

# PUBLICITY RULES

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for Projects Funded by the EEA  
and Norway Grants  
in the KAPPA Programme

Iceland   
Liechtenstein  
Norway grants

T A  
C R



# INTRODUCTION

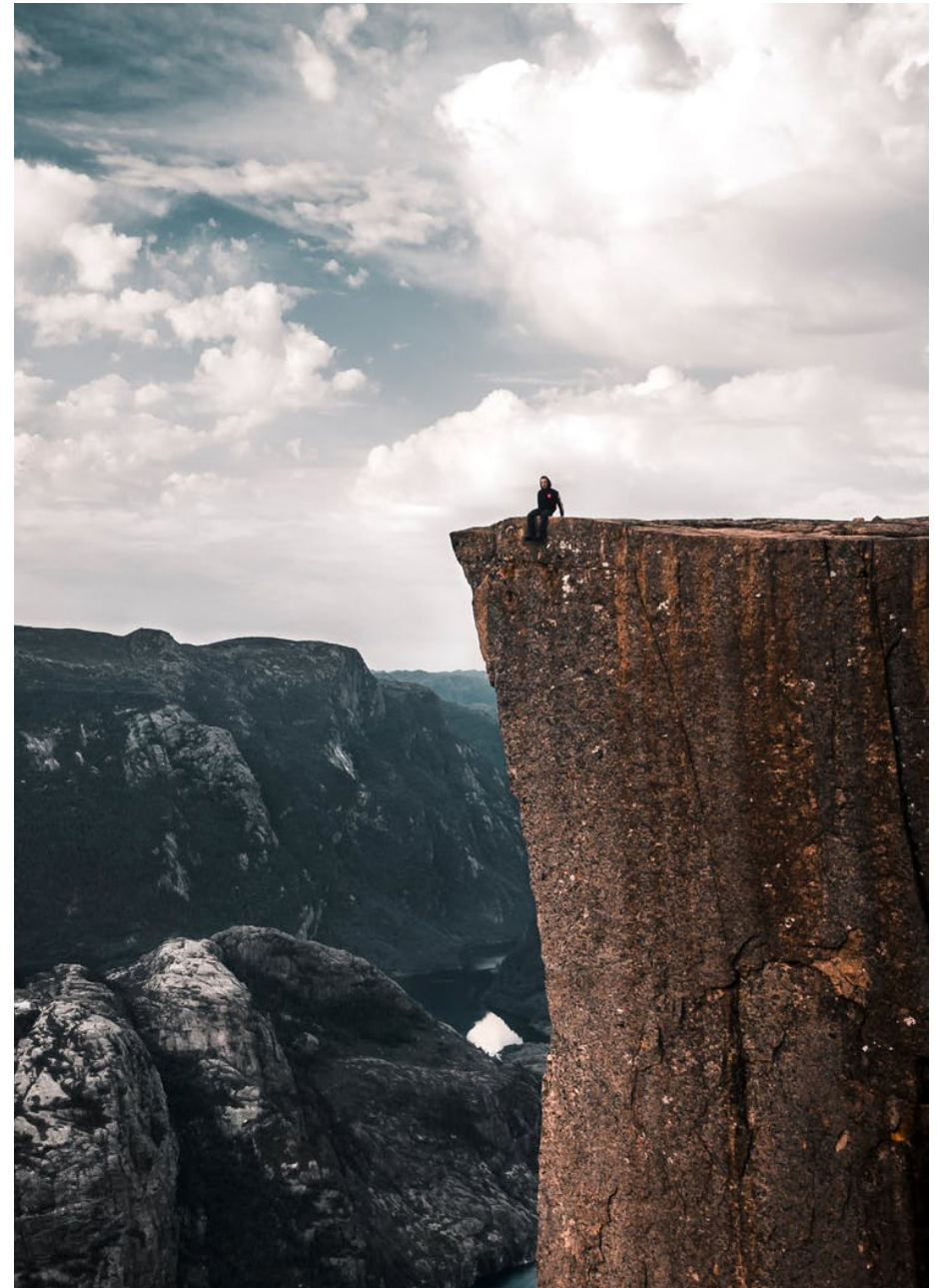
The Technology Agency of the Czech Republic has prepared these Publicity rules for the beneficiaries in the projects funded by the EEA and Norway Grants in the KAPPA Programme.

This manual will help you to communicate better about your projects. It includes guidance on how to work strategically with communication and to fulfil the requirements of the EEA and Norway Grants publicity rules. It also sets out technical requirements on logo use, visual identity and more.

Communication is an important part of the project implementation in the KAPPA Programme. We hope this manual will be useful for you and that everyone involved in the communication about your project and the EEA and Norway Grants will have the tools needed to communicate in a consistent, targeted and creative way.

**This manual sets out in one place the publicity rules of projects funded by the EEA and Norway Grants combining the requirements of:**

- **Communication and Design Manual EEA and Norway Grants 2014-2021**
- **Regulations on the implementation of the EEA and Norwegian Financial Mechanisms 2014-2021, Annex 3 – Information and Communication Requirements**
- **TA CR Publicity Rules (in CZ)**





# PROJECT PROMOTERS

## Responsibilities of the Project Promoter

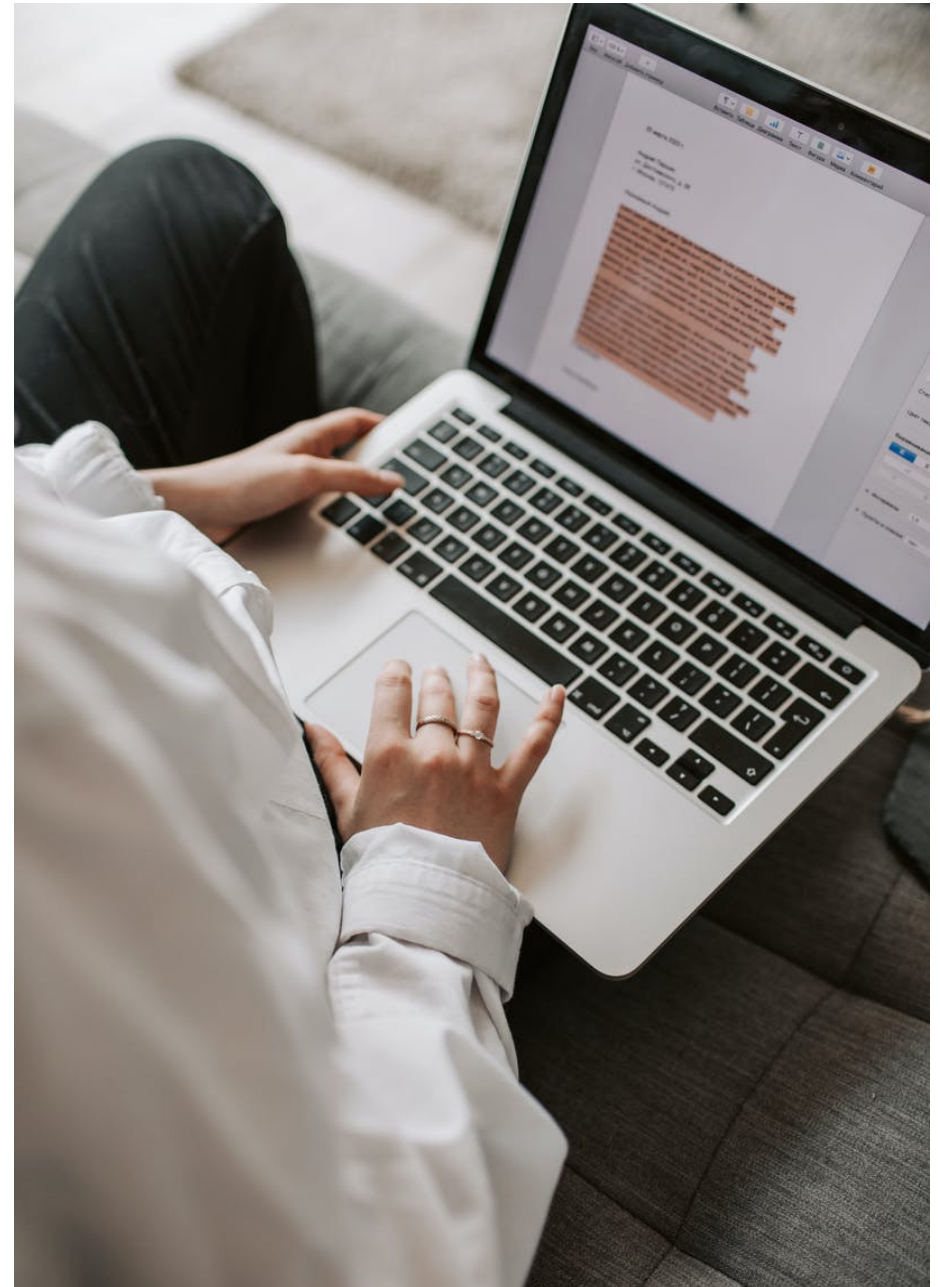
With the aim of highlighting the assistance from Iceland, Liechtenstein and/or Norway through the EEA and Norway Grants and of ensuring that assistance from the Grants is transparent and fulfil the aims referred to in paragraph 1.2., the Project Promoter and Project Partners shall provide information on the project to the widest possible audience at the appropriate national, regional and/or local levels, including relevant stakeholders. The Project Promoter shall develop and implement the Communication Plan as described below. The Project Promoter shall report to the Programme Operator on information and communication obligations

## Preparation of the Communication Plan

Potential beneficiaries shall include a Communication Plan in their project application, with the aim of creating awareness of the existence, the objectives, any bilateral cooperation with entities in Iceland, Liechtenstein and/or Norway, the implementation, results and the impact of support from the EEA and Norway Grants to the project, in accordance with paragraph 3 of Article 3.3 of the Regulation.

**The Communication Plan shall include at least the following:**

- a) the aims and target groups, including stakeholders on national, regional and/or local levels and the general public;
- b) the strategy and content of the information and communication measures, including activities, communication tools



and timeframe ,having regard to the added value and impact of the EEA and Norway Grants' funding;

- c) at least three information activities on progress, achievements and results in the project, such as a seminar or a conference with stakeholders, a press conference or press event, including a 7 Regulations on the implementation of the EEA and Norwegian Financial Mechanisms 2014-2021 Annex 3 – Information and Communication Requirements launch activity and/or a closing activity for the project. For projects whose grant size is less than € 500,000, two information activities are sufficient and can be of smaller scale;
- d) measures for making information on the project available on the web, either through a dedicated website or through a dedicated webpage on the organisation's existing website with linking between the pages. The information of the project must be regularly updated in the language(s) of the Beneficiary State.  
All projects receiving a minimum of € 150,000 support from the EEA and Norway Grants and/or having a Donor Project Partner shall be required to have a dedicated project website with information in English as well as the national language;
- e) information on the web shall include information about the project, its progress, achievements and results, the cooperation with entities in Iceland, Liechtenstein and/or Norway, relevant photos, contact information and a clear reference to the Programme and the EEA and Norway Grants;
- f) information on the administrative departments or bodies responsible for implementation of the information and communication measures, including a contact person;
- g) an indication of how the information and communication measures are to be evaluated in terms of visibility and awareness of the project

and the EEA and Norway Grants, their objectives and impact, and the role of Iceland, Liechtenstein and/or Norway;

## Implementation of the Communication Plan

The Project Promoter shall ensure that the information and communication measures are implemented in accordance with the Communication Plan and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial level(s).

Organisers of information events such as conferences, seminars, fairs and exhibitions in connection with implementation of the EEA and Norway Grants, its Programmes and projects shall undertake to make explicit and visible the support of Iceland, Liechtenstein and/or Norway through the EEA and Norway Grants.

**The Project Promoter shall, during the implementation of the project, put up a billboard at the site of each operation in line with requirements of the Communication and Design Manual and which fulfils the following conditions:**

- a) the total public contribution to the operation exceeds € 50,000;
- b) the operation consists in the financing of a physical object, infrastructure or of construction operations.

The Project Promoter shall replace the billboard with a permanent commemorative plaque that is visible, of significant size and in line with the Communication and Design Manual no later than six months after completion of the project.

The Project Promoter shall ensure that those taking part in the project have been informed of the funding from the relevant Programme and the Donor State(s) through the EEA and Norway Grants.

## VISUAL IDENTITY

This part of the Manual sets out the technical requirements on logo use, typography and colours. It also includes the requirements for commemorative plaques, boilerplate texts and guidance for billboards, promo material, etc.

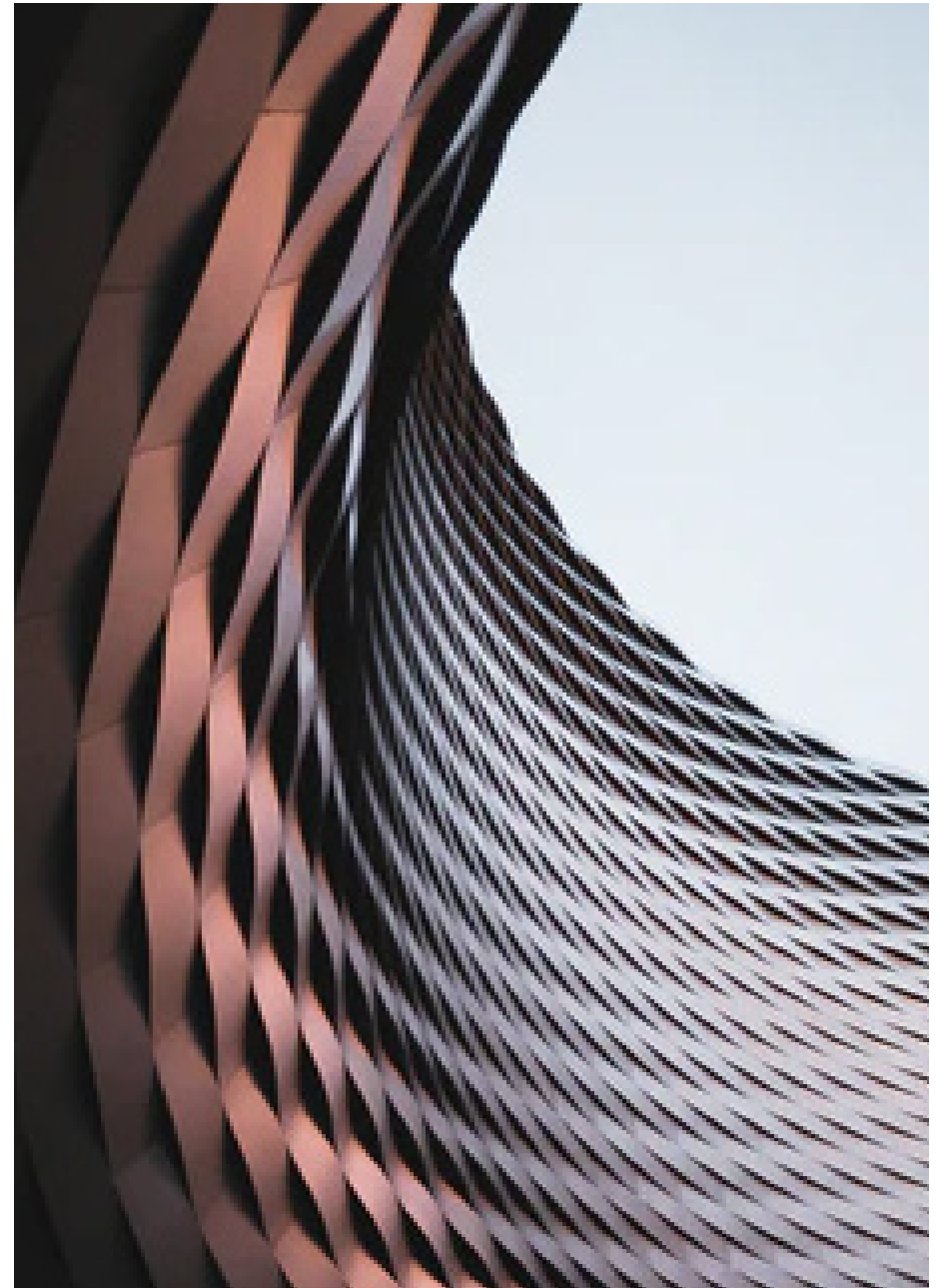
**The beneficiaries will use the following wording in conjunction with logos of the EEA or Norway Grants:**

- a) **EEA Grants:** The (project title) benefits from a € (amount - use a rounded figure) grant from Iceland, Liechtenstein and Norway through the EEA Grants and the Technology Agency of the Czech Republic. The aim of the project is to (objective).
- b) **Norway Grants:** The (project title) benefits from a € (amount - use a rounded figure) grant from Norway and Technology Agency of the Czech Republic. The aim of the project is to (objective).

### Logo

The promotional materials such as presentations, websites, brochures, leaflets, posters, roll-ups, banners, article, publications, press releases etc. shall indicate:

- **EEA Grants logo (black / white)  
or Norway Grants logo (black / white)**
- **KAPPA Programme logo**
- **TA CR logo - basic logotype (black/white)**



**Recommended size:** 20 mm

**Minimum size:** 10 mm

None of the logos should be used in any other colour than white or black.

The guiding principle for use and placement of the logo on your material is that the EEA and Norway Grants logo is always superior.

The logo is the central element in the visual identity of the EEA and Norway Grants and must be used on all information and communication material related to the EEA and Norway Grants.

The logo is used as a signature and design element in all our visual communication. This includes - but is not limited to - websites, social media, publications, invitations, conference programmes, letters, videos, plaques, billboards and promotional items.

The logo is an important element when making visible the contributions from Iceland, Liechtenstein and Norway through the EEA and Norway Grants, in line with the requirements in Annex 3 of the Regulations. The logo therefore includes the names of the donor countries (except for the logo in Norwegian, which is to be used in Norway only).

**Logolink can be downloaded here.**

## Typography

### Founders Grotesk

A modernised version of the grotesque No.7, Miller & Richard, 1912.

### Arial

is used as a secondary typeface, and is only used when Founders Grotesk is not available. Arial should only be used in the weights „regular” and „bold”. „Bold” for titles and „regular” for body text.

Arial is never used in combination with Founders Grotesk.

It is optimised for readability and is a friendly and welcoming typeface. Founders Grotesk should only be used in the weights „regular” and „semi-bold”. „Semibold” for titles and „regular” for body text.

The typeface is meant to be used in all of EEA and Norway Grants’ visual communication to ensure a consistent look for the visual identity.

The font size for stationery is set to 22 pt for titles, 12 pt for section titles, 9 pt for body text and 9 pt for straplines. Sizes should be adjusted for larger formats to ensure legibility.

## Colours

Colours in titles are used to create a more playful and recognisable appearance.

Colours make the visual identity more recognisable and playful. Red and blue represent the flag colours of Iceland, Liechtenstein and Norway and should be used to highlight important information and draw the eye to the most important parts of your composition.

### Codes of colours:

#### WHITE

RGB: 255/255/255  
CMYK: 0/0/0/0



#### BLUE

RGB: 0/48/150  
CMYK: 100/75/0/20



#### BLACK

RGB: 29/29/27  
CMYK: 0/0/0/100



#### RED

RGB: 255/0/22  
CMYK: 0/100/97/100



#### GREEN

RGB: 32/209/127  
CMYK: 70/0/67/0



## Slogan

### **„Working together for a green, competitive and inclusive Europe”**

Requirement: “Working together for a green, competitive and inclusive Europe” is the overarching narrative of the EEA and Norway Grants (2014-2021) that must be used by everyone involved in communicating the Grants.

In short, this is what we are doing together through the Grants. Using it will help us communicate consistently. All your communication activities should fit within this overarching narrative.

You may use the slogan with the logo(s), on the web, social media, videos, publications, posters, etc. It should also be used in oral communication of the Grants such as in presentations, speeches and when talking about the Grants to e.g. journalists among others.

Hence, the slogan should be integrated into communication strategies and plans. This framework branding is flexible and may be adapted when communicating different programmes, projects and initiatives.

#### **The slogan may be adapted as follows:**

- Working together for a green Europe
- Working together for a competitive Europe
- Working together for an inclusive Europe
- Working together for a green and competitive Europe
- Similar variations

You may translate the slogan into your local language when necessary. The slogan may be used in black, white or with the red colours.