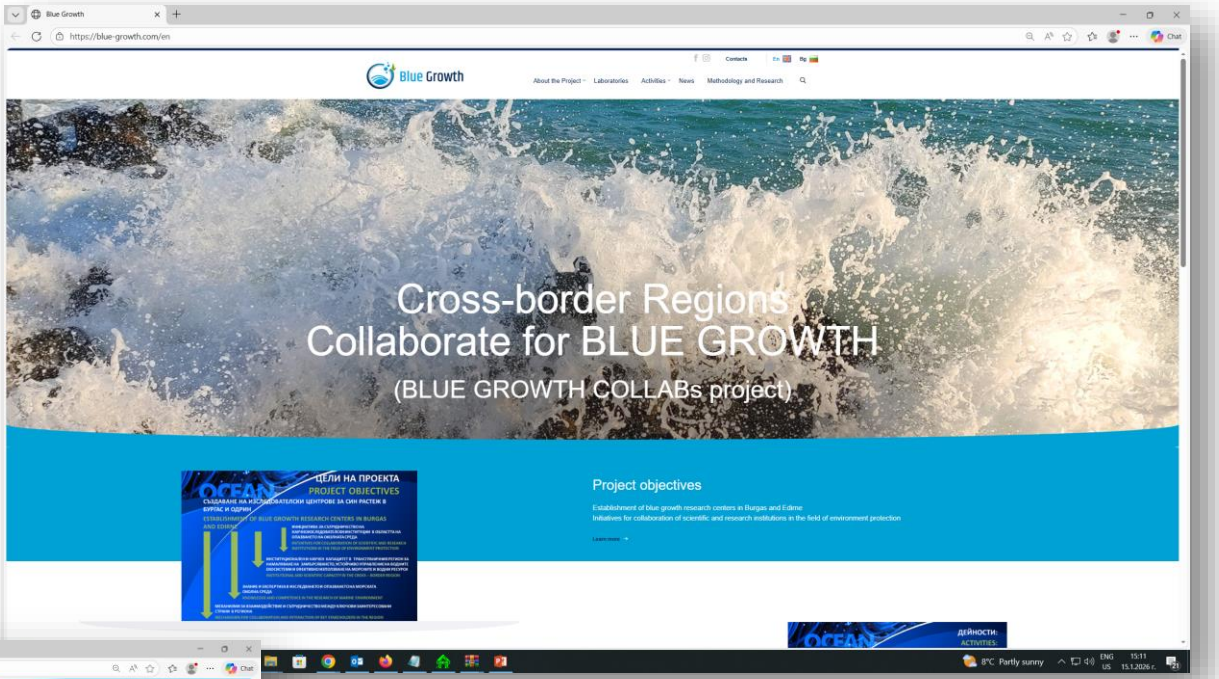


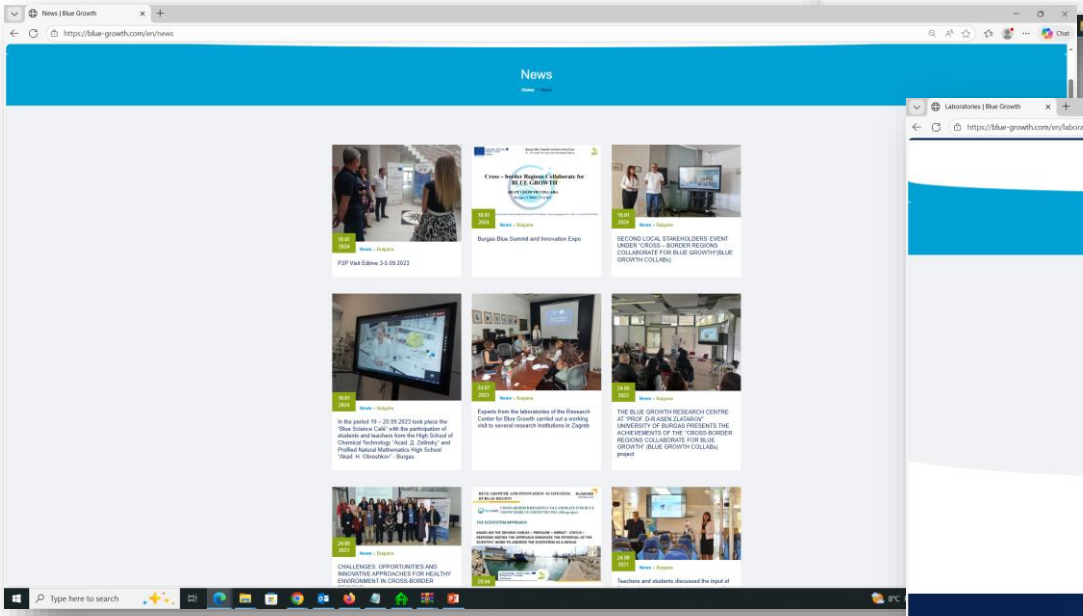
Part 3: Recommended communication measures

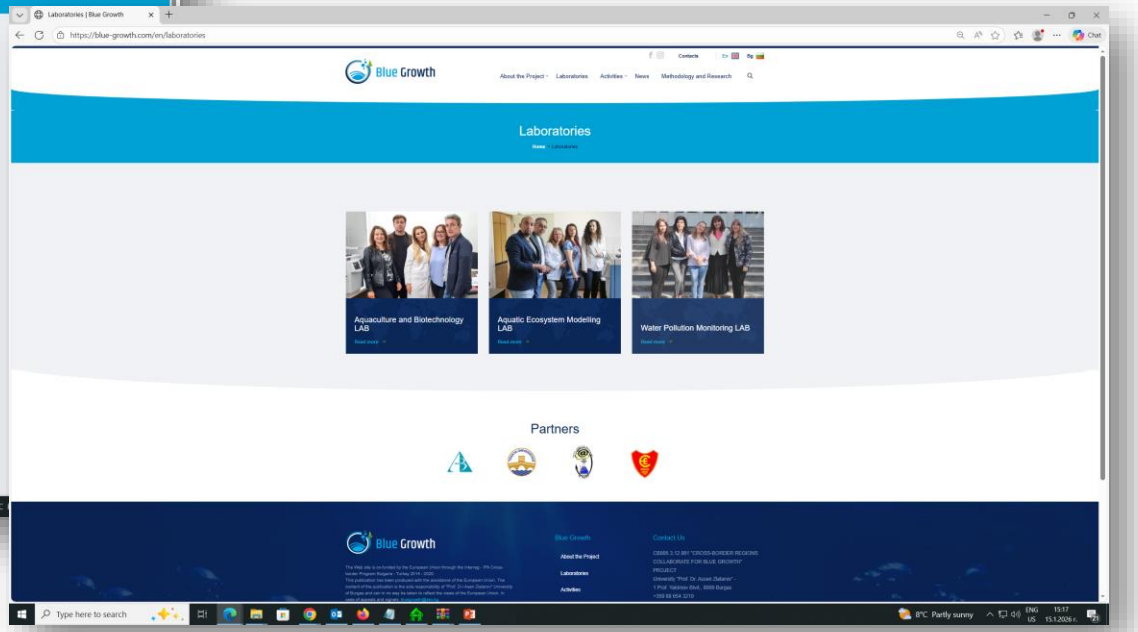
Website

Website is not mandatory.
If you have one, you must publish project information.
Mandatory content:

- ✓ Programme logo – *visible at first glance*
- ✓ Project title and summary
- ✓ Objectives and results
- ✓ Partners
- ✓ Budget and EU co-financing



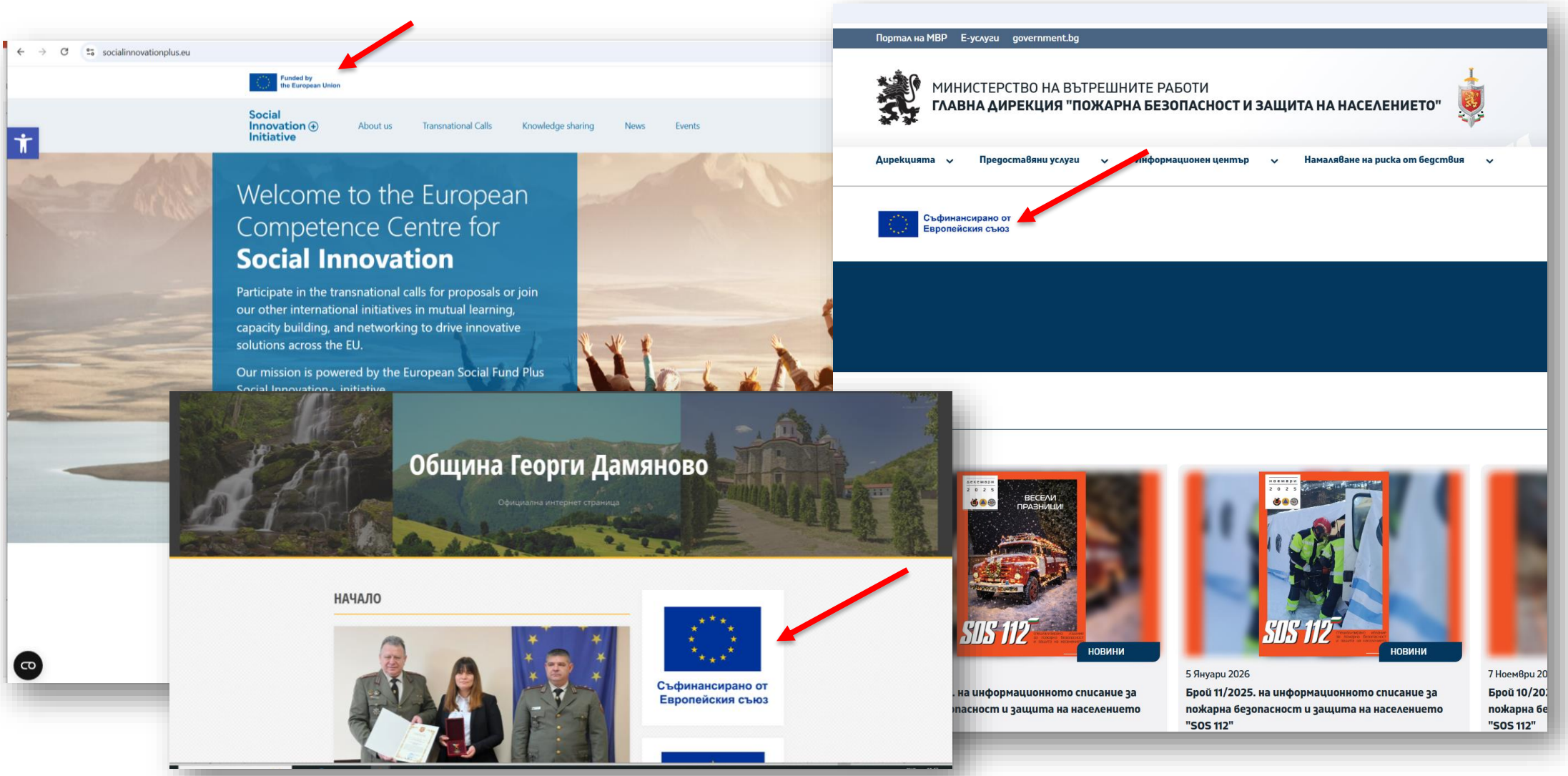




Website - logotype

The programme logotype shall be prominently featured on websites and social media. We strongly encourage to display the programme logotype inside the viewing area of digital devices, without requiring the user to scroll down the page (where website architecture allows).

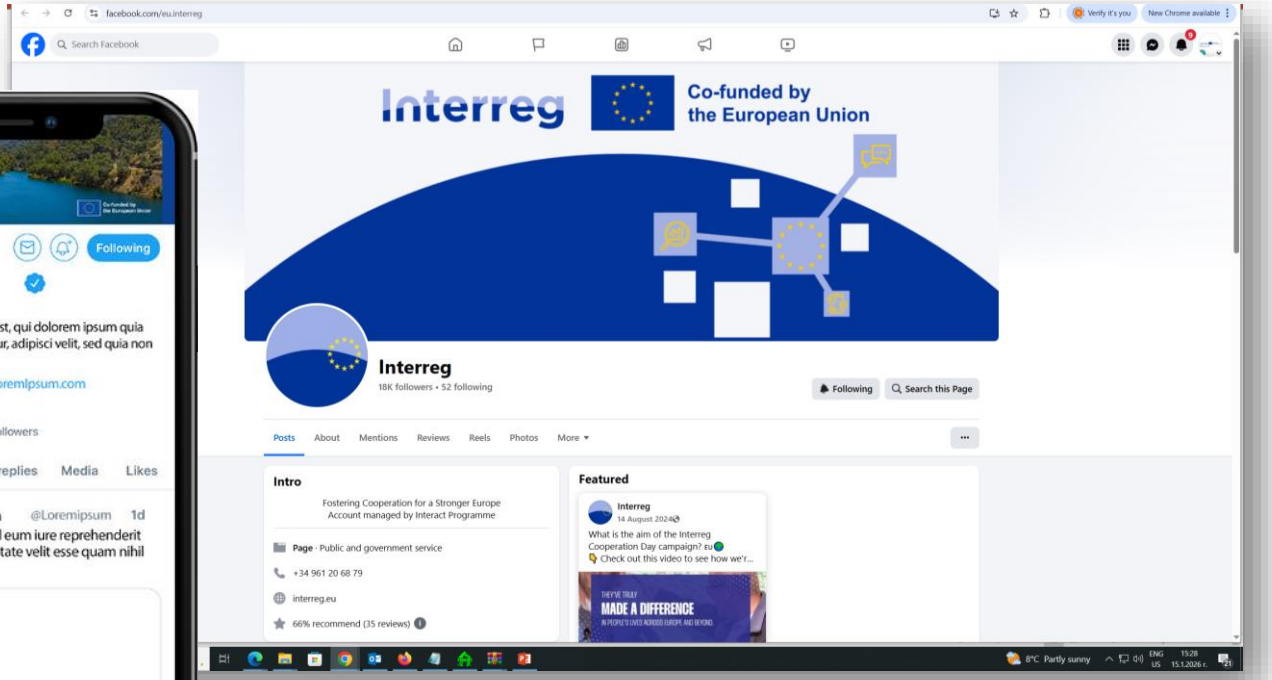
In case the beneficiary has another EU-funded projects, it is considered a good practice to place on the official homepage (as a banner) the EU emblem with the funding statement in the viewing are of devices that leads to a sub-page with all EU projects with their visual requirements.

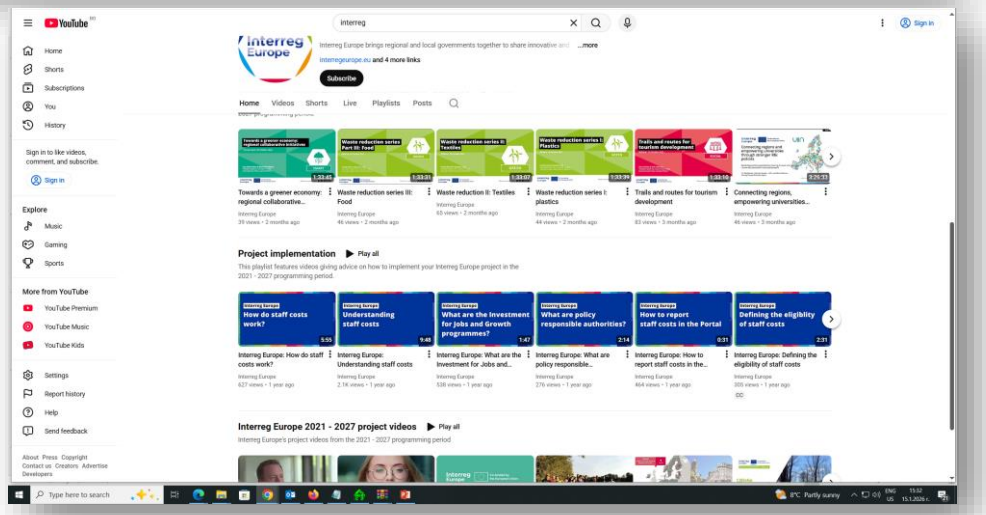


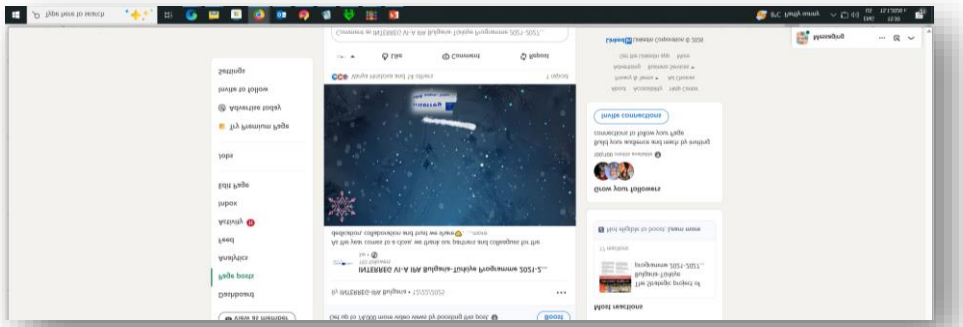
Social Media

- ✓ Always mention Interreg support.
- ✓ Use programme logo in visuals.
- ✓ Use hashtags and tag official pages.
- ✓ Keep language simple and visual.









The logo used in this example is shown for illustrative purposes only.

Each beneficiary must use the official logo of the relevant programme

Billboard (posters)



- ✓ Used for physical project results.
- ✓ Required for projects involving infrastructure or equipment with a total cost exceeding EUR 100 000.

- ✓ For projects not falling under this threshold, at least one poster (minimum A3) or an equivalent electronic display must be publicly displayed.
- ✓ Must include: programme logo, project name, short description, **QR code,** project duration, project total budget, EU funding

Main elements:

Title - Use the project name or main objective. It should be short, clear and easy to understand. Avoid acronyms and technical jargon.

Programme logo - Place the programme logo in the bottom left corner.

Partner logo(s) - If other logos are used, the EU emblem must be at least as large as the biggest other logo.

Project description - Maximum 400 characters. Use **simple** language. Explain the main objective in a **clear** and **concise** manner that is <u>easily</u> understood by the public.





Duration - Show the project period in month/year format.

Financial contribution - Include two fields: 1. Total budget (e.g. EU+national+own) and 2. EU funding only (EU contribution to the total budget).

Picture - Use high-quality images. Recommended: 300 DPI for print (never below 100 DPI). Larger formats can use slightly lower DPI, but 300 DPI is the goal. Image size must match the format. Always mention the photo copyright holder.

Website Add a website link to provide more information about the project. The QR code is generated automatically from the website link. Make sure the website information is kept up to date over time.

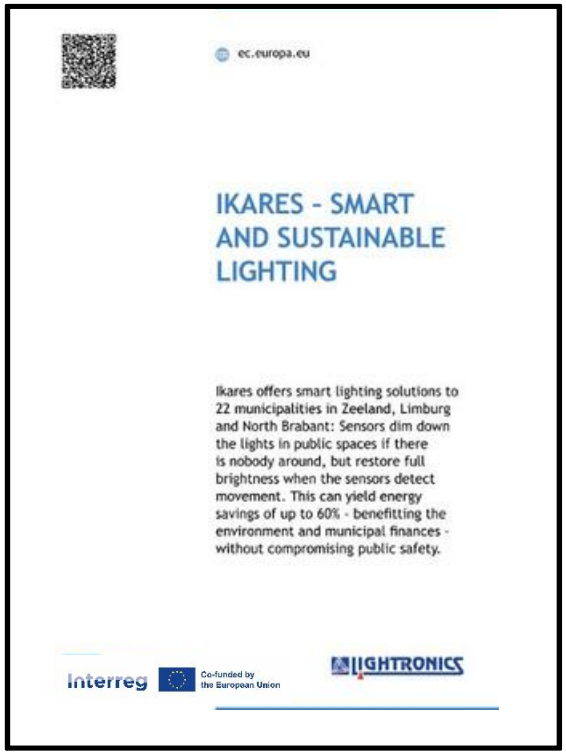
The logo used in this example is shown for illustrative purposes only.

Each beneficiary must use the official logo of the relevant programme

Plaques

As with billboard templates, the plaque templates provide key information on the project to ensure transparency.







Plaques should be placed next to the location where the operation takes place, as they have to be readily visible to the public.

The logo used in this example is shown for illustrative purposes only.

Each beneficiary must use the official logo of the relevant programme

Stickers



Stickers are optional elements that enhance the visibility of EU support.

They cannot replace mandatory measures such as billboards, plaques or posters.

They are practical and versatile and can be placed on different elements and locations supported by the project.

They can be used to identify equipment and assets financed by the project.

As an alternative, equipment may also be labelled with small plaques where a more durable or visible solution.

In certain cases, stickers may not be necessary, for example when a general information plaque/poster clearly covers all equipment in the same room/venue of the investment.

Stickers should remain legible over time and be replaced if damaged.

The use of stickers is a recommended practice to enhance the visibility of EU support.



The logo used in this example is shown for illustrative purposes only.

Each beneficiary must use the official logo of the relevant programme

Promotional items



Awareness-raising on the project is the most common reason for purchasing promotional items. They can be used as **giveaways** at events, conferences, exhibitions, or in other **awareness campaigns**. Also these communication materials should integrate the Programme logo.







To consider:

In producing public and promotional items such as those mentioned above it is worth taking a minute to consider their impact environmentally, socially and economically:

- ✓ Prefer items that are needed and have a **high** use **value**.
- ✓ Prefer European and **local** products.
- ✓ Prefer **durable**, **environmentally** friendly materials.
- ✓ Prefer **reusable** items; avoid single use, for example in banners avoid dates and stay general.

The logo used in this example is shown for illustrative purposes only.

Each beneficiary must use the official logo of the relevant programme

Golden tips for best project COMMUNICATION :

Never underestimate communication – it matters just as much as all other project activities.

Plan communication from the start. It works best when PROactive, not reactive.

Be both creative and follow official templates and examples. Check Brand Manual, Support Kit, online generator and programme websites. When ready with your draft materials, always contact JS for opinion.



Always send to JS any information that may be used to expand your project visibility (e.g. link to the new profile on social media, photos/videos from the kickoff of your new machine, etc.). That will serve as a FREE ad on other platforms!

Coordinate with your partners. Align communication messages and timing to ensure consistency and stronger joint visibility. The more people you reach, the better capitalization you will achieve.

Useful links

- **Communicating and raising EU visibility**: https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en
- **Support kit for EU visibility:** https://ec.europa.eu/regional_policy/sources/policy/communication/support_kit_visibility_2127/en.pdf
- **Communicating operations of strategic importance in 2021-2027: a practical toolbox** https://ec.europa.eu/regional_policy/information-sources/publications/guides/2024/communicating-operations-of-strategic-importance-in-2021-2027-a-practical-toolbox_en
- **Interreg Brand Design Manual 2021 – 2027** https://archive.interact.eu/library/interreg-brand-design-manual-2021-2027/pageflip

JS Contacts

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