



# Visibility rules for Russian partners

Interreg Baltic Sea Region Seminar for Russian partners  
Pskov | 19 April 2018  
Elena Kolosova, Managing Authority/Joint Secretariat

## Content

1. When to think of visibility rules?
2. How to refer to the Programme support?
3. Where to find information?
4. How to apply visibility rules?
5. Why to apply visibility rules?

## 1. When to think of visibility rules?



### All project partners

To all information & communication activities  
that receive support  
from Interreg Baltic Sea Region Programme and the  
EU and Russian funds.

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## 2. How to refer to the Programme support?

### EU and NO partners



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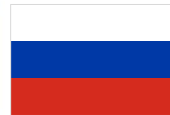


## 2. How to refer to the Programme support?

### Russian partners\*



EUROPEAN UNION  
EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND



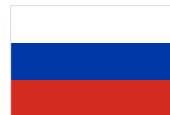
WITH THE FINANCIAL  
SUPPORT OF THE  
RUSSIAN FEDERATION

\* Proposal (to be confirmed)

## Logo: proposal (to be confirmed)



EUROPEAN UNION  
EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND



WITH THE FINANCIAL  
SUPPORT OF THE  
RUSSIAN FEDERATION



Programme logo



EU emblem  
incl. text and  
reference  
to the EU fund



RU flag and  
reference  
to the RU fund

### 3. Where to find information?

- ✓ [Programme Manual: chapter F.1.10\\*](#)

Programme website:

- ✓ [https://www.interreg-baltic.eu/visibility\\_rules.html](https://www.interreg-baltic.eu/visibility_rules.html) \*
- ✓ [https://www.interreg-baltic.eu/visibility\\_downloads.html](https://www.interreg-baltic.eu/visibility_downloads.html) \*

\* In the process of revision

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### 4. How to apply visibility rules?


Prominence  
Size  
Project's note



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## Challenge 1: prominence

The Union logo (and the Russian emblem) shall always be clearly visible and placed in a **prominent position**.





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## Challenge 2: size

The Union emblem (and the Russian emblem) shall have at least the same size, measured in **height** or **width**, as the biggest of the other logos.





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## Challenge 2: size

The Union emblem (and the Russian emblem) shall have at least the same size, measured in height or width, as the biggest of the other logos.



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## Challenge 2: size

This block contains three overlapping document covers. The top-left cover is titled 'Operational Plans and Procedures for Maritime Search and Rescue in HNS Incidents' and features the ChemSAR logo. The middle cover is for 'GREEN CRUISE PORT' and includes a map of the Baltic Sea region and a list of partners and associated organizations. The bottom-right cover is titled 'Sustainable Development of Cruise Port Locations 2016 - 2019' and features a large image of a cruise ship. The Interreg Baltic Sea Region logo is visible in the bottom right corner of the collage.

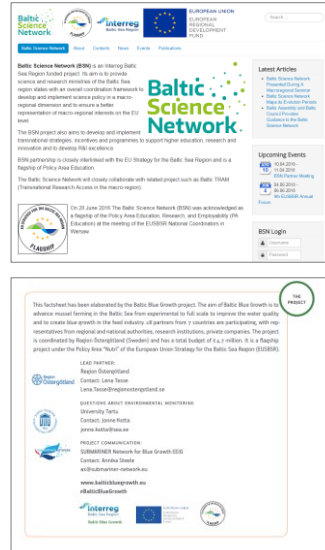
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### Challenge 3: the project's note

The websites of the partners should include a short description of the project.

All printed and digital publications should also include a short description of the project.



### 5. Why to apply visibility rules?

Misuse (of the EU emblem (and the Russian emblem), the reference and the Programme logo) may result in ineligibility of items produced for the project, i.e. the costs may not be refunded.



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## Visibility rules

*Interreg Baltic Sea Region believes  
in an integrated and prosperous Europe for all*

Elena Kolosova, Project Officer  
Managing Authority/Joint Secretariat  
Phone +371/66 16 46 78  
e-mail: elena.kolosova@interreg-baltic.eu  
www.interreg-baltic.eu



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