VISUAL IDENTITY GUIDELINES FOR PROJECTS' COMMUNICATION AND VISIBILITY ACTIVITIES

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VISUAL IDENTITY STYLE GUIDE FOR PROJECTS'
COMMUNICATION AND VISIBILITY ACTIVITIES

INTRODUCTION

The regulatory framework of cohesion policy on communication has gradually evolved over different programming periods, moving from simple publicity and information requirements to more detailed reporting and transparency obligations.

The Interreg VI-A Italy-Slovenia Programme (hereinafter referred to as "Programme"), like most Programmes under the European Territorial Cooperation (ETC, better known as INTERREG), complies with the new reporting requirements for the period 2021-2027 by attempting to find a balance between reinforcing the responsibilities of Member States, Managing Authorities and beneficiaries and easing the regulatory burden on them.

This Visual Identity Guidelines for projects' Communication and Visibility activities (hereinafter referred to as Visual Identity Guidelines) have been drafted to ensure that - throughout the entire seven-year programming period 2021-2027 - both the members of the Programme bodies and the contact persons of funded projects are able to prepare their respective communication materials in a rigorous and coherent manner in order to:

- promote and enable easy identification of the Programme and the specific project it funds at both local and EU level;
- provide Lead Partners and Project Partners with a tool to communicate and ensure visibility of the project and thus of the progress of the Programme implementation;
- ensure high visibility of the Programme through a coordinated and harmonised visual identity of the projects it finances;
- provide an appropriate combination of graphic solutions for the correct application of the provisions of the European regulations on communication, visibility and transparency;
- provide application standards for the appropriate use of the project logo on any communication material, produced for internal or external (public) project activities to raise awareness of the Programme area's citizenship about the added value of the European Union, ensuring that a coherent and clear image is always projected;
- explain the responsibilities of the beneficiaries and in particular the key role of the project communication officer;
- avoid cuts in eligible expenditure due to non-compliance with the reporting requirements of the Programme.

The contents of this first version are inspired by the INTERREG Brand Design Manual published by the European Commission's INTERACT programme, but taking into consideration of the features of the Programme, which in the 2021-2027 programming period has confirmed the use of the common brand identifier "Interreg" to strengthen the visibility and improve the general public's understanding of the action of ECT programmes.

In continuity with the 2014-2020 programming period, the common "Interreg" brand identity, in the new graphic design created for the Programme and its funded projects, will be used for all visibility, transparency and communication activities carried out.
The rules contained in this Visual Identity Guidelines must be complied with by all project beneficiaries from the moment the Subsidy Contract is signed.

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The Lead Partner will receive the project logo from the Joint Secretariat. The project logo shall be used on all communication material produced and paid by each project. **ALTERNATIVE PROJECT LOGOS ARE NOT ALLOWED.**

If the project logo is not available at the launch of the project, the Joint Secretariat will provide direct guidance to the Lead Partner on how to carry out communication activities.
Non-compliance with the provisions of these Visual Identity Guidelines and the improper use of the project logo (as well as the incorrect display of its components such as the emblem of the Union) may result in the ineligibility of the expenditure incurred for the purchase and realisation of the communication material, according to the current Programme expenditure rules.

The Managing Authority, with the support of the Joint Secretariat and the Slovenian National Contact Point (NCP), may, at any time, verify compliance with these Visual Identity Guidelines and proceed accordingly in case of non-compliance.

The Joint Secretariat is available for advice on matters concerning the application of these Visual Identity Guidelines, but it is the responsibility of the Lead Partner, including through the appointed **Project Communication Officer**, to ensure that the assistance received is properly implemented in accordance with the terms and conditions laid down in the Subsidy Contract and the Manual on eligibility of expenditures.

Annex to these Visual Identity Guidelines is:
    Annex 1: EXTRACT OF 2021-2027 EUROPEAN LEGISLATION ON COMMUNICATION, TRANSPARENCY AND VISIBILITY

CONTEXT

The **Interreg VI-A Italy-Slovenia 2021-2027 Programme** is a European Union cross-border cooperation programme within the framework of the European Territorial Cooperation Objective (ETC, better known as Interreg) that aims - for the 2021-2027 programming period - to **improve the quality of life of the population by protecting and promoting the cultural and natural heritage towards climate neutrality of the Programme area through sustainable, innovative and inclusive growth**.

The Programme is built around four priority axes:[1]

Icon	Priority axes	Specific objective
	PO1 - A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity	SO 1 - Developing and enhancing research and innovation capacities and the uptake of advanced technologies
	PO2 - A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation, risk prevention and management, and sustainable urban mobility	SO 4 - Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system based approaches
		SO 6 - Promoting the transition to a circular and resource efficient economy
		SO 7 - Enhancing protection and preservation of nature, biodiversity, and green infrastructure, including in urban areas, and reducing all forms of pollution
	PO4 - A more social and inclusive Europe implementing the European Pillar of Social Rights	SO 6 - enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation
	ISO 1 – A better cooperation governance	ISO 1.(b) - enhance efficient public administration by promoting legal and administrative cooperation and cooperation between citizens, civil society actors and institutions, in particular, with a view to resolving legal and other obstacles in border regions
		ISO 1.(c) - build up mutual trust, in particular by encouraging people-to-people actions

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[1] Regulation (EU) 2021/1060 of 24 June 2021, Chapter II, Article 5 URL https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1060&from=EN

1. PROGRAMME LOGO (BASIC LOGO)

By developing these Visual Identity Guidelines, the Programme aimed at increasing the visibility and recognition of the funding provided by the European Union and Interreg results throughout the whole Programme area and Europe.

The Programme logo, also referred to as the BASIC LOGO, consists of four elements:
- **Interreg logotype** with the coloured arch inside
- emblem of the European Union (**European flag**)
- reference to the **European Union co-financing** (in Italian and Slovenian language)
- reference to the Programme (**Italy-Slovenija**)

Figure 1: BASIC LOGO of the Interreg VI-A Italy-Slovenia Program, bilingual version.

The BASE LOGO also exists in its English version, which differs from the bilingual version (Fig. 1) in that the reference to co-funding from the European Union is shown in English only ("Co-funded by the European Union").

Figure 2: BASIC LOGO of the Interreg VI-A Italy-Slovenia Programm, English version

To make the identity of the Programme clear, it is mandatory to maintain a well-defined clear space in which no other graphic elements may be placed. Please refers to paragraph 2.

The above versions of the BASIC LOGO can be used only by Programme Authorities and structures. **Beneficiaries of funded projects may not use these logo versions (Figs. 1 and 2), but only those provided by the Joint Secretariat after the signature of the Subsidy Contract.**

The following paragraphs illustrate how the project logo design is developed and based on the BASIC LOGO.

PLEASE NOTE: The EU emblem, as part of the BASIC LOGO, should always be reproduced correctly in accordance with the European regulations and these Visual Identity Guidelines.
The EU emblem is the single and most important visual mark used to recognize the funding origin and ensure its visibility. It may not be modified or reproduced without complying with the regulatory provisions of Annex IX of Regulation (EU) 1060/2021.

2. PROJECT LOGO

After the signature of the Subsidy Contract, the Joint Secretariat provides the Lead Partner with the project logo, which is the result of combining the BASIC LOGO with custom graphics that include, among other elements, the acronym of the funded project.

The project logo is a key element of the Programme Visual Identity and should always be positioned on the top-left corner of project communication material - prints, digital productions and video included - according to the provisions of these Visual Identity Guidelines. Where other logos are present in the same communication material please refer to provisions laid down in section 2.8.

Elements of the project logo represent a fixed defined unit. They may not be cut, modified or reproduced separately, unless exceptions are outlined in these Visual Identity Guidelines and in any case with the prior approval of the Joint Secretariat

> **To make the identity of the project clear, a well-defined clear space around project logo shall be maintained. The clear space also controls the minimum distance from the edges. The "x" area (x = ½ height of EU emblem) is the reference unit** of measurement for the logo position in order to allow the project logo to have a predominant position and to be clearly recognized.

The bilingual (Italian and Slovene) reference to the European Union co-funding is mandatory as part of the logo and is set in Arial Bold and placed to the right of the Union emblem. The reference in English language is allowed only if authorized by JS

ACRONYM of the project on a single line, Open Sans font

A clear space in which no other graphic elements may be placed. Likewise, this zone must be respected for placement distance from the page margins. It is strongly recommended to increase this space whenever possible.

Figure 3: PROJECT LOGOTYPE - composition of graphic and textual elements, bilingual version

No other graphic design of the project logo is allowed, except from the special versions showed in section 2.5, and in any case only if authorized and approved by the Joint Secretariat.

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2.1 PROJECT LOGOTYPES IN ACCORDANCE WITH PRIORITY AXIS

In line with Section 2, the project logotypes are as follows:

Icon	Priority axis	Logo
	PO1 - A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity	Interreg Italia-Slovenija Acronimo / Cofinanziato dall'Unione europea Sofinancira Evropska unija
	PO2 - A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation, risk prevention and management, and sustainable urban mobility.	Interreg Italia-Slovenija Acronimo / Cofinanziato dall'Unione europea Sofinancira Evropska unija
	PO4 - A more social and inclusive Europe implementing the European Pillar of Social Rights.	Interreg Italia-Slovenija Acronimo / Cofinanziato dall'Unione europea Sofinancira Evropska unija
	ISO 1 – A better cooperation governance.	Interreg Italia-Slovenija Acronimo / Cofinanziato dall'Unione europea Sofinancira Evropska unija

Figure 4: PROJECT LOGOTYPES, four-colour version with the bilingual reference to co-financing

The above logotypes (Fig. 4) may be replaced by beneficiaries with the **English version**, but only in exceptional cases and with the authorization and approval of the Joint Secretariat. The use of the English version, without prior authorization from the JS may result in cutting the expense of the customized material purchased with project funds.

When used in the various types and materials of communications, the project logo should always be clearly visible in the foreground and readable in all sizes. It should be kept in mind that the project logo is not effective if it loses definition when resized for small formats.

For further clarification, please contact the Joint Secretariat.

2.2 FOUR-COLOUR VERSION OF THE PROJECT LOGO

It is strongly recommended to use the full colour (four-colour) version of the project logo with the bilingual reference to EU co-financing.

Figure 5: PROJECT LOGOTYPE, four-colour version with the bilingual reference to EU co-financing

This version (Fig. 5) should preferably be applied on a white background, observing the placement rules described in these Visual Identity Guidelines.

2.2.1 Project logo on colourful backgrounds

On coloured backgrounds, monochrome or not, it is strongly recommended that the project logo is used in its four-colour version, but placed within a white box, with a margin at least as large as the space defined in paragraph 2.

Figure 6: PROJECT LOGOTYPE, four-colour version with the bilingual reference to co-financing on a coloured background

In exceptional cases, i.e. when it is not possible to include a white box on a coloured background, the versions in Figs. 7 and 8 may be used.

In the case, for example, of a monochromatic orange coloured background (Fig. 7), the "Interreg" logotype, the outline of the Union emblem, the bilingual reference to the European Union co-funding, the words "Italy-Slovenia" identifying the Program, and the acronym of the project, should be shown in white (see section 3, on colour codes to be used) as shown in the figure below. Please remind that a white outline must be placed around the EU Flag. The outline equals to 1/25th of the EU Flag height.
This version should only be used whenever 4-colour process is not available.

Figure 7: PROJECT LOGOTYPE, version on coloured backgrounds and the bilingual reference to co-financing with EU coloured emblem

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In the case, for example, of a monochromatic grey coloured background (Fig. 8), the "Interreg" logotype, the outline of the Union emblem, the bilingual reference to the European Union co-funding, the words "Italy-Slovenia" identifying the Program, and the project acronym, should be shown in black (see section 3, on colour codes to be used) as illustrated in the figure below. The width of the EU Flag outline equals to 1/25th of the EU Flag height.

This version should only be used whenever 4-colour process is not available.

Figure 8: PROJECT LOGO, version on coloured backgrounds and the bilingual reference to co-financing with EU black and white emblem

Please note that the emblem of the European Union must be compulsorily reproduced following these Visual Identity Guidelines, otherwise the expense incurred for the customized material will not be eligible.

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2.3 PROJECT LOGO VERSIONS FOR BLACK AND WHITE PRODUCTION METHODS

When it is impossible to use the four-coloured version of the logo (see paragraph 2.2) – e.g. when the production method for the logo does not support a colour version – alternative versions of the project logo can be used – as long as these are authorised in advance by the Joint Secretariat – as followed:

BLACK AND WHITE
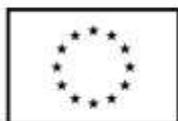
Figure 9: PROJECT LOGOTYPE, black and white version with bilingual reference to the co-financing.

ATTENTION: when authorisation has been given to use the project logo in its black and white version, please follow regulations as indicated on ANNEX IX[2] of Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021, and on the "Use of the EU emblem in the context of EU Programmes 2021-2027"[3] document. In particular, please note that the starts in the EU emblem must be in black on white background.

OUTLINE

Figure 10: PROJECT LOGOTYPE, outline version with bilingual reference to the co-financing.

The Fig. 10 version can be applied in case of durable (metal) plaques or billboards, for example.

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[2] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32021R1060

[3] https://ec.europa.eu/info/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

2.4 PROJECT LOGO: MINIMUM DIMENSIONS

If the surface on which the logo should be applied on is very small – e.g. small scale promotional items or labels – you can adjust the width of the logo as per the following table:

Media	Minimum width of the logo
A4 page (210x279 mm)	38,1 mm
A5 page (148x210 mm)	38,1 mm
Business card (85x55 mm)	35,1 mm
Smartphone screen (960x640 px)	240 px
Tablet screen (2014x768 px)	240 px
Laptop screen (1920x1080 px)	300 px
Desktop screen (2560x1440 px)	300 px
PowerPoint presentation; 16:9 (254x142,88 mm)	32,6 mm
FullHD video (1920x1080 px)	300 px
HD video (1280x720 px)	300 px
SD video(1050x576 px)	240 px
A2+ page	6 mm

The width used to calculate the size of the logo must correspond to the width of the wording "Interreg" and the EU emblem (not including the funding statement nor the margins).

38,1 mm

Figure 11: PROJECT LOGOTYPE, four-colour version with bilingual reference to the co-financing of the European Union, as seen small-scale

38,1 mm

Figure 12: PROJECT LOGOTYPE, four-colour version with English reference to the co-financing of the European Union, as seen small-scale

When using the small-scale version of the logo, please be careful not to reduce the quality of the image, and make sure all text and graphical elements are well readable.

The English-only version of the project logo can be used for specific items – such as pens – only after having been previously authorized by the Joint Secretariat.
We remind that, even for small-scale versions, it is always mandatory to first use its full colour version, unless having previously been authorized by the Joint Secretariat.

2.5 ALTERNATIVE HORIZONTAL AND VERTICAL POSITIONING

In special cases – e.g. when reproducing the logo on small printable items such as pencils, pens or USB drives… – you can, having previously been authorized by the Joint Secretariat, use alternative versions of the project logo as shown below:

Figure 13: PROJECT LOGOTYPE, four-colour version with bilingual reference to the co-financing of the European Union, horizontal alternative version

Figure 13: PROJECT LOGOTYPE, four-colour version with bilingual reference to the co-financing of the European Union, vertical alternative version

As specified on paragraph 2.4, when reproducing small-scale versions of the logo, it is possible to use the logo version with the English-only reference to the EU co-financing, BUT ONLY if authorized by the Joint Secretariat.

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2.6 POSITIONING OF THE LOGO

In continuity with the 2007-2013 and 2014-2020 programming periods, project logo must be reproduced according to the previsions of this Visual Identity Guidelines and must always be positioned prominently with reference to other text and graphical items contained in the same document.

The logo must always:
- be included in all communication material produced for project activities
- be featured prominently and have at least the same size, measured in height or width, as the biggest of the other logos contained in the same document (see paragraph 2.9)

For example:

- In the case of publications/books/brochures et simila, purchased with project funds, project logo must be placed on the cover page, preferably in the top left-hand corner. If this option is not possible, the Joint Secretariat should be contacted in order to agree on alternative solutions.

- in the case of web pages, social media, online applications and any other digital platform or processing - including mobile versions for smartphones - related to the project, the project logo must be positioned in a way that is clearly visible to the user (without the need to scroll down the web page or click on banners or referral links)

- In the case of promotional products such as conference bags, display roll-ups et simila, the logo must be positioned in a prominent place, preferably at the top. The size of the logo must be reasonable in relation to the promotional product on which it is reproduced and legible in all its parts.

ATTENTION: the reproduction of the EU emblem must follow regulations as indicated on ANNEX IX[4] of Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021, and on the "Use of the EU emblem in the context of EU Programmes 2021-2027"[5] document.

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[4] https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32021R1060

[5] https://ec.europa.eu/info/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

![Interreg Italia-Slovenija logo with EU co-financing emblem]

2.7 INCORRECT USAGE OF THE LOGO

1. Do not distort, stretch, slant or modify the logo in any way.
2. Do not delete the reference to the co-financing of the European Union or any compulsory graphic element of the logo.
3. Do not cut the logo.
4. Do not rotate the logo.
5. Do not separate the flag from the logotype or otherwise change the composition of the logo elements. They are invariable.
6. Do not use outlines around the logo.
7. Do not use the logo in any other colour than the standard full colour version or the black and white version.

Figure 15: Examples of incorrect usage of project logo

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2.9 IN COMBINATION WITH OTHER LOGOS

The project logo includes the EU emblem and follows its reproduction rules according to Article 47 in conjunction with Annex IX of Regulation (EU) 2021/1060 which states that: "*The emblem shall be prominently featured on all communication materials such as printed or digital products, websites and their mobile views relating to the implementation of an operation, used for the public or for participants.*" This means that if other logos appear in addition to the project logo (e.g. those referring to the project partners), they must be no more than the same size, measured in height or width, as the European Union emblem featured in the project logo.

Figure 15: PROJECT LOGOTYPE, four-colour version and with bilingual reference to the co-financing of the European Union, in combination with other logos

3. COLOUR PALETTE

3.1 Logo colours

The logo colours are derived from the EU emblem and shall not be changed. REFLEX BLUE and LIGHT BLUE are also the main colours of the Interreg brand and are used to identify the brand in addition to the logo in all visual communication. The logo colours are defined as follows:

REFLEX BLUE
Pantone: Reflex Blue
CMYK: 100/80/0/0
HEX: #003399
RGB: 0/51/153

LIGHT BLUE
Pantone: 2716
CMYK: 41/30/0/0
HEX: #9FAEE5
RGB: 159/174/229

YELLOW
Pantone: Yellow
CMYK: 0/0/100/0
HEX: #FFCC00
RGB: 255/204/0

BLACK
Pantone: Black
CMYK: 0/0/0/100
HEX: #000000
RGB: 0/0/0
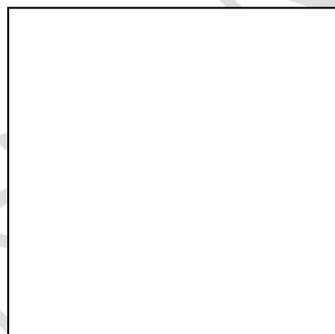
WHITE
Pantone: /
CMYK: 0/0/0/0
HEX: #ffffff
RGB: 255/255/255

CMYK: Cyan, Magenta, Yellow, Key
RGB: Red, Green, Blue
HEX: hexadecimal code

3.2 Colours of the Priority axes

The Programme follows the colour scheme which has been developed for all Interreg Programmes to clearly identify their thematic priorities. The colours of the Programme Priority axes create a harmonic system with colours that match each other and provide good contrast. The colours for each of the four Priority axes are defined in the following table:

Priority axis	Logo	Colour codes
PO1 A smarter Europe		CMYK: 72/0/43/0 HEX: #18BAA8 RGB: 24/186/168
PO2 A greener Europe		CMYK: 48/0/89/0 HEX: #9ACA3C RGB: 154/202/60
PO4 A more social Europe		CMYK: 10/75/60/1 HEX: #DA5C57 RGB: 218/92/87
ISO 1 Better governance		CMYK: 87/51/0/0 HEX: #0E6EB6 RGB: 14/110/182

Figure 16: Colours of the Priority axes

4. PROGRAMME TYPOGRAPHY

Projects are free to choose their own typography. However, with a view to harmonising graphic identity of the Programme and its funded projects, the use of the **Open Sans** font is strongly encouraged. The font has been chosen for its wide availability and for its neutral style.

The font has been created in 2010 and has been released on 2011; it is free to use in most operating systems and includes all characters of the Italian and Slovene languages.

OPEN SANS REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
OPEN SANS ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
OPEN SANS BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
OPEN SANS BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The Open Sans font is free to use and can be downloaded at the following link:
https://www.fontsquirrel.com/fonts/open-sans

5. DESIGN TEMPLATE

5.1 PROJECT STATIONERY

Figure 17: A4 vertical template

The logo should always be positioned directly against the margin lines. The top-left corner position should be preferred, with the left and top margin lines coinciding with the brand's left and top sides.

Please respect the clear zone identify with "x"

5.2 EXCEL TEMPLATE

Figure 18: excel horizontal template

5.3 POWER POINT TEMPLATE

Figure 19: ppt template first slide

Figure 20: ppt template last slide

5.4 PROJECT WEBSITE

Beneficiaries of funded projects must acknowledge the support provided by the Programme. To this end, following the 2014-2020 programming period and after the signing of the Grant Agreement, beneficiaries are given a website dedicated to their financed project. The project website is, in fact, hosted within the Programme's official website www.ita-slo.eu.

This choice, in addition to determining project economies to the benefit of concrete outputs, allows for constant monitoring of project activities by the Authorities in charge and by the JS, as well as by external users.

The website dedicated to the project financed and hosted by the Programme is to be considered the project's official website. A valid motivation is needed in order to develop an alternative and/or complementary website (e.g. the need to make use of external or pre-existing databases, specific digital tools, or because the project outputs last longer than the project itself). In the event that this alternative and/or complementary website is approved, the Lead Partner is still obliged to follow these Visual Identity Guidelines.

After the signature of the Grant Agreement, the Joint Secretariat provides the Lead Partner, also through the project's Communication Officer, with credentials (a username and a password for each project) to access the content management system of the project website, and a tutorial guide to edit the content (news, articles, etc.) independently.

The structure for the management of the digital contents of the website (the *back-office*) is the same for each project: there is pre-filled information - in Italian, Slovenian and English - which cannot be edited (e.g. "*Project Summary*", "*Partners*", "*Contacts*", etc.) and contents which can be edited manually (e.g. "*Objectives*", "*Project Documents*", "*News and Events*" and "*Gallery*"). Contents - such as concrete results obtained by the project and of great relevance to external users, new sections, links, photos, graphs, etc. - must be inserted and updated in Italian, Slovenian and English, otherwise the Secretariat will not authorize their publication.

Content approved by the SC will be visible on the project website as well as on the Programme website, ensuring maximum visibility.

The project website must be promoted by placing the URL address on all external communication materials, e.g. printed articles and project partners' websites.

It is the responsibility of the Lead Partner and the project's communication officer:

-to ensure that the project website is complete in all its sections and constantly updated (at least once a month);

-to ensure the correspondence of the contents of the sections in Italian and Slovene languages and in English if relevant during all the project phases (start, implementation, closure);

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-to include a description of the project, its objectives, its results (expected results when starting a project and achieved results during implementation and closure), of the financial support received from the Programme and the added value of EU funding;

-to publish regularly (at least once a month, also considering the project's progress) and on time (at least one week before the actual implementation of the activity) news articles which have external relevance and in any case in Italian and Slovene languages foreseen and in English if relevant;

-to promptly publish the communication material produced which has external relevance;

-to follow the recommendations of the Joint Secretariat.

5.5 SOCIAL MEDIA

Project social profile image shall include project logo including EU-funding reference. In alternative, please contact JS.

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5.6 COORDINATED COMMUNICATION OF FUNDED PROJECTS ON SOCIAL MEDIA PLATFORMS

The project website is of great importance, as it is the first place where users find comprehensive information on the project. However, the great advantage of different and complementary channels, such as social media, must also be considered.

Social media channels are an important tool to reach a wide range of target audiences and to obtain useful feedback for possible reprogramming of the communication strategy or of the project implementation. The Programme encourages projects to develop an online presence also through social media.

If a project has a social media channel, it is the responsibility of the Lead Partner and of the communication and social media manager of the project, to:

- communicate the profile to the Joint Secretariat;

- ensure that the social media channel provides communication in Italian and Slovene languages and in English if relevant during all project phases (start-up, implementation, closure);

- ensure direct reference to the other social media channels of the Programme;

- adhere to the provisions of this paragraph in order to maximise the resources and the content which can contribute to the communication objectives of the Programme, as well as to valorise the activities of individual projects and promote all the progress and development processes that contribute to the quality and effectiveness of the Programme;

- ensure the use of appropriate resources which can keep the content fresh and interesting. If you upload photos with people from the general public (especially those under the age of 18 or vulnerable adults) you must ensure that you have the necessary permissions to use them and that you comply with all national and EU regulation on data protection;

- use the project logo provided by the Programme as the profile picture or cover photo;

- mention the Programme's support in each published post, such as the inclusion of the sentence "*Il progetto [ACRONIMO] è finanziato dal Programma Interreg VI-A Italia-Slovenia 2021-2027*" in Italian and "*Projekt financira program Interreg VI-A Italija-Slovenija 2021-2027*" in Slovenian, or the tag @InterregITASLO for tweets;

- invite people and organisations associated with the project to follow the project's social channel, for example, to gain more contacts with the 'Follow-for-follow' rule;

- post regularly, but do not overload with information;

- use images to create more relevant and interesting articles;

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- avoid excessively complex terminology;

- do not use acronyms (project partners instead of PP, etc.);

- if appropriate, reply to all messages and comments, even negative ones.

Finally, please remind that the official social media channels of the Programme are the following ones:

Social network	Name	Username	Link
Facebook	Interreg VI-A Italy-Slovenia	/interregitaslo	https://www.facebook.com/interregitaslo/
Instagram	Interreg VI-A Italy-Slovenia	@interregitaslo	https://www.instagram.com/interregitaslo/
Twitter	InterregITASLO	@interregitaslo	https://twitter.com/interregitaslo
YouTube	Interreg Italia Slovenija	/	https://www.youtube.com/channel/UCDZoQA-YrcHKRbNIQOTiuUg
LinkedIn			*Launching soon*

5.6.1. Programme hashtag: #InterregITASLO

In the case of the presence or the opening of a social media channel, it is also the Lead Partner's responsibility and of its project communication officer and eventually its social media manager of the project, to include in the text of all social communications/posts and in the project profiles (Facebook, Twitter, LinkedIn, Instagram) the Programme hashtag **#InterregITASLO**.
This makes it possible to clearly identify the Programme of which the project is a part of and enables the creation of a unique flow of conversations related to the Programme's topics and objectives. Last but not least, the inclusion of the hashtag allows for the complete monitoring of the social activities of the official accounts of the Programme and the various funded projects linked to it. Monitoring is one of the fundamental activities linked to social media channels, which helps define communication strategies to identify in more detail the target audience and the appropriate content to meet the needs and desires of the audience.

5.6.2 Mentions

In the case of the presence or the launch of a social media channel, it is also the Lead Partner's responsibility, of the project communication offi, and of the social media manager of the project (if any) to tag the official Programme account (see Section 5.2), in the text or images. This allows the Programme to be notified of the communication activities of funded projects, and to further publicise and promote them on its official channels.

When you receive notification of tags from official Programme accounts, which are also responsible for promoting and communicating the activities of funded projects, you should share the content on the projects' social accounts and/or interact through the interaction tools (like, comment, etc.). These actions generate engagement and create a direct (and participatory) relationship between the Programme and the project. Consequently, it generates trust and consensus towards both the Programme and the individual project on the part of the user / public that follows us.

5.6.3 Facebook

In addition to the guidance on hashtags and tags/mentions that apply to all active social channels, it is useful to take a closer look at the Facebook tool, which has other functions that can be very useful in promoting the Programme and funded projects.

1) CO-ORGANISATION OF FACEBOOK EVENTS
When creating a Facebook event, the official Programme page should always be indicated as co-organiser of the event.

Co-organising Facebook events of funded projects allows the social media manager to be notified of the request and to do the appropriate promotion. Furthermore, in this way the events tab of the official Interreg Italy-Slovenia Programme Facebook page is complete with all organised events, becomes a complete archive of activities and allows a better promotion.

2) CROSS-POSTING VIDEOS and/or DIRECT FACEBOOK videos
If cross-posting is activated between the project page and when uploading a video or generating a live video feed on Facebook, the Interreg Italy-Slovenia page should always be indicated in the cross-posting functions.

If videos have the active cross-posting function with the Interreg Italy-Slovenia page, the Programme page can publish the video or live video as native content, but the views are added to those of the video or live video published on the project page. This function maximises the results of views and interactions of the video content.

5.6.4. YouTube and directions for the realisation of project videos

The Programme has its own YouTube channel on which all videos made by the Programme (including tutorials and recordings of events and workshops) and by projects are posted. The channel thus serves as a complete archive of the activities carried out by the Programme and its funded projects.

It is the responsibility of Lead Partner, also through the communication project officier or social media manager, to:

- send to the Joint Secretariat all videos realised by the project that have an external relevance before their dissemination

- send all the videos realised by the project that have an external relevance and obtained the approval of the Joint Secretariat so that they can be uploaded on the official YouTube channel of the Programme

- place the project logo on the initial video view, i.e. the logo must be included as part of the first frame, before any other titles or graphics appear.

- place the project logo as centrepiece of the first frame or used together with other titles if necessary. Extended graphic opening sequences should only be used if the coloured project logo is visible in the initial view.

- ensure that videos produced by the project and with external relevance comply with these Visual Identity Guidelines, in particular

  ➢ that bilingualism of content is ensured as follows

- the videos must be made either in Italian or Slovenian or in both languages (English is not compulsory; it can be used but it is not the main language)

- if the audio is in Slovene, subtitles must be put in Italian and vice versa;

- two identical videos can be created, one in Italian and one in Slovenian.

  ➢ that the project logo

- is used in its four-colour version

- appears as the first image/photogram, therefore included in all material and clearly legible in the first frame, before any other titles or graphics appear

- appears at the end of the video, before any closing credits

- is in a predominant position with respect to other logos (Section 2.9)

- is legible in all its parts.

6. ROLE OF THE PROJECT COMMUNICATION OFFICER

Each project must appoint a project communication officer who
- must ensure compliance with these Visual Identity Guidelines by the entire partnership;
- is, for the Joint Secretariat, the main contact person, in addition to the Lead Partner, for the application of these Visual Identity Guidelines and all matters related to project communication and visibility activities.

Therefore, the Joint Secretariat will provide the project communication officer as well as the Lead Partner with:
- the project logo
- credentials (one username and one password per project) to access the back office of the project website so that he/she can update its contents autonomously following specific instructions
- authorisation regarding alternative logo versions or websites
- approvals regarding the application of these Visual Identity Guidelines
- indications on joint Programme events
- request information or materials related to project communication
- redirection of requests from the partnership with respect to the application of these Visual Identity Guidelines.

7. CONSEQUENCES OF NON-USE/MISUSE OF THE LOGO

Please note that the Joint Secretariat is not responsible for the content of promotional material (invitations, brochures, press releases, etc.) produced by Lead Partners and/or Project Partners.

The Joint Secretariat may supervise and, if necessary, approve the communication material produced at the request of the Lead Partner, also through the project communication officer, and will express its opinion within the limits of the terms and conditions set out in these Visual Identity Guidelines.

Failure to use the mandatory project logo provided by the Joint Secretariat and thus to comply with the basic requirements set out in these Visual Identity Guidelines may result in a reduction of the co-financing (ineligible costs).

8. REFERENCES AND LINKS

This first edition of the Visual Identity Style Guide is available on the Programme website, www.ita-slo.eu **in the section "Programme 2021-2027"**

Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021 https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R1059&from=EN

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Commission Implementing Decision (EU) 2022/74 of 17 January 2022, URL https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022D0074&from=EN

Commission Implementing Decision (EU) 2022/75 of 17 January 2022, URL https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022D0075&from=EN

Brand Design Manual, Interact Programme, 20/2/2021, URL https://www.interact-eu.net/library/interreg-brand-design-manual-2021-2027/pageflip

Communicating Cohesion policy in 2021-2027, European Commission, DG-REGIO, 01/12/2020, URL https://ec.europa.eu/regional_policy/sources/informing/communicating_cohesion_policy_2127_en.pdf

Communicating and raising EU visibility
https://ec.europa.eu/info/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

THE USE OF THE EU EMBLEM IN THE CONTEXT OF EU PROGRAMMES 2021-2027 -
Operational guidelines for recipients of EU funding
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