



Managing Authority
State Shared Service Centre of the Republic of Estonia

Estonia – Russia
Cross Border Cooperation Programme
2014 - 2020

COMMUNICATION AND VISIBILITY
GUIDELINES
FOR THE IMPLEMENTATION OF PROJECTS

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1. General Provisions

Communication and Visibility Guidelines (hereinafter Guidelines) contains compulsory requirements for all projects, supported by the Estonia – Russia Cross Border Cooperation Programme 2014 – 2020 (hereinafter Programme) that have been selected within Call for Proposals and through the means of direct awards, in order to ensure visibility of project activities and results.

These Guidelines are based on the following documents:

- Communication and Visibility Manual for EU External Actions. Requirements for implementing partners (Projects), 2018 (hereinafter Manual) published by the European Commission.

https://ec.europa.eu/europeaid/sites/devco/files/communication-visibility-requirements-2018_en.pdf

- ENI CBC Communication Guide 2014-2020 at www.interact-eu.net/download/file/fid/392

The Guidelines is elaborated in line with the requirements provided by the Ministry of Economic Development and the Ministry of Foreign Affairs of the Russian Federation. <http://economy.gov.ru/wps/wcm/connect/25da76fc-fcf9-40b0-8f5a-9319d211618c/recommend.pdf?MOD=AJPERES&CACHEID=25da76fc-fcf9-40b0-8f5a-9319d211618c>

As the Programme is co-financed by the European Union, the Republic of Estonia and the Russian Federation, project must acknowledge and promote this.

Main objectives of the communication and visibility activities of the projects supported by the Programme are the following:

- To highlight in a dynamic way that the project is supported by the Programme and to promote cross-border cooperation and its results;
- To ensure transparency in the use of public funds assuring the wider public that Programme co-financing has been put to good use;
- To ensure that the target audience sees the Programme as an example of depoliticized cooperation between border regions, based on common interests.

A budgeted communication and visibility plan should be included in the project activities highlighting the publicity and communication activities that need to take place at key stages during project implementation.

Communication and visibility activities within the project have to be implemented accordingly to the approved project Full Application Form.

Please note that:

If the Programme communication and visibility requirements are not observed or only partly observed, the related costs are not eligible for the Programme co-financing.

2. Programme Logo

The Programme logo is the main visual element of the Programme and has to be used in all communication activities performed by the beneficiaries and project partners.

The Programme logo consists of 2 integral elements:

- the Programme logo,
- co-funders' flags with an additional text



The Programme logo always should be used as one united graphic element consisting of all 2 parts described above. The Programme logo cannot be divided into separate parts. The minimal allowed size for the Programme logo use is 50 mm in width (Annex 1, Figure 1 and 3).

The simplified Programme logo can only be used in exceptional cases and in areas, where the full logo will be smaller than the minimal size (e.g. pens, USB flashes, etc.). However, the minimal size of the simplified logo version is 16 mm in width (Annex 1, Figure 2 and 4).

Use of the Programme logo is compulsory on all the communication materials and tools (both hard copy and electronic), project documents and all outputs produced by the project.

The beneficiaries and Programme bodies should aim to use the full set of Programme logo on all programme related documents, presentations, materials etc

Project documents are all documents that are related to the implementation of the project. The Programme Logo should be used on project documents like minutes of management meetings, protocols, lists of participants, seminar agendas, announcements of procurements and other documents, where it is physically possible to include the Logo and it is not against internal rules of the organization. Project documents that are generated by accountancy systems or other permanent systems, like bills are recommended to be marked with the Project Stamp, if such is produced or in other way to be easy to verify.

The Programme logo is available in 2 versions:

- colourful (Annex 1, Figure 1 and 2),
- grayscale (Annex 1, Figure 3 and 4).

The programme logo must be always used in full colour and only in exceptional and justified cases in grayscale.

The Programme logo preferably should be printed on a light background. As the Programme logo contains many colours multicolour backgrounds should be avoided, especially those involving colours that are very similar to the ones used in the logotype.

If the Programme logo is used together with other logos or emblems, the Programme logo has to be displayed as prominently as other logos/emblems.

The Programme logo is available for download at the Programme website:
<http://www.estoniarussia.eu/logo/>

3. Communication Tools

Communication is considered as an important tool in the Programme implementation. Communication activities can be implemented using different tools listed below, but if appropriate, other communication tools can be used as well.

There are a multitude of communication tools available and before choosing what particular communication activities to use, it is important to think over what kind of activity it should be. Only after that the means and channels of communication can be chosen that suit the character of the action best. Communication activities should be attractive, creative and innovative, but also simple and cost-effective. It is recommended to use every opportunity to inform about project's major activities and achievements. Information about project distributed to public must be people-centred, adopting where appropriate a story-telling approach that emphasizes the impact of the project on individual lives, rather than administrative milestones or budget.

Project partners should invite representatives of the Programme bodies (Managing Authority (hereinafter MA), National and Regional Programme related Authorities, Joint Technical Secretariat (hereinafter JTS)) to participate in their events. The contacts are published at programme webpage <http://www.estoniarussia.eu/> under section "Contacts". In addition information materials are advised to be sent to the JTS contact person for the coordination of Programme visibility requirements.

3.1 Press releases and press conferences

Press releases are used to inform the wider public about major project news and to advertise events during project implementation. Press release should incorporate the Programme logo, the Programme statement (Annex 2, point 3) and in the text mention that the funding was provided by the Programme and the amount of the Programme co-financing in euro and in the local currency. If the specific project logo is designed, it can be used in the press release (see template in Annex 3) in addition to the Programme logo.

Press release should be published and provided to JTS at least while starting and finalising the project, as well as prior to any major activity, event, news, result of the project.

A newsworthy press release should contain: an attractive heading, a strong leading paragraph summarising the essential facts, the main content of the story, quotes, some background information and contact details for further information. At the end of the implementation results and achievements of the project to be published in the press release. The press release should be no longer than one A4 page (1800 characters).

In case press conference is organized by a project in Russian territory or press release or any other publication is written in Russian language the Russian Federation should be mentioned in the first place in the name of Programme and when listing participating countries in Russian language (Программа приграничного сотрудничества «Россия-Эстония» на период 2014-2020 годов). All press-releases published in the Russian Federation should be written in or translated into Russian. If project publications are issued in English or Estonian, Estonia should be used in the first place in the name of the Programme (Estonia-Russia Cross-Border Cooperation Programme 2014-2020 or Eesti-Vene piiriülese koostöö programm 2014-2020).

At the requests of the MA, JTS, National and Regional Programme related Authorities, beneficiaries shall provide them with all the necessary information for press releases or other information or statistical materials.

The project should inform the MA, JTS, National and Regional Programme related Authorities about planned press conferences well in advance. Invitations to the press conferences and materials distributed to the journalists should bear the Programme logo and general statement about the Programme (Annex 2, point 3). The small Programme flag should be displayed at the press conference and preliminary obtained from the JTS or ordered. The EU flag should be displayed if other flags of the participating countries are being displayed.

The Programme flag should incorporate the Programme logo, which is available for download at the Programme website: <http://www.estoniarussia.eu/logo/>.

The Programme logo should cover the size of the Programme flag.

The small Programme flag should be designed as following:

- the Programme logo is printed on white background (paper or cloth);
- the flag is fixed on wooden or aluminium tang or other relevant material;
- the size of the flag is 150x240mm

3.2 Press visits

Group visits by journalists to the project sites may offer additional visibility opportunities. Such visits should be well-timed and focus on tangible achievements.

The MA and JTS should be informed by project beneficiaries well in advance about such planned visits and where appropriate, groups of visiting journalists should be accompanied by representatives of the MA, JTS, National and Regional Authorities responsible for or involved in the implementation of the Programme.

3.3 Leaflets, brochures and newsletters

Publications such as leaflets, brochures and newsletters can be useful in communicating the achievements of the project to specific audience. Publications always should be adapted to the specific target group needs and interests. The publications should focus on the project results and benefits. Texts should be short, simple and informative, and the visual tools used to illustrate the action and its context and make it visually attractive.

- Leaflets can provide basic factual information and the address and/or website where further information can be found;
- Brochures can go into greater detail, highlighting the context, including interviews with stakeholders, beneficiaries and so on;
- Newsletters are characterised by their regularity, and can be issued to inform on the progress of an action. This is useful, for example for infrastructure projects, training programmes, etc.

Electronic or printed publications such as leaflets, brochures, newsletters, studies, analyses, documents, articles, etc., must display the Programme logo and the disclaimer (Annex 2 point 2) to be placed on the cover or title page. On digital information carriers the Programme logo has to be placed on the front page, and also on the packaging (e.g. packaging of a CD).

All leaflets, brochures and newsletters should incorporate:

- the full set Programme Logo,
- the cover must carry the disclaimer (Annex 2 point 2),
- the general statement of the Programme (Annex 2 point 3),
- the project details - name of the organisation, address, website and e-mail info.

All materials produced in paper form should be made with best environmental practice in mind and be available in electronic form, so that it can be sent by e-mail and posted on a website, social media. For material in paper form, distribution capacity (mailing lists) should be considered.

All evidences of communication and visibility materials produced during the project implementation should be attached to interim and/or final reports submitted in the electronic Monitoring System (hereinafter – eMS).

For project publications, including brochures, leaflets, billboards, posters (if billboard or poster contains an opinion) etc. disclaimer in the language of the document should be placed at the bottom of the first page or cover (if any) (Annex 2 point 2).

In the territory of the Russian Federation all the project materials intended for a public distribution should be made in Russian.

3.4 Website and social media

The website is a source of information not only for Programme and project stakeholders but also for the wider public. Websites should be regularly updated with project news and the benefits they bring. The Project either may have its own website or publish its materials on the existing websites of the Lead Beneficiary and Beneficiaries. The website should contain information about the project, its progress, contact data, project achievements and results.

The Programme logo, Programme statement (Annex 2 point 3) and disclaimer (Annex 2 point 2) shall be published on the home page of the website.

As a minimum, links should be made to:

- the Programme website: <https://www.estoniarussia.eu>
- the DG NEAR webpage – till 31 Dec 2019: https://ec.europa.eu/neighbourhood-enlargement/neighbourhood/cross-border-cooperation_en.
- the DG REGIO webpage – from 1 Jan 2020: https://ec.europa.eu/regional_policy/en/
- webpage of the Ministry of Economic Development of the Russian Federation: <http://economy.gov.ru/minec/activity/sections/mps/programs/>

webpage of the Ministry of Finance of Estonia
<https://www.rahandusministeerium.ee/et/interreg>

The names of institutions in the references are provided in national languages in Annex 2 point 4.

If in the website is published an article about the project, the Programme logo and disclaimer (Annex 2 point 1) shall be published in the same window as the article.

The project website can be linked to social media accounts to attract wider audience.

At the end of the project, the content of the website should be copied onto optical disc, such as CD, DVD, USB etc flash drive for possible use in general communication activities on Programme level and for archival purposes. The content of the web-site (project's, Lead Beneficiary's, Beneficiaries') should be kept together with project documentation at the Lead Beneficiary's and Beneficiaries' organizations at least for five years from the date of payment of the balance to the Programme or until the date stipulated in the State Aid rules (if applicable).

One more option for publications of project achievements, events and other news is usage of social media as one of the most efficient communication tool due to its interactivity. Social media allows your project to have a low-cost communication tool, interact in real time with your target groups. This can increase the amount traffic to your website. The most popular channels are Facebook, Twitter, YouTube, Instagram and Vimeo. Resist the temptation to use many channels, choose one or few and do them well updating permanently.

If, in addition to featuring information on organization`s existing social media accounts Lead Beneficiary or Beneficiary wishes to establish dedicated social media accounts for the project co-financed by the Programme, such accounts must comply with the best practices for social media channel. These accounts must recognisably belong, and be directly traceable to the projects supported and must prominently feature the Programme logo, links to the Programme social media account, Programme website and disclaimer (Annex 2 point 2).

Beneficiaries must ensure that the information provided by social media accounts is up to date, and that all the featured links function correctly. When Programme financed activities with dedicated social media accounts come to an end, beneficiaries must ensure that those accounts clearly indicate that they are no longer active or updated. When activities continue without Programme funding beneficiaries must comply with the instructions given in Chapter 5 of this Guidelines.

3.5. Display panels

Infrastructure-related projects co-financed by the Programme may be identified as such by means of display panels describing the project. The display panel should be erected beside access route to the site where the works are taking place, be clearly visible so that those passing are able to read and understand the nature of the project, and should remain in place from the start of the work until six months after its completion.

If upon financing infrastructures or construction work the total contribution of the Programme exceeds EUR 100,000 for the infrastructure object, the display panel shall be erected in the location of the object.

Display panels must be made of durable and weatherproof material in case of outdoor use.

Display panels should incorporate (see templates in Annexes 4.1; 4.2.):

- the Programme logo, which shall cover at least 50% of the area of the display panel,
- a phrase "This project is co-financed by Estonia – Russia Cross Border Cooperation Programme 2014 – 2020",
- name of the Lead Beneficiary or Beneficiary, full title of the project, start/end time of the project.

The written information on the panel should be in national language of the respective Participating country. The minimum size of the display panel shall be 1,500 x 1,000 mm. The display panel may also bear the logos of other institutions associated with the finishing and financing of the object, and other additional information about the object.

Lead Beneficiaries and Beneficiaries are recommended to produce a roll-up or equivalent with which to promote their Programme co-financed project at an exhibition or event, or at the entrance of a training centre or office reception.

3.6. Informational plates

In case if premises are renovated or furnished with the support of the Programme co-financing, and placing a display panel or commemorative plaque is not required due to the contribution of the Programme is less than EUR 100,000, it is advised to put an informational plate in the room, institution or site where works have been carried out or equipment installed. Similarly, the informational plate should be placed in the premises where many small items are purchased in the framework of the project and it's not possible to mark all the purchases. The recommended minimum size of the informational plate is 400 x 240 mm.

The plate must be placed in a visible location of these buildings, rooms, facilities or in place related to these. In case of installing the informational plate, separate stickers do not have to be used to mark single objects.

The informational plate (see templates in Annexes 5.1; 5.2.) shall incorporate:

- the Programme logo,
- name or short description of the object co-financed by the Programme,
- the period of the project or the completion date of the object.

The written information on the plate should be in the national language of the respective Participating country.

3.7. Commemorative plaques

Permanent commemorative plaques are an effective way of acknowledging the involvement of the Programme in the construction or planning of permanent structures such as institutions, training centres, roads, bridges, recreation areas, public utilities, etc.

If upon financing of infrastructures or construction works the budget of Programme financing is more than EUR 100,000, the Beneficiary and project partners shall within six months of the completion of the works at the latest place a permanent commemorative plaque in the location of the object. Upon financing of infrastructures or construction works, the Beneficiary shall replace the display panel mentioned in section 3.5. with a permanent commemorative plaque within six months of the completion of the works.

The permanent commemorative plaque (see templates in Annexes 6.1; 6.2.) should contain:

- the Programme logo, which shall cover at least 50% of the area of the commemorative plaque,
- the phrase "This [name of the structure] was co-financed by Estonia – Russia Cross Border Cooperation Programme 2014 – 2020",
- the date on which the object was finished.

The written information on the plaque should be in national language of the respective Participating country. The minimum size of the commemorative plaque shall be 500 x 300 mm.

The commemorative plaque installed shall be maintained at least for five years from the date of payment of the balance to the Programme or until the date stipulated in the State Aid rules (if applicable).

As part of the opening ceremony of permanent structures erected with support of Programme co-financing, the permanent plaque should be placed in the most visible part of the building, such as the main entrance or in front of the building or entrance to the reconstructed road, utilities.

3.8. Banners

Plastic or textile banners, etc are intended to serve as a background for various public events. On banner the Programme logo and phrase "Project is co-financed by the Estonia – Russia Cross Border Cooperation Programme 2014 – 2020" should be incorporated. The Programme logo must be placed on the banner where it is prominently visible. Where there are multiple logos, the Programme logo should be displayed at least as prominent as those of the other financial partners.

A banner is also an image shown on a webpage for advertising purposes. Banner can be included as an additional visual element on a project's website, as well as placed on other websites to promote projects and the Programme.

3.9. Vehicles, supplies and equipment

Any Programme co-financed vehicles, supplies and equipment used in the Project should be clearly identified, and visibly carry:

- the Programme logo,
- the phrase "Provided with the financial support of Estonia – Russia Cross Border Cooperation Programme 2014 – 2020" in English and in the national language of the respective Participating country.

The logos of the Beneficiary and project partners may also appear, although the Programme logo should be displayed at least as prominently as the logos of all partners involved in the project.

The JTS can provide project beneficiaries with the Programme stickers (paper) free of charge accordingly to the proven needs of the project. Lead beneficiaries are in charge of distributing the Programme stickers to all relevant project partners. The Programme stickers are available in two different sizes:

- small stickers' size is 30x55 mm with full logo - for smaller objects (office equipment, furniture items, small work tools, etc.);
- large stickers' size is 45x85 mm with the full logo - for larger objects (equipment, etc.).

3.10. Promotional items and stationery

All kinds of promotional items (such as T-shirts, caps, pens, etc.) can be produced by Lead Beneficiaries and Beneficiaries as supporting materials for their information and communication activities within the project. Produced promotional items should be clearly identified with the Programme logo and, if possible, carry the words "Provided with the financial support of Estonia – Russia Cross Border Cooperation Programme 2014 – 2020".

On certain small promotional items (e.g. pens, USB flashes, etc.) where it is not possible to include the full Programme logo and the key messages entirely, at least the small version of the Programme logo should appear (Annex 1, Figure 2 and 4).

Where the title of the project co-financed by the Programme is mentioned on stationery (for example in letterheads, business cards, email signatures etc) used by the beneficiaries, it must be accompanied by the phrase "This project is co-financed by Estonia-Russia Cross Border Cooperation Programme 2014-2020". Under no circumstances may the Programme logo be used on beneficiaries' business cards, stationery, or correspondence (either by post or email).

Design of all promotional and corporate identity items should be in line with these Guidelines and agreed with the Programme JTS before procurement.

Samples of the promotional items and corporate identity should be made available for the JTS upon request. Evidences of produced promotional items must be provided with the reports as attachments via eMS.

3.11. Photographs

Photographs showing the progress of all actions should be taken where appropriate to document the progress of the project and during events related to the project (project launch, trainings, master-classes, events, etc.) so that they can be used in communication material. Where appropriate, the Programme logo, flag, banner, roll-up and other elements of visual identity should appear in the taken photographs.

The project Lead Beneficiary and Beneficiaries must ensure that photographs are in good quality and afterwards can be used in various communication materials and for reporting purposes. The photographs should illustrate results and impact of the project, and should match any written information about the project. As with written material, people involved in the activity are the focus. In addition to overall photographs of an event, focus on individuals in action with an interesting background should be made.

If photographs are taken during project event participants should be informed that images/videos can be used for promotional purpose (e.g. notification can be included in registration lists or agendas, etc.).

As a general rule, digital photography should be used in order to facilitate reproduction on websites and other information materials (for producing printed materials, 300 dpi is the minimum quality standard).

Photographs also can serve as the proof of the activities carried out and have to be integral part of the project reports submitted to the MA/JTS.

The photographs should state on the back or in the title or in the photograph folder title:

- The project index, name of the project activity, its date and the location (country, city or village) where it was taken.
- The name of the organization or person that owns the picture copyright (in case of copyright).

'© — year — name of copyright owner. All rights reserved (if applicable).

Photographs and videos taken during project events may be asked by the Programme authorities and Programme respective institutions (e.g. MA, JTS, NAs, European Commission) for the usage free of charge in their information activities.

3.12. Audio-visual productions

Audio-visual material may be appropriate, but can be expensive to produce and that is why should only be prepared when there is a realistic chance of it being distributed by the media. However, small video-clips can be produced very simple ones for displaying on websites.

As with all material, the audio-visual productions should acknowledge the Programme co-financing including enumeration of participating countries, by featuring the Programme logo at the beginning and/or end of the audio-visual file, accompanied by disclaimer in Annex 2 point 2.

In case the audio-visual production is prepared by a project in Russian language, the Russian Federation should be mentioned in the first place in the name of the Programme and when listing participating countries in Russian language (Программа приграничного

сотрудничества «Россия-Эстония» на период 2014-2020 годов). All audio-visual productions developed in the Russian Federation should be recorded in or translated into Russian. If the audio-visual production is developed in English or Estonian, Estonia should be used in the first place in the name of the Programme (Estonia-Russia Cross-Border Cooperation Programme 2014-2020 or Eesti-Vene piiriülese koostöö programm 2014-2020).

References to and the logos of other sources of funding are also acceptable on the basis of equality principle.

Any audio-visual production produced by the project must be integral part of the project reports.

By request of the MA, JTS, National and Regional Programme related Authorities, Programme respective institutions (EC, etc.) Lead Beneficiaries and Beneficiaries shall provide them with audio-visual productions made at project events free of charge for their information activities.

3.13. Public events and visits

Organising public events such as conferences, workshops, seminars, fairs, exhibitions and others may offer excellent opportunities for generating interest in the project particular achievements.

Persons attending the project public events should be made aware that the Programme is co-financing the event. The Programme logo should be prominently displayed on all the materials.

Depending on the circumstances, the opportunity should be taken to display flags of the EU, Estonia and Russia, Programme stand (can be obtained at JTS) and/or banners with the Programme logo in the meeting rooms.

The small Programme flag shall be used in all the public events organised by the Lead Beneficiary and Beneficiaries. The small Programme flag can be obtained from the JTS free of charge.

The MA, JTS, National and Regional Programme related Authorities have to be timely informed about the major events organized within the project in order to ensure their possible participation and contacts with media.

Event related materials (agendas, photos, lists of participants, handouts, etc) must be integral part of the project reports.

4. Reporting

Lead Beneficiaries and/or Beneficiaries are required to produce interim and final reports to update and inform the MA and JTS on the progress and findings of the projects. Reports should be provided electronically via eMS.

Lead Beneficiaries and Beneficiaries should present detailed description and evaluation of their project communication activities (giving concrete examples) and their impact (illustrating this with a file of press cuttings, photographs and audio-visual transcripts whenever possible) in both interim and final reports in eMS.

On demand of the MA, JTS, National and Regional Programme related Authorities, Programme respective institutions Lead Beneficiaries and Beneficiaries shall send requested information on completion of the project's communication and visibility activities.

5. Programme visibility after completion of the project

Project may continue to be managed by the Lead Beneficiary or Beneficiaries after the Programme co-financed phase of the project has been completed. In this case, six months after the phase co-financed by the Programme has finished, no Programme logo may be included in any new communication activities of the project, with the exception of commemorative plaques.

However, communication materials issued for the action after a six-month period has elapsed the following sentence must be included on communication tools (such as website, publications developed during project and co-financed by the Programme: "The initial phase <dates> of <name of the project> was implemented with the financial support of the Estonia – Russia Cross Border Cooperation Programme 2014 – 2020".

6. Intellectual property rights

Unless specifically agreed otherwise by the Programme prior to the launch of a project, implementing partners retain full ownership of, and industrial and intellectual property rights to, all communication and visibility materials and products ("results") developed in support of Programme covered by these Guidelines.

Implementing partners grant the Programme bodies, European Commission a royalty-free, non-exclusive and irrevocable licence to use all communication and visibility materials and products ("results") developed with Programme support.

7. Processing of personal data of natural persons

Beneficiaries must take all the measures to ensure that project activities are performed in compliance with the applicable privacy policy and data protection regulation.

That obligation applies to the amount of collected personal data, the extent of their processing, the period of their storage and their accessibility.

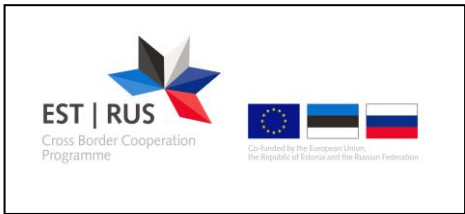

If images of natural persons, their voices or any other private personal attributes feature in a recognizable manner in the communication and visibility results of a project co-financed by the Programme, implementing partners must obtain statements from the persons concerned (or, in the case of minors, from the persons exercising parental authority) giving their consent for the specified use of their image, voice or other private personal attribute.

ANNEX 1

Use of the Programme Logo

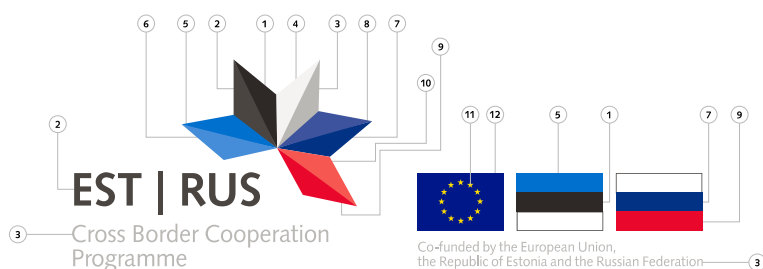
All versions of the Programme logos you can download at the Programme web-site:













<http://www.estoniarussia.eu/logo/>

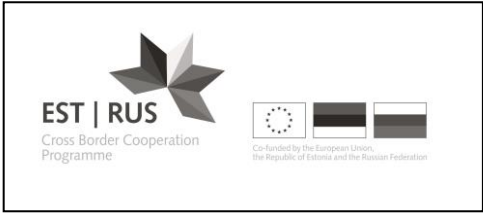


Colour version	
Figure 1	Figure 2
<p>Full set Programme logo</p>  <p>Recommended minimal size 50 mm in width</p>	<p>Programme Logo for small size products</p>  <p>Recommended minimal size 16 mm in width</p>

COLOURS

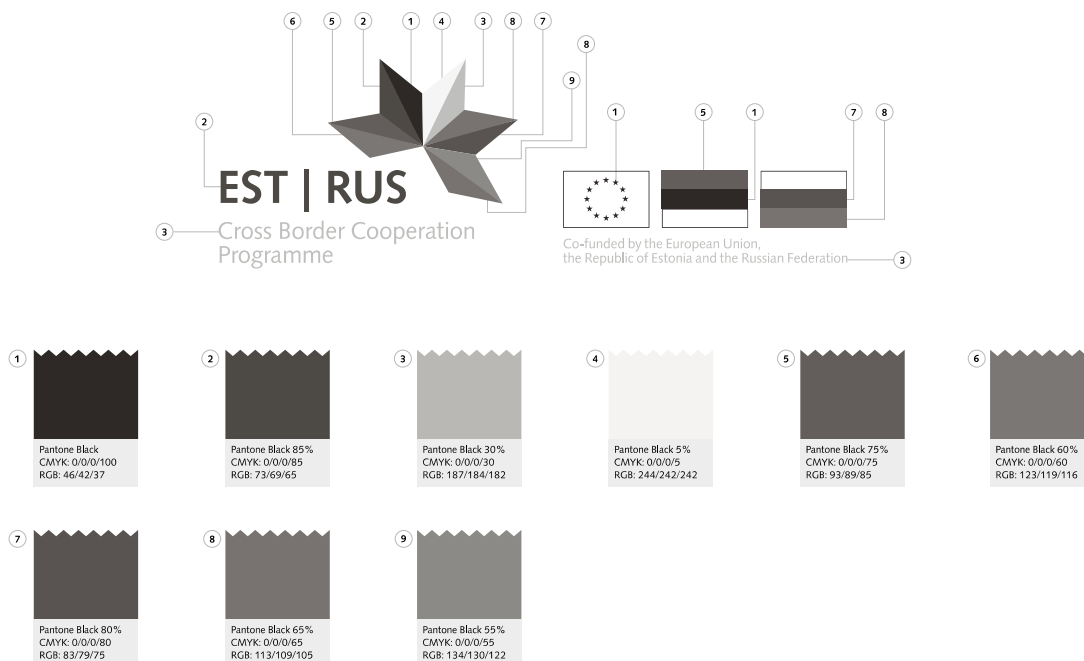
There are many colours that are used In the logo. Please be certain that you always use the right colour space and values.



<p>1</p>  <p>Pantone Black CMYK: 0/0/0/100 RGB: 46/42/37</p>	<p>2</p>  <p>Pantone Black 85% CMYK: 0/0/0/85 RGB: 73/69/65</p>	<p>3</p>  <p>Pantone Black 30% CMYK: 0/0/0/30 RGB: 187/184/182</p>	<p>4</p>  <p>Pantone Black 5% CMYK: 0/0/0/5 RGB: 244/242/242</p>	<p>5</p>  <p>Pantone 285 CMYK: 91/43/0/0 RGB: 0/113/206</p>	<p>6</p>  <p>Pantone 285 80% CMYK: 72/38/0/0 RGB: 69/139/216</p>
<p>7</p>  <p>Pantone 287 CMYK: 100/72/0/6 RGB: 7/64/133</p>	<p>8</p>  <p>Pantone 287 80% CMYK: 84/68/0/0 RGB: 60/86/180</p>	<p>9</p>  <p>Pantone 185 CMYK: 0/91/76/6 RGB: 208/60/61</p>	<p>10</p>  <p>Pantone 185 80% CMYK: 0/78/76/0 RGB: 237/86/98</p>	<p>11</p>  <p>Pantone Yellow CMYK: 0/0/100/0 RGB: 255/221/0</p>	<p>12</p>  <p>Pantone Reflex Blue CMYK: 100/79/0/0 RGB: 0/22/137</p>

Grayscale version	
Figure 3	Figure 4
<p>Full set Programme logo</p>  <p>Recommended minimal size 50 mm in width</p>	<p>Programme logo for small size products</p>  <p>Or this option of Programme logo can be used only in exceptional cases</p>  <p>Recommended minimal size 16 mm in width.</p>

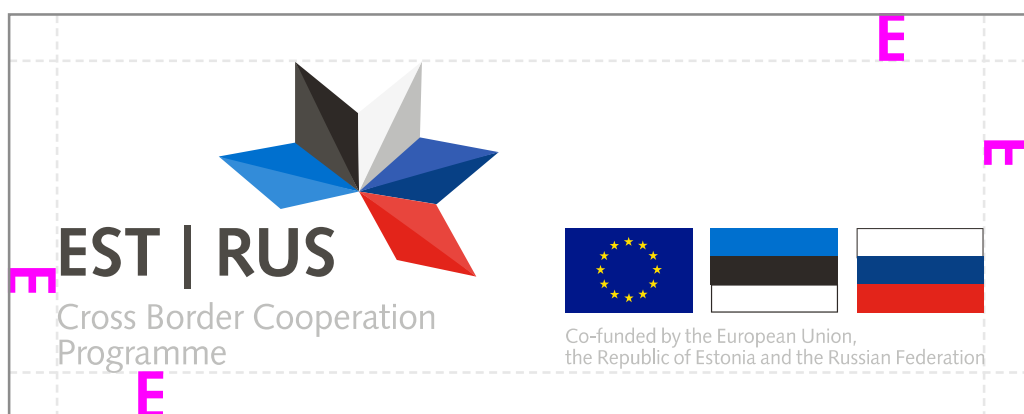
GRAYSCALE COLOURS



LOGOTYPE SAFE AREA

Safe area of the full logotype

The minimal safe area of the logotype is equal to the height of the letter E. The area changes proportionally with the size of the logotype.



Safe area of the simplified logotype

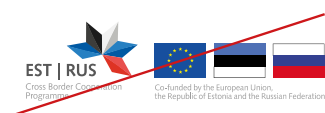
The simplified logo should only be used in exceptional cases and in areas, where the full logo will be smaller than the minimal size.



DO NOT!

Things what not to do to the logotype.

There are many things, in addition to these, that you shouldn't do to the logotype. Do not change the colours, delete any of the elements, alter the shapes of the elements.



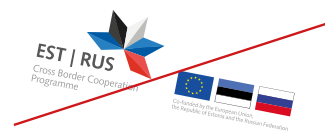
Do not distort the proportions of any of the elements of the logotype.



Do not use the logotype on any of the colours that are represented in the logotype.



Do not rearrange the elements of the logotype.



Do not rotate the logotype or any of its elements.

Do not distort the proportions of any of the elements of the logotype.

Do not rearrange the elements of the logotype.

Do not use the logotype on any of the colours that are represented in the logotype.

Do not rotate the logotype or any of its elements.

Programme Title, Disclaimer, General Statement, References to the Titles of Institutions

1. TITLE OF THE PROGRAMME

"Estonia – Russia Cross Border Cooperation Programme 2014-2020"

"Eesti-Vene piiriülese koostöö programm 2014-2020"

"Программа приграничного сотрудничества «Россия-Эстония» на период 2014-2020 годов"

2. DISCLAIMER

Estonia – Russia Cross Border Cooperation Programme 2014 – 2020 and Programme participating countries, alongside with the European Union are not responsible for the contents of communication material prepared by contractors or implementing partners. These must therefore include the following disclaimer in any of the project publications:

Disclaimer I ¹

"This publication has been produced with the financial assistance of the Estonia – Russia Cross Border Cooperation Programme 2014-2020. The content of this publication is the sole responsibility of <Lead Beneficiary's or Beneficiary's name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries alongside with the European Union".

"Эта публикация подготовлена при финансовой поддержке Программы приграничного сотрудничества «Россия-Эстония» на период 2014-2020 годов. Содержание данной публикации является исключительной ответственностью <Наименование ведущего бенефициара или бенефициара> и ни в коей мере не является отражением позиции Программы, стран-участниц Программы и Европейского Союза".

"Antud väljaanne valmis Eesti-Vene piiriülese koostöö programmi 2014-2020 rahalise abiga. Selle väljaande sisu eest vastutab ainuisikuliselt <Juhtpartneri või partneri nimi> ning selles kajastatu ei peegelda mingil juhul Programmi, programmis osalevate riikide ega Euroopa Liidu seisukohti.

Disclaimer II ²

"The content of this publication is the sole responsibility of <Lead Beneficiary's or Beneficiary's name> and can under no circumstances be regarded as reflecting the position of Estonia-Russia Cross Border Cooperation Programme 2014-2020, its participating countries alongside with the European Union".

"Содержание данной публикации является исключительной ответственностью <Наименование ведущего бенефициара или бенефициара> и ни в коей мере не является отражением позиции Программы приграничного сотрудничества «Россия-Эстония» на период 2014-2020 годов, стран-участниц Программы и Европейского Союза".

¹ Disclaimer for all publications (websites, booklets, leaflets, brochures etc) created with financial assistance of Estonia-Russia Cross Border Cooperation Programme 2014-2020

² Disclaimer shall be used in case the project information is published on beneficiaries' already existing website and no Programme funding is involved

"Selle väljaande sisu eest vastutab ainuisikuliselt <Juhtpartneri või partneri nimi> ning selles kajastatu ei peegelda mingil juhul Eesti-Vene piiriülese koostöö programmi 2014-2020, programmis osalevate riikide ega Euroopa Liidu seisukohti.

Disclaimer III ³

"This film/video was produced with the financial support of Estonia-Russia Cross Border Cooperation Programme 2014-2020. The contents of this film/video are the sole responsibility of <Lead Beneficiary's or Beneficiary's name> and can under no circumstances be regarded as reflecting the position of the Programme, Programme participating countries, alongside with the European Union".

"Этот фильм/видео подготовлен при финансовой поддержке Программы приграничного сотрудничества «Россия-Эстония» на период 2014-2020 годов. Содержание данного фильма/видео является исключительной ответственностью <Наименование ведущего бенефициара или бенефициара> и ни в коей мере не является отражением позиции Программы, стран-участниц Программы и Европейского Союза".

"See film/video valmis Eesti-Vene piiriülese koostöö programmi 2014-2020 rahalise abiga. Selle filmi/video sisu eest vastutab ainuisikuliselt <Juhtpartneri või partneri nimi> ning selles kajastatu ei peegelda mingil juhul Programmi, programmis osalevate riikide ega Euroopa Liidu seisukohti.

2.1 EXCEPTIONS FOR DISCLAIMER

The following information carriers do not have to include the disclaimer:

- a) Lists of participants of the project events;
- b) Agendas of the internal meetings;
- c) Project posters, roll-ups, banners etc containing minimum project information and where no opinion has been expressed

3. GENERAL STATEMENT ABOUT THE PROGRAMME

"Estonia-Russia Cross Border Cooperation Programme 2014-2020 aims to foster cross-border cooperation across the borders between the Republic of Estonia and the Russian Federation to promote socio-economic development in the regions on both sides of the common borders. The Programme web-site is www.estoniarussia.eu."

"Программа приграничного сотрудничества «Россия-Эстония» на период 2014-2020 годов направлена на развитие приграничного сотрудничества между Российской Федерацией и Эстонской Республикой в целях содействия социально-экономическому развитию в регионах по обе стороны общих границ. Сайт Программы www.estoniarussia.eu."

"Eesti-Vene piiriülese koostöö programmi 2014-2020 eesmärk on edendada piiriülest koostööd Eesti Vabariigi ja Vene Föderatsiooni vahel, et soodustada sotsiaalmajanduslikku arengut mõlemal pool ühist piiri. Programmi koduleht on www.estoniarussia.eu."

4. TITLES OF INSTITUTIONS FOR REFERENCE ON WEBSITE

In Estonian:

- Programmi koduleht: <https://www.estoniarussia.eu>
- Euroopa naabruspoliitika ja laienemisläbirääkimiste peadirektoraat – **kuni 31.dets 2019** https://ec.europa.eu/neighbourhood-enlargement/neighbourhood/cross-border-cooperation_en
- Euroopa Komisjoni reginaal- ja linnapoliitika peadirektoraat – **alates 1.jaanuar 2020:** https://ec.europa.eu/regional_policy/en/

³ Disclaimer to be used for film/video production

- Venemaa Föderatsiooni Majandusarengu ministeerium
<http://economy.gov.ru/minec/activity/sections/mps/programs/>
- Eesti Vabariigi Rahandusministeerium
<https://www.rahandusministeerium.ee/et/interreg>

In Russian:

- Веб-сайт Программы: <https://www.estoniarussia.eu>
- Веб-страница Генерального директората Европейской Комиссии по переговорам о соседстве и расширении – **до 31 декабря 2019г.:**
https://ec.europa.eu/neighbourhood-enlargement/neighbourhood/cross-border-cooperation_en
- Веб-страница Генерального директората Европейской Комиссии по региональной и городской политике – **с 1 января 2020г.:**
https://ec.europa.eu/regional_policy/en/
- Веб-страница Министерства экономического развития Российской Федерации: <http://economy.gov.ru/minec/activity/sections/mps/programs/>
- Веб-страница Министерства финансов Эстонии:
<https://www.rahandusministeerium.ee/et/interreg>

Press release template

LEAD BENEFICIARY'S / BENEFICIARY'S REGULAR LETTERHEAD

LOGO OR TITLE OF THE
PROJECT

The Project is co-financed by
the Estonia-Russia CBC
Programme 2014-2020



Implemented by the
"Lead Beneficiary/Beneficiary"

The Programme web-site is www.estoniarussia.eu.

ANNEX 4.1

Display panel template for Estonia

[PROJEKTI LOGO
JA/VÕI
JUHTPARTNERI JA
PARTNERI LOGOD]



Projekti kaasrahastab Eesti -Vene piiriülese koostöö programm 2014-2020

Juhtpartneri või partneri ja projekti nimi
Projekt viiakse ellu xx.xx.xxxx - xx.xx.xxxx

ANNEX 4.2

Display panel template for Russia

[ЛОГОТИП
ПРОЕКТА И/ИЛИ
ЛОГОТИПЫ
ВЕДУЩЕГО
БЕНЕФИЦИАРА И
БЕНЕФИЦИАРОВ
ПРОЕКТА]



Co-funded by the European Union,
the Republic of Estonia and the Russian Federation

**Этот проект софинансируется Программой Приграничного Сотрудничества
«Россия - Эстония» на период 2014-2020 годов**

Ведущий бенефициар или бенефициар и название проекта

Проект введен в действие с xx.xx.xxxx по xx.xx.xxxx

ANNEX 5.1
Informational plate template for Estonia



Programmist kaasrahastatud objekti nimi või
lühikirjeldus

Projekti periood või objekti valmimise kuupäev

ANNEX 5.2
Informational plate template for Russia



Co-funded by the European Union,
the Republic of Estonia and the Russian Federation

Название или короткое описание объекта,
софинансируемого Программой

Период проекта или дата завершения объекта

ANNEX 6.1
Commemorative plaque template for Estonia



**[Objekti nimi] kaasrahastas Eesti-Vene piiriülese koostöö
programm 2014-2020**

Objekt valmis xx.xx.xxxx

PROJEKTI LOGO ja/või JUHTPARTNERI JA PARTNERITE LOGOD (vastavalt soovile)

ANNEX 6.2
Commemorative plaque template for Russia



**Объект [название строения] софинансировался Программой
Приграничного Сотрудничества
«Россия-Эстония»
на период 2014-2020 годов**

xx.xx.xxxx объект был завершен

ЛОГОТИП ПРОЕКТА И/ИЛИ ЛОГОТИПЫ ВЕДУЩЕГО БЕНЕФИЦИАРА И БЕНЕФИЦИАРОВ
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