



**Information and Visibility of Projects Financed  
from Structural Funds and the Cohesion Fund  
2007 - 2013  
Guidelines for Fund Beneficiaries**

Ministry of Regional Development and EU Funds

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*Note: The information in these guidelines does not apply to (European) Territorial Cooperation programmes. For projects co-financed under the (European) Territorial Cooperation programme, specific programme rules apply.*

## 1. INTRODUCTION

These guidelines on information and visibility of the projects financed by the Structural and Cohesion Fund in the period of 2007 – 2013, as of 7 October 2013 are binding for all fund beneficiaries, including those whose contracts have been signed before 1 July 2013 and have not yet been completed until 7 October 2013.

These guidelines were written to ensure that the projects (co-)financed by the European Union include information and visibility activities whose aim is to raise awareness of a specific or general public about the reasons why a certain project is implemented, about EU project support, and about the results and effects of such support.

The guidelines are meant to help structural and investment fund (hereinafter: SIF) beneficiaries in meeting their obligations regarding information and visibility activities for projects co-financed from the aforementioned funds, which are laid down in relevant European Commission regulations and national documents.

The guidelines include:

- overview of all requirements and obligations related to project information and visibility
- guidelines related to the implementation of some of the most frequently used communication tools for project information and visibility
- correct layout of graphic design elements that all information and visibility materials must contain, and their download options

## 2. LEGAL FRAMEWORK

The documents that define the requirements related to SIF fund information and visibility for the 2007 - 2013 period in the Member State, including the obligations of grant beneficiaries for the said funds, are as follows:

- Council Regulation (EC) No. 1083/2006<sup>1</sup>
- Commission Regulation (EC) No. 1828/2006<sup>2</sup>
- Rules 13. Information and Visibility - rulebook prescribing information and visibility activities for the bodies of the SIF fund management and utilisation system
- General (Article 6) and Special (Article 6) conditions of the grant contract agreement<sup>3</sup>

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<sup>1</sup><http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:210:0025:0078:EN:PDF>

<sup>2</sup><http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2006:371:0001:0163:EN:PDF>

<sup>3</sup>[http://www.strukturnifondovi.hr/koji\\_su\\_uvjeti\\_za\\_prijavu](http://www.strukturnifondovi.hr/koji_su_uvjeti_za_prijavu)

### **3. REQUIREMENTS AND OBLIGATIONS RELATED TO PROJECT INFORMATION AND VISIBILITY**

3.1. Fund beneficiaries are responsible for the information and visibility of projects co-financed from SIF.

The beneficiary implements information and visibility activities in accordance with the signed grant contract. Information and visibility activities must be proportional to the project content.

The beneficiary lists those activities in the application form and predicts the required amount in the project budget. Upon the conclusion of the grant contract, the aforementioned data become an integral part of the grant contract. The beneficiary is required to implement and document (e.g. press clippings, photographs, etc.) those activities, and to inform the relevant bodies about them in project implementation reports.

Information and visibility activities must be aimed towards:

- project result beneficiaries
- the general public
- the media

3.2. In addition to the activities defined in the grant contract, upon request of an Intermediate Body level 2, the beneficiary is required to implement and/or participate in additional activities related to project information and visibility, in compliance with Article 6 of Special Conditions.

3.3. By signing the grant contract, the beneficiary consents the information on his name, project title, and the amount of public co-financing for the project to be published.

3.4. All information and visibility materials must contain basic visibility elements related to EU funds.

Special requirements for infrastructure projects are listed in point 5. of this document.

### **4. BASIC VISIBILITY ELEMENTS RELATED TO EU FUNDS**

All project activities related to information and visibility must contain the following elements:

- Logo (flag) of the European Union and the text "European Union"
- Reference to the fund from which the project is financed: Project co-financed by the European Union from the (fund name).
  - European Regional Development Fund
  - Cohesion Fund
  - European Social Fund

- Statement: "Investing in future"
- Structural and Investment Funds logo
- Logo of the operational programme under which the project is being implemented, if applicable
- Disclaimer:

"The content of this publication/ broadcast material are the sole responsibility of (name of beneficiary)."

*Note:*

For small promotional materials (e.g. USB stick, CD, pen, etc.) the EU logo (flag) and the text "European Union" are sufficient.

#### **4.1. Using Logos**

The beneficiary must ensure the aforementioned logos are used in a clear and visible layout. The EU visual identity (logo) must be as clearly visible, in regard to position and size, as all the other used logos (structural and investment funds logo, operational programme logo). For infrastructure projects exceeding 500 thousand euros special rules apply (see point 5.1.).

The grant beneficiary (signatory of the contract) has the right to use his own logo in informational and promotional materials under the same conditions as the aforementioned logos.

Logos of all other entities that are in any way connected to project implementation may be used, but that must be done in a way that will not compromise or reduce the visibility of the basic visibility elements in regard to their position and size.

#### **4.2. Language Provision**

The content of the materials intended for project information and visibility must be in Croatian. Should he wish to do so, the beneficiary may produce the materials or individual visibility elements in both Croatian and English.

### **5. COMMUNICATION TOOLS**

The beneficiary independently chooses which communication tools he will use for his project's information and visibility activities. Furthermore, for all activities the beneficiary is required to clearly state that the project he is implementing is being co-financed by the

European Union, and he must reference the operational programme and the EU fund from which it is financed.

### **5.1. Temporary Billboard and Permanent Plaque**

Infrastructure projects<sup>4</sup> where total projects costs exceed the amount of 500 thousand euros must be marked by a temporary billboard or a permanent plaque in the manner detailed below.

#### **TEMPORARY BILLBOARD**

The temporary billboard must include the following content:

- Logo (flag) of the European Union and the text "European Union"
  - European Union
- Reference to the fund from which the project is financed: Project co-financed by the European Union from the (fund name).
  - European Regional Development Fund
  - Cohesion Fund
  - European Social Fund
- Statement: "Investing in future"

The aforementioned content must occupy at least 25% of the billboard.

The rest of the billboard (75%) is intended for the project description. As a minimum, it must contain the following elements:

- Structural and Investment Funds logo, and the logo of the operational programme under which the project is financed
- Project title
- Name of the beneficiary
- Project value and EU co-financing amount, in euros
- Project implementation period (from - to)
- Contractor

Should he wish to do so, the beneficiary may include the Croatian flag on the billboard.

Temporary billboard with the above content are installed along the access routes to the location where the project is being implemented. Their content must be clearly visible so that the passers-by could read and understand the project properties. A temporary billboard is installed at the start of project implementation, or after the contract has been signed. Once project implementation is completed, and within 6 months at the latest, the temporary billboard has to be substituted with a permanent plaque.

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<sup>4</sup> An infrastructure project is a project that involves the construction of a facility, investments in infrastructure or construction activities.

## Temporary billboard template

	
<p>Project title: Name of beneficiary: Total project value: EU co-financing: Project implementation period: Contractor:</p>	
	<p><b>Investing in future</b> <b>Project co-financed by the European Union from the</b> <b>(fund name)</b></p>

*Note: size of logos and fonts used in the section of the billboard describing the project may not exceed the size of EU visibility elements.*

### **PERMANENT PLAQUE**

The permanent plaque must include the following content:

- Project title and type
- Flag of the European Union and the text "European Union"
  - European Union
- Reference to the fund from which the project is financed:
  - European Regional Development Fund
  - Cohesion Fund
  - European Social Fund
- Statement: "Investing in future"

The aforementioned content must occupy at least 25% of the billboard.

On permanent plaque the beneficiary must include the Structural and Investment Funds logo and the logo of the operational programme under which the project is financed.

Should he wish to do so, the beneficiary may include the Croatian flag on the permanent plaque.

The permanent plaque should be installed in a visible location (e.g. building façade<sup>5</sup>). The permanent plaque must be large enough that its content is clearly visible.

In accordance with the regulations currently in force, the beneficiary is responsible for obtaining the permit to install the permanent plaque on the building façade.

#### Permanent plaque template



#### Note:

**Infrastructure projects where the total project cost are less than 500,000 euros must also be adequately marked by temporary billboards at the beginning of the project and permanent plaque upon completion of the project (no later than 6 months after the completion of the project). In these cases, the temporary billboard and the permanent plaque is sufficient to include the basic elements of visibility (see point 4.)**

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<sup>5</sup> In accordance with the Ordinance on municipal order, the installation of permanent plaques on building façades requires a special permit. The beneficiary is responsible for obtaining the said permit.



## **5.2. Website**

A website is one of the basic means of informing the public.

It is recommended that the beneficiary informs the public about the project through his own website, if he has one.

The website shall contain, as a minimum, the following information: project title and project head/partners, aim and brief description of activities, total project value and EU share in project financing, project implementation period, contact persons for further information.

Basic visibility elements (see point 4.) must be included in the section of the site containing project information. A link to the website [www.strukturnifondovi.hr](http://www.strukturnifondovi.hr) must be included, as must a link to the operational programme website, if there is one.

If the website of the beneficiary or the project was designed within the project, the basic visibility elements (see point 4.) must be featured on the home page of the site. The logo (EU flag), a note that the website design was co-financed by the EU and the name of the fund from which it is financed, will be repeated on each subpage of the site (e.g. at the bottom of the page).

## **5.3. Press Release**

Press releases are the most frequently used tools for communicating with the media. They can be used in different stages of project implementation, such as: start of project implementation, project milestones, providing information on project results, etc.

Visually, a press release must contain the basic visibility elements (see point 4.), and the text must contain the information on the total project value and the amount of EU support.

## **5.4. Press Conference**

The beneficiary can organise a press conference in order to disseminate information on project milestones or important project results.

The invitations sent out to the media and other information materials related to the conference must include the basic visibility elements (see point 4.). Both the EU and the Croatian flag must be displayed in the room where the press conference is held (detached or table flags), or the room must feature posters/ banners related to the project.

During the conference, the beneficiary must mention that the project is co-financed by the European Union and provide information on the financial value of the project (emphasising the EU funding share) and on the fund and operational programme under which the project is financed.

### **5.5. Informational and Educational Events (Exhibitions, Fairs, Info Days, Seminars, etc.)**

Invitations and auxiliary materials (e.g. participation certificates) must contain the basic visibility elements (see point 4.).

The beneficiary must ensure that the event participants are aware that the event was organised within the project co-financed by the EU by displaying the EU and the Croatian flag, by using project-related posters or banners, or in another appropriate way.

### **5.6. Publications (Leaflets, Brochures, Manuals, etc.)**

The front cover of a publication must clearly state that it was produced within the framework of a project co-financed by the European Union.

The EU logo (flag), the Structural and Investment Funds logo, and the operational programme logo must be featured on the front cover of the publication.

Information on project co-financing and the fund can be featured on the front cover, or the first subsequent page of the publication.

The disclaimer (see point 4.) can be printed on either the first or the last inner page of the publication.

Publications must also include contact details for further information.

- name, address, telephone, fax, and website of the project beneficiary
- contact information for relevant institutions from the EU fund management system: website and general e-mail address of level 1 and 2 Intermediate bodies (co-signatories of the grant contract)
- for further information on EU funds include the Ministry of Regional Development and EU Funds website [www.strukturnifondovi.hr](http://www.strukturnifondovi.hr).

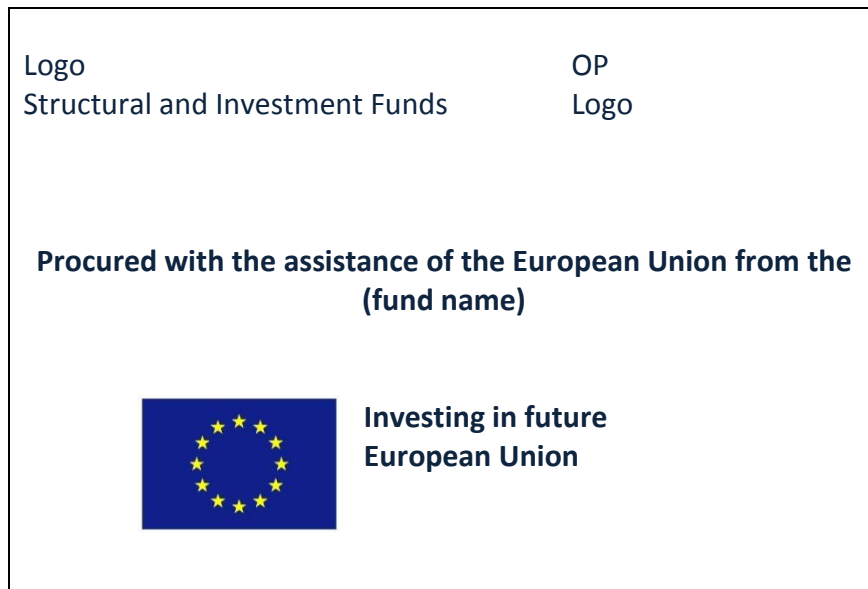
All written materials must be made available in electronic format, so that they can be sent by e-mail or put on a website.

### **5.7. Stickers for Equipment and Vehicles**

A sticker must be affixed on a visible spot of the object or vehicle procured within the project. In order for the content of the sticker to be clearly visible, the size of the sticker will depend on the size of the object/vehicle thus marked. Moreover, the sticker must be of appropriate quality, preferably plastic coated.

Rooms furnished and/or refurbished with project funds (e.g. if the rooms have been painted and furnished with project funds) also need to be appropriately marked by a sticker or panel containing the basic visibility elements.

#### Sticker template



#### **5.8. Photographs**

Photography is a good way to illustrate a project in various informational and visibility materials, therefore it is desirable that this method be used to document the project development stages and milestones.

#### **5.9. Audio-visual Productions**

Audio-visual productions must also include some of the basic visibility elements.

For videos, it will be sufficient that a frame with the following content is inserted at the beginning or the end of the video:

Logo  
Structural and Investment Funds

OP  
Logo

**Project co-financed by the European Union from the  
(fund name)**



**Investing in future  
European Union**

*The content of the broadcast material are the sole responsibility of (name of  
beneficiary).*

For audio recordings, it will be sufficient to include the following sentence: "Project co-financed by the European Union from the (fund name)."

## 6. Downloading Individual Visibility Elements

- The guidelines on the correct use and reproduction of the EU logo (flag) can be found in Annex 1 to this document. The EU logo (flag) can be downloaded from the following link: [http://europa.eu/about-eu/basic-information/symbols/flag/index\\_en.htm](http://europa.eu/about-eu/basic-information/symbols/flag/index_en.htm)
- Examples of displaying combinations of various visibility elements can be found at the following link: [http://ec.europa.eu/regional\\_policy/sources/graph/panneaux/logotips\\_2007.pdf](http://ec.europa.eu/regional_policy/sources/graph/panneaux/logotips_2007.pdf)

### 6.1 Logo Structural and Investment Funds



## 6.2. Operational programmes logos

Operational programme “Human Resources Development”



Operational programme “Transport”



Operational programme “Environment”



Operational programme “Regional Competitiveness”



Logos can be downloaded at the following website:

[http://www.strukturnifondovi.hr/kako\\_do\\_eu\\_fondova](http://www.strukturnifondovi.hr/kako_do_eu_fondova)

**MINISTRY OF REGIONAL DEVELOPMENT  
AND EU FUNDS**

## ANNEXES:

Annex 1: Guidelines on the correct use and reproduction of the EU logo (flag)

### INSTRUCTIONS FOR THE CREATION OF THE EMBLEM AND A DEFINITION OF THE STANDARD COLOURS

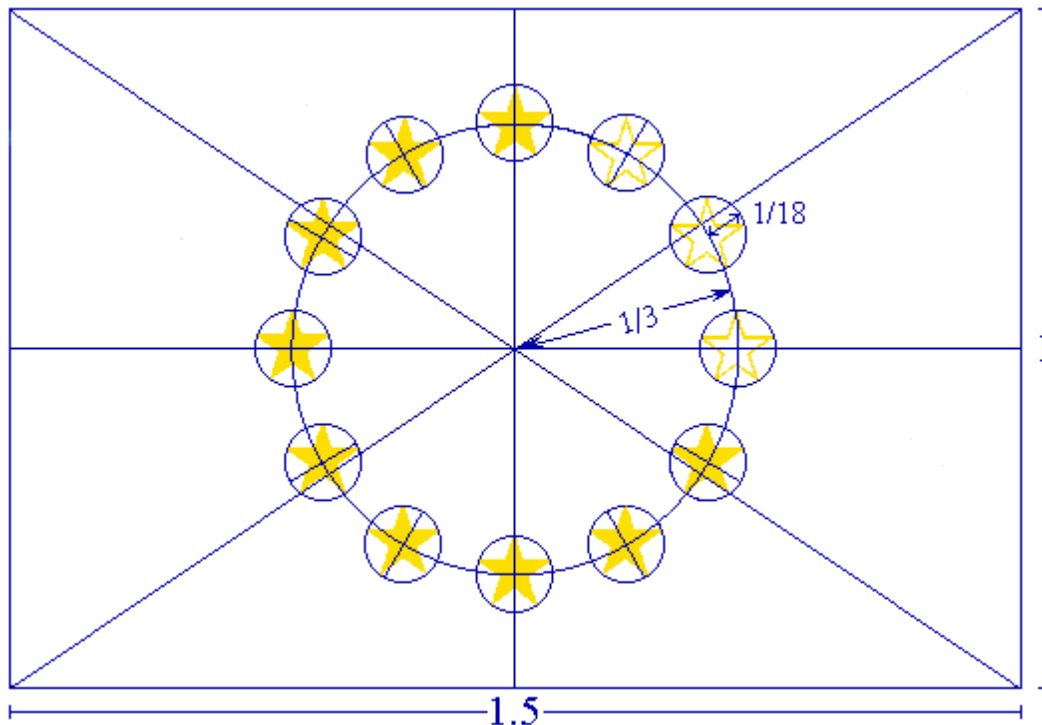
#### SYMBOLIC DESCRIPTION

Against the background of blue sky, 12 golden stars form a circle, representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

#### HERALDIC DESCRIPTION

On an azure field a circle of 12 golden mullets, their points not touching.

#### GEOMETRICAL DESCRIPTION



The emblem is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars, situated at equal intervals, form an invisible circle whose centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third of the height of the hoist. Each of the stars has five points, which are situated on the circumference of an invisible circle whose radius is equal to 1/18th of the height of the hoist. All the stars are upright, i.e. with the top point vertical and two points in a straight line at right angles to the mast. The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

#### REGULATION COLOURS

The colours of the emblem are:

- PANTONE REFLEX BLUE for the surface of the rectangle
- PANTONE YELLOW for the stars

#### Four-colour process

If the four-colour process is used, it is necessary to recreate the two standard colours using the four colours of the four-colour process.

- PANTONE YELLOW is obtained by using 100 % "Process Yellow".
- PANTONE REFLEX BLUE is obtained by mixing 100 % "Process Cyan" and 80 % "Process Magenta".

#### INTERNET

PANTONE REFLEX BLUE corresponds to the web-palette colour RGB: 0/0/153 (hexadecimal: 000099), and PANTONE YELLOW corresponds to RGB: 255/204/0 (hexadecimal: FFCC00).

#### MONOCHROME REPRODUCTION PROCESS

Outline the rectangle in black; the stars should be black on a white background.



Use Reflex Blue at 100 % for the rectangle and leave the stars in negative, i.e. white.



#### REPRODUCTION ON A COLOURED BACKGROUND

If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25th of the height of the rectangle.