

## MAIN GUIDELINES FOR PROJECTS COMMUNICATION

### 1. Projects Communication

Communication is a crucial success element for projects implementation. Projects must clearly incorporate this dimension in their work plan and organise actions allowing the promotion of the project results, the Programme and the European Union financial support.

#### Why communicate?

- To **inform** the target audiences about the **project activities**;
- To **disseminate** the **results achieved** and good practices;
- To **demonstrate** the **benefits** of the project to the community, regions, sectors or institutions related;
- To promote the **recognition of the image of the project**;
- To increase the **notoriety of the institutions involved** - promote credibility, durability and therefore attract new players;
- To increase the **notoriety of the Atlantic Area Programme**
- To promote the **EU/ERDF contribution**

### 2. Information and Publicity Obligations

The dissemination and publication of the financial support granted by the Atlantic Area Operational Programme, through the European Regional Development Fund (ERDF), constitutes a responsibility of the beneficiaries, as established in the EU legislation.

Every project outputs must have clear reference to the EU contribution and Atlantic Area Programme concerning the project financing. All material produced on the scope of the project must contain the following elements, which are **compulsory use**:

- a) Atlantic Area programme logotype
- b) Slogan “Investing in our common future”
- c) EU emblem with mention to the European Regional Development Fund (ERDF)

The use of the sub brands logotypes are **recommended** use, but not compulsory.

## Information and dissemination actions

The above mentioned elements must be included in all information and dissemination applications as follows:

**Publications and other printed documents:** as brochures, books, guides of good practices, posters, newsletters or similar printed flyers, press releases (non-exhaustive list). In the case of press releases concerning the project this should include a paragraph on co-financing, referring to the Atlantic Area Operational Programme and the ERDF, the overall objective of the project and the financing amounts.

**Website and electronic information:** in project website homepage, the visual support elements must be clearly visible. The project website must have a link to the Atlantic Area Platform for Collaborative Communication (PCC): [www.coop-atlantico.com](http://www.coop-atlantico.com). In the case of institutional movies or electronic animations, they should appear at the opening;

**Conferences and exhibitions:** for events organized on the scope of the project (conferences, seminars, workshops, exhibitions...), the European Union flag should be displayed. The compulsory logos should also appear on every printed documents, as agenda, list of participants, practical information, participation certificates or other support documents,... ;

**Merchandising:** in small promotional objects only the Atlantic area logo and European Union flag should be applied, with no further text.



**Office Material:** in all applications of office material produced by the beneficiary entity for the project (paper craft, envelopes, cards and similar material);

## 3. Use of logotypes

### Atlantic Area programme logotype

For an efficient communication it is important to use the Atlantic Area brand according to certain standards that allow the establishment of a coherent visual identity.

The Identity Manual presents the basic rules which compliance is required to ensure uniform enforcement of identity, thus contributing to its consistency, recognition and quality.

The logo is available on four languages - English, French, Portuguese and Spanish - and also on multilingual version.



### **Slogan “Investing in our common future”**

The statement of the Programme is part of the Atlantic Area brand. This statement was adopted to highlight the contribution of the Programme for the construction of Europe and has to be widely disseminated through dissemination and promotion actions of the co-financed projects.

### ***INVESTING IN OUR COMMON FUTURE***

The slogan can be inserted separately from the logotype as long as it appears on a visible place of the communication support.

### **EU emblem with mention to the ERDF fund**

The EU flag with mention to the ERDF fund must be used in accordance with European Commission Regulation 1828/2006 - Annex I: Instructions for creating the emblem and a definition of the standard colors.



### **Sub-brands (recommended to use)**

For each priority of the Programme it was designed a graphical identity. The components are aggregated and cannot be produce separately and independently of their dimension and use.

The use of the sub-brand is recommended but does not substitute the Atlantic Area logo.

The Identity Manual presents the rules to use the Atlantic Area sub brands.

The sub brands logos are available on four languages - English, French, Portuguese and Spanish - and also on multilingual version.

*Priority 1: Promote transnational entrepreneurial and innovation networks*



*Priority 2: Protect, secure and enhance the marine and coastal environment sustainability*



*Priority 3: Improve accessibility and internal links*



*Priority 4: Promote transnational synergies in sustainable urban and regional developments*



**NOTES:**

- All the logos are available for download in the [PCC> Support> Communication](#) on the four languages of the Programme.
- The programme logotypes are available on JPG and EPS formats, color and black & white, landscape and portrait formats.

**4. Documentation sources**

You can find more information about the beneficiaries' roles and responsibilities on the following documents:

- Commission Regulation (EC) 1828/2006  
*Article 8: Responsibilities of beneficiaries relating to information and publicity measures for the public*
- Communication Plan of the AA Programme

*Section 3.1: Role and Responsibilities of beneficiaries (projects) relating to information and publicity measures for the public: The Communication plan at project level*

- Applicants Handbook 2<sup>nd</sup> Call  
*Section C.11: Communication and publicity: obligations – graphic charter and visual elements*
- Subsidy Contract  
*Article 11: Communication and publicity*
- Project Communication Plan as stipulated in the approved application form

Graphical rules to use logos:

- Identity Manual of the Atlantic Area Programme
- Commission Regulation (EC) nr. 1828/2006: Annex I (EU emblem)

**NOTE:** These documents, except the documents of each project, are available for download in the [PCC> Support> Communication](#).

**For further information please contact:**

Carla GUIMARÃES/ Tânia AFONSO

Communication Assistants

Email : [atlantico.stc@ccdr-n.pt](mailto:atlantico.stc@ccdr-n.pt)

Phone: 00 351 22 60 50 114/117