

Interreg
Euro-MED



Co-funded by
the European Union

Billboards and plaques

Guidelines and templates

Durable **plaques** or **billboards** must be affixed by all projects whose total funding exceeds 100,000€ and have an investment or purchase of equipment.

[Art. 36 c REGULATION \(EU\) 2021/1059](#)

Where?

On a visible location so public can acknowledge the support of the UE.

When?

As soon as the physical **implementation of the infrastructure** or the purchase of equipment **starts**.

What?

Key information on the project has to be provided to ensure transparency.

How?

There is no obligation on material (as long as it is **durable** and resistant, enabling long-lasting display) and format (horizontal or vertical).

The objective

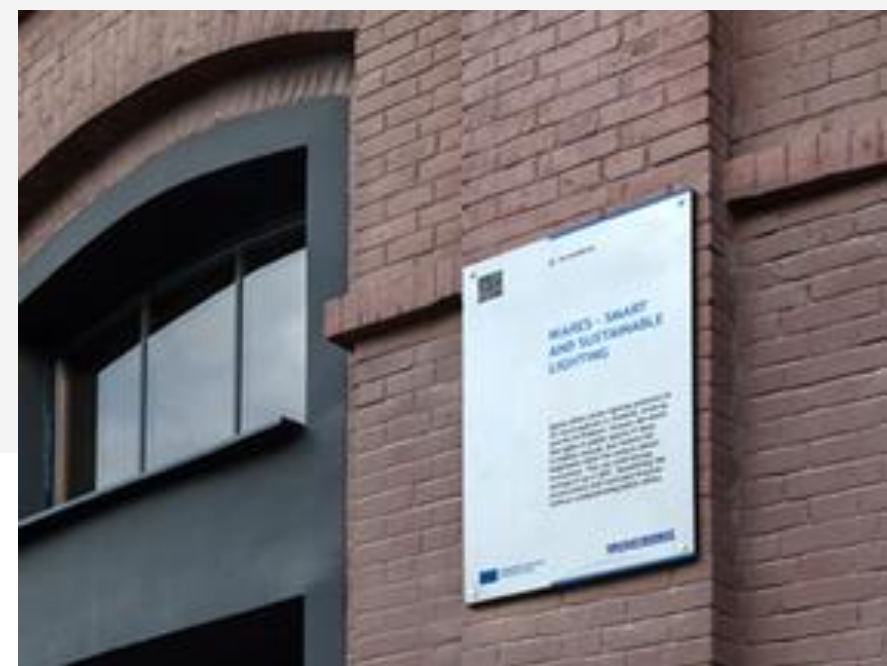
→ To inform the public about a given action that has received financial support from the EU.

Key elements

- The **project logo** MUST be on the plaque or billboard.
- **Describe** your project **using simple words** (avoid technical terms/acronyms/jargon) so the public can understand easily what the EU is co-financing.
- Use **English** and/or the **local language** of the country the plaque/billboard is displayed.

Placement and size

- The plaque or billboard shall be **placed publicly**.
- It is highly recommended that projects put up a durable billboard or plaque of **significant size** on the infrastructure or construction, or (if not possible) at a place nearby, that is **readily visible** and accessible **to the public**.



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Templates

Recommended content to be displayed on billboards and plaques (1)

Project logo: preferably in its horizontal layout.

Main objective of the infrastructure/equipment: name of the built infrastructure or equipment.

- Should not exceed 70 characters.
- *E.g. : “Construction of a protective structure in the bay of xxxx”, “Development of the xxxx research center”, “Greening of the cycle path on Avenue xxxxx”, “Installation of solar panels at XXX building”.*

Description of the infrastructure/equipment and the project: the description should mention both the objectives of the infrastructure/equipment and the broader context of the Interreg Euro-MED project.

- Should not exceed 400 characters.
- Plain and clear language is recommended, therefore avoiding the use of acronyms, jargon and/or repetition.
- A good project description explains the project’s objective(s) in a meaningful and simple manner to the public.

Recommended content to be displayed on billboards and plaques (2)

Financial contribution: this section is composed of two information fields : Total budget and EU Interreg funds.

- Total budget refers to the overall budget of the project, including both the EU funding and the public/private funding.
- EU Interreg funding refers to the amount of EU support of the total budget.

Duration: indicate the time frame of the project, which means the starting and ending date (month/year)

Partners logo: as per the CPR, if other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size as the biggest of the other logos.

Project website or QR Code: not to display both of them, to avoid redundancy.

In the following slides, you will find **2 templates (one horizontal, one vertical)** that can be used to design your billboards or plaques.

These templates are for example only.

You are free to include the recommended content in the layout you prefer as long as they are included.

Before printing, please always send your draft to the Joint Secretariat through the following form :

**→ <https://interreg-euro-med.eu/en/express-approval/>
(Promotional items: general branding/goodies > general branding)**

Horizontal billboard/plaque template

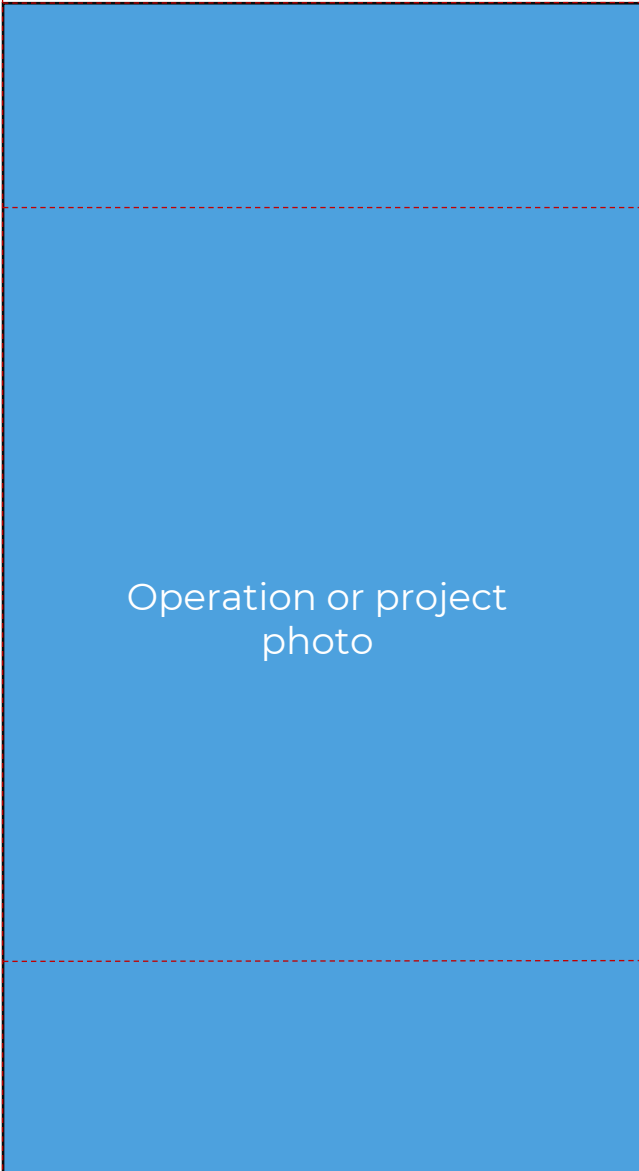


- This template is based on the colours of the Innovative Sustainable Economy mission.
- It can be adapted to other missions' projects by simply changing the dominant colour.
- The dimensions given for each element are for guidance only.

≈30 %

≈ 60 %

≈ 10 %



Operation or project
photo

Project logo (horizontal version)

Main objective of the infrastructure/ equipment (70 characters max)

Description of the infrastructure/equipment in the context
of the Interreg Euro-MED project (400 characters max)



Total budget
€ XXXXXX



Interreg funds
€ XXXXXXXX



Project duration
00/00 - 00/00

Partners logos



≈ 20 %

≈ 60 %

≈ 20 %





BLUE ECOSYSTEM

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Main objective of the infrastructure/ equipment (70 characters max)

Description of the operation and more broadly the project (400 characters max). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

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Total budget
€ XXXXXX



Interreg funds
€ XXXXXXXXX



Project duration
00/00 - 00/00



Vertical billboard/plaque template



- This template is based on the colours of the Sustainable Circular Economy mission.
- It can be adapted to other missions' projects by simply changing the dominant colour.
- The dimensions given for each element are for guidance only.

≈ 10 %

≈ 80 %

≈ 10 %

Project logo (horizontal version)

≈ 10 %

Infrastructure/equipment
or project photo

≈ 25 %

Main objective of the infrastructure/equipment (70 characters max)

Description of the infrastructure/equipment in
the context of the Interreg Euro-MED project
(400 characters max)

≈ 50 %



Total budget
€ XXXXXX



EU Interreg funds
€ XXXXXXXX

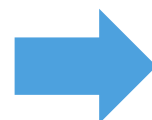


Project duration
00/00 - 00/00

Partners logos



≈ 15 %



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Main objective of the infrastructure/equipment (70 characters max)

Description of the operation and more broadly the project (400 characters max). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Total budget
€ XXXXXX



EU Interreg funds
€ XXXXXXXX



Project duration
00/00 - 00/00



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**For any doubts,
ask the Joint Secretariat**