



EUROPEAN UNION

PUBLICITY GUIDELINES

Joint Secretariat
Rīga, 16 April, 2020



Interreg
Estonia-Latvia

European Regional Development Fund

FOR PUBLIC

1. A3 poster about the project

At the entrance of your building/office, visible for visitors
30% of the space is project information

[Template](#)

2. About project on your website

Short description of the project, objective, result, the reference to the programme and the amount of the programme support to be received



Interreg
Estonia-Latvia
European Regional Development Fund



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Estonia–Latvia programme 2014–2020

We support ideas that help Estonia and Latvia to grow through neighbourly cooperation

PROJECT

PROJECT NAME
SECOND LINE

Financed by
the European Regional
Development Fund:

€

Co-financed by
the partners:

€

www.estlat.eu



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Estonia-Latvia
European Regional Development Fund



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DURING PROJECT

Acknowledge financing and mark everything with both logos

Programme logo

(includes reference to ERDF)

and

EU logo (EU flag + reference to EU)

[Publicity guidelines](#) (includes references to 3 Annexes)



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DURING PROJECT

Main principles of using the logos:

- in colour
- white & light background
- space between and around them ('e' from Interreg)
- full versions (include references)
- size of any other logo – against the **EU flag** alone

[Downloads](#)



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DISCLAIMER

As a rule all electronic or printed publications, project websites, sections in organization's websites and social media sites must display the following disclaimer text.

"This [document/article/publication/website/social media account or site/etc.] reflects the views of the author. The managing authority of the programme is not liable for how this information may be used."

<https://estlat.eu/en/for-projects/logos-and-disclaimer>



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Press release in Estonia and Latvia – start and end of the project

**Communication and communication – blogs, social media,
contacts with journalists, trips as planned in the project application**

Use hashtags - #estlatinaction #estlat



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Growing through neighbourly cooperation



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