



# Visibility guide

in the frame of the

## INTERREG V-A SLOVAKIA-HUNGARY COOPERATION PROGRAMME

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## List of modifications

3	02	Revision of Chapter 2.6 and 2.7	13/05/2019
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## Introduction

This visibility guide for projects, prepared by the Joint Secretariat of the Interreg V-A Slovakia-Hungary Cooperation Programme, approved by the Monitoring Committee of the Programme is intended to offer support and guidance for Beneficiaries whose projects received financing under this programme. As a contractual provision, Beneficiaries have an obligation to promote the visual identity of the Interreg V-A Slovakia-Hungary Cooperation Programme and the European Union as well as the fact that their projects are financed by the European Regional Development Fund.

In addition to this guide, the Joint Secretariat can be contacted to offer advice and assistance in implementing these requirements.

Abbreviations used in this document:

- EU - European Union
- ERDF - European Regional Development Fund
- JS - Joint Secretariat
- Programme – Interreg V-A Slovakia-Hungary Cooperation Programme
- EC – European Commission

## Legal background

All approved projects must follow and comply with the publicity and information requirements laid down in the present guide. This guide is based on the regulations laid down in:

1) Regulation (EU) No 1299/2013 of the European Parliament and of the Council of 17 December 2013 on specific provisions for the support from the European Regional Development Fund to the European territorial cooperation goal<sup>1</sup>;

2) Regulation (EU) No 1301/2013 of the European Parliament and of the Council of 17 December 2013 on the European Regional Development Fund and on specific provisions concerning the Investment for growth and jobs goal and repealing Regulation (EC) No 1080/2006<sup>2</sup>;

3) Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17 December 2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006 (also known as CPR)<sup>3</sup>;

4) Commission Implementing Regulation (EU) No 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the

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<sup>1</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447855809214&uri=CELEX:32013R1299>

<sup>2</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447855943789&uri=CELEX:32013R1301>

<sup>3</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447773750298&uri=CELEX%3A32013R1303>

reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data<sup>4</sup>.

The Subsidy contract will provide a legal framework to enforce the requirements throughout the lifecycle of the project.

## 1. General requirements

Projects must constantly communicate throughout the project life-cycle by using appropriate communication tools depending on the size and needs of the project. Projects may use various forms and means of communication in order to disseminate/communicate the aims, results and outcomes of the projects to stakeholders, key decision-makers and the public in general.

Project Beneficiaries should plan their resources to implement the information and publicity measures as early as preparing their proposals and the Application form. All project Beneficiaries are jointly responsible for ensuring sufficient information about the start, the progress and the result. The Lead Beneficiary and the project Beneficiaries should carefully clarify and share joint communication responsibilities to ensure that each Beneficiary provides its own contribution.

Proper use of visibility elements is a must throughout the project implementation period when communicating about the project.

### 1.1. Minimum requirements for all projects

#### Poster or temporary billboard

During the implementation period of the project a **temporary billboard** of a significant size shall be prepared by the project if it meets the following conditions:

- a) the total eligible support to the project exceeds EUR 500 000 and
- b) the project consists of the financing of infrastructure and works operations.

If there are more than one investment scenes, billboard shall be prepared for each of the locations where it is readily visible to the public (e.g.: at the entrance area of your headquarters/branch office).

If the conditions mentioned above do not apply to the project during implementation each Beneficiary shall put up a **poster** of at least A3 size. Posters shall be placed where it is readily visible to the public (e.g.: at the entrance area of your headquarters/branch office).

Details of the poster or temporary billboard can be found in Chapter 2.7 of this document. The layout of the posters and billboards (Annex 4.1) must be approved by the communication manager of the programme.

#### Permanent plaque or billboard

At the end of the project implementation period a **permanent plaque or billboard** of a significant size shall be prepared if it meets the following conditions:

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<sup>4</sup> <http://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1447763826271&uri=CELEX%3A32014R0821>

- the total eligible support to the project exceeds EUR 500 000 and;
- the project consists of the purchase of a physical object or of the financing of infrastructure and works operations

If there are more than one investment scenes, **permanent plaque or billboard** shall be prepared for each of the locations.

If the conditions mentioned above do not apply to the project each Beneficiary shall keep its **poster** in at least A3 size, where it is readily visible to the public (e.g.: at the entrance area of your headquarters/branch office).

Details of these billboards can be found in Chapter 2.7 of this document. The layout of the permanent plaque or billboard (Annex 4.2) must be approved by the communication manager of the programme.

### **Website**

Inform the public about the support obtained by providing a short description of the project on each Project Partner's website, if such website exists, including its aims and results, and highlighting the financial support from the Union. This can be fulfilled through creating a subpage within the Beneficiaries' own websites or publishing articles on them. Additionally banners can be placed during project implementation in a visible place of the Beneficiaries' own websites. The template of the banners can be seen in Annex 4.3.

### **Public project event**

Organization of at least one public project event is a must during the project implementation. Preferably it should be a closing event. The size of this event must comply with the size of the project. The Applicants must take into consideration the bilingual characteristic of the programme and plan the cost of interpretation and technical equipment apart from the usual event costs.

The Lead Beneficiary is responsible for uploading the main data of the public project events to the programme website ([www.skhu.eu](http://www.skhu.eu) - Submit a project event) in three languages (SK, HU, EN). If you have more public project events planned that are considered as core activities in your project, those events must be uploaded, as well. The template for public project event can be found in Annex 4.4.

### **Press conference and press releases**

Organize one press conference at the beginning of the project and issue two press releases in three languages (SK, HU, EN). One press release at the beginning and one at the end of the project (preferably connected with the opening/closing event). Send it to the most significant or relevant media organization in your region. Press release is minimum of 2000 characters (with spaces)/press release/language variation describing the basic elements of the project (description, aims, important milestones and outputs of the project). The suggested template for press release can be found in Annex 4.5.

## **1.2. Visibility elements**

In general all communication materials created by projects with funding from the Interreg V-A Slovakia-Hungary Cooperation Programme must contain:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;

- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));
- e) 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 language variation of the elements (SK, HU, EN) used must always be in line with the language of the product. The language variation of the elements can be downloaded from [www.skhu.eu](http://www.skhu.eu). The above mentioned obligatory references as well as the guidance for using the logos are detailed in the Brand book for the Interreg V-A Slovakia-Hungary Cooperation Programme.

The above mentioned references shall be included on all information and dissemination activities implemented and financed through the project such as publications, websites, promotional items, events, or other outputs described in detail below. For very small promotional items, where limited space is available, like on pens, pen-drives, lanyards, etc. displaying the Programme logo is sufficient.



Please always keep a sample of all information materials produced as well as all media materials about the project in a designated folder. In addition, a copy of these materials should be sent to the JS. These elements are to be kept for reporting, but the JS will also use good practice examples and promote them at Programme level.

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## 2. Specific requirements

### 2.1. Publications

Publications, e-publications, such as brochures, leaflets, posters, newsletters, books, etc. and other written materials, including invitations can be useful in communicating the progress or results of an action to specific audiences.

Photographs may be included to illustrate the people involved in or influenced by the results of the projects. In general, all materials produced in paper form should also be made available in electronic form as well to facilitate their distribution online.

All electronic or printed publications created with funding from the Programme must include on the cover/front page the following elements:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));
- e) 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.'



Please note when a multi-page publication is produced, points d) and e) are proposed to be placed on the back cover of the publication. Even in cases when projects design their own corporate identity, all the printed and electronic publications must include all the elements mentioned above.

Publications must be available at least in Slovak and Hungarian language (separately also possible). English version is recommended.

## 2.2. Web

Beneficiaries must provide a short description of the project on their websites, where such websites exist, including its aims and results, and highlighting the financial support from the Union, with a direct link to the own website of the project, if relevant. This can be fulfilled by creating a subpage on the Beneficiaries' websites or publishing articles about the project on the websites.

Projects are encouraged to develop a sub-page on their website for their project (if relevant), and ensure its continuous update with information on the content of the project. The website will help the Beneficiary promote project activities and communicate the achievements of the project.

1) In case a project creates a subpage on the Beneficiaries' own website, each Project Beneficiary must include:

- a direct link to the own website of the project, if relevant on the newly developed subpage;
- linkage to the Beneficiaries' websites/subpages on the newly developed subpage

National languages are accepted on the subpages. If developed from the funds of the Programme, project subpages must remain active for at least five years after the project closure. The subpage must contain the elements listed below:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));
- e) 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.'

2) In cases where the Project Beneficiaries' website only contains articles about the project, each Project Beneficiary must include

- in one overall project description article linkage to the Beneficiaries' websites/subpages.

National languages are accepted in the articles. If developed from the funds of the Programme, project articles must remain active for at least five years after the project closure. The elements listed below must be placed in the same window as the article.



- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));
- e) 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.'

Additionally Beneficiaries may use **banners** (different templates are given) in a visible place of their own websites to give more publicity to the results of their project realized with the Interreg V-A SKHU programme.

- 3) If new websites are created from project funds, they must contain the elements listed below at the front page of these websites. English, Slovak and Hungarian language versions of the new website are expected with identical content. If developed from the funds of the Programme, project websites must remain active for at least five years after the project closure. The project webpage must contain the following elements:
- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
  - b) Reference to the European Regional Development Fund;
  - c) Programme slogan: Building partnership;
  - d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));
  - e) 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.'

### 2.3. Photographs and audio-visual productions

Beneficiaries are encouraged to take professional photos to illustrate the evolution of their 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). The programme would like to use submitted project photos for promotional purposes but this is only possible with proper quality photos.

Audio-visual materials may also be produced, when there is a real chance that they will be redistributed by the media addressed. Please bear in mind to budget your communication costs ahead. Communication materials can be rather expensive. However, smaller trailers or project clips can be put together cost effectively. The audio-visual production must contain the following elements:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));

- e) 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.'



Audio-visual materials must be available at least in Slovak and Hungarian language (separately also possible). English version is recommended for further international use. Keep in mind that all photographs and audio-visual materials, as EU funded outputs must be free and available for everyone for at least five years after project closure. Sorting out copyright issues is the responsibility of the Project Beneficiary who prepares it.

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## **2.4. 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-ups, banners, bags, mugs, pens, pen-drives, t-shirts, key rings, etc. are examples of promotional materials. All materials produced from the Interreg V-A Slovakia-Hungary Cooperation Programme must as a minimum include:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Programme slogan: Building partnership;

For very small promotional items, where limited space is available, like on pens, USB keys, etc. displaying the Programme logo or a derived version of it (logotype and the EU emblem with the reference to the European Union) is sufficient.

## **2.5. Events**

Organizing a public event may prove to be an excellent opportunity to generate interest and publicity towards your project and its achievements. Events may be organized by the projects themselves or by third parties with the participation of project members, like project opening or closing events, conferences, press conferences, seminars, or smaller project related events, depending on the type of projects.

Information regarding the upcoming project events (opening/closing event, as well as other events that are considered as core activities of the project; project staff meetings do not belong here) must be announced towards the JS by filling in the event template on the Programme's website ([www.skhu.eu](http://www.skhu.eu)). Please make sure to provide this information in a timely manner, at least 10 calendar days before the event.

The event announcements will be published on the Programme website only after the approval of JS. In case of any deficiencies the JS can ask for completion or correction. The Beneficiary is obliged to make the requested changes within 5 calendar days but latest until 2 calendar days before the event date. Events financed by the project have to display:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;

at the venue in a highly visible location.

Information materials (presentations, publications, posters) 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.

Photographs should be taken 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 publicity 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.

Make sure you invite the representatives of the media to your event. If it is local, regional or national media is up to the decision of the projects, but must be adjusted to the size and significance of the project. Prepare press material for the journalists in advance about the basics of the project. For more details on media relations please see Chapter 2.6.

## 2.6. Media relations

Projects are obliged to send out at least one press release at the beginning of the project and one press release at the end of it (preferably connected to the opening/closing event).

**Press releases** are public relations announcements issued to the news media and other targeted publications for the purpose of letting the public know about the project and its developments. This is the tool to get 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 summarizes the main facts, the main body, quotes from relevant stakeholders, or officials and a few background details.

Send the press releases at least to the most significant or relevant media organizations in your region. When reporting about the communication activities list all media you sent the press release to.

Press releases must be prepared in Slovak, Hungarian and English version, as well, and submitted via [www.skhu.eu](http://www.skhu.eu) (if connected to an event) or via e-mail to the designated JS programme manager and the communication manager (if not connected to an event) on the day of publishing it. Press releases must contain the elements listed below:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));

- e) 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.'

When **press conferences**, or **press visits** are organized make sure to include all the compulsory elements detailed in the Events section. If handouts or other promotional materials are distributed they must comply with the relevant regulations from visibility point of view.

If the project is publishing **paid articles or any kind of advertisements** in digital or printed media the following elements must be included:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) Reference to the European Regional Development Fund;
- c) Programme slogan: Building partnership;
- d) Reference to the Programme's webpage ([www.skhu.eu](http://www.skhu.eu));
- e) 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;

In case of non-paid appearance in the media the partners must strongly emphasize the name of the programme and the European Union support, and make efforts to the publishing of this information.

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. It will also be needed when reporting. You are also required to send all paid and non-paid media appearances (all links related to the same theme collected in one email) related to you project as soon as possible to [media@skhu.eu](mailto:media@skhu.eu) so the programme can further promote your project results through the joint website.

## 2.7. Billboards, posters, permanent plaques and stickers

### Temporary billboard and poster

During the implementation period of the project a **temporary billboard** of a significant size shall be prepared by the project if it meets the following conditions:

- a) the total eligible support to the project exceeds EUR 500 000 and
- b) the project consists of the financing of infrastructure and works operations.

If there are more than one investment scenes, billboard shall be prepared for each of the locations. If the conditions mentioned above do not apply to the project during implementation each Beneficiary shall put up a **poster** of at least A3 size.

The template provided by the Programme must be used when designing the billboard and the poster (see Annex 4.1). The template is available for download on [www.skhu.eu](http://www.skhu.eu). The layout of the posters and billboards must be pre-approved by the communication manager of the programme.

Language of the billboard and poster: Slovak in Slovakia, Hungarian in Hungary.

Every billboard and poster must contain the following elements:

- a) project title/acronym;
- b) main objective of the of the project;
  - a. In case of *Priority axis 1 (Nature and culture)* the following text must be used as the main objective of the project:
 

Ochrana prírodného a kultúrneho dedičstva  
Természeti és kulturális örökségvédelem
  - b. In case of *Priority axis 2 (Enhancing cross-border mobility)* the following text must be used as the main objective of the project:
 

Posilnenie cezhraničnej mobility  
Határon átnyúló mobilitás javítása
  - c. In case of *Priority axis 3 (Promoting sustainable and quality employment and supporting labour mobility)* the following text must be used as the main objective of the project:
 

Podpora zamestnanosti  
Foglalkoztatás előmozdítása
  - d. In case of *Priority axis 4 (Enhancing cross-border cooperation of public authorities and people living in the border area)* the following text must be used as the main objective of the project:
 

Posilnenie medziinštitucionálnej spolupráce  
Intézmények közötti együttműködés javítása

- c) total partner budget;
- d) project start date;
- e) project end date;
- f) reference to the European Union and the European Regional Development Fund;
- g) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- h) Programme slogan: Building partnership;
- i) picture or illustration chosen by the Beneficiary reflecting the objective of the project.

### Technical parameters

- the size of the *poster* shall be adjusted to size of the project but minimum 297 × 420 mm (A3) based on the space available;
- the recommended size of the *billboard* is 3000mm x 1500 mm but minimum 420 × 594 mm (A2) based on the space available
- the picture chosen for the billboard and poster shall reflect the project goals;
- the picture must clearly represent the content and fit the design;
- copyright issues related to the picture must be arranged by the responsible Beneficiary;
- the billboard and poster should be made of durable and waterproof material.

In order for these tools to become visible, they have to be placed where it is almost impossible not to see them, by access routes on the project site or at the entrance area of your headquarters/branch office. Passers-by should be able to read and understand the nature and type of the project financed within the Interreg V-A Slovakia-Hungary Cooperation Programme.

### Permanent plaque or billboard

At the end of the project implementation period a **permanent plaque or billboard** of a significant size shall be prepared if it meets the following conditions:

- the total eligible support to the project exceeds EUR 500 000 and
- the project consists of the purchase of a physical object or of the financing of infrastructure and works operations.

If there are more than one investment scenes, **permanent plaque or billboard** shall be prepared for each of the locations. If the conditions mentioned above do not apply to the project each Beneficiary shall keep its **poster** in at least A3 size.

The template provided by the Programme must be used when designing the billboard and the poster (see Annex 4.2). The template is available for download on [www.skhu.eu](http://www.skhu.eu). The layout of the posters and billboards must be pre-approved by the communication manager of the programme.

Language of the permanent plaque or billboard: Slovak in Slovakia, Hungarian in Hungary.

Every permanent plaque must contain the following elements:

- a) project title/acronym;
- b) main objective of the of the project;
  - a. In case of *Priority axis 1 (Nature and culture)* the following text must be used as the main objective of the project:

Ochrana prírodného a kultúrneho dedičstva  
Természeti és kulturális örökségvédelem
  - b. In case of *Priority axis 2 (Enhancing cross-border mobility)* the following text must be used as the main objective of the project:

Posilnenie cezhraničnej mobility  
Határon átnyúló mobilitás javítása
  - c. In case of *Priority axis 3 (Promoting sustainable and quality employment and supporting labour mobility)* the following text must be used as the main objective of the project:

Podpora zamestnanosti  
Foglalkoztatás előmozdítása
  - d. In case of *Priority axis 4 (Enhancing cross-border cooperation of public authorities and people living in the border area)* the following text must be used as the main objective of the project:

Posilnenie medziinštitucionálnej spolupráce  
Intézmények közötti együttműködés javítása
- c) Beneficiary name;
- d) reference to the European Regional Development Fund;
- e) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- f) Programme slogan: Building partnership;
- g) picture or illustration chosen by the Beneficiary reflecting the result of the project.

#### Technical parameters

- the size of permanent plaque or billboard shall be adjusted to size of the project but minimum 297 × 420 mm (A3) based on the space available;
- the picture chosen for the billboard and poster shall reflect the project goals;
- the picture must clearly represent the content and fit the design;
- copyright issues related to the picture must be arranged by the responsible Beneficiary;
- it should be made of durable and waterproof material, preferably metal.

In order for these tools to become visible, they have to be placed where it is almost impossible not to see them, by access routes on the project site or at the entrance area of your headquarters/branch

office. Passers-by should be able to read and understand the nature and type of the project financed within the Interreg V-A Slovakia-Hungary Cooperation Programme.



Language of the permanent plaque or billboard: Slovak in Slovakia, Hungarian in Hungary. **All billboard, poster and permanent plaque designs must be approved by of the JS.** The design plans must be sent to the communication manager and the designated programme manager via email. The communication manager gives feedback (approval or request for completion) to the plans within 7 calendar days via email.

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### Stickers

Equipment (ex. computers, phones, equipment, etc.) procured within the project must bear a visible sticker. 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 shall be 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. 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:

- a) Interreg V-A Slovakia-Hungary Cooperation Programme logo;
- b) European Regional Development Fund

Language of stickers: Slovak in Slovakia, Hungarian in Hungary.

## 2.8. Additional recommendations for communication activities

Project Beneficiaries may use any other form of communication that fits the project goals as long as they are appropriate, does not jeopardize the reputation of the programme and follow the general requirements of the SKHU appearance to the public. Should you need assistance in the general requirements please contact the designated programme manager or the communication manager.

Indicative list of recommendations for other information and publicity activities:

- Roll-ups
- Presentation slides
- Road show
- Conference
- Press notices
- Email footers and signatures
- E-newsletters
- On-line marketing
- Print Media



- Public Notice
- Journalist visit
- Publicity/Promotional materials
- Advertorial (i.e. a paid for feature within a specialist magazine)
- Representation at other events
- Audio visual material including films, video on DVDs, USBs
- Social media tools including Facebook , Twitter and YouTube
- Photo competition
- Radio/TV feature
- Involvement of students of media schools (amateur videos)

### 3. Contact

The Managing Authority designated a communication manager within the Joint Secretariat to support the information and publicity activities of the beneficiaries. In case of questions or activities that need the approval of the JS please contact the manager (<http://www.skhu.eu/contact-information>).

## 4. Annexes

### 4.1. Annex 1: Template for the temporary billboard and poster

Landscape type template for the billboard and the poster:



**Interreg**   
 Szlovákia-Magyarország  
 Partnerséget építünk

	<b>Projekt címe:</b>	<b>Partner költségvetése:</b>
	Lorem ipsum dolor elit.	01234567890
	<b>Projekt fő célkitűzése:</b>	<b>Projekt kezdete:</b>
	Lorem ipsum dolor elit.	01234567890
	<b>Partner megnevezése:</b>	<b>Projekt befejezése:</b>
	Lorem ipsum dolor elit.	01234567890

A projekt az Európai Unió támogatásával,  
 az Európai Regionális Fejlesztési Alap társfinanszírozásával valósul meg.



**Interreg**   
 Slovenská republika-Maďarsko  
 Budujeme partnerstvá

	<b>Názov projektu:</b>	<b>Rozpočet partnera:</b>
	Lorem ipsum dolor elit.	01234567890
	<b>Hlavný cieľ projektu:</b>	<b>Začiatok realizácie:</b>
	Lorem ipsum dolor elit.	01234567890
	<b>Názov partnera:</b>	<b>Ukončenie realizácie:</b>
	Lorem ipsum dolor elit.	01234567890

Projekt je spolufinancovaný z prostriedkov Európskej únie z Európskeho fondu regionálneho rozvoja.

Portrait type template for the billboard and the poster:



The template is a vertical rectangle. At the top, there is a logo for 'Interreg Szlovákia-Magyarország Partnerséget építünk' with the European Union flag. Below the logo, there is a large grey rectangular area on the left side. To the right of this area, there are several lines of text in blue and black, including project title, main objective, partner name, partner budget, project start, and project end. At the bottom, there is a blue rectangular area with white text stating that the project is supported by the European Union and the European Regional Development Fund.

**Interreg** Szlovákia-Magyarország Partnerséget építünk

**Projekt címe:**  
Lorem ipsum dolor elit.

**Projekt fő célkitűzése:**  
Lorem ipsum dolor elit.

**Partner megnevezése:**  
Lorem ipsum dolor elit.

**Partner költségvetése:**  
01234567890

**Projekt kezdete:**  
01234567890

**Projekt befejezése:**  
01234567890

A projekt az Európai Unió támogatásával,  
az Európai Regionális Fejlesztési Alap társfinanszírozásával valósul meg.



**Názov projektu:**

Lorem ipsum dolor elit.

**Hlavný cieľ projektu:**

Lorem ipsum dolor elit.

**Názov partnera:**

Lorem ipsum dolor elit.

**Rozpočet partnera:**

01234567890

**Začiatok realizácie:**

01234567890

**Ukončenie realizácie:**

01234567890

Projekt je spolufinancovaný z prostriedkov Európskej únie z  
Európskeho fondu regionálneho rozvoja.

## 4.2. Annex 2: Template for the permanent plaque or billboard

Landscape type template for permanent plaque or billboard



The template features a light gray background with a large, stylized white arrow pointing right. On the left, there is a gray rectangular area for a photo. To the right of this area, the text is as follows:

**Interreg**   
 Szlovákia-Magyarország  
 Partnerséget építünk

**Projekt címe:**  
 Lorem ipsum dolor elit.

**Projekt fő célkitűzése:**  
 Lorem ipsum dolor elit.

**Partner megnevezése:**  
 Lorem ipsum dolor elit.

A projekt az Európai Unió támogatásával,  
 az Európai Regionális Fejlesztési Alap társfinanszírozásával valósult meg.



The template features a light gray background with a large, stylized white arrow pointing right. On the left, there is a gray rectangular area for a photo. To the right of this area, the text is as follows:

**Interreg**   
 Slovenská republika-Maďarsko  
 Budujeme partnerstvá

**Názov projektu:**  
 Lorem ipsum dolor elit.

**Hlavný cieľ projektu:**  
 Lorem ipsum dolor elit.

**Názov partnera:**  
 Lorem ipsum dolor elit.

Projekt bol spolufinancovaný z prostriedkov Európskej únie z Európskeho fondu regionálneho rozvoja.

**Portrait type template for permanent plaque or billboard**



**Projekt címe:**

Lorem ipsum dolor elit.

**Projekt fő célkitűzése:**

Lorem ipsum dolor elit.

**Partner megnevezése:**

Lorem ipsum dolor elit.

A projekt az Európai Unió támogatásával,  
az Európai Regionális Fejlesztési Alap társfinanszírozásával valósult meg.



**Názov projektu:**

Lorem ipsum dolor elit.

**Hlavný cieľ projektu:**

Lorem ipsum dolor elit.

**Názov partnera:**

Lorem ipsum dolor elit.

Projekt bol spolufinancovaný z prostriedkov Európskej únie z Európskeho fondu regionálneho rozvoja.

### 4.3. Annex 3: Banner

If any of the Project Beneficiaries have a website they are obliged to give information about their project on it. This can be achieved through either *creating a subpage* for the project or *publishing articles* about the project on the already existing site. Whichever option is chosen additionally Beneficiaries may use **banners** in a visible place of their websites to give more publicity to the results of their project realized with the Interreg V-A SKHU programme.

There are developed templates for the banner in three different sizes and shapes to best fit the usual website structures. These are available in Slovak, Hungarian and English language version. It is the responsibility of the given Beneficiary to choose the proper language variation that fit the already existing website, edit the banner, tailor it to the project and then publish it. The template provided by the Programme must be used. It is available for download on [www.skhu.eu](http://www.skhu.eu).

#### Portrait type template for the banner





Landscape type template for the banner

	<b>Building Partnership</b> European Regional Development Fund <a href="http://www.skhu.eu">www.skhu.eu</a>   <a href="http://www.sk-hu.eu">www.sk-hu.eu</a>	Project title/Acronym
	<b>Partnerséget építünk</b> Európai Regionális Fejlesztési Alap <a href="http://www.skhu.eu">www.skhu.eu</a>   <a href="http://www.sk-hu.eu">www.sk-hu.eu</a>	Projekt címe/Rövid címe
	<b>Budujeme partnerstvá</b> Európsky fond regionálneho rozvoja <a href="http://www.skhu.eu">www.skhu.eu</a>   <a href="http://www.sk-hu.eu">www.sk-hu.eu</a>	Názov projektu/Akronym

## Square type template for the banner



### Building Partnership

European Regional Development Fund



**Project title:**  
Project  
title/Acronym

**Total project budget**  
1.000.000.000 Ft

www.skhu.eu  
www.sk-hu.eu



### Partnerséget építünk

Európai Regionális Fejlesztési Alap



**Projekt címe**  
Projekt címe/Rövid  
címe

**Projekt költségvetése:**  
1.000.000.000 Ft

www.skhu.eu  
www.sk-hu.eu



### Budujeme partnerstvá

Európsky fond regionálneho rozvoja



**Návoz projektu**  
Názov  
projektu/Akronym

**Rozpočet projektu:**  
1.000.000.000 Ft

www.skhu.eu  
www.sk-hu.eu

#### **4.4. Annex 4: Project event template**

##### **Title of the event**

SK:

HU:

EN:

##### **Short description of the event**

SK:

HU:

EN:

**Project acronym/title** – in EN language

**Project registration number:**

**Website of the project:**

**Date:** DD/MM/YYYY (– DD/MM/YYYY)

**Location:**

**GPS coordinates:**

**Event type:** opening event/closing event/workshop, seminar, training/conference/other: 'Please specify (in SK, HU and EN languages).'

**Description of event**

SK:

HU:

EN:

**Event organized by:** original name of the organization

**Contact person:** name

**Contact data:** phone number

**Contact data:** email address

**Language of the event:** SK, HU or EN

**Translation is provided.** Yes/No

**Registration is needed.** Yes/No

**Documents to be uploaded**

- Invitation<sup>7</sup>
- Agenda
- Registration form
- Other materials (if relevant)
- Press release HU
- Press release SK
- Press release EN

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<sup>7</sup> Invitation is mandatory.'

## 4.5. Annex 5: Sample Press Release

### Sample Press Release

(Subhead)

FOR RELEASE June 28, 2013 / FOR IMMEDIATE RELEASE

Media Contact: John Doe, [john@email.com](mailto:john@email.com)

The first paragraph includes the most important information. Always answer the five W's in the first paragraph of your press release: **who, what, where, when and why**. The press release is never longer than 2 or 3 pages. However, do not expect that the full content of the press release will be picked up. If anything, it is going to be first paragraph.

**Write the body** (second and third paragraph). The press release should be written as you want it to appear in a news story. Remember that most journalists are very busy, and don't have time to research your company's big announcement, so much of what you write for your press release will be what the journalists use in their article. Whatever you want them to say, this is where you put it.

**Avoid using jargon or acronyms** as the readers may not be familiar with these terms and your message will not reach its target. Write the full names first of any organizations or programmes that normally go by acronyms. You can certainly refer to them by the acronym later in the story, but the first reference should always be by name. The release should also have short, easily readable sentences and paragraphs. Make the headline as clear and catchy as possible to grab the reader's attention.

**Provide basic information:** more on your company. Who are you? What achievements do you have? What's your mission?

**Tie it together** with some extra information links that support your press release or a direct link from where the journalist may download pictures or other supporting materials. You may also use social media links.

At the end of the release always **use the disclaimer**: 'The content of this press release does not necessarily represent the official position of the European Union.'

The Lead Beneficiary is responsible for the quality of the press release (content- as well as language-wise). The communication manager or the designated programme manager may ask for correction or completion of the press release. For further information please contact:

Jane Doe  
Head of Project Management Dept.

Email: [jane@email.com](mailto:jane@email.com)

Mobile no.: 00 12 345 6789

Web: [www.greatproject.com](http://www.greatproject.com)