



# Project communication guidelines

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# Introduction

All projects approved within the Interreg Danube Region Programme are required to adhere to our branding and communication requirements. This guide aims to assist you to meet these standards in all your project-related communications and products, enhancing visibility and awareness of EU funding in the Danube Region.

**Note:** The materials provided by the Managing Authority/Joint Secretariat (MA/JS), including your project website, project logo, poster, document and presentation templates, already meet the requirements. The use of the poster, document and presentation templates is optional. The use of the provided project logo and website is mandatory.

# Checklist

- **Use the project logo**, on all your project communication materials, printed and digital.
- **Acknowledge the support received from European Union and the Interreg Danube Region Programme** across all project documents and communication materials.
- **Regularly update the project website** and social media with news about the project's progress, milestones and results.
- **Ensure that every project partner displays a project poster** at their premises and promotes the project on their websites.
- **Install a permanent billboard or plaque** when the expenditure on a physical investment or equipment purchase surpasses EUR 100,000.

# Project logo

The MA/JS supplies every project with the project logo package. The project logo incorporates the programme logo, which includes the EU emblem and funding statement used for promoting all EU-funded projects. Additionally, it features the programme's name along with reference to Interreg and your project's acronym with the colour of the relevant programme' priority, unified into a single logo.

The minimum height of the EU emblem in the project logo must be 1 cm. Whenever possible use the standard colour logo, placing it in a visible top position of all project documents and communication materials, such as the first or cover page. On digital outputs, such as websites or mobile applications, it must be visible without the need for scrolling. The correct use of the logo is explained in [Interreg Brand Design Manual](#), pages 9 – 16.

Projects can also develop their own logo or visual in addition to the official project logo, as well as to use other logos in communication materials, such as the logos of partners' institutions. However, the official project logo should never be smaller in height or width, as the biggest of the other logos included in the same material. Also, it should be always displayed in top position and never below the additional project logo and partners logos.

# Poster

Each project partner is required to display a poster or equivalent electronic display containing project information in a publicly visible location, such as the entrance of a building and stay visible for the whole duration of the project. A photographic evidence of the poster display will have to be sent together with the first progress report.

The MA/JS provides projects with a basic poster template (A). However, this template may not perfectly fit all projects, particularly if the project full name is not self-explanatory. In such cases, you can use the template (B) with extra text block for short project description or create your own design by modifying the templates but respecting the minimum requirements.

The poster's design must be of a minimum size of A3 and should include, at a minimum, the project logo, project acronym and full project name, details regarding the project budget (total project budget in EUR, Interreg funding in EUR) information on project duration and contact details (name of the institution and contact person and e-mail address) as well as the acknowledgement of the co-funding provided by the European Union, for example:

***This project is supported by the Interreg Danube Region Programme co-funded by the European Union.***

## Project website and partners website

The MA/JS provides projects with websites embedded into the programme's website. Regular updates with news, events, activities, and results are mandatory throughout the entire project implementation period. Additionally, every partner involved in an Interreg Danube Region Programme project must showcase the project on their official website. This presentation must include the project logo in full color, a description of the project's objectives, details regarding financial support from the Interreg Danube Region Programme and a link to project website, as a minimum requirement.

Please note: In exceptional cases, if eligible, projects can create an additional website for tools or products with a lifespan extending beyond the project. However, it must prominently display the project logo in full color at the top of the homepage.

## Permanent plaques or billboard

For investments in physical infrastructure or items with a budget exceeding €100,000, projects must prominently display durable plaques or billboards visible to the public as soon as the physical investment starts or purchased equipment is installed. These plaques or billboards must feature the EU emblem and the co-funding statement "Co-funded by the European Union" as outlined in Annex IX of the Common Provisions Regulation (EU 2021/1060), which is a requirement that can be met by displaying the project logo.

Moreover, billboards and permanent plaque have to feature information on the support received by the project from the Interreg Danube Region Programme, the contact details of the responsible partner (name, address, e-mail and website), and the description of the main project objective, including the address of the project website.

## Social media

We highly recommend using social media as a means of engaging with stakeholders and sharing project-related information. The programme actively tracks social media activity and acts as an amplifier for disseminating project information to maximize its impact.

If the platform you are using allows, incorporate the complete project logo into the social media banner image. Alternatively, if the platform does not support banner images, utilize the full project logo as your avatar.

# Acknowledging our support in public, media & publications

When making official communications regarding your project to the public, media, or referencing it in academic publications, it is essential to acknowledge the co-funding provided by the European Union and the Interreg Danube Region Programme. Below is an example citation that meets these criteria:

***This paper was supported as part of [PROJECT ACRONYM], an Interreg Danube Region Programme project co-funded by the European Union.***