

# **INTERREG VI-A IPA HUNGARY-SERBIA PROGRAMME**

---

**ANNEX V  
TO THE 1<sup>ST</sup> CALL FOR PROPOSALS PACKAGE**

## **VISUAL IDENTITY MANUAL & INFORMATION AND PUBLICITY GUIDELINES**



## OVERVIEW

**Visual Identity Manual** (hereinafter referred to as the Manual) of the Interreg VI-A IPA Hungary-Serbia programme (hereinafter referred to as the Programme) is envisioned as a guide into the Programme's brand standards, requirements and rules of usage of its elements.

The Manual is primarily intended for graphic design professionals, who would be creating the design of the Programme's branded material, as well as for the Project partners within the Programme who would use it as a guide for creating the communication material for their projects.

The Manual consists of the two chapters:

- Chapter 1 – Programme – including the Programme's visual identity elements – and the rules of their usage, as well as examples of their application within the Programme's design solutions;
- Chapter 2 – Projects – templates for beneficiaries, and the rules of their usage as well as the usage of obligatory elements of the Programme

**Information and Publicity Guidelines** (hereinafter referred to as the Guidelines), as the second part of this merged document, are intended for implementation of the projects selected and contracted within the opened Calls for Proposals.

---

*The aim of this working document is to introduce:*

---

- (1) the basic visibility elements of the new Programme, with the special emphasises on the new Programme logo in use,*
  - (2) simplified cost options for communication activities by Project partners, with special emphasises on the different communication packages levels, and responsibilities they carry within.*
- 

\* \* \*

Both the Manual and the Guidelines are intended to be a living document. Therefore, they may be revised periodically to reflect new or changed requirements. They may also be changed in order to be more useful to its users. The final version of this document will be published parallel with the 1<sup>st</sup> Call for Proposals of the Programme.

# **VISUAL IDENTITY MANUAL**

## **CHAPTER 1**

---

### **PROGRAMME VISUAL ELEMENTS**

## THE LOGOTYPE

---

The logo is the most important element of a brand's visual identity. **The Interreg VI-A IPA Hungary-Serbia** Programme logo was designed to provide a robust and professional look. It starts from the guidelines of Interreg Brand Manual, applying some of the major Interreg branding rules, and has finishing touches of highlighting the participating countries involved. In order not to interfere with other pictorial design elements, and to give the European Union flag a dominant presence, a purely typographic solution without any other graphic elements was chosen.

Nevertheless, other graphic elements might be used in different Programme and Project communication materials, in a careful interaction with the presented logotype, to underline the peculiarities of the Programme area.

English version:



Version in Hungarian language:



Version in Serbian language (Latin letters):



## **THE COLOURS IN USE**

The brand colours are derived from the EU main corporate colours and must not be changed. The Reflex Blue and Light Blue are defined in the Interreg brand's visual identity and are also use as main colours in the Programme logo. The Yellow colour in the EU flag stars can be used sparsely as accent colour.

*PANTONE: Spot colours*

*CMYK: Process-colour printing*

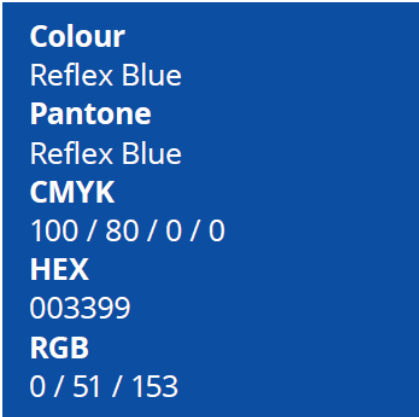
*C = Cyan, M = Magenta, Y = Yellow, K = Black  
(Cyan / Magenta / Yellow / Black)*

*HEX: System similar to RGB, however with gradations  
from "00" to "FF" (hexadecimal) per channel.*

*This system is preferably employed for designing websites*

*RGB: Colour sample for monitor display  
with 256 gradations per channel*

*R = Red, G = Green, B = Blue  
(Red / Green / Blue)*



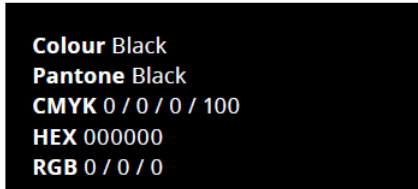
**Colour**  
Reflex Blue  
**Pantone**  
Reflex Blue  
**CMYK**  
100 / 80 / 0 / 0  
**HEX**  
003399  
**RGB**  
0 / 51 / 153



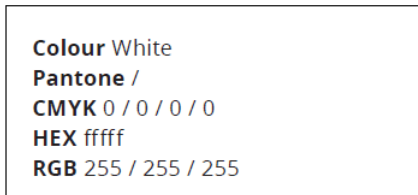
**Colour**  
Light Blue  
**Pantone**  
2716  
**CMYK**  
41 / 30 / 0 / 0  
**HEX**  
9FAEE5  
**RGB**  
159 / 174 / 229



**Colour**  
Yellow  
**Pantone**  
Yellow  
**CMYK**  
0 / 0 / 100 / 0  
**HEX**  
FFCC00  
**RGB**  
255 / 204 / 0



**Colour** Black  
**Pantone** Black  
**CMYK** 0 / 0 / 0 / 100  
**HEX** 000000  
**RGB** 0 / 0 / 0



**Colour** White  
**Pantone** /  
**CMYK** 0 / 0 / 0 / 0  
**HEX** ffffff  
**RGB** 255 / 255 / 255

## MINIMUM SIZE & CLEAR SPACE REQUIREMENTS

The Programme logo should not be recreated in any circumstances. Only the logo version presented in this manual is the one that is correct and should be used. As the different language variations of the Programme logo results in variable total width of the logotype, the Interreg logo + EU emblem is taken as a standard measurement for the minimal print dimensions. **The minimum admitted dimensions of the Interreg logo + EU emblem is 52.2 mm**, not including the co-financing statement, countries names nor the margins (in width). **The minimum height of the EU emblem (the flag) should be 10 mm**. When scaled, all the Programme logo elements shall be grouped and scaled in constrain proportions.

The **clear space requirements** surrounding the logo are represented in the illustration bellow. The 'x' distance between the 'Interreg' word and the blue area of the 'EU flag' represents the distance that should be used both in the vertical and horizontal clearance left, right, top and bottom from the Logotype.



### Minimum sizes, in use

The appearance of a brand varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified. The brand should not be used in any size smaller than the smallest size specified here. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

| <b>MEDIA</b>   | <b>SMALLEST BRAND WIDTH</b> |
|--|-----------------------------|
| PRINT A4 PORTRAIT (210×297 MM)                       | 52,5 mm                     |
| PRINT A4 LANDSCAPE (297×210 MM)                      | 52,5 mm                     |
| PRINT A5 PORTRAIT (148×210 MM)                       | 52,5 mm                     |
| PRINT A5 LANDSCAPE (210×148 MM)                      | 52,5 mm                     |
| PRINT BUSINESS CARD (85×55 MM)                       | 26,25 mm                    |
| PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)  | 52,5 mm                     |
| PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+) | 52,5 mm                     |
| SCREEN SMARTPHONE (960×640 PX)                       | 240 px                      |
| SCREEN TABLET (1024×768 PX)                          | 240 px                      |
| SCREEN LAPTOP (1920×1080 PX)                         | 300 px                      |
| SCREEN DESKTOP (2560×1440 PX)                        | 300 px                      |
| POWERPOINT 16:9 (254×142,88 MM)                      | 52,5 mm                     |
| VIDEO FULLHD (1920×1080 PX)                          | 300 px                      |
| VIDEO HD (1280×720 PX)                               | 300 px                      |
| VIDEO SD (1050×576 PX)                               | 240 px                      |

## CORRECT USE OF THE PROGRAMME LOGO

### STANDARD BRAND / IDEAL VERSION

The standard logo is the full colour version. This version should be used whenever possible. Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.



### STANDARD BRAND ON A DARK BACKGROUND

If the brand needs to be placed on a dark background, it must be in a white rectangle, with its size matching at least the clear space as specified on page 4.





### ALTERNATIVE WHITE LOGO ON DARK BACKGROUND

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & colour version. In that case, the logotype, EU emblem border and statement must be in white using the following colour codes:

*Colour White*  
*Pantone /*  
*CMYK 0 / 0 / 0 / 0*  
*HEX ffff*  
*RGB 255 / 255 / 255*



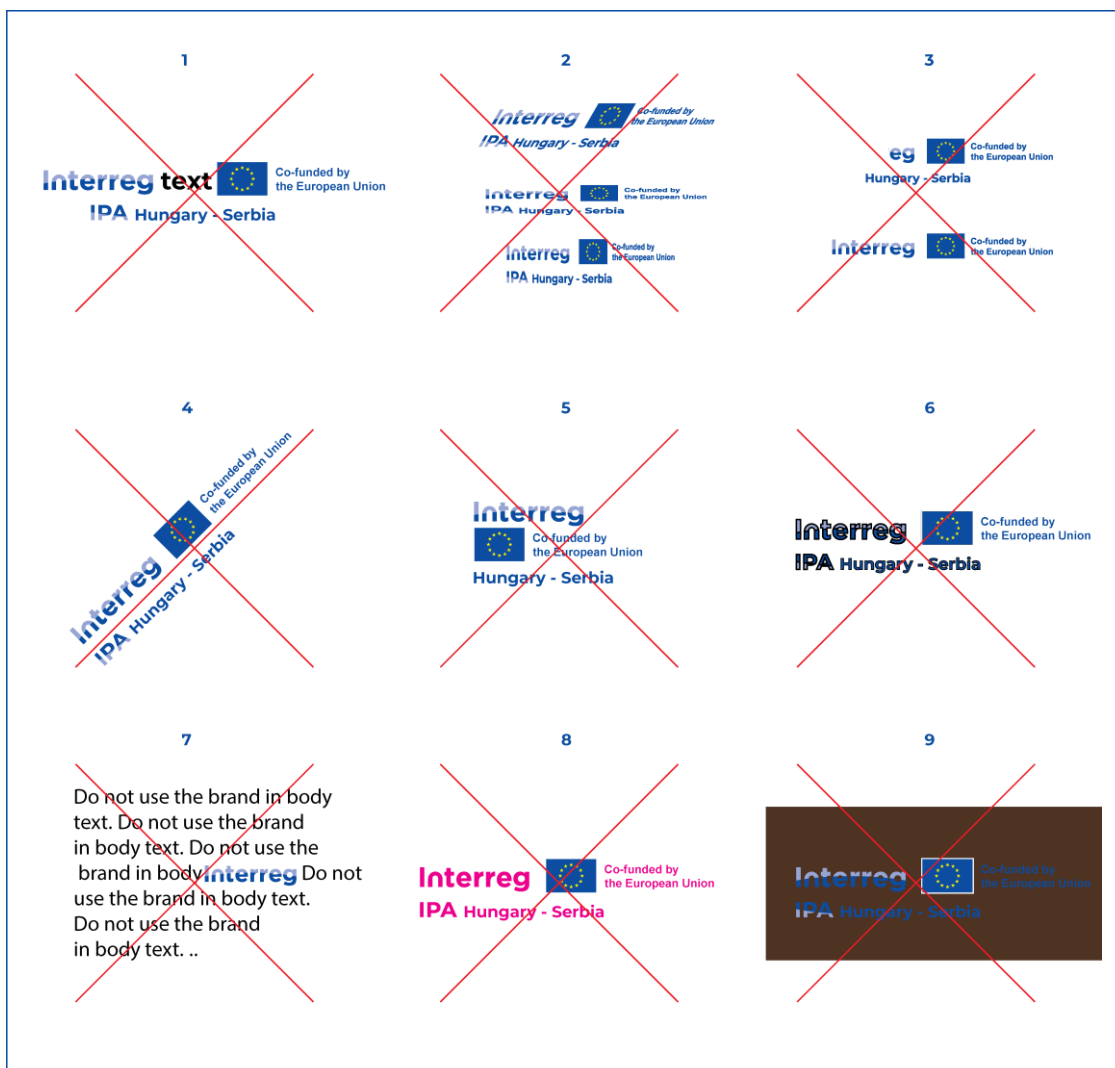
### MONOCHROME BRAND

For single colour reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the Programme logo should be used. This version should only be used whenever full colour is not available. The rules for applications on light vs dark background remain the same as specified before - with the brand preferably being placed in a white rectangle whenever used on dark or busy backgrounds. Though, some of these examples listed here might be acceptable:



## INCORRECT USE OF THE PROGRAMME BRAND

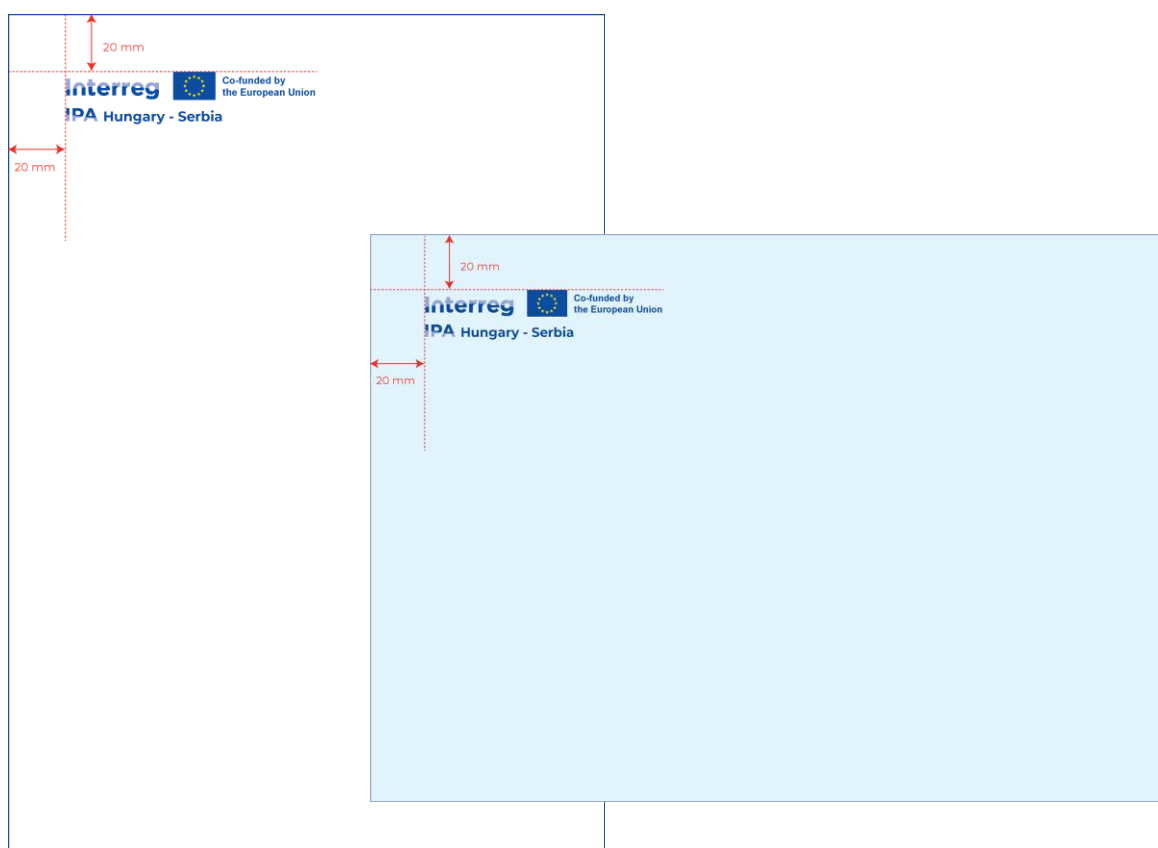
- 1/ Do not use any other typographic element in addition to the brand on the same line. It is allowed to use programme in the lines below the brand only according to the rules specified later in this manual.
- 2/ Do not invert, distort, stretch, slant or modify the brand in any way.
- 3/ Do not cut the brand.
- 4/ Do not rotate the brand. The only correct use of the brand is horizontal at a 0° angle.
- 5/ Do not change the composition of the brand elements. They are invariable.
- 6/ Do not use outlines around the brand.
- 7/ Do not use the brand in body text. Instead, in body text, use just the word Interreg set in the font of the body text.
- 8/ Do not use the brand in any other colour than the standard full-colour version or the accepted white and monochrome variations.
- 9/ Avoid coloured backgrounds as much as possible. White backgrounds should be preferred at any time.



## **PROGRAMME LOGO POSITIONING**

The aim of the proper brand positioning is to ensure the best Programme visibility, as possible. Therefore, **the major principle to follow in the Programme brand positioning is the so called “top left positioning” of the logo**, in all promotional materials or tools which are used. Having in mind that the minimum width of the Interreg brand and minimal margins has been already described at page 4, some of the examples of the Programme logo in use might be presented as follows:

**A4 portrait orientation**, is the most common document format in use. This example represents the logo positioning on A4 portrait (white paper) as well as on the A4 landscape orientation (light blue paper), including the print safe margins suggestions.



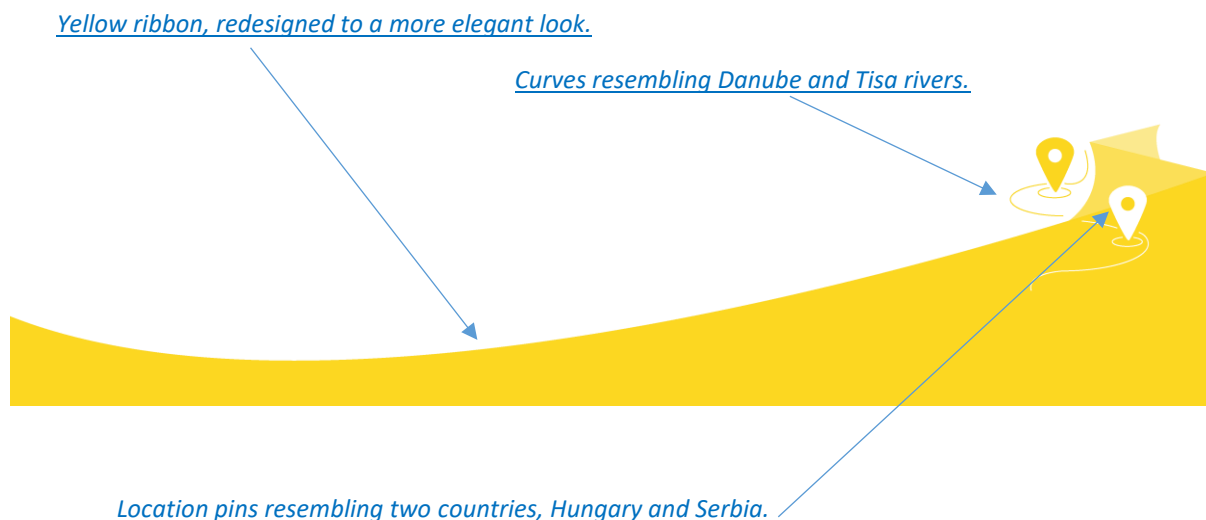
Other common print formats in use might include: A5 (spread with facing pages or single A5 page with centred grid for brochures, flyers or leaflets), business cards (90\*50 mm), A4 paper folders, LA4 or TC5 envelopes, A1/B1 or A2/B2 posters, Rollup banners (most commonly 850\*2000 mm), and similar. All of the listed shall follow the principle of “top left positioning” of the Programme logo, as well as the safety print margins, in proportion with its dimensions.

The same principle applies to digital / online usage of the Programme logo, which might include screen smartphone (960×640 px), screen tablet (1024×768 px), screen laptop (1920×1080 px), screen desktop (2560×1440 px), PPT 16:9 (254×142,88 mm), video full HD (1920×1080 px), video HD (1280×720 px), video SD (1050×576 px), or similar.

## OTHER GRAPHIC ELEMENTS IN USE

Other graphical elements in use for the purposes of the Interreg VI-A IPA Hungary-Serbia Programme communication and promotion are actually planned and designed to resemble to the previous Programme (Interreg IPA CBC Hungary – Serbia 2014 - 2020), thus the visual ‘silent transition’ between the two programming periods is ensured. Some of these elements were in wide use both by the Programme bodies and Beneficiaries, and are highly recognisable at the Programme territory and among the stakeholders. At the same time, some redesigns have been suggested and made in order to match as much as possible with the characteristics of the Programme area, and to have more contemporary, up-to-date visual impression. It is mostly represented by the yellow colour and especially by the yellow ribbon that could be noticed at the bottom of each page in this document. The ribbon has been updated with a curvier and more elegant look. The second graphical update is the introduction of yellow / white location pins and curves that shall resemble the connection of the two countries by the two major rivers, Danube and Tisa.

Illustration:



## THE SLOGAN

---

Similar to the graphical elements 'silent transition', it is decided to leave the Programme slogan as it was used in the previous two programming periods (2007-2013, 2014-2020), as it nicely describes the intention of all involved in the cross-border cooperation processes between Hungary and Serbia.

The usage of the Programme's slogan within the communication tools is highly recommended, provided that the size of the material allows it. It is also highly advisable to use it on the projects' social media profiles, project websites (if applicable), within the video clips, and promo material at the projects' events. The slogan should match the language of the publication, and other communication elements used.

The versions of the slogan in three languages is represented here. The first working version of the slogan in use can be seen at the bottom of the first page of this document, integrated with the yellow ribbon graphical element.

Slogan in English: **GOOD NEIGHBOURS CREATING COMMON FUTURE**

Slogan in Hungarian: **JÓ SZOMSZÉDOK A KÖZÖS JÖVŐÉRT**

Slogan in Serbian language: **DOBRI SUSEDI STVARAJU ZAJEDNIČKU BUDUĆNOST**

One of the examples how the slogan could be used, is presented here. The graphic variants in all languages will be an integral part of the Info & Publicity Guidelines.



## PHOTOGRAPHY & GRAPHIC IMAGES

Photography is a part of the visual identity of the Programme. Due to the Programme duration, photography used as a part of the branding may be changed in order to refresh its appearance. Alternatively, graphic images may be used, as well.

Visuals selected as a part of the Programme branding should always be appropriate, positive and respectful representation of the Programme and the inhabitants of the Programme area, as well as the Priorities covered by the current Programme.

Photography should depict one or all of the following:

- the Programme area – e.g. scenery or landmarks, common historic and cultural heritage, etc;
- community and the spirit of togetherness – e.g. two or more people working or spending leisure time together;
- Describing one of the selected Programme priorities:
  - a. A Greener Region
  - b. Enhancing the human and cultural values
  - c. Cross-border institutional and civil cooperation

Graphic images should follow the same example, and may also be abstract representation of the following: creating common future, good neighbourly relations, and the spirit of togetherness, and similar. When selecting photography or graphic images, equality of all persons should be taken into account, as well as equal representation of the Programme partner – countries.

Photography or graphic images which the Programme uses may be some of the following: purchased stock photography; stock photography available for free-of-charge and unrestricted usage (licensed under the Creative Commons Public Domain dedication); photography produced by an external service provider contracted by the Programme; photography generated by the projects within the Programme's frame, as well as the photography generated via Programme's communication projects – photo contests, social media pages' projects, and alike.

Beside the thematic content of the photography or a graphic element chosen upon the above described criteria, it is of great importance to take care about the quality of the visuals selected. On the technical and creative level, we can take into consideration some of the following: good sharpness, enough capacity in image size (pixels) for enlargement and usage in large print formats, correct composition, good storytelling, and similar.

# VISUAL IDENTITY MANUAL

## CHAPTER 2

---

### PROJECTS

## **OBLIGATORY COMMUNICATION ELEMENTS FOR PROJECTS**

### **1. Programme logo**

### **2. Disclaimer**

Selected projects receive the files of the obligatory communication elements from the Programme upon signing the Subsidy Contract. The obligatory communication elements must be used as such and should not be recreated in any circumstances.

### **PROGRAMME LOGO**

Features and rules of usage are elaborated in the Chapter 1 of this Manual.

### **DISCLAIMER**

Disclaimer is a phrase stating that the related project communication material does not necessarily reflect the official position of the EU. Within the communication tools, the Project partners must always use the following Disclaimer:

#### **English**

This <document, product, event, website> has been produced with the financial assistance of the European Union through the Interreg VI-A IPA Hungary-Serbia programme. The content of the <document, product, event, website> is the sole responsibility of < Project partner's name> and can under no circumstances be regarded as reflecting the position of the European Union and/or the Managing Authority of the Programme.

#### **Hungarian**

Ez a <dokumentum, termék, esemény, weboldal> az Európai Unió pénzügyi támogatásával valósult meg a Interreg VI-A IPA Magyarország-Szerbia együttműködési program által. A <dokumentum, termék, esemény, weboldal> tartalmáért teljes mértékben (a) < Kedvezményezett neve > vállalja a felelősséget, és az semmilyen körülmények között nem tekinthető az Európai Unió és / vagy a programot Irányító Hatóságnak állásfoglalását tükröző tartalomnak.

#### **Serbian**

Ovaj <dokument, publikacija, internet stranica> je <odštampan, organizovan> uz finansijsku podršku Evropske unije kroz Interreg VI-A IPA program Mađarska-Srbija. Za sadržaj ovog <dokumenta, publikacije, internet stranice> je odgovoran isključivo <ime Korisnika> i sadržaj ovog dokumenta ne odražava zvanično mišljenje Evropske unije i/ili Upravljačkog tela Programa.



In some cases, such as promotional material of small size (such as sticker, or promotional accessories), it is justifiable to exclude the Disclaimer from the printed communication tool. However, as a general rule every publication which contains articulation of ideas in a form of a text, including, but not limiting to: leaflet, brochure, publication, press release, document, website, and social media pages should contain the Disclaimer.

The Disclaimer may be placed at the bottom of the back page of a single-leaf printed material, or at the bottom of the last or back cover page of a multi-page document. The Disclaimer should match the language of other obligatory elements used – the logo, the obligatory phrase on co-financing, and slogan (if applicable).

## RECOMMENDED COMMUNICATION ELEMENTS FOR PROJECTS

1. Programme's Slogan
2. Description of the Programme
3. Reference to the Programme website

The following communication elements are not obligatory, but highly recommended to use. Selected projects receive the files of the recommended communication elements from the Programme upon signing the Subsidy Contract. Although they are not obligatory, if used, the recommended communication elements must be used as such and should not be recreated in any circumstances.

### PROGRAMME SLOGAN

Features and rules of usage are elaborated in the Chapter 1 of this Manual.

### DESCRIPTION OF THE PROGRAMME

The Programme recommends that projects use the Description of the Programme within the project communication material which requires such information, or could benefit from it. The Description is typically used within a press release, thus providing the media with clear and concise information about the Programme.

*The Interreg VI-A IPA Hungary-Serbia programme is implemented within the 2021-2027 European Union financial framework, under the Instrument for Pre-accession Assistance (IPA). On the basis of "shared management system" of the participating countries - Hungary and Serbia, the Programme funds and supports co-operation projects of organizations located in the Programme-eligible area - Hungarian counties Csongrád-Csanád and Bács-Kiskun, and Serbian territories: West Bačka, North Bačka, South Bačka, North Banat, Central Banat, South Banat and Srem.*

*The Programme helps the development of a stable and co-operating region and the overall quality of life in the border region. It enables economic collaboration of organizations from the two countries, nurtures the common identity, and cultural and historical heritage of the border region, and contributes to its environmental sustainability and safety.*

*For more information, please visit: [www.hungary-serbia.eu](http://www.hungary-serbia.eu)*

Language of the Description matches the language of press release. Versions in Hungarian and Serbian will be provided in the templates of a press release for projects. **Projects which choose to use the Description of the Programme are not allowed to change its content.** Programme bodies may alter the Description during the Programme's lifecycle in order to make it more effective, and in that case the projects will be notified accordingly.

## **REFERENCE TO THE PROGRAMME WEBSITE**

Project communication material may also include the reference to the Programme website:  
[www.hungary-serbia.eu](http://www.hungary-serbia.eu)  
where more information about the Programme and the relevant documents may be obtained.

### **NOTE:**

*The new Programme website is currently in the last phase of development. It will be tested and available before the launch of the 1<sup>st</sup> Call for Proposals.*

## SIMPLIFIED COST OPTION FOR INFO AND PUBLICITY PACKAGES

### APPROACH

- easily understandable and easy to use process
- to be very clear with what is expected from the Project partners to do/achieve
- to have better communication results with cost-effectiveness and as-less-as-possible paperwork
- clearly separated lump sum and real cost items

### WHAT PROJECT PARTNERS GET?

- programme communication guidelines,
- workshop and/or Consultancy on media-relations and external communications (how to – press releases, phrases to be used, photo/video qualities requested, Q&A info-sheets, tutorial videos or similar),
- prepared Programme logo-packs in common digital file formats,
- prepared templates for digital/print usage (banners, posters, roll ups, info-durable-plaques, etc.), templates for media appearances
- sub-page on the programme website (instead of back-office), presenting the project and its process - the sub-page will be structured by the JS, Project partners to provide and upload materials

### OBLIGATIONS OF THE PROJECT PARTNERS

- **choose one package per Project partner**
- deliver a **closing event** with **press conference** with a guaranteed mixed local media reach (media clipping shall include radio, TV, online and possibly print media) – its cost must be planned separately from the lump sum packages (on real cost basis)
- produce **promotional material**, scale and items shall be adjusted to the project objective (possible restriction of items TBD) – its cost must be planned separately from the lump sum packages (on real cost basis) and roll-ups shall not be included

## AVAILABLE PACKAGES

### BASIC / OBLIGATORY (EUR 2000)

- Open and run at least 1 **social media** profile (one partner is responsible, others are admins) – at least 2 posts per month, starting in the first month of the implementation
- Deliver basic project data to the Programme website **project sub-page** in the beginning of project implementation (within one month from project start date) and further information to be uploaded and updated during implementation (timing is adjusted to project schedule)
- At least 1 **press release** that **may result** in at least 1 appearance in the referent **local online news** media in the beginning of the project – within 2 months from project start date
- At least 2 **roll-up banners** (1xHU, 1xRS) – within 2 months from project start date
- At least 1 **sponsored article** in local online *news* media – the item must include the elements defined in the guidelines
- Use of permanent and **durable stickers** (equipment) if relevant, as per the guidelines – design to be provided by the programme

### MEDIUM (EUR 3000)

BASIC package included +

- At least 2 **additional** (altogether 3) timely separated press releases that **may result** in appearances in referent **local online news** media
- At least 2 **local TV or radio** reports or spots (it can be 1-1 of each as well)
- At least 1 **additional sponsored article** (altogether 2) in local online *news* media – the item must include the elements defined in the guidelines

### ADVANCED (EUR 5100)

MEDIUM package included +

- At least **additional 2** (altogether 5) timely separated press releases that **may result** in appearances in referent **local online news** media
- At least **additional 2** (altogether at least 4) **local TV or radio** reports or spots
- At least **additional 1 sponsored article** (altogether 3) in online *news* media – the item must include the elements defined in the guidelines
- **National level radio or TV** appearance (covering at least the Programme territory) – the parameters and requirements to be defined by the Programme in the relevant guidelines

### WORKS PACKAGE (EUR 1600)

Temporary billboard and permanent plaque shall be applied as defined in guidelines, in case works budget heading is applicable and it exceeds 100 000 euro, the works package is automatically added to the budget based on the planned amount – the parameters and requirements to be defined by the Programme in the relevant guidelines.

### REIMBURSEMENT PROCESS OF THE LUMP SUM ITEMS

### Non-infrastructure elements

The lump sum is split into two milestones. **50%** of the relevant lump sum amount is automatically reimbursed when the following items are performed and proving documentation is approved:

|  | BASIC                             | MEDIUM | ADVANCED |
|--|-----------------------------------|--------|----------|
| project sub-page                       | upload of initial project content |        |          |
| social media profile                   | social media page/group created   |        |          |
| press release disseminated             | 1                                 | 1      | 1        |
| roll-ups delivered                     | 2                                 | 2      | 2        |
| sponsored article published            | 1                                 | 1      | 1        |
| local TV or radio report or spot aired | n.r.                              | 1      | 1        |

The other **50%** of the relevant lump sum amount is automatically reimbursed when the rest of the obligatory items are performed and the proving documentation is approved:

|   | BASIC                             | MEDIUM | ADVANCED |
|---|-----------------------------------|--------|----------|
| project sub-page                          | continuously updated as requested |        |          |
| social media profile                      | continuously updated as requested |        |          |
| use of durable stickers (if relevant)     | if relevant (equipment)           |        |          |
| press release disseminated                | n.r.                              | 2      | 4        |
| sponsored article published               | n.r.                              | 1      | 2        |
| local TV or radio report or spot aired    | n.r.                              | 1      | 3        |
| national TV or radio report or spot aired | n.r.                              | n.r.   | 1        |

### Infrastructure elements

Lump sum of infrastructure related items is split as follows:

- temporary billboard – 80% (EUR 1280);
- permanent plaque – 20% (EUR 320).

The amount of each item is automatically reimbursed (see details in summary table) when its performance and the related proven documentation is approved.

SUMMARY TABLE

| Reimbursement        | Communication element - obligatory for all partners  | Proof of delivery, necessary audit trail  | Communication package     |        |             |
|----------------------|--|---|---------------------------|--------|-------------|
|                      |  |   | BASIC                     | MEDIUM | ADVANCED    |
| Real cost            | <b>promotional material (merchandise)</b> , scale and items - adjusted to the project objective                            | in line with rules of eligibility   | ✓                         | ✓      | ✓           |
|                      | <b>closing event</b> (or taking part of) with <b>press conference</b>  | in line with rules of eligibility   | ✓                         | ✓      | ✓           |
|                      |  |   | Amount of lump sum in EUR |        |             |
|                      |  |   | 2000                      | 3000   | 5100        |
| Covered by staff     | deliver basic project data to the Programme website's <b>project sub-page</b>  | updated sub-page  | ✓                         | ✓      | ✓           |
| No cost relevance    | use of permanent and <b>stickers</b> (equipment) - if relevant   | use of printed stickers – equipment photos  | ✓                         | ✓      | ✓           |
|                      | <b>press release that may result</b> in appearance in the local <b>online news media</b> from the beginning of the project | reachable article or appearance with correct references to the Programme as per the Visibility Manual | 1                         | 3      | 5           |
| Lump sum             | open and run a <b>social media</b> profile   | regular posts and audience development with relevant content  | 1                         | 1      | 1           |
|                      | <b>roll-up</b> banners (1xHU + 1xRS)   | delivered roll-up banners in use – event photos   | 2                         | 2      | 2           |
|                      | <b>sponsored article</b> in (at least local) online news media   | reachable article or appearance with correct references to the Programme as per the Visibility Manual | 1                         | 2      | 3           |
|                      | <b>local TV</b> or <b>radio</b> report or spot   | reachable article or appearance with correct references to the Programme as per the Visibility Manual | X                         | 2      | 4           |
|                      | <b>national TV</b> or <b>radio</b> report or spot  | delivered elements in use on the spot   | X                         | X      | 1           |
| <b>Works package</b> |  |   |                           |        | <b>1600</b> |
| Lump sum             | <b>temporary billboard</b> and <b>permanent plaque</b> in case it is relevant for works component                          | delivered elements in use on the spot   | ✓                         | ✓      | ✓           |