







CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013

## BROCHURES (2)

- Simple language
- Eye-catching design, attract attention
- Images
- Basic information about a project e.g. aims, activities, results and partnership



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## BROCHURES: REQUIREMENTS

- EU, programme & project logo
- Reference to the ERDF
- Disclaimer

Don't forget project details and contact information!



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## OTHER PROMOTION MATERIALS

- E.g. USB sticks, pens, reflectors, calendars, keyrings...
- Remind of the project
- Should have practical added value
- Should follow the corporate identity of the project
- Value for money
- Online marketing materials?
- Don't forget the programme, EU and project logos

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**CENTRAL BALTIC INTERREG IV A PROGRAMME 2007-2013**

**ENTERPRISING SELF**  
projekta dalībnieku sanāksme

Supporting Education in Gender, Ethics, Labor and Product 2007-2013

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**FOR DISCUSSION**

- Do we need marketing materials at all?
- Brochures or other promotion materials are not planned in project budget?
- Quality
- Creativity
- Visibility rules

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MORE INFORMATION

The Joint Technical Secretariat (JTS)  
[www.centralbaltic.eu](http://www.centralbaltic.eu)

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