



# **Communication guidelines**

## **Interreg V-A Latvia–Lithuania Programme**

### **2014–2020**

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# Introduction

## Purpose of the guidelines

At the first glance, communication of the project might seem complicated due to many technical requirements, while things will be easier to understand, if we keep in mind that all those requirements arise from two main principles that are applied to all projects without any exceptions:

- ▶ All projects must make their outputs freely available to general public.
- ▶ Support from the European Funds to the project must be acknowledged by carrying identity of European Union (EU) and Interreg V-A Latvia–Lithuania Programme 2014–2020 (Programme).

It is a duty of projects to ensure meeting of the first principle. These Communication guidelines of the Programme aim to help you – projects Lead partners (LP) and partners (PP) – in meeting the second rule, and explain how the requirements for project external communication set in the EC Regulation No 1303/2013 and in the Programme Manual (PM) should be applied in practice. So that you would have more time to focus on the content of communication, and namely – promotion of your project ideas and achievements.

## How to use guidelines

The guidelines are structured in a way, so that the persons responsible for the project communication could use it as a hand-book.

- Part I explains what should be considered when forming entire external communication of the project, and what are the main publicity requirements to the projects. This section should be read when starting the project, and the general requirements described there should be kept in mind.
- Part II lists the main requirements of the Programme for specific communication activities/measures. It is in a form of check-list, which can be used when implementing some communication measures.
- Annexes provide resources that can be directly applied in the project communication (short dictionary, ready-to-use phrases) and more detailed guidelines on the use of the Programme logo and style, icons and colours of thematic priorities of the Programme, management of project section on the Programme [website](#).

# I. Project communication

## Things to remember

When developing project materials, organising events, communicating with target public and media keep in mind these things:

- Demonstrate project aims and achievements, what changes of the current situation will be brought by the project.
- Highlight what are the cross-border benefits of those achievements. You must do that, because the funding comes from cross-border cooperation Programme.
- Acknowledge EU funding.

There are also several practical things about project communication that should not be forgotten not only by the person responsible for the project communication, but also by each member of the project team. Make sure, that all project partners are aware of them:

- **Use the Programme logo** and **acknowledge EU support** during all of your activities and on all products of the project.
- **Make photos and/or videos** of your activities. You will use them for communication and reporting.
- **Keep evidences** of each of information materials or items (souvenirs, publications, etc.) produced or purchased. They will have to be added to the reports. Samples must be kept by the LP and PPs for control and audit purposes.
- **Enter information** about the upcoming public events of the project **in the calendar on the Programme [website](#)**, **send the information** about other upcoming events (e.g., working meetings) **to the assigned JS staff member** not later than two weeks prior to the event.
- **Always check** if your activities meet the project communication requirements. Consult JS if in doubt.

## Project communication message

The communication of the project would be smoother and easier if since the beginning of the project you would develop 3–5 main messages stating what are the main objectives and expected results of the project, so that whenever you have been asked about the project you would be able to explain what you are doing and why. These messages are not slogans or advertising texts. Later, around these messages project communication can be built. These messages might be changed during the course of the project. Several hints for making your messages:

- Define target public. Most of your target audiences were already identified in your project application – these are your main stakeholders. General public is not a target audience – if you target everyone you end up speaking to no one.
- Reflect upon what do you want to say with your message. Think of not only to whom you are going to tell about your project, but also why do you want to tell: To communicate success of the project? To involve into project activities? To get them

aware about new products and services developed by the project and encourage use of them? To share your experiences?

- Use plain language. The messages should be clear and in plain language. Try to imagine, that you are explaining your project to your family members – your children or parents. Do not use complicated terms and project jargon, and at the same time do not use patronising tone.

## Visual identity of the Programme

One of the main aims of the project communication set-up is to create a common style that would allow clearly to identify the EU support to the project. This is needed for:

- increasing the public awareness of the EU funding,
- ensuring transparency of the EU funding.

**!** In case you have doubts if your publicity measures meet programme requirements – contact JS.

## Publicity requirements

The main principles of the publicity requirements applied to the projects are:

- Acknowledging EU support by clearly and visibly displaying logo of the Programme.
- Providing main information about the project. How exhaustive it is will depend on the type of your publication or activity, space or time available, or technical possibilities.
- Providing information on the funding of the EU and the Programme.
- Using a disclaimer that the EU is not responsible for the provided information when relevant.

For more specific requirements based on the type of the communication activities/measures please see Part II of the guidelines.

## Use of Programme logo and colours

It is mandatory for each project to acknowledge Programme's support by using the Programme logo on all materials and products produced by the project and if possible – when implementing project activities. To meet EU publicity requirements, the Programme has logo which already contains mandatory communication elements – EU emblem and label “European Union”, and reference to the European Regional Development Fund (ERDF).

**!** It is possible, that other logos will be used in addition to the Programme logo. The following requirements must be respected:

- 1) It must be ensured, that **the EU emblem** (EU flag), which is a part of the Programme logo, **shall have at least the same size**, measured in height or width, **as the biggest of other logos**. Shall other logos be bigger than specified, an additional EU emblem should be added, with a size respecting

the specifications laid in the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5).

- 2) At no case other logos used in addition to the Programme logo, shall be larger, measured in height or width, than the logo of the Programme.

It is also recommended that the project would use relevant colour of the Programme priority it belongs to into the project's visual identity.

**Annex 3** encloses **guidelines on the use of the Programme logo and style**, and recommendations of use of icons and colours of priorities of the Programme.

### **Mandatory communication measures**

The list of the measures/activities provided in the Part II is not complete and should not limit projects when choosing communication measures or channels, nor all of the listed measures should be implemented by the project – the communication should be organized considering the needs of each project.

! Nevertheless, **minimal mandatory communication measures** that must be implemented by each project are defined in PM:

1. Informative posters at premises of each project partner.
2. Information about the project on websites of each of project partners.
3. Regular update of information in special section of the Programme [website](#).
4. At least two press releases during the project implementation.
5. Temporary billboard latter replaced by a permanent billboard or plaque in case the total costs planned for the infrastructure or (re)construction within the project exceeds 500 000 EUR in one site.

## II. Requirements for communication activities

### Websites and social media

*eMS category "DIGITAL ACTIVITIES".*

1. All project partners are obliged to publish information about the project on each project partner's website, if such website exists.
2. Each project's website or project section must contain:
  - 1) Programme logo (see Annex 3).
    - ! **It is mandatory** to feature the Programme logo visibly on the website or project description section without requiring a user to scroll down the page. If new website is made from the project funding, the logo must be at the front page easy visible without requiring a user to scroll down the page. If information about the project is put on the institutions existing website, then Programme logo should be visible on the website or project description section, without requiring a user to scroll down the page.
  - 2) Project number, title and acronym.
  - 3) A short description of the project, its objectives, results, cross-border benefits, information about financial support of the ERDF.

Rather than formally copying project objectives and activities from the application reformulate project description into reader-friendly text.
  - 4) All outputs of the project that are available in electronic format.
  - 5) A disclaimer that the EU is not responsible for the information provided (available in Annex 2).
  - 6) Link to the Programme website [www.latlit.eu](http://www.latlit.eu).
  - 7) Link to the official EU website [www.europa.eu](http://www.europa.eu).
  - 8) Links to the project's social media accounts, if relevant
3. Every project must regularly update the project information to the special section of the Programme website ([www.latlit.eu/supported-projects](http://www.latlit.eu/supported-projects)).
  - 1) LP is responsible for the regular update of the information during the whole project implementation.
  - 2) Annex 4 provides guidelines on the management of project section on the Programme webpage.
4. Use of social media is encouraged.
  - 1) Project should use hashtag #LATLIT or tag the Programme @LatviaLithuaniaProgramme (on Facebook) so that we can easily track and share the information.
  - 2) Links to the project's social media accounts should appear in the project section of the Programme website, project website (if available) and/or project section of project partners websites.

## Articles, press releases and other information

### *eMS category "Publications"*

All publications in media that will be reported as project deliverables, and especially if the project pays for publishing of articles or press releases, must contain following elements:

1. Programme logo (see Annex 3).
2. Project number, title and acronym.
3. Information about financial support of the ERDF.
4. A disclaimer that the EU is not responsible for the provided information (available in Annex 2) if publication contains opinion.
5. If possible, provide address of a website where more information is available.
6. Project must send copies of all press releases and articles to the JS staff member responsible for the communication.

**!** **It is mandatory** for every project to send out **at least two press releases** during the project implementation to the national/ regional and/or local media in Latvia and Lithuania and to the JS staff member responsible for the communication:

- One at the beginning of the project informing about start of the project activities and planned achievements.
- One close to the end at the end of the project summarising achievements of the project.
- Each of the mandatory press releases **must be prepared in Latvian and Lithuanian, and/or English and other languages if needed**. Distribution of information to international media is encouraged.

Press releases should highlight major activities of the project, events, results, cross-border benefits and it has to be of interest for media and wider public. It is highly recommended that press releases are written by the project itself. It is also highly encouraged to send press releases for revision to JS relevant information manager prior their distribution, especially, if there are doubts regarding meeting programme requirements.

Some hints for preparing and sending-out of press release:

- ✓ Put the most interesting and important information into the first sentence, and first paragraph.
- ✓ Press release should fit into one A4 page (average press release is 500 words).
- ✓ Provide contact details of person who could be approached for more details.
- ✓ Press release text should be e-mail body and also attached to the e-mail.
- ✓ Attach few photos and/or link to video. When sending out photos, indicate that these are publicity photos so that media would be able to use them for publishing.



## Publications

### *eMS category "PUBLICATIONS"*

All publications (printed and/or electronic versions of fliers, leaflets, brochures, books, monographies, articles in specialised press (e.g. scientific magazines), calendars, etc.) must contain:

1. Programme logo (see Annex 3).
2. Project number, title and acronym.
3. Short information about the project that reflects:
  - 1) Main objectives and goals of the project.
  - 2) Planned results.
  - 3) It is also highly recommended to indicate cross-border benefits of project achievements.

Rather than formally copying project objectives and activities from the application reformulate project description into short and catchy text. Instead of listing project deliverables, administrative and financial information underline the most important outcomes and achievements, and cross-border benefits.

4. Information on financial support of the ERDF.
5. A disclaimer that the EU is not responsible for the provided information (available in Annex 2) if publication contains opinion.
6. We recommend to include titles and contacts of all project partners and project website if available.
7. It is highly recommended, that all publications produced by the project would be also made available on the project websites and/or project sections and shared by social media.

## Audio and video materials

### *eMS category "DIGITAL ACTIVITIES" and "Publications"*

All audio and video materials (including videos, video or audio clips or radio spots, interviews, films, etc.) that will be reported as project deliverables, must have a clear reference to the ERDF and must contain:

1. Logo of the Programme (for videos).
2. Inscription the funding of the ERDF.
3. A disclaimer that the EU is not responsible for the provided information (available in Annex 2).
4. Audio phrase
  - a. "Project is co-funded by the European Union" in case of spot is less than 30 secs (available in Annex 2).
  - b. Saying that project is funded by the ERDF (available in Annex 2) in case of forms longer than 30 secs.

5. If possible a website where more information is available should be mentioned.
6. It is recommended, that all audio and video materials or links to them would
  - appear in the project section of the Programme [website](#), project website (if available) and/or project section of project partners websites, and
  - would be shared on social media channels with hashtag #latlit or by tagging the Programme @LatviaLithuaniaProgramme (on Facebook).

## Events

### *eMS category "PUBLIC EVENTS"*

Public events, organised by the project, have to be aimed at communicating of the project results and they have to be interesting for target publics and media.

1. All event promotional materials and documents (agendas, list of participants, hand-outs, presentations, etc.) must contain
  - 1) Programme logo (see Annex 3).
  - 2) Project number, title and acronym.

**!** The programme developed list of participants which is highly recommended to be used during the events. It can be downloaded from the Programme website [latlit.eu/how-to-implement/](http://latlit.eu/how-to-implement/).
2. The EU flag and/or movable stands or roll-ups etc. of the projects, containing the Programme logo has to be displayed at all events, financed by the project.
3. During the event the Programme logo has to be placed in a clearly visible place and photos of the event showing the Programme logo placement should be added to the relevant progress report.
4. Information on the upcoming public events of the project has to be entered in the calendar on the Programme [website](#) not later than two weeks before the event.
5. The information about other events (e.g., working meetings), has to be sent to the assigned JS staff member via eMS not later than two weeks before event.
6. Lists of participants, photos from events, all related materials (invitations, agendas, hand-outs, etc.) of the event must be presented for reporting purposes, and originals saved by the PP for auditing and control purposes.

- !** The projects are encouraged upon request by the MA/JS to participate in the Programme organised events (e.g. Programme Annual events, European Cooperation Day, Balts Unity Day). The projects are also invited to plan and organise their own activities for the European Cooperation Day. More information about the European Cooperation Day can be found on the [website www.ecday.eu](http://www.ecday.eu).

## Informative posters

### *eMS category "PUBLICATIONS"*

All informative posters must contain:

1. Programme logo (see Annex 3).
2. Project number, title and acronym.
3. The main objective of the project.

Instead of formal copying of project objectives from the application, you should reformulate them into short and catchy text. One should be able to see what the project is about, and what it does to contribute to the specific objectives by which it is supported.

4. A disclaimer that the EU is not responsible for the provided information (available in Annex 2) if poster contains opinion.
5. Information on financial support of the ERDF.
6. We recommend including titles and contacts of all project partners and project website if available.
7. It is highly recommended, that all posters would also be made available in electronic version on the project website and/or project sections.

The Programme developed a template of the project informative poster (see Annex 5). Nevertheless, the projects may develop and use their own design if mandatory requirements are met.

**!** **It is mandatory**, that all project partner organisations display at least one informative poster (minimum size A3) at a location readily visible to the public in their premises, for example, at the entrance area of the building. This means that it must be highly likely that an average visitor will see the poster. The information must be written and permanent. This includes paper posters, roll-ups, banners, boards, etc. with the minimum size of A3 format. Electronic displays do not match these requirements.

Only project partners, placing temporary or permanent plaques or billboards, as described in section "Marking of infrastructure objects" are not obliged to display an informative poster.

## Marking of infrastructure objects

### *eMS category "PROMOTIONAL MATERIALS"*

At each investment location, in case in one site the total costs planned for the infrastructure or (re)construction within the project exceed 500 000 EUR, **project must:**

1. To put up a temporary billboard of significant size, which has to be visible to the public.
2. To put up a permanent plaque or a billboard of significant size, which is visible to the public no later than three months after the completion of the infrastructure or (re)construction. It cannot be removed for at least five years after the final payment to the project has been made.

3. At least 25 % of plaque or billboard must be occupied by this information:

- 1) Programme logo (see Annex 3).
- 2) Project number, title and acronym.
- 3) Objective of the project.

Instead of formal copying of project objectives from the application, you should reformulate them into short and catchy text. One should be able to see what the project is about, and what it does to contribute to the specific objectives by which it is supported.

- 4) Information on financial support of the ERDF.

In other locations of project investments (for example public spaces, buildings, equipped premises) each **project must** put up a permanent plaque or a billboard of significant size, which has to be visible to the public. It cannot be removed for at least five years after the final payment to the project has been made.

On request of the project the programme shall provide it with plaque containing general, no project specific information however projects are recommended to develop project specific plaque or billboard of which at least 25 % is occupied by following information:

- 1) Programme logo (see Annex 3).
- 2) Project title, acronym and project number.
- 3) If space allows – objective of the project.

Instead of formal copying of project objectives from the application, you should reformulate them into short and catchy text. One should be able to see what the project is about, and what it does to contribute to the specific objectives by which it is supported.

- 4) Information on financial support of the ERDF.

The Programme developed a template of the plaque to mark infrastructure objects (see Annex 6). The projects may develop their own design of the plaque or billboard, if mandatory requirements are met.

### Labelling of equipment

1. Equipment and other purchases made within the project must be labelled with the Programme logo, which cannot be removed for at least five years after the final payment to the project has been made.
2. In case many items purchased within the project are located in one premise and they are not movable, it is recommended to display an informative plaque in the premise.
3. Stickers and plaques with the Programme logo are available from the JS.
4. If stickers and/or plaques of specific size and/or material are required, the project must produce them individually. Requirements on the use of the Programme logo must be followed (see Annex 3).

## Other promotional materials

*eMS category "PROMOTIONAL MATERIALS"*

Promotional materials should be limited to mainly office and event materials. The promotional materials should be clearly linked to awareness-raising of the project overall objective.

It is difficult to list all possible cases of produced materials and what kind of requirements should be applied. However, the projects must put their efforts to acknowledge EU support and to use logo of the Programme (see Annex 3), and depending on the technical possibilities to provide information about the project. If you have doubts on what requirements are applicable do not hesitate to contact JS.

- ! Only gifts related to promotion, communication, publicity or information are eligible expenditures. Requirements of the PM section 9.2 Eligibility of costs must be respected and threshold of 50 EUR per gift must not be exceeded.

## III. References

### Documents

Programme Manual for the respective call for proposals and direct award.

EC Regulation No 1303/2013 Article 115 and Annex XII set-ups rules concerning the information measures for beneficiaries.

<http://eur-lex.europa.eu/legal-content/en/TXT/?uri=CELEX%3A32013R1303>

EC Regulation 821/2014 (Implementing Act), Articles 3, 4 and 5 hold the technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation as well as the instructions for creating the emblem and a definition of the standard colours.

<http://eur-lex.europa.eu/legal-content/EN/ALL/?uri=CELEX:32014R0821>

### Useful links

Programme website: [www.latlit.eu](http://www.latlit.eu)

Official EU website: [www.europa.eu](http://www.europa.eu)

Programme FB page: [www.facebook.com/LatviaLithuaniaProgramme/](https://www.facebook.com/LatviaLithuaniaProgramme/)

The Programme logo files, icons of the Programme priorities, project information plaque template can be downloaded from [www.latlit.eu/how-to-implement/](http://www.latlit.eu/how-to-implement/)

Project section of the Programme: [www.latlit.eu/supported-projects/](http://www.latlit.eu/supported-projects/)

More about European cooperation day: [www.ecday.eu](http://www.ecday.eu)

## Annex 1. Short dictionary

English	Latvian	Lithuanian
European Union	Eiropas Savienība	Europos Sąjunga
European Regional Development Fund (ERDF)	Eiropas Reģionālās attīstības fonds (ERAF)	Europos regioninės plėtros fondas (ERPF)
European Territorial Co-operation	Eiropas teritoriālā sadarbība	Europos teritorinis bendradarbiavimas
efficient public services	efektīvi publiskie pakalpojumi	efektyvios viešosios paslaugos
employment and labour mobility	darbaspēka mobilitāte un nodarbinātība	užimtumas ir darbuotojų judumas
improved quality of living through efficient public services and administration	dzīves kvalitātes uzlabošana ar efektīvu publisko pakalpojumu un valsts pārvaldes palīdzību	geresnė gyvenimo kokybė sustiprinant viešųjų paslaugų ir administravimo efektyvumą
Interreg V-A Latvia–Lithuania Cross Border Cooperation Programme 2014–2020	Interreg V-A Latvijas – Lietuvas pārobežu sadarbības programma 2014. – 2020.gadam	2014–2020 m. Interreg V-A Latvijos ir Lietuvos bendradarbiavimo per sieną programa
Interreg V-A Latvia-Lithuania Programme 2014–2020	Interreg V-A Latvijas – Lietuvas programma 2014. – 2020.gadam	2014–2020 m. Interreg V-A Latvijos ir Lietuvos programa
social inclusion	sociālā iekļaušana	socialinė įtrauktis
social inclusion as a precondition of territorial development	sociālā iekļaušana kā teritoriālās attīstības priekšnoteikums	socialinė įtrauktis kaip išankstinė teritorinės plėtros sąlyga
support to labour mobility and employment	atbalsts darbaspēka mobilitātei un nodarbinātībai	parama darbuotojų judumui ir užimtumui
sustainable and clean environment	ilgtspējīga un tīra vide	tvari ir švari aplinka
sustainable and clean environment through cooperation	ilgtspējīga un tīra vide ar sadarbības palīdzību	tvari ir švari aplinka, kuriama bendradarbiaujant

## Annex 2. Useful phrases and texts

These are proposed phrases and texts, that you can use in your communication upon need of your project.

<b>About the Programme</b>	
EN	The Interreg V-A Latvia – Lithuania Programme 2014-2020 aims to contribute to the sustainable and cohesive socio-economic development of the Programme regions by helping to make them competitive and attractive for living, working and visiting.
LV	Interreg Latvijas – Lietuvas programmas 2014. – 2020.gadam mērķis ir sekmēt programmas reģionu ilgtspējīgu sociālekonomisko attīstību, palīdzot tos padarīt konkurētspējīgākus un pievilcīgākus dzīvošanai, uzņēmējdarbībai un tūrismam.
LT	2014–2020 m. Interreg V-A Latvijos ir Lietuvos bendradarbiavimo per sieną programa siekia prisidėti prie darnaus programos teritorijos vystymosi padėdama jai tapti patrauklia ir konkurencinga vieta gyventi, dirbti ir apsilankyti.
<b>About EU funding</b>	
EN	This project is funded by the European Union
LV	Šo projektu finansē Eiropas Savienība
LT	Šį projektą finansuoja Europos Sąjunga
<b>On financial support of the ERDF</b>	
EN	Total projects size is <amount> EUR. Out of them co-funding of European Regional Development Fund is <amount> EUR.
LV	Kopējās projekta izmaksas ir <summa> EUR. Projekta līdzfinansējums no Eiropas Reģionālās attīstības fonda ir <summa> EUR.
LT	Visas projekto biudžetas – <skaičius> Eur. Iš jų - bendrasis Europos regioninės plėtros fondo finansavimas – <skaičius> Eur.
<b>Disclaimer, stating that the EU is not responsible for the information provided</b>	
EN	This <document/publication/article> has been produced with the financial assistance of the European Union. The contents of this <document/publication/article> are the sole responsibility of <name of the project partner> and can under no circumstances be regarded as reflecting the position of the European Union.
LV	Šis <dokuments/publikācija/raksts> ir sagatavots ar Eiropas Savienības finansiālo atbalstu. Par šī<dokumenta/publikācijas/raksta> saturu pilnībā atbild <projekta partnera nosaukums>, un tas nekādos apstākļos nav uzskatāms par Eiropas Savienības oficiālo nostāju.



LT	Šis <leidinys/dokumentas/straipsnis> parengtas naudojant Europos Sąjungos finansinę paramą. Už šio <leidinio/dokumento/straipsnio> turinį atsako <projekto partnerio pavadinimas>. Jokiomis aplinkybėmis negali būti laikoma, kad jis atspindi Europos Sąjungos nuomonę.
<b>Audio text about project funding</b>	
EN	This <broadcast, interview> has been prepared as part of the project <title of the project>, which is funded by the European Union under the Interreg V-A Latvia – Lithuania Programme 2014-2020
LV	Šis <raidījums, intervija> ir tapis projekta <projekta nosaukums> ietvaros, ko finansē Eiropas Savienības Interreg Latvijas – Lietuvas programma 2014. – 2020.gadam.
LT	<Laida, interviu> parengta(s) įgyvendinant projektą <projekto pavadinimas>. Projektą finansuoja 2014–2020 m. Interreg V-A Latvijos ir Lietuvos programa.

## Annex 3. Programme logo and style guide

### I. Programme logo

#### Elements of the Programme logo

The Programme logo consists of the following five elements:

- Interreg logo,
- EU emblem and label “European Union”,
- Programme title,
- Reference to the fund “European Regional Development Fund”,



The graphic symbol, representing the colours of the national flags of Latvia and Lithuania.

#### *Interreg*

“Interreg” is a name that is shared by every European Territorial Cooperation programme in order to make every programme instantly recognizable as a part of a global network working in a joined effort.

#### *The graphic symbol*

The graphic symbol is what gives the Latvia-Lithuania programme its visual individuality. It is inspired by the colours of national flags and the whirling, forward-moving shape symbolises the very objective of the Latvia-Lithuania programme — to contribute to a sustainable and cohesive socio-economic development of the Programme regions by helping to make them more competitive and attractive for living, working and visiting.

#### Size of the Programme logo

The size of the Programme logo is defined by the possibility to read text. The minimum withdraw size of the Programme logo is 60 mm.



In cases when the Programme logo is smaller than 60 mm minimised version of the Programme logo can be used. However, it must never be smaller in size than 47 mm.



**All versions of logos have minimised version.**

## Use of other logos

It is possible, that other logos will be used in addition to the Programme logo. The following requirements must be respected:

- 1) It must be ensured, that the EU emblem (European flag), which is a part of the Programme logo, shall have at least the same size, measured in height or width, as the biggest of other logos. Shall other logos be bigger than specified, an additional EU emblem should be added, with a size respecting the specifications laid in the Commission implementing regulation (EU) No 821/2014 (art. 4 § 5).
- 2) At no case other logos used in addition to the Programme logo, shall be larger, measured in height or width, than the logo of the Programme.

## Background colour of logo

The logo of the Programme must be placed on white background. Coloured backgrounds must be avoided, and the only exception are very light colours.

If the logo needs to be placed on a dark background, it has to be on a white rectangle, with its size matching at least the clear space as specified below.

## Clear space

The logo is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.

Always use the [digital logo files](#) provided and do not try to recreate or modify the logo in any way.



One measurement unit = the letter "e"



## Monochrome versions

### **Greyscale logo**

For single colour reproductions, a greyscale version of the logo should be used. This version should only be used whenever full colour is not available.



### **Black and white logo**

The black and white logo should only be used if there is no possibility to use greyscale.



## Language variations

### **MIXED languages:**

This is the main Programme logo, which can be used on all information and communication materials, documents and outputs.



### **LATVIAN language:**

This logo option can be used on documents and publications, which are prepared in Latvian language.



### **LITHUANIAN language:**

This logo option can be used on documents and publications, which are prepared in Lithuanian language.



## Download logos

- ! Always use the [digital logo files](#) provided and do not try to recreate or modify the logo. The logo of the Programme integrates mandatory publicity requirements of the EU funds: EU emblem and label “European Union”, and reference to the European Regional Development Fund.

All versions of logos can be downloaded from the Programme website ([latlit.eu/how-to-implement/](http://latlit.eu/how-to-implement/)). If you have difficulties to download files, please contact JS.

## Incorrect use of logo

1. Do not rotate the logo.



2. Do not distort logo in any way.



3. Do not use any effects on the logo.



4. Do not use outlines around the logo.



5. Do not separate the elements from the logotype or change the composition.



6. Avoid coloured backgrounds.



## II. Icons of the Programme priorities

Aiming to underline integrity of their projects with the priorities of the Programme the projects might also use Icons for the Programme priorities. These icons were developed for entire Interreg Programme.

It is also advised that the colour of the project name would be the colour of the Programme priority as specified in section III.

Standard files of icons can be downloaded from the Programme [website](#).

### Standard appearance (positive)



**SUSTAINABLE AND CLEAN ENVIRONMENT**



**EMPLOYMENT AND LABOUR MOBILITY**



**SOCIAL INCLUSION**



**EFFICIENT PUBLIC SERVICES**

### Negative appearance



**SUSTAINABLE AND CLEAN ENVIRONMENT**



**EMPLOYMENT AND LABOUR MOBILITY**



**SOCIAL INCLUSION**



**EFFICIENT PUBLIC SERVICES**

### III. Colours of the Programme

#### Colours to be used for the Programme logotype

##### Interreg and EU colours

**Reflex blue**

Pantone: Reflex Blue  
CMYK: 100/80/0/0  
RGB: 0/51/153  
HEX: 003399  
WebSafe: 003399

**Light Blue**

Pantone: 2716 C/U  
CMYK: 41/30/0/0  
RGB: 159/174/229  
HEX: 9FAEE5  
WebSafe: 9FAEE5

**Yellow**

Pantone: Yellow  
CMYK: 0/0/100/0  
RGB: 255/204/0  
HEX: FFCC00  
WebSafe: 333333

##### Solid colours from the logo symbol

**LV Dark Red**

Pantone: 201 C/U  
CMYK: 24/97/70/20  
RGB: 163/31/52  
HEX: a31f34  
WebSafe: 993333

**LT Red**

Pantone: 180 C/U  
CMYK: 25/100/100/0  
RGB: 193/39/45  
HEX: c1272d  
WebSafe: cc3333

**Green**

Pantone: 349 C/U  
CMYK: 100/55/100/0  
RGB: 0/106/68  
HEX: 006a44  
WebSafe: 006633

**Yellow**

Pantone: 1235 C/U  
CMYK: 0/30/100/0  
RGB: 235/185/19  
HEX: fdb913  
WebSafe: ffcc00

##### Accent colours

The blue colours are to be used as a colour accents in visual materials.

**Reflex blue**

Pantone: Reflex Blue  
CMYK: 100/80/0/0  
RGB: 0/51/153  
HEX: 003399  
WebSafe: 003399

**Light Blue**

Pantone: 2716 C/U  
CMYK: 41/30/0/0  
RGB: 159/174/229  
HEX: 9FAEE5  
WebSafe: 9FAEE5

##### Colours of priorities of the Programme

It is recommended that project belonging to one of the four priorities of the Programme would use the colours in project's visual identity.

**Sustainable and clean environment**

Pantone: 382 U  
CMYK: 49/0/99/0  
RGB: 152/194/34  
HEX: 98c222

**Employment and labour mobility**

Pantone: 1665 U  
CMYK: 2/71/72/0  
RGB: 234/102/71  
HEX: ea6647

**Social inclusion**

Pantone: 513 U  
CMYK: 43/70/12/0  
RGB: 163/98/152  
HEX: a36298

**Efficient public services**

Pantone: 3145 U  
CMYK: 87/32/35/16  
RGB: 60/116/134  
HEX: 3c7486

## IV. Fonts of the Programme

Headings and text highlights	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p><b>Montserrat</b> is the typeface for headlines and text highlights. Font can be downloaded here: <a href="http://www.fontsquirrel.com/fonts/montserrat">http://www.fontsquirrel.com/fonts/montserrat</a></p>
Body text	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p><b>Open Sans</b> is typeface for body text. Font can be downloaded here: <a href="http://www.fontsquirrel.com/fonts/open-sans">http://www.fontsquirrel.com/fonts/open-sans</a></p>
Body text alternative	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz</p> <p><b>Arial</b> can be used as an alternative when Open Sans is unavailable as it is available on most systems.</p>



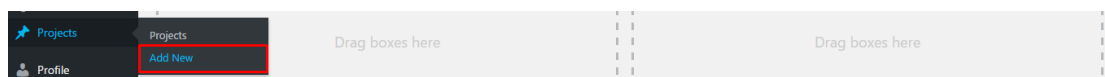
## Annex 4. Management of the project section in the Programme website

To get access rights please send an e-mail to: [janis.vanags@varam.gov.lv](mailto:janis.vanags@varam.gov.lv) and state your project.

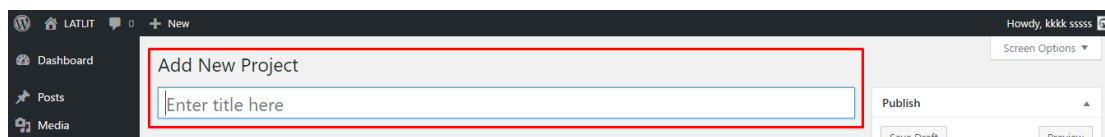
Open website administration panel <http://latlit.eu/latlitadmin> and sign in.

### SUPPORTED PROJECTS

To add a new project, open the section *Projects* → *Add New*.



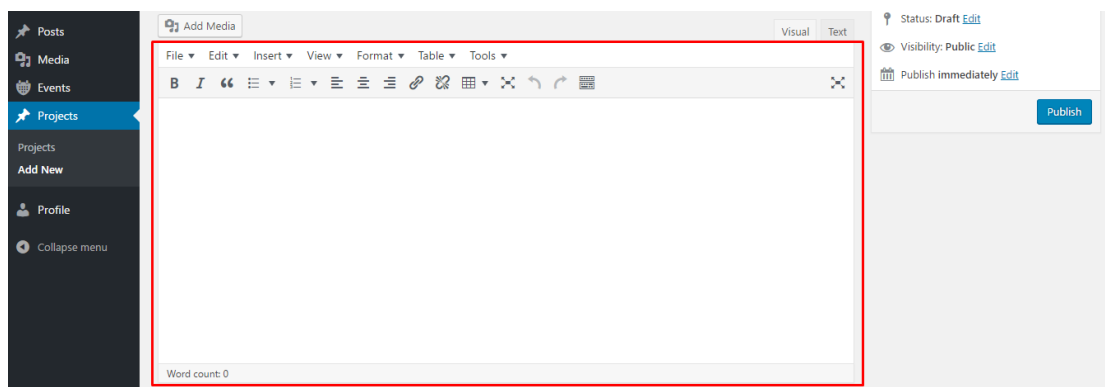
Enter the project title.



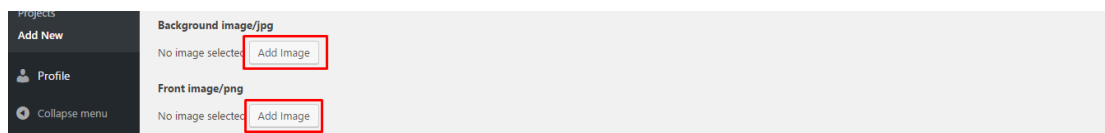
In text editor enter all necessary information:

*Project description*, *Project goal*, *Project idea*, ...

To enter video / table / image in a project or set visual text changes, see the section [TEXT DECORATION](#).



*Background image/jpg* and *Front image/png*, need to be set from media, we need to press the button *Add Image*. To understand how to add or set an image, see the section [MEDIA](#).



*Lead partner* and *Thematic objectives* must be chosen from the list – partners and thematic objectives. In each field can be chosen several values. If it's not in the list, partner has to be first added here: <http://latlit.eu/partner-search/>

The screenshot shows the 'Add New' form with a sidebar on the left containing 'Projects', 'Add New', 'Profile', and 'Collapse menu'. The main form has two sections: 'Lead partner' with a dropdown menu containing 'Select', and 'Thematic objectives' with a dropdown menu containing 'Select'. Both dropdown menus are highlighted with red rectangular boxes. Below these is a 'Second level' section with two input fields labeled 'Second level' and 'Third\_level', and an 'Add Row' button.

To create a partner structure use Second level field. At first press on *Add row* button.

This screenshot shows the 'Add New' form with the 'Second level' section. The 'Add Row' button is highlighted with a red rectangular box. The sidebar and other form elements are visible but not the focus.

Choose second level partner from the list. If it's not in the list, partner has to be first added here: <http://latlit.eu/partner-search/>. Then in Third level column press on *Add Row* button.

The screenshot shows the 'Add New' form with the 'Second level' dropdown menu open. The dropdown list includes 'Akademiskais parks', 'Anyksial Education Assistance Authority', and 'Association "Green and Smart Technology Cluster" (pending)'. The 'Add Row' button is highlighted with a red rectangular box. The sidebar and other form elements are visible.

Select all third level partners to second level, if necessary add new one second level partner press on correct *Add Row* button.

This screenshot shows the 'Add New' form with the 'Second level' dropdown menu selected to 'Akademiskais parks'. The 'Third level' dropdown menu is populated with two items: 'Anyksial Education Assistance Authority' and 'Association "Green and Smart Technology Cluster" (pending)'. Two red arrows point to the 'Add Row' buttons: one labeled 'Add third level partner' pointing to the top 'Add Row' button, and another labeled 'Add second level partner' pointing to the bottom 'Add Row' button. The sidebar and other form elements are visible.

If *Partner*, which Supported projects Editor need to choose, is not on the list, then he need to register in *Partner Search* (<http://latlit.eu/partner-search/>). When LATLIT Administrator will confirm Partner he will be on the *Partners* list.

At the end of page can set social network settings – Twitter, Instagram, Facebook. Need to enter name and feed to show.

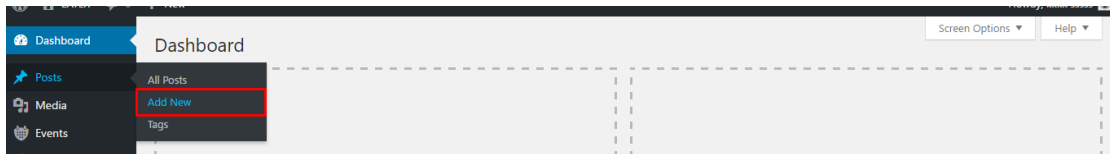
The screenshot shows the 'Add New' form with the 'twitter feed setting' tab highlighted with a red rectangular box. Below the tab are two input fields: 'Twitter screen name' and 'Twitter feeds to show'. The sidebar and other form elements are visible.

When all information is entered, press the button *Publish*.

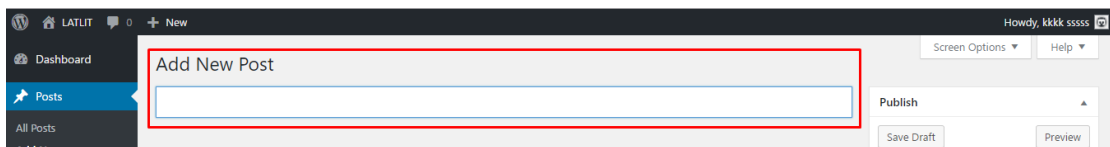


## PROJECT NEWS

To add new news, open a section *Posts* → *Add New*.

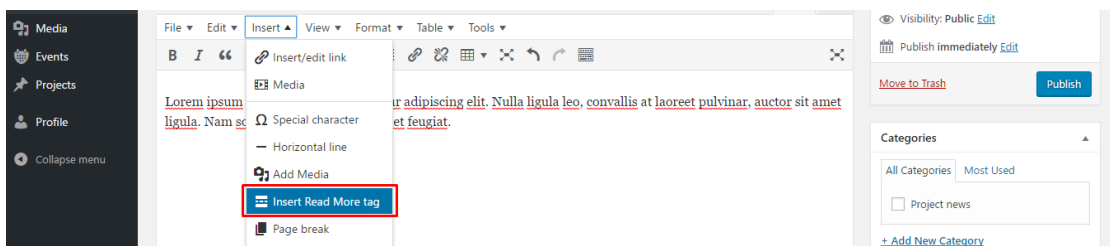


Enter the news title.

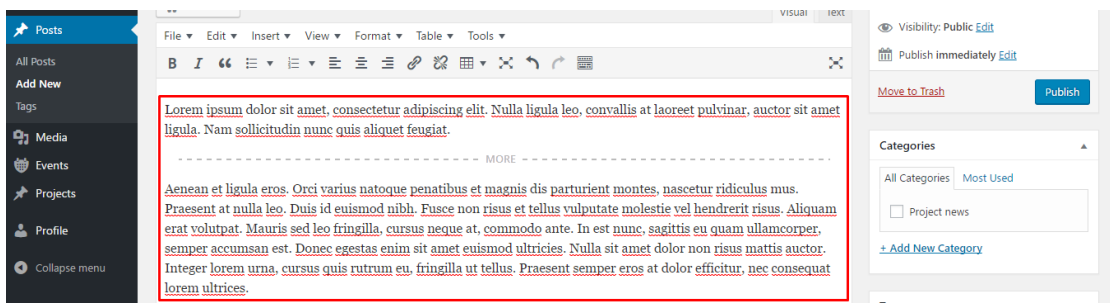


In a text editor, first – enter a short description of the news without pictures. How we can do it?

Enter a short description, and then press the button *Insert* → *Insert Read More Tag*. (See in the picture)

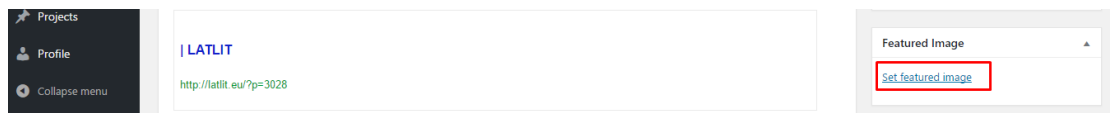


After pressing the button *Insert* → *Insert Read More Tag* we can enter the full description of the news (with pictures, tables and video). To make a visual change in text and/or enter video, table, link into text, look at the section [TEXT DECORATION](#).



Scroll down to *Featured image*, to set featured image for news, press the button *Set featured image*.

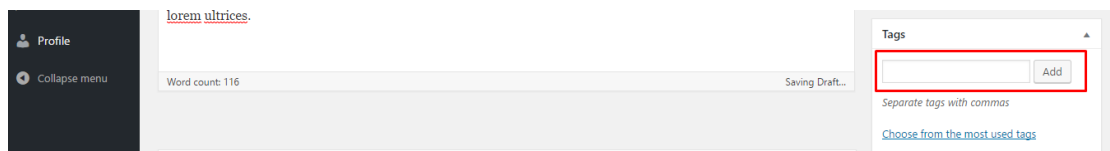
How to set featured or add images to media and after that set it, see the chapter [MEDIA](#).



Scroll up to the *Tags* block.

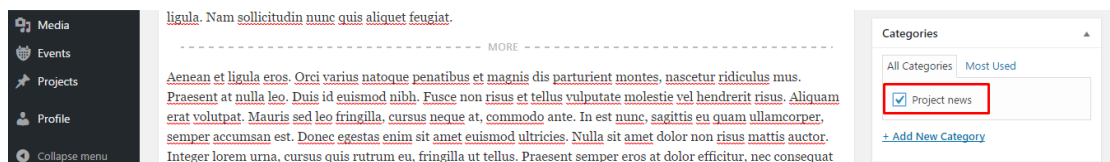
In this block we can add the news tags. At the same time, **after each tag we can add several tags and enter “,” (comma, after and before comma doesn’t need to enter spaces, example: news,link,Latvia).**

When all tags are entered, press the button *Add*.

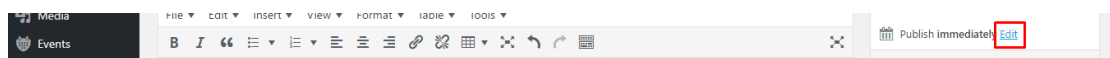


Scroll up to the *Categories* block.

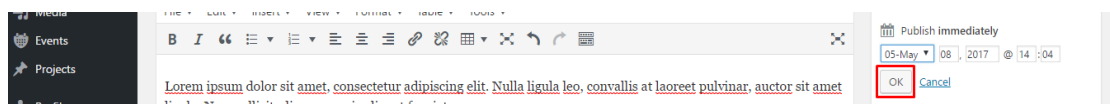
In this block mark the category *Project News*.



Scroll up. We can set the publication date, in *Publish* press on *Edit*.



Set the correct date and press *OK*.



When all information is added, press the button *Publish*.



After publishing, after text editor shows an extra field *news in projects*, where you need to choose in what project shows news.

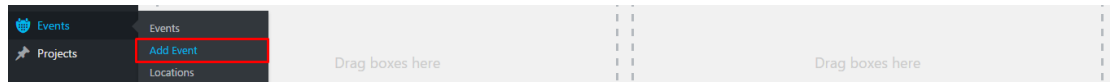


When project is chosen, need to press on *Update* button.

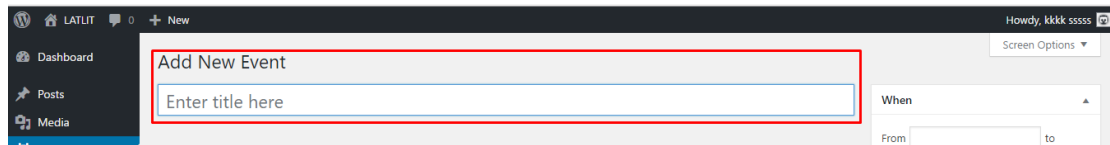


## PROJECT EVENTS

To add a new event, open the section [Events](#) → [Add Event](#).



Enter title of the event.



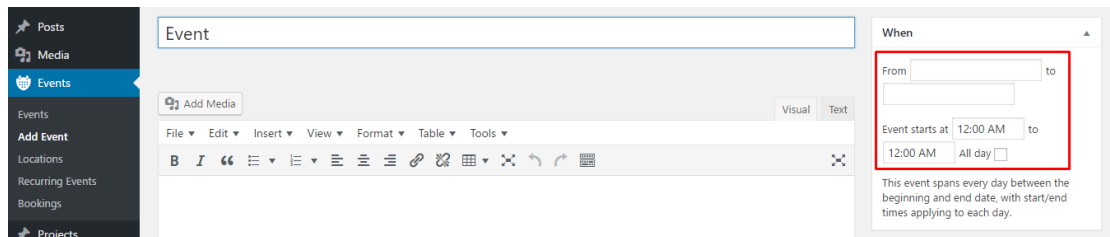
*When* – set event date.

*From* – choose the start date.

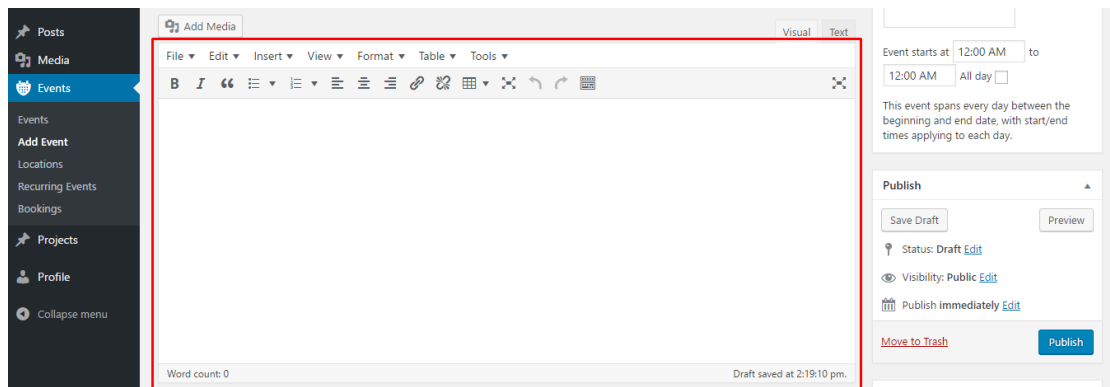
*To* – choose the event end date.

If the event lasts only one day, start and end date will be the same.

Then set event time, if event last all day – mark *All day*.



In text editor enter event description. To make visual changes in description, see the section [TEXT DECORATION](#).



In *Event Categories* block need to set a category *Project events*.

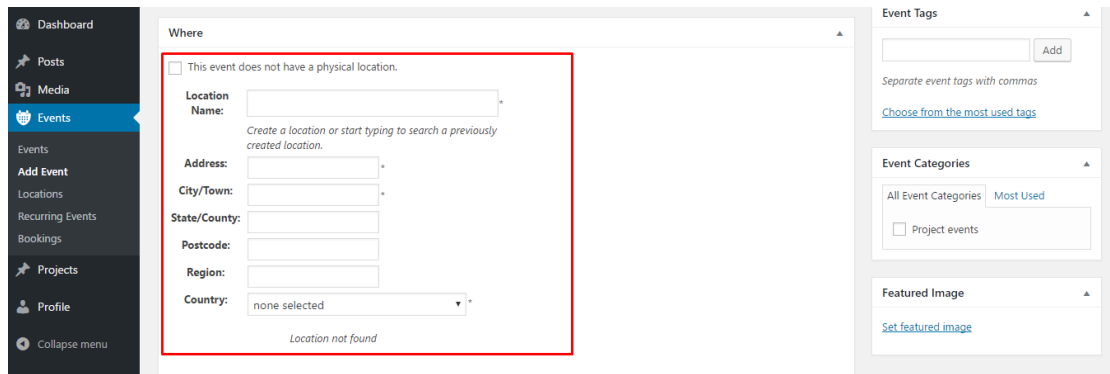


*Where* block.

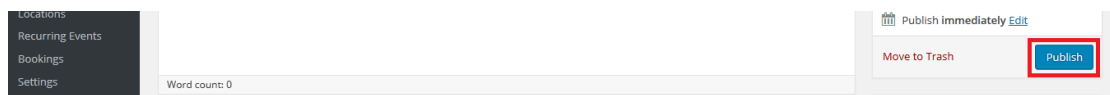
If event does not have a physical location, mark the field *This event does not have a physical location*.

If event has a physical location, is necessary to fill the next fields:

*Location Name*, *Address*, *City / Town* and *Country* (choose from drop menu).



When all information is added, press the button *Publish*.



After publishing, after that the Bookings/Registration block shows an extra field *events in projects*, where you need to choose in what project shows event.

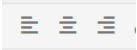




When project is chosen, need to press on *Update* button.



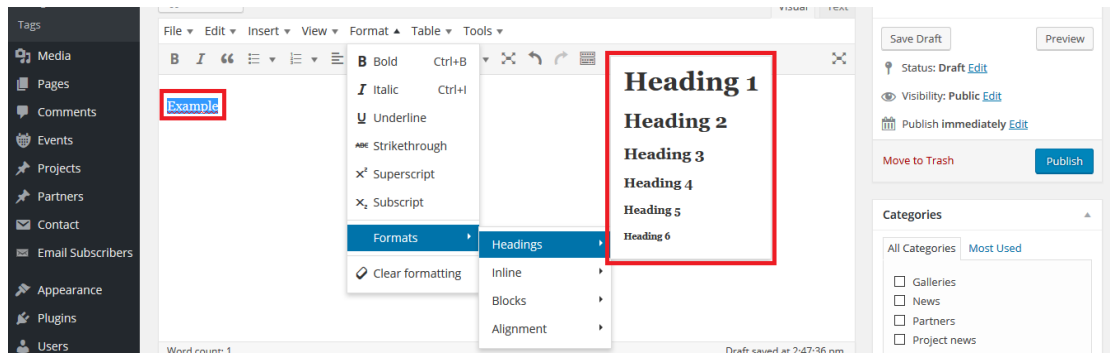
## TEXT DECORATION

In text editor we can make a visual text change. *Visual change*:

1. *Text align* -  need to use this buttons;
2. *Text decoration* (bold, italic, underline) -  need to use this buttons;
3. To make a *list* -  need to use this buttons;
4. To enter a link from *YouTube* website – in text editor enter YouTube link (example, if YouTube link is <https://www.youtube.com/watch?v=XCUhYidrTAU>, this link is necessary to paste in the text editor);

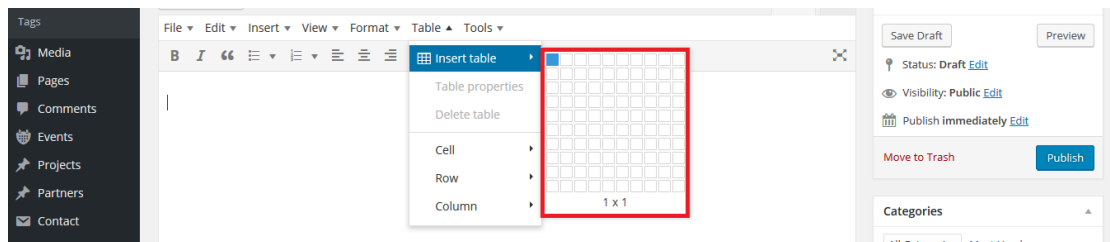
5. We can change text *heading*:

- a. First, enter the text;
- b. Second, mark the necessary text;
- c. Third, click on *Format* → *Formats* → *Headings* → Choose the necessary heading.

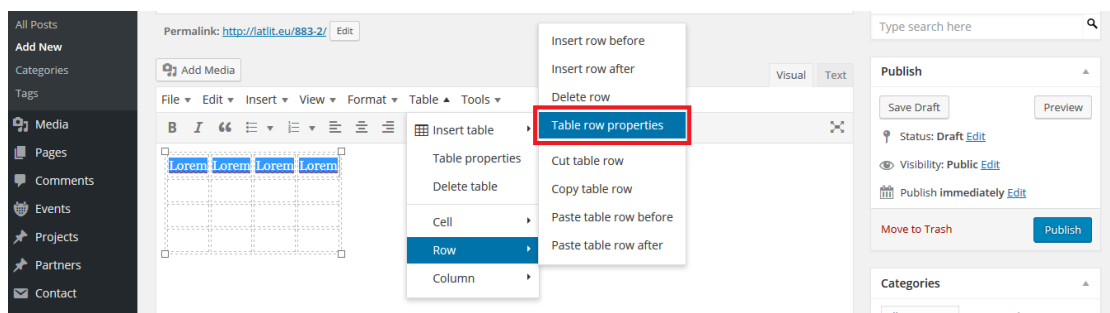


6. To enter the table:

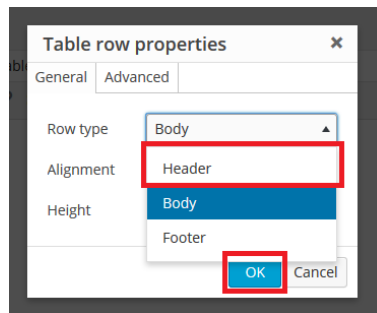
- a. First, click on the *Table* → *Insert table* → mark the necessary area, number of columns and rows;




- b. Second, enter the content;
- c. Mark up the first row, then click on the *Table* → *Row* → *Table row properties*;

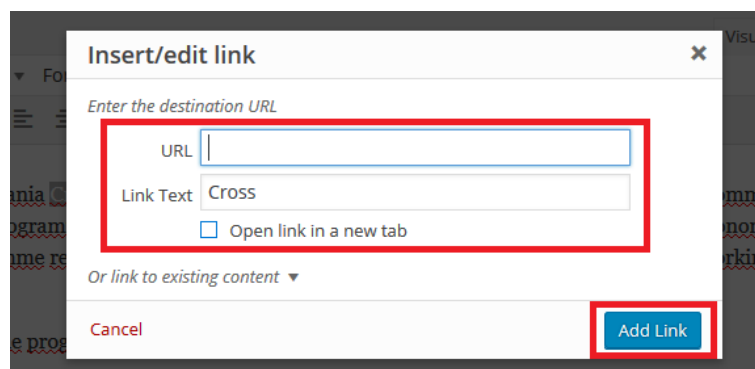


- d. *Row type* field change - choose from *Body* to *Header*, and press the button *OK*.



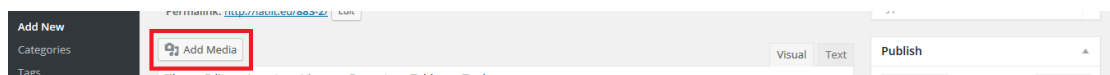
7. To add a link into the text:

- a. Mark up necessary word or phrase, and click on symbol  ;
- b. *URL field* – enter / paste link;
- c. *Link Text* – if text is highlighted, this field is automatically generated;
- d. We can mark the field *Open link in a new tab*.
- e. When all information is entered, press the button *Add Link*.

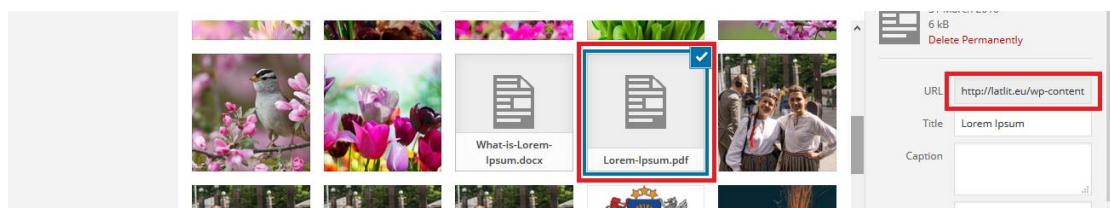


8. To enter the *document*:


- a. Ahead of text editor is placed the button *Add Media*. Press on it.

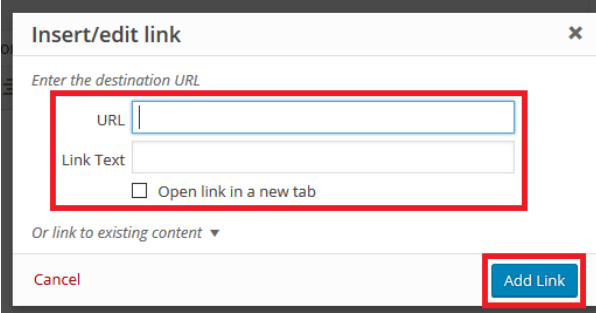


- b. How to add document to media, see in the section [ADD NEW FILE TO MEDIA](#). Find the necessary document, in right side is *URL field* – *copy* link which is entered in this field.



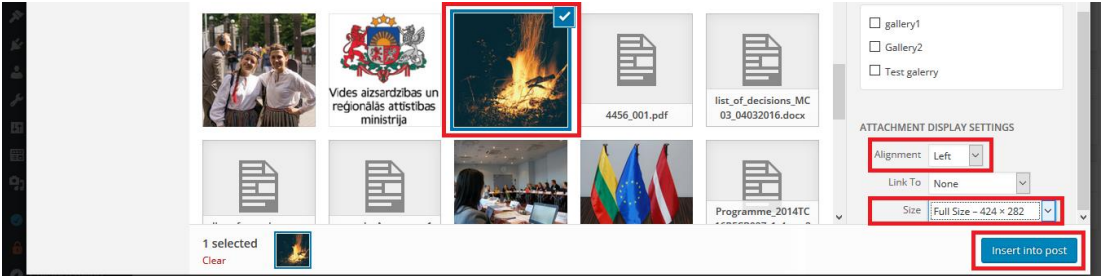


- c. Then close the pop up window, text editor on panel and click on [link](#) symbol ;
- d. [URL field](#) – paste the document link;
- e. [Link Text](#) – enter the document title;
- f. We can mark the field [Open link in a new tab](#).
- g. When all is information entered, press the button [Add Link](#).



9. To insert [image into text](#):

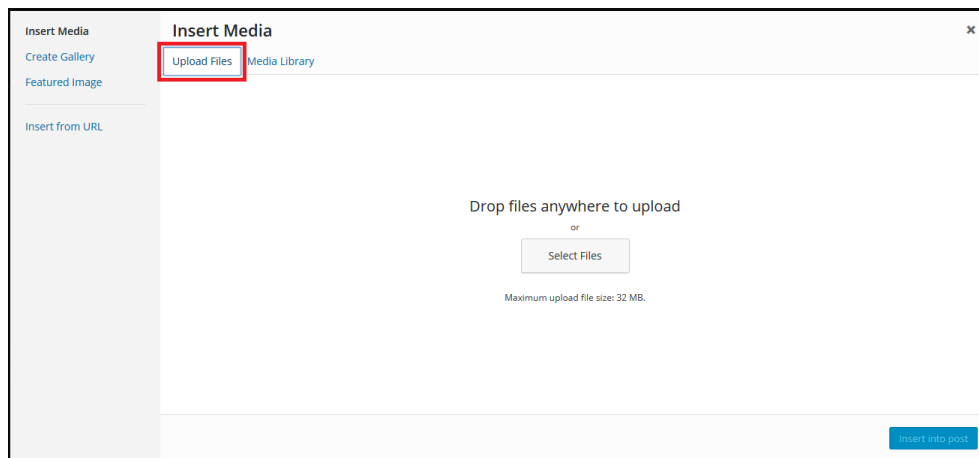
- a. First, press the button [Add Media](#).
- b. Second, if image isn't added in media, how to do see in the section [MEDIA](#). If the image is added in media, [find this image](#) → in right side scroll down to title [Attachment display setting](#). In this section set image alignment in [Alignment](#) field, then set the image size in field [Siz](#).
- c. When settings are set, press the button [Insert into post](#).



## MEDIA

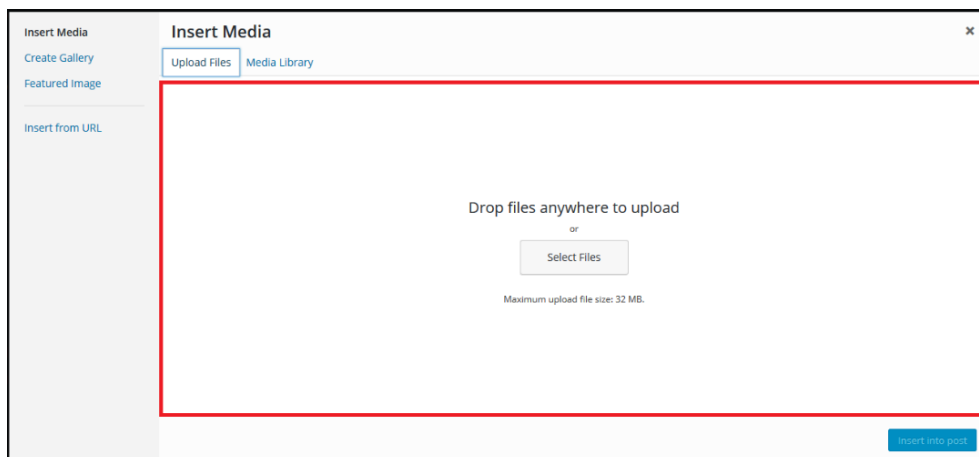
### 1. ADD NEW FILE TO MEDIA

To add a new file (image / document) in media, switch to the section *Upload Files*.

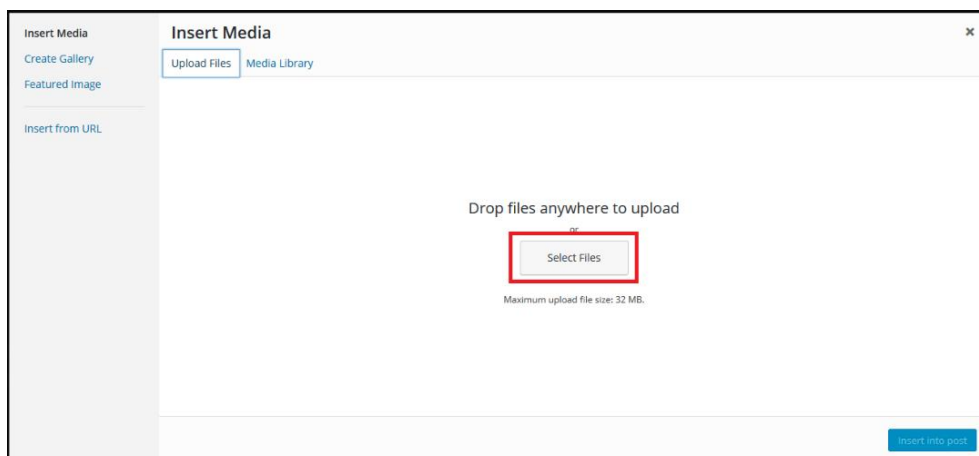


Then there are two ways how we can add the image / document:

1. Open the folder, where is placed a file, click on the necessary file and with mouse help drop file in administration open pop up window.



2. Click on the button *Select Files*. On computer find the folder with necessary file, click on file and then click on the button *Open*.



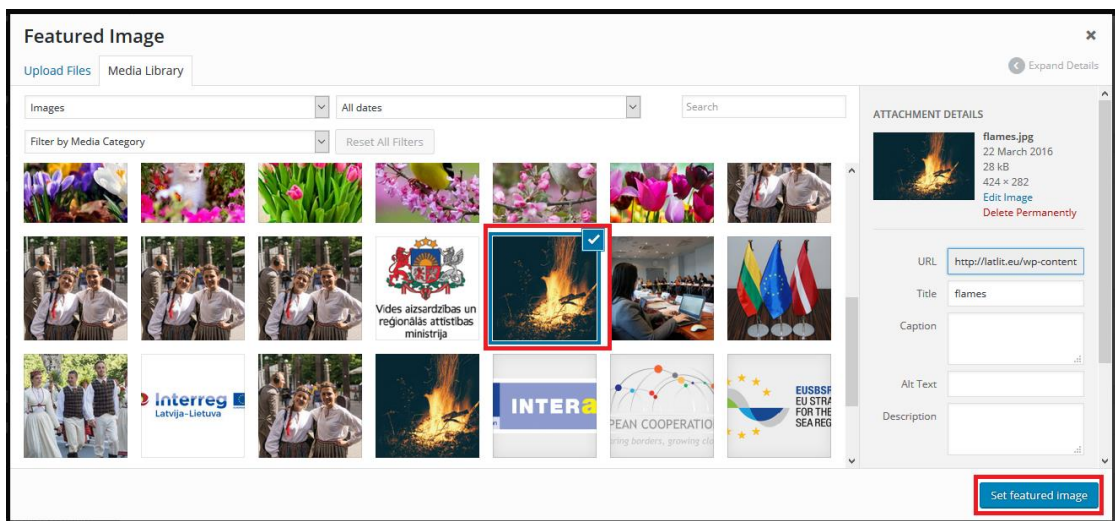
When a file is added we can specify a file category. In the right side mark the necessary category.



## 2. SET IMAGE FROM MEDIA

To enter a document file into page / post, see the section [TEXT DECORATION](#).

To set an image, find the necessary image – click on it, and press on the button: *Insert into post*, *Set featured image*, ...



## Annex 5. Template of project poster

- Colours of the programme, that are defined in the Programme logo and style guide (Communication guidelines Annex 3).
- Project title should be written in the colour of the Programme priority addressed by the project.
- The template is developed to be print on A3 size.
- Plaque templates are available in Latvian and Lithuanian.
- File of the project poster template can be downloaded from [www.latlit.eu/how-to-implement/](http://www.latlit.eu/how-to-implement/)

**Interreg** EUROPOS SĄJUNGA

Latvija  
Europos regioninis  
Projekta Nr., nosaukums un akronīms  
(2as prioritāte zaļā krāsā)

Projekta tikslas

ERPF finansavimas

Projekto pradžia ir pabaiga

Informacija apie projektą ir informacija.

Projekto interneto svetainė

Projekta Nr., nosaukums un akronīms  
(1. prioritāte zaļā krāsā)

Projekta mērķis.

ERAF finansējums.

Projekta īstenošanas laiks

Informācija par projekta partneriem (logo, nosaukumi un kontaktinformācija).

Projekta mājaslapa (ja ir)

Projektu līdzfinansē  
Interreg V-A Latvijas - Lietuvas pārrobežu sadarbības programma  
2014.-2020. gadam  
[www.latlit.eu](http://www.latlit.eu)

## Annex 6. Template of plaque to mark infrastructure objects

- Colours of the programme, that are defined in the Programme logo and style guide (Communication guidelines Annex 3).
- Project title should be written in the colour of the Programme priority addressed by the project.
- Plaque templates are available in Latvian and Lithuanian.
- File of the project poster template can be downloaded from [www.latlit.eu/how-to-implement/](http://www.latlit.eu/how-to-implement/).



 **Interreg**   
**Latvija–Lietuva**  
Eiropas Reģionālās attīstības fonds  
EIROPAS SAVIENĪBA

Projekta Nr., nosaukums un akronīms  
(3. prioritāte purpura krāsā)

Īsa informācija par projektu (mērķi, plānotie rezultāti)  
Projekta īstenošanas laiks  
ERAF finansējums

Projektu līdzfinansē  
Interreg V-A Latvijas - Lietuvas pārrobežu sadarbības programma  
2014.–2020. gadam  
[www.latlit.eu](http://www.latlit.eu)



 **Interreg**   
**Latvija–Lietuva**  
Europos regioninės plėtros fondas  
EUROPOS SĄJUNGA

Projekto Nr., pavadinimas ir akronimas  
(4-as prioritetas mėlyna spalva)

Trumpa informacija apie projektą (tikslai, planuojami rezultatai)  
Projekto pradžia ir pabaiga  
ERPF finansavimas

Projektą iš dalies finansavo  
2014–2020 m. Interreg V-A Latvijos ir Lietuvos bendradarbiavimo per sieną  
programa  
[www.latlit.eu](http://www.latlit.eu)

## Annex 7. Failing to meet communication requirements

Section 8 of the Programme Manual stipulates amounts of corrections that are being applied in case of failure to apply communication requirements of the Programme.

! If information and communication requirements are not observed or are partly observed, related project outputs (events, purchases, publications, etc.) may be considered as ineligible or partly ineligible and the respective ERDF co-financing may be reduced.

In case it is not possible to quantify the financial amount of ineligible costs the following principles shall be applied to determine the amount of financial correction:

Type of mistake	Amount of correction
Publicity requirements have not been fulfilled, but the publicity elements can be added	0-10% or warning
Technical mistakes related to publicity requirements (mistakes with colours, size or similar)	10%
Elements of the publicity requirements missing	25%
No publicity requirements have been fulfilled, and no corrective measures are possible	100%