Interreg Programme
Danube Region

**Co-funded by
the European Union**

If your project received EU grant support from the Interreg Danube Region Programme, you must comply with our branding and communication requirements.

By ensuring that all communication and materials produced as part of the project are consistent with the Interreg Danube Region Programme's visual identity you increase visibility and awareness of EU funding in the Danube Region.

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Checklist

- Appoint communication manager

- Ensure visibility requirements

- Contribute to programme communication

Communication manager

- Each project (lead partner) has to appoint a communication manager responsible for coordinating communication activities, ensure visibility requirements, and to keep in touch with programme communication officers.

Visibility requirements

- Use the **project logo** and support statement in all our project communication to highlight EU and Interreg Danube Region Programme support.

- Set up the **project website**, update it regularly with news about project implementation, milestones and results.

- Make sure that each project partner puts up a **project poster** of min. size A3 at their premises and informs about the project at their websites and social media sites.

- Put up a **plaque or billboard** on the project site when investments or purchased equipment exceed EUR 500 000.

Project branding

- Project branding consists of the EU emblem and funding statement, which are used to identify and promote all EU-funded projects, a programme's name together with the reference to Interreg and your project acronym in the colour of the thematic objective made into one single logo.

- It must be placed in a visible top position of all project documents and communication materials (first/main page) and without the need for scrolling on digital outputs (websites or mobile applications, etc.) in compliance with all requirements in Annex IX of the Common Provisions Regulation (EU 2021/1060).

Note: Projects can also develop their own logo or visual in addition to the official project logo, as well as to use other logos, such as partners' logos, in project communication materials.

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Project Name

Project website

- Each project has to set up a project website, which is embedded in the Danube Region Programme website. You are required to regularly update its content, including news and events, activities and results, during the whole period of project implementation.

- Also, each partner in an Interreg Danube Region Programme project must present the project on their official website, including the project logo in full colour, the description of the project's aims, partners and duration at minimum. It should also highlight the financial support from the Interreg Danube Region Programme.

Note: In exceptional cases, if it is an eligible cost, projects can develop an extra site for tools or products with a life reaching beyond the project, but it must display the project logo in full colour at the top of the homepage.

Poster

- All project beneficiaries must place a poster or equivalent electronic display with information about the project at a location visible to the public.

- The poster must include the project logo, short description text with the project aims, partners, duration, as well as financial support from the Interreg Danube Region Programme, at minimum. The design (minimum size A3) should use the colour of the matching colour of thematic objective.

Billboard and plaques

- Projects with operations (investment or purchased equipment) the total cost of which exceeds EUR 500 000 need to put up durable plaque or billboard on the operation site, as soon as it starts or purchased equipment is installed.

- The plaques and billboards shall stay in place permanently and must include at least the project name, the name of the project beneficiary, the project logo and the project website/QR code, if available.

Social media

- Using social media is optional but recommended as engaging with stakeholders and disseminating information about a project on social media can be an effective way to increase its impact. By regularly updating social media accounts with progress, results, and relevant messages, the project can reach a wider audience and build a community of interested individuals.

Facebook, LinkedIN, Twitter, Youtube

Acknowledging our support in public

- When officially communicating about your project to the public, media, or citing your project in academic publications, you must acknowledge the support with reference to the co-funding by the European Union and the Interreg Danube Region Programme. Below is an example of a citation which is in line with these requirements:

This paper was supported as part of [PROJECT ACRONYM], an Interreg Danube Region Programme project co-funded by the European Union. The content of this paper reflects the opinion of their authors and does not in any way represent opinions of the European Union.

Programme communication

- Provide communication products

- Take part in programme campaigns and comm. activities

- Contribute to programme/EU-wide events