

# **VISIBILITY and COMMUNICATION GUIDELINES for the Final Recipients under EmBRACE project**

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## EmBRACE

### Contents

1. INTRODUCTION.....	4
2. COMMUNICATION FRAMEWORK.....	5
3. LOGO .....	6
3.1. Specification.....	6
Main Logo.....	7
Programme logo with project acronym to the right of the Programme graphic element .....	7
3.2 Position .....	7
3.3. Language and alphabet.....	8
3.4. Alternative EmBRACE logo version.....	8
3.5 EmBRACE logo with other logos.....	8
3.6 Improper use of logos .....	8
3.7 QR Code .....	9
4. TYPOGRAPHY .....	9
5. APPLICATION OF THE VISUAL IDENTITY .....	9
5.1. Logo size .....	10
5.2. Language and alphabet.....	11
5.3. Durability .....	11
5.4 Right of use .....	12
5.5. Additional co-financing sources .....	12
5.6. Mandatory materials .....	12
PROJECT POSTER.....	12
EQUIPMENT STICKER .....	13
DESCRIPTION ON A FINAL RECIPIENT WEBSITE .....	13
5.7. Optional materials .....	14
PUBLICATIONS .....	14



## EmBRACE

BANNER.....	15
EVENTS .....	15
SOCIAL MEDIA.....	16
PROMOTIONAL VIDEOS .....	16
AUDIO MATERIALS .....	17
OTHER PROMOTIONAL MATERIALS.....	17
6. DISCLAIMER .....	17
7. FURTHER INFO .....	18
8. ANNEXES.....	18



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## EmBRACE

# 1. INTRODUCTION

The **Small Project Fund (SPF) EmBRACE** (Enhancing MSEs sustainBle Growth And Competitiveness) is used to finance the cooperation of micro and small enterprises in the border area Croatia - Bosnia and Herzegovina - Montenegro as part of **the Interreg VI-A IPA program Croatia - Bosnia and Herzegovina - Montenegro 2021 – 2027** and improves the competitiveness of micro and small enterprises (SMEs) in the border area.

The communication activities for the use of EU funds aim at increasing the information level, awareness and transparency regarding the assistance that Croatia, Bosnia and Herzegovina and Montenegro receive from the European Union and creating a coherent image of this assistance.

This document applies Interreg harmonisation to multiply positive effects of the Small Project Fund.

Like on any other Interreg project, Final Recipients (FR) must follow certain requirements described in the CPR and Interreg Regulations. Art. 25. The visibility of Interreg on the ground is a key aspect of the SPF.

**Final Recipients (FRs) receiving co-funding from the Programme are obligated to follow these Guidelines and fulfil visibility and communication requirements as stated in the following sections by implementing communication activities, documenting them and informing the SPFB as part of reporting.**

This document is intended for internal and external use.

These Guidelines include:

- an overview of the EmBRACE project communication framework,
- basic visibility elements: the Programme logo and EU emblem and EmBRACE logo,
- options of using EmBRACE logo as part of Small Project branding,
- obligations and recommendations for applying the EmBRACE visual identity on most common promotional materials and communication measures.

## 2. COMMUNICATION FRAMEWORK

For Small Project Fund, HAMAG-BICRO as the Small Project Fund Beneficiary (SPFB) shall ensure by means of the contractual terms that Final Recipients comply with the requirements to communicate publicly on the Interreg operation.

The Final Recipients shall ensure that it's part of Small Project activities complies with all publicity, communication, and branding obligations (e.g. on the use of the programme logo, information requirements and organisation of events).

**Any notice or publication by the Final Recipients, in whatever form and whatever medium, including the Internet, shall specify that it is the sole responsibility of its author and that the Small Project Fund Beneficiary (SPFB), Programme bodies and the European Union are not liable for any use that may be made of the information contained therein.**

The Final Recipients shall be authorised to publish, in whatever form and on or by whatever medium, including the Internet, the following information:

- a) EmBRACE logo;
- b) Name of the SPF Beneficiary;
- c) Name of the Small Project and name of Final Recipients working on the Small Project;
- d) Description of the Small Project, including its aims, results, expected achievements, outputs, activities, etc;
- e) Total Small Project budget (in EUR);
- f) The amount of EU co-financing (in EUR);
- g) Duration of the Small Project (dd.mm.yyyy. – dd.mm.yyyy.);
- h) The location of the Small Project and the countries concerned;
- i) A reference to the EmBRACE Small Project Fund website (for example, as a hyperlink on the EmBRACE logo);
- j) A reference to relevant Funds as described in section 5.2. Fund reference.
- k) Disclaimer, as described in section 6. Disclaimer.

The description outcomes and results of the Small Project have to be made available to the general public free of charge.

The Final Recipients shall ensure that it has all rights to use any pre-existing intellectual property rights if necessary for its part of the Small Project implementation.

**Final Recipients are obligated to implement communication activities, documenting them and informing the SPFB as part of reporting.**

## EmBRACE

### 3. LOGO

SPF EmBRACE follows the harmonisation rules set out for the Interreg brand by incorporating the Programme name and Project acronym into a unique visual identity i.e. EmBRACE logo.

All Final Recipients must feature the EmBRACE logo and the Fund reference described on all visibility and promotional materials, at the same time taking into account all other minimum requirements in line with these Guidelines. Complete logo package is included in Annex 1.

#### 3.1. Specification

The elements of the logo represent a unit which is defined as invariable. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.

All beneficiaries receiving funds from the European Union must follow rules regarding the use of the European Union's emblem. The EmBRACE logo follows these requirements and ensures visibility of EU funding.

EmBRACE logo follow rules concerning Programme logo specification, size, position, versions, and logo colours. **No alterations to the EmBRACE logo are allowed.**

The logo contains all relevant elements:

- European Union emblem;
- Name of funding strand (Interreg – IPA CBC);
- Programme name (Croatia – Bosnia and Herzegovina – Montenegro);
- Small Project Fund acronym.

**Small Projects co-financed within the EmBRACE and Programme are not allowed to develop their own Small Project logos and use them separately from the EmBRACE logo.**



**IPA** Croatia – Bosnia and Herzegovina – Montenegro

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**EmBRACE**

Main Logo



**IPA** Croatia – Bosnia and Herzegovina – Montenegro

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**EmBRACE**

Programme logo with project acronym to the right of the Programme graphic element



Only the logo version presented in this manual, must be used.

All Final Recipients must use this option in all communication and promotional activities and materials.

The standard logo is the full colour version. This version should be used whenever possible. The logo should be used on white background only. Using the logo on coloured backgrounds is possible if there is no alternative, but it has to be a very light background.

### 3.2 Position

In order to ensure visibility, the EmBRACE logo has to be placed either on the front or, in exceptional cases and when pre-approved by the SPFB, on the back cover of publications. The EmBRACE has to be positioned in the upper left corner.

## EmBRACE

### 3.3. Language and alphabet

The English version of the logo, written in Latin alphabet, must be used in all Small Project documents, joint activities and events materials and other promotional material. **EmBRACE logo version in any other language or alphabet is not allowed.**

### 3.4. Alternative EmBRACE logo version

The standard logo should be used whenever possible. Alternative version of the logo is not recommended and may only be used in exceptional cases, when approved by the SPFB. Alternative versions of the logo may be used if the design or production method does not work with the original version or depending on the printing method, communication needs and production materials.



### 3.5 EmBRACE logo with other logos

If additional Final Recipients logos are included besides the EmBRACE logo, their size must be the same or smaller than the European Union emblem included in the EmBRACE logo. Additional Final Recipients logos should be positioned in the footer or on the last page of a publication.

### 3.6 Improper use of logos

Alterations or modifications of EmBRACE logo are not allowed, that is:

- Adding elements or text to the EmBRACE logo is not allowed.
- Separating or cutting the EmBRACE logo (or any of its elements) is not allowed.
- Colour inversions are not allowed.
- Using the logo on a coloured background should be avoided. The logo should ideally be used on a white background or on a very light background. When using the logo on a coloured background, a white border must be put around the European Union emblem. The width of the border must be 1/25th of the height of the rectangle.
- Distorting, rotating, stretching or extending the EmBRACE logo is not allowed. The EmBRACE logo proportionality must be respected in every use.



## EmBRACE

### 3.7 QR Code

QR Code has a unique set of features that make them ideal for boosting print materials by providing more information while using less space. Makes easier for a wider audience to get more information without adding cumbersome text to marketing materials.



Final Recipients can use the EmBRACE QR Code for promotion in addition to mandatory visibility marks (logo, descriptive part, etc.)

EmBRACE QR Code is provided in Annex 2.

## 4. TYPOGRAPHY

The typeface recommended for all other applications from body text to headlines is **Open Sans**. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. As an alternative typeface to Open Sans, **Vollkorn** was chosen. All typefaces are available for free, including web font kits.

Typeface	Typeface Application
<b>Montserrat Regular</b>	logo extensions (programme names, project names, ERDF)
<b>Open Sans Font Family</b>	overall communication (body text, headlines etc.)
<b>Open Sans Bold</b>	
<b>Open Sans Semibold</b>	
Open Sans Regular	
<i>Open Sans Italic</i>	
<b>Vollkorn Font Family</b>	alternative font for overall communication (body text, headlines etc.)
<b>Vollkorn Bold</b>	
Vollkorn Regular	
<i>Vollkorn Italic</i>	

## 5. APPLICATION OF THE VISUAL IDENTITY

This section provides layouts for different communication and promotional materials, as well as which information to include on different materials.

The **EmBRACE logo** has to be placed on the first page, cover and/or slide of each document, material and/or presentation elaborated within the Small Project (intended for public use).

## EmBRACE

Whenever possible, the EmBRACE logo has to be positioned in the upper left corner in office documents. The EmBRACE logo must be placed on a prominent place on all published materials, documents and/or presentations illustrated to the public. This includes promotional materials, but also event invitations, presentations, agendas, etc.

On websites, online and in smartphone applications, social media and on other digital platforms (for internal or external use), the logo has to be positioned in a place visible without scrolling or clicking.

In addition to the EmBRACE logo and the project acronym. The position of the Disclaimer is elaborated in section 6. Disclaimer (for publications only).

The requirements in bold above are the **MINIMUM INFORMATION** that must be ensured on all materials and activities oriented towards the general public and target groups.

### 5.1. Logo size

When applying the EmBRACE logo or customized options on promotional materials, the size must be reasonable and adapted to the size of a specific media. The **minimum width of the logo is 60 mm and the ideal logo width is 83,4 mm**. Minimum logo sizes for print, screen and desktop formats are shown in the table below.

MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×297 MM)	52,5 mm
PRINT A4 LANDSCAPE (297×210 MM)	52,5 mm
PRINT A5 PORTRAIT (148×210 MM)	52,5 mm
PRINT A5 LANDSCAPE (210×148 MM)	52,5 mm
PRINT BUSINESS CARD (85×55 MM)	26,25 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	52,5 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	52,5 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	52,5 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

If the print area available for the logo is smaller than 6 cm in width, the use of small scale version is allowed. However, it is obligatory to include the European Union emblem and label. As the EU emblem is included in the EmBRACE logo, no additional EU emblems are needed on promotional materials.

## EmBRACE

For other materials not specified, adequate visibility must be ensured, and the rule of proportionality must be applied: the larger the promotional material, the bigger the size of the logo.

## 5.2. Language and alphabet

In addition to the English language as the Programme official language, Final Recipients can use national languages and Latin alphabets when developing promotional and communication materials, depending on the target groups for whom the materials are intended. In these cases, appropriate translation of the Programme name must be used in materials.

### FULL PROGRAMME NAME

- English: Interreg VI-A IPA Programme Croatia-Bosnia and Herzegovina-Montenegro 2021-2027
- Croatian: Interreg VI-A IPA Program Hrvatska-Bosna i Hercegovina-Crna Gora 2021.-2027.
- Bosnian: Interreg VI-A IPA Program Hrvatska-Bosna i Hercegovina-Crna Gora 2021.-2027.
- Serbian: Interreg VI-A IPA Program Hrvatska-Bosna i Hercegovina-Crna Gora 2021.-2027.
- Montenegrin: Interreg VI-A IPA Program Hrvatska-Bosna i Hercegovina-Crna Gora 2021.-2027.

If promotional materials such as leaflets, brochures and informative publications are written in national languages or Latin alphabets, English translation must be provided on request by SPFB. In case of studies, strategies and similar documents, an English summary must be provided within the document. In addition to versions written using national languages, we recommend developing multilingual versions where possible.

Elements of the EmBRACE logo must be written in English language and Latin alphabet.

## 5.3. Durability

Final Recipients must utilize and disseminate Small Project results and outputs during Small Project duration and continue the same after Small Project end (in case of transfer ownership also), and in this way ensure that changes induced by the Small Project are not limited to the Small Project lifetime.

Visibility of equipment, office materials and other promotional materials must be ensured respecting the requirements concerning retention of documents set out in the Subsidy Contract.

In case of infrastructure or construction operations, items of greater value such as equipment, energy infrastructure, info panels and platforms or services developed as part of the Small Project, visibility of these measures must have a long-lasting effect which exceeds aforementioned deadline. Electronic formats such as promotional videos, web pages, photographs, studies and social media should be utilized in a long-term way as well.

## EmBRACE

### 5.4 Right of use

Final recipients shall ensure that it has all rights to use any pre-existing intellectual property rights if necessary for the Small Project.

### 5.5. Additional co-financing sources

In the case when a Small Project uses other co-financing sources (as part of national contribution) in addition to Programme co-financing, the Final Recipients must clearly state the percentage ensured with Programme co-financing, i.e. the percentage stated in the Subsidy Contract (for example: this publication is co-financed using 85% funds of the Interreg VI-A IPA Programme Croatia-Bosnia and Herzegovina-Montenegro 2021-2027). The Programme co-financing percentage must be stated on all materials where other sources of co-financing are listed.

### 5.6. Mandatory materials

This section describes obligatory visibility elements for Small Projects co-financed within the EmBRACE project.

#### PROJECT POSTER

Each Small Project and each Final Recipient must set up the EmBRACE poster (minimal size A3) within three months after the start date of the Small Project.

The poster must be displayed at each Small Project Final Recipient's premises, at a location readily visible to the public (such as the entrance area of a building) and must be displayed during the entire Small Project duration.

The project poster in A3 size is included in Annex 3.

Final Recipients are free to translate it in national languages. However, only the unaltered poster guarantees to be fully in line with regulatory requirements and is recommended for every Small Project Final Recipient.



## EmBRACE

### EQUIPMENT STICKER

Final recipients must ensure that equipment procured within their Small Project is labelled with stickers indicating at least the:

- EmBRACE logo;
- Small Project Fund title or acronym;
- Small Project title or acronym;
- Reference to relevant Funds, as described in section 5.2. Fund reference.



Equipment sticker minimum size example

Template for stickers is provided in Annex 4.

Final Recipients may use this template or develop their own, but the size must not be smaller than the provided template (minimum 100 x 50 mm).

When procuring equipment of specific size or quantities, additional conditions may apply. When a large number of small items is acquired, Final Recipients may ensure visibility by putting up an additional poster, instead of labelling each piece of equipment with stickers. For example, if a Small Project equipped a laboratory with a large number of small items, an additional A3 project poster with the basic elements for sticker and describing the activity and equipment acquired should be put in front of the laboratory.

Permanent solutions must be used when labelling equipment. Equipment exposed to rain or sun should be labelled with a PVC sticker with UV polish or preferably with plaques or other resistant material.

### DESCRIPTION ON A FINAL RECIPIENT WEBSITE

Each Small Project Final Recipient must provide a description of the Small Project on the website (preferably subpage) of the Final recipient company/institution, where such a website exists. Such description should include:

- l) EmBRACE logo;
- m) Name of the SPF Beneficiary;
- n) Name of the Small Project and name of Final Recipients working on the Small Project;
- o) Contact information (FRs name, e-mail, phone)

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## EmBRACE

- p) Description of the Small Project, including its aims, results, expected achievements, outputs, activities, etc;
- q) Total Small Project budget (in EUR);
- r) The amount of EU co-financing (in EUR);
- s) Duration of the Small Project (dd.mm.yyyy. – dd.mm.yyyy.);
- t) The location of the Small Project and the countries concerned;
- u) A reference to the EmBRACE Small Project Fund website (for example, as a hyperlink on the EmBRACE logo);
- v) Disclaimer, as described in section 6. Disclaimer.

This description should be uploaded to each Final recipient's website, even if the Small Project developed a separate Small Project webpage. Final Recipients are free to upload additional Small Project materials, such as photographs, videos, deliverables, etc.

Websites must display the Programme logo in a location that is visible without scrolling or clicking. The same rule applies for other online applications, smartphone applications and other platforms.

Project websites and subpages created from Small Project funds must remain active after the Small Project closure for sustainability purposes (websites will showcase the Small Projects implemented within the frame of the Small Project Fund and the Programme before and after the end of the programming period and they are important for control purposes as well).

This suggestion refers to websites as promotional tools. This suggestion does not refer to a project website that is planned within a certain Small Project activity and is included in the Small Project Application.

## 5.7. Optional materials

Materials described in the following pages are not obligatory. If Final Recipients develop their own publications, social media pages and other materials please follow the guidelines.

### PUBLICATIONS

The logo has to be positioned in the upper left corner of the publication front page. Publications should include a summary of the Small Project with the following information:

- EmBRACE logo;
- Small Project Fund title or acronym;
- Small Project title or acronym;
- Disclaimer, as described in section 6. Disclaimer;
- Description of the Small Project, including its aims, results, outputs, activities, partners, budget, duration, etc;
- Programme and/or EmBRACE Small Project Fund webpage and/or Small Project webpage, if applicable.

The Small Project summary should be written in a simple and understandable way.

## EmBRACE

If a Small Project activity includes writing a research or similar article, a reference to the support obtained by the Programme must be included, in line with the journal's or magazine's usual practices.

### BANNER



The banner must include the:

- EmBRACE logo (not smaller than 60cm in width and positioned in the upper part of the banner),
- Small Project Fund title and/or acronym,
- Small Project title and/or acronym and
- a link to the Small Project or EmBRACE Small Project Fund or Programme webpage.

Final Recipients are free to include additional information on banners, such as maps, photographs and other visuals linked to the Small Project topic.

### EVENTS

Organising a public event is an excellent opportunity to generate interest and publicity towards Small Projects and their achievements.

Events may be organised by the Final Recipients themselves or by third parties with the participation of Small Project members, like Small Project opening or closing events, annual and press conferences, fairs, exhibitions, seminars, or smaller Small Project-related events, depending on the type of Small Projects.

It is highly recommended to take photographs to document the progress of the Small Projects and events, so they can be used in communication materials or to demonstrate to controllers that visibility requirements have been met.

The Final Recipients shall ensure that participants of the event are informed on the EmBRACE Small project Fund and Programme support and Small Project objectives by displaying the EmBRACE logo (on banners, leaflets, Word and PowerPoint templates, etc).

PowerPoint and signature list template (Annex 5 and 6) should be used for Small Project events, such as meetings, workshops, trainings, etc.

When participating at a press conference, workshop, seminar or any other event organized to present the Small Project, and in other occasions where statements are given, the speaker (Final recipients) must at least mention the following:

- The Small Project title or acronym;
- Small Project Fund title or acronym;

## EmBRACE

- Programme title;
- Programme support obtained through ERDF and IPA III funds.

Additionally, Small Project and its aims, results, activities, outputs, names of the Final Recipients should be mentioned as well.

### SOCIAL MEDIA

Higher awareness of a Small Project and more traffic on a website can be achieved through social media. LinkedIn, Facebook, YouTube, Instagram or Twitter are free and easy-to-use tools that provide great platforms for Small Projects to share photos, videos, updates and stories. Using social media enables Small Projects to share information with people who are not regular visitors to the website and it provides a valuable multiplier effect.

When using social media for increasing visibility of Small Projects, Final Recipients must feature the EmBRACE logo, Small Project Fund title or acronym, Small Project title or acronym and reference to Small Project aims, results, activities and, especially, outputs and achievements. Programme support obtained through ERDF and IPA III funds, name of the Final Recipient and Small Project other Final Recipient/s and disclaimer must be featured as well. We recommend that Final Recipients include link/ QR Code to the EmBRACE Small Project Fund webpage as well.

The above-mentioned information can be published on social media, regarding the Final Recipients communication style, approach, content and time plan. The information described above does not have to be published in a single post, tweet or video, but over a certain period of time. We recommend minimal use of abbreviations and technical words on social media. Posts should be short, clear, interesting, featuring photographs and videos and explaining the story of the Small Project in an understandable way.

Besides establishing dedicated social media profiles for Small Project purposes, Final Recipients are encouraged to feature information about Small Project activities on social media profiles of their Final Recipients companies/institutions.

### PROMOTIONAL VIDEOS

Promotional videos are an effective tool to show wider audiences and specific target groups what is being achieved as part of the Small Project. Digital communication is a great way of combining photo, audio and video materials and conveying a complex message in a short time. This includes trailers, animations, interviews, webinars, TV shows and reports, video clips and any other video format.

When developing promotional videos, Final Recipients must feature the following information:

- EmBRACE logo or customized logo;
- Small Project Fund Project acronym;
- Small Project acronym;



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## EmBRACE

- A reference to the Small Project, i.e. activity, event, Small Project representative or other Final recipient/s, output, etc;
- Names of the Small Project Final Recipients;
- EmBRACE and, if applicable, or Small Project webpage;
- Disclaimer, as described in section 6. Disclaimer.

Most of this information can be displayed on the final screen of the promotional video (for example, as part of an outro screen at the end of the video). EmBRACE logo should be displayed throughout the video. We recommend making videos lasting under 3 minutes. If longer videos are produced (for example, documentaries), a shorter summary video should be made as well. If videos are produced using national languages, we recommend inserting English subtitles.

### AUDIO MATERIALS

When developing audio materials, such as radio programmes, jingles, announcements and other materials, Final Recipients must include the reference to relevant Funds:

**The project is co-financed by ERDF and IPA III funds of the European Union.**

In cases of longer audio formats, a reference to the Programme and disclaimer as described in section 6. Disclaimer must be included.

### OTHER PROMOTIONAL MATERIALS

Raising awareness of the Small Project is the most common reason for producing promotional materials. Small Projects should thus consider the relevance of any promotional material in relation to the Small Project message, the promotion of the Small Project and the usefulness of items.

EmBRACE logo has to be placed in a prominent place. The size of the logo should be reasonable, recognizable and it should respect minimum sizes.

All promotional materials must at least include a EmBRACE logo. Only very small promotional materials do not have to include the reference to EU funds.

## 6. DISCLAIMER

The disclaimer is a fixed text that should be used on all publications that a Small Project produces, from a print publication to a website and audio-visual material. This text makes it clear that the EU does not have any responsibility for what a Small Project is producing. The wording is the same for all Small Projects, but you need to adapt the text for each product (this publication, this website, this video):



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## EmBRACE

**“This publication (website, video) has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the author/contractor/Final Recipient> and can in no way be taken to reflect the views of the European Union.”**

The disclaimer must be positioned as follows:

- Print publication – it does not have to be on the front page. However, it should be displayed prominently on the inside or back cover as appropriate, according to the layout.
- Website - the text can be displayed on one page (for example with the title ‘Legal’ or ‘Disclaimer’) with the link to that page visible throughout the site, or at the bottom of the homepage, in a place that does not change.
- Audio-visual material – have the text either at the beginning or at the end of the transmission.

## 7. FURTHER INFO

Small Project Final Recipients do not have to submit communication products/deliverables to the SPFB or Programme bodies for approval. However, not complying with the rules on visibility, publicity and communication may result in ineligibility of costs of the products/deliverables, which are improperly marked with visibility signs.

Therefore, consulting one’s SPFB team is recommended, should there be any doubts regarding the application of the visibility requirements.

This document is available on EmBRACE website: <https://cbchb.eu/cbc-cro-bih-mne/embrace/project-documentation>

## 8. ANNEXES

Small Projects are free to adapt the provided templates (while respecting the EU and Programme branding rules as described in this document):

- Annex 1: Logo package
- Annex 2: QR Code
- Annex 3: EmBRACE poster
- Annex 4: Equipment sticker template
- Annex 5: PowerPoint template
- Annex 6: Signature list template