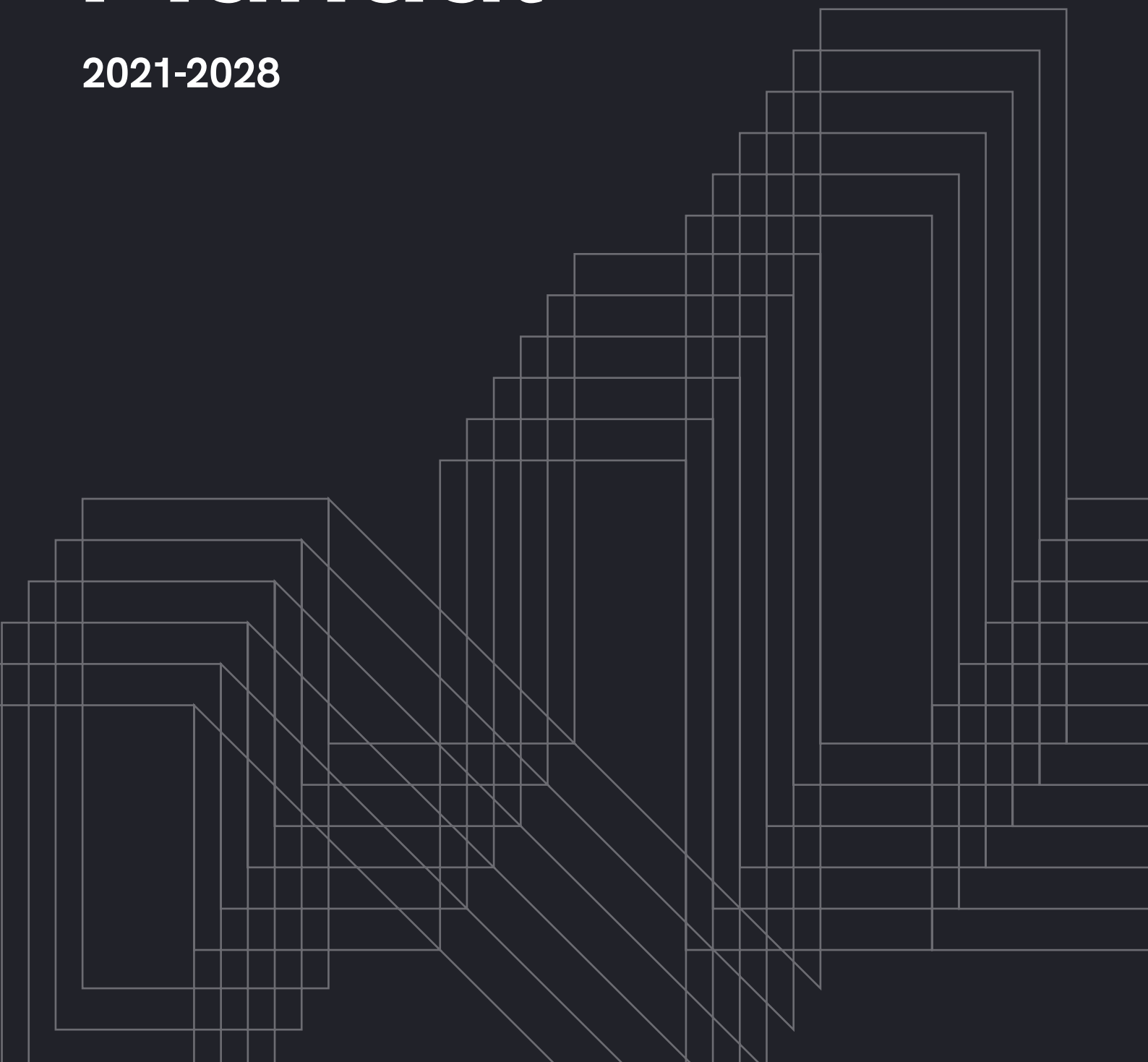


Communication and Design Manual

2021-2028



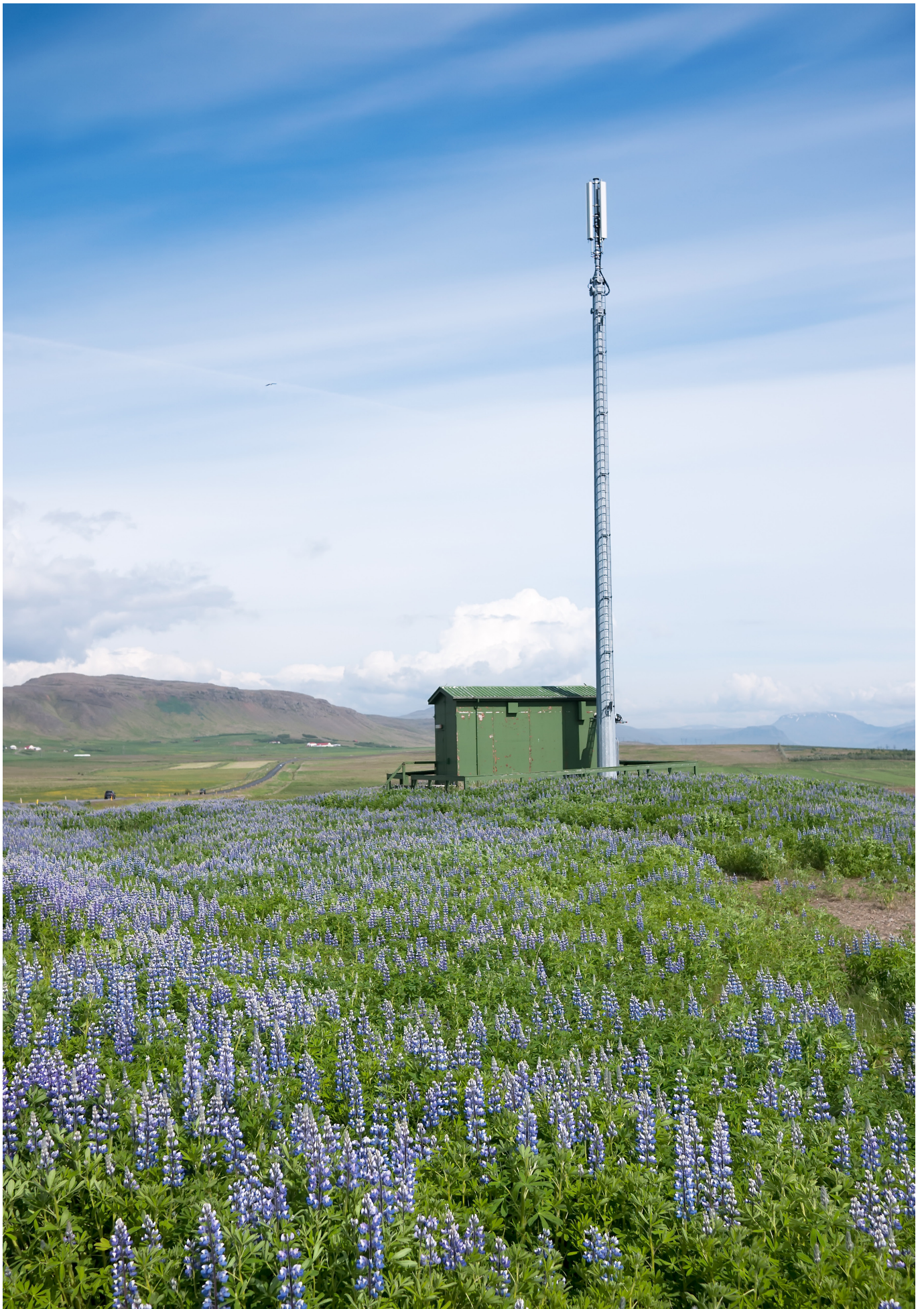




Table of Contents

Introduction	04
Communication guidance	06
Information and communication requirements	07
Communication tools	10
Slogan	11
Websites	12
Campaigns	14
Social media	16
Photo material / Audio-visuals	18
Publications	22
Events	23
Making news	27
Press releases	28
Sharing information	30
Boilerplate texts	32
FAQ's	34
Visual identity	35
Logo(s)	36
Logo use	39
Typography	47
Colours	48
Grid	50
Commemorative plaque	52
Posters, billboards and roll-ups	54
Promo material	56
Newsletter	58
Presentations	59



Introduction

The EEA and Norway Grants represent a financial contribution from the Donor States: Iceland, Liechtenstein and Norway. The objective is to reduce social and economic disparities in Europe and to strengthen cooperation with the 15 Beneficiary States. Since the Grants were established, thousands of projects and programmes have been implemented, delivering tangible results and building lasting partnerships.

Communication is a key part of this joint effort. It promotes transparency, raises public awareness, ensures visibility for the Donor States, and highlights opportunities for cooperation and partnerships. It also supports efforts to address key challenges in the Beneficiary States that reflect the priorities of the Grants, including climate change, social inclusion and democratic resilience. These efforts contribute to the shared goal of working together for a green, democratic and resilient Europe.

Purpose of this manual:

This Communication and Design Manual has been prepared by the Communication Unit of the Financial Mechanism Office (FMO), which acts as the secretariat of the EEA and Norway Grants. The manual is a practical tool for everyone involved in the Grants, providing guidance on effective and strategic communication in line with the regulatory requirements.

Disclaimer

In addition to guidance and best practices, this manual contains detailed communication requirements as foreseen in Article 3.1.3 of the Regulations. It also contains references to and interpretation of other provisions in the Regulation. In case of a discrepancy between provisions in the Regulation and the contents of this Manual, the Regulation shall prevail.



The manual includes:

- An overview of communication requirements based on the Regulations on the implementation of the EEA and Norwegian Financial Mechanism 2021 to 2028, with a focus on visibility, transparency and results. This includes the obligatory requirements set out in Article 1.7 on visibility and Chapter 3 on information and communication.
- A clear outline of roles and responsibilities in communication, specifying what is expected from each actor involved in the Grants, from the Donor State to project promoters.
- Strategic advice and practical tips for planning and delivering effective communication across a wide range of channels, including social media, websites, publications, events, press activities, campaigns and visual storytelling.
- Detailed technical guidance and requirements on the correct use of logos, visual identity, commemorative materials and other branding elements, with templates and examples to support consistency.
- Practical tools and checklists to assist with everyday communication tasks, such as writing for the web, managing events or developing printed materials.



Who is it for?

To achieve the best results and value from communication activities, it is important that all partners involved in the EEA and Norway Grants communicate in a consistent and coordinated way.

This manual is intended for everyone involved in the development, implementation and management of EEA and Norway Grants projects and programmes. All participating entities share responsibility for carrying out information and communication activities, and are expected to follow the guidance and requirements set out in this manual.

What to communicate

All stakeholders have a responsibility to ensure clear and consistent communication about the EEA and Norway Grants. This includes:

- **The purpose, common values and priorities** of the EEA and Norway Grants, including the shared goal of reducing social and economic disparities and working together for a green, democratic and resilient Europe.
- **The added value of cooperation**, highlighting partnerships and exchanges between entities in donor and beneficiary countries.
- **The role and contributions** of the Donor States: Iceland, Liechtenstein and Norway.
- **Funding opportunities**, calls for proposals and partnership options available under programmes and projects.
- **The activities, achievements and impact** of supported programmes and projects, especially through storytelling and visual material that makes results tangible and accessible to a broad audience.

Communication should always be accurate, transparent and tailored to the intended audience, whether that is the general public, media, civil society, local communities or other stakeholders. This manual provides practical guidance to help ensure that key messages are delivered clearly and consistently.

Regulatory requirements

The obligatory requirements for communication activities are outlined in the Regulations on the implementation of the EEA and Norwegian Financial Mechanism 2021 to 2028:

- **Article 1.7:** Visibility
- **Chapter 3:** Information and Communication

These requirements must be taken into account when developing communication strategies and plans, and when managing communication activities.

All communication materials related to the EEA and Norway Grants must comply with the standards set out in this manual. The term "EEA and Norway Grants"¹ is the official brand name of the financial mechanisms and should be used in all communication.

Communication objectives

Our communication objectives should always support and contribute to the achievements of the two overall objectives of the EEA and Norway Grants:

1. Reduction of economic and social disparities in the European Economic Area
2. To strengthen bilateral relations between the donor countries and the beneficiary countries

Where can I get more information?

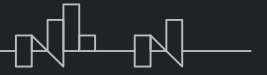
National Focal Points, International Partner Organisations, Programme Operators, Fund Operators and Donor Programme Partners should contact the Financial Mechanism Office (FMO), the secretariat of the EEA and Norway Grants. Email: info-fmo@efta.int

Project promoters and Donor State project partners should contact the relevant Programme Operator. Visit www.eegrants.org for contact details.

Let the public know

Informing the public about how to apply for funding and what has been achieved with the support of the EEA and Norway Grants is essential for transparency and accountability. It also creates opportunities to share best practices and continuously improve projects and programmes.

¹ "EEA Grants" for Greece and Portugal.



Communication guidance



Information and communication

The communication activities under the Grants involve people and institutions in many countries.

In order to communicate effectively, the Information and Communication chapter of the Regulations on the implementation of the EEA and Norwegian Financial Mechanisms 2021-28, complemented by this manual, provides a common set of references to:

- Create a consistent and comprehensive message;
- Meet the need for factual information on programmes and projects;
- Convey the values of the overall grant schemes.

Benefits of communication – A shared responsibility

Transparency and accountability: ensure that the public is informed about how the funding is spent and helps limit the potential for misuse that might arise from insufficient access to information.

Openness and accessibility: a large web of actors on the ground makes it possible to better communicate opportunities for applying for funding and engaging in partnership projects.

Not just process, but results: those involved in the project or programme have the best knowledge about the results and achievements and are thus best placed to communicate impact and results to national, regional and local audiences.

Roles and responsibilities

There are several actors involved in the implementation and communication of programmes and projects supported by the EEA and Norway Grants. These include National Focal Points, Programme Operators, Fund Operators, Donor Programme Partners, Project Promoters and other relevant stakeholders. Each actor has specific roles and responsibilities, including obligations related to communication and visibility.

The full list of responsibilities and requirements for the various actors is outlined in Chapter 3 of the **Regulations on the implementation of the EEA and Norwegian Financial Mechanism 2021-2028**.

This Communication and Design Manual is intended primarily as a guidance document for National Focal Points, Programme Operators and Project Promoters. It provides the tools and instructions needed to ensure communication efforts are strategic, consistent and in line with the regulations. At the same time, the manual is also designed to be a practical and useful reference for anyone involved in communicating about the EEA and Norway Grants. This includes partners, stakeholders, contractors, and others who help inform the public, raise awareness and ensure visibility for the Grants and the Donor States.

Clear communication, coordinated across all levels, helps ensure the visibility of the Grants, highlights results, and strengthens the cooperation between the Donor States and the Beneficiary States.

On the following pages, you will find useful checklists.





Communication checklist - National focal point²

- ✓ Highlight the contributions from Iceland, Liechtenstein and Norway
- ✓ Emphasise bilateral cooperation
- ✓ Designate a contact person for communications
- ✓ Develop a communication strategy (template in GrACE)
- ✓ Report on the implementation of the communication strategy (annually in the Country Report in GrACE)
- ✓ Submit a communication activity plan for the year and report on the previous year (annually in the Country Report in GrACE)
- ✓ Maintain a website for the NFP and the POs communication on the Grants (Platform provided by FMO)
- ✓ Be active on social media
- ✓ Create and coordinate a communication network for the POs
- ✓ Ensure that POs fulfil their communication obligations
- ✓ Organise at least two major events – launch and closing events
- ✓ Coordinate all major activities with donor embassies to allow for participation and cooperation
- ✓ Evaluate your communication activities annually

Checklist programme operators³

- ✓ Highlight the assistance from Iceland, Liechtenstein and Norway
- ✓ Emphasise bilateral cooperation
- ✓ Regularly feed ongoing communication activity information upwards to the NFPs
- ✓ Report to the NFP annually on the implementation of the communication strategy and the communication activity plan
- ✓ Take part in the NFP communication network
- ✓ Coordinate activities with DPP, NFP, FMO and donor embassies on any major activities to allow for participation and cooperation
- ✓ Ensure that Project Promoters fulfil their communication obligations
- ✓ Develop a communication strategy (template in GrACE)
- ✓ Organise at least two major events
- ✓ Manage PO web area on NFP website and contribute content regularly to the website
- ✓ Provide information on calls, conditions, procedures, etc. on the website
- ✓ The PO shall ensure that photo and video material is uploaded to the media library

^{2,3} See Article 1.7 and Chapter 3 of the Regulations on the implementation of the EEA and Norwegian Financial Mechanism 2021-2028 for the full list of requirements.



Checklist project promoters⁴

General communication requirements (applies to all projects):

- ✓ Highlight the support from Iceland, Liechtenstein, and Norway
- ✓ Emphasise bilateral cooperation with Donor State entities
- ✓ Inform stakeholders about the project's goals, progress, results, and donor support
- ✓ Ensure project participants know the project is donor-funded
- ✓ Share updates and information with the Programme Operator
- ✓ Provide project information online (website and/or social media)

Requirements based on total project budget

If your project budget is over EUR 500,000:

- ✓ Submit a communication strategy to the Programme Operator within 3 months of contract signature
- ✓ Report on the implementation of the strategy

If your project budget is over EUR 1,000,000:

- ✓ Organise at least one communication activity on progress, achievements, or results

For projects funding physical objects (e.g. infrastructure, equipment, construction)

If your budget is over EUR 100,000:

- ✓ Install a billboard during implementation at the project site (follow the Design Manual)

After project completion:

- ✓ Replace the billboard with a commemorative plaque within 6 months

⁴ See Article 1.7 and Chapter 3 of the Regulations on the implementation of the EEA and Norwegian Financial Mechanism 2021-2028 for the full list of requirements.



Communication tools



Slogan

Working together for a **green**, **democratic** and **resilient** Europe

The slogan may be used in black, white or with the colours green, democratic and resilient.

Requirement

“Working together for a green, democratic and resilient Europe” is the overarching narrative of the EEA and Norway Grants (2021-2028) 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. 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 **democratic Europe**

Working together for a **resilient Europe**

Working together for a **green and **resilient** Europe**

You may translate the slogan into your local language when necessary.





Websites

Your website will be the first entry point for the majority of stakeholders looking for information about projects and programmes. On your website, you should provide news and updates on your activities, opportunities for partnerships, ongoing projects and programmes, and the results and impact of the projects and programmes. Here, you can upload photos and share other content which might be interesting for your users. You should also add contextual information, including background information about the EEA and Norway Grants, the contribution by the donors, and cooperation with partners.

Writing for the web:

Web writing is quite different from writing for print or internal (organisational) writing. Most people scan webpages instead of reading every word, and they remember less of what they read if there are no visual elements.

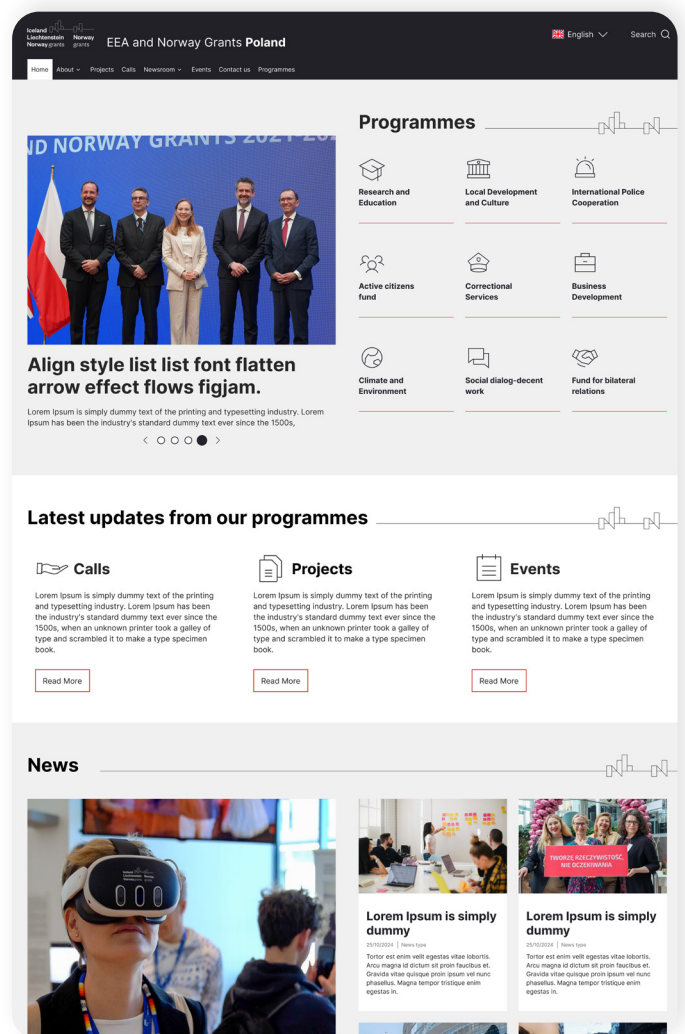
Website solution provided by FMO:

The Financial Mechanism Office (FMO) will provide a website solution for the National Focal Points (NFPs). This centralised solution ensures consistency and ease of use across all entities involved in the EEA and Norway Grants.

The Programme Operators will make use of the NFP managed website to communicate and should not maintain another website for the purpose of communicating about the Grants.⁵

Requirement

Entities involved in the communication of the EEA and Norway Grants are required to provide information about the project/programme, the Grants, and the contribution from the donor countries on the web.



⁵ Fund operators commissioned by the FMO to operate specific programmes or projects in the beneficiary states will make use of a website solution provided by the FMO, and connected to the relative beneficiary state, to communicate about their work for the Grants.



Checklist for web writing:

- ✓ **Get to the point fast:** Present relevant information early and keep it simple.
- ✓ **Short, but sweet:** Keep webpages to half the length of a paper equivalent. Long reads should only occur if the text is exceptionally well written.
- ✓ **Concise Information:** Break up the text using paragraphs, subheadings, and keep the paragraphs short.
- ✓ **Write to be found:** For search engines to find you, use strong keywords in titles, subtitles, and add hashtags by topics.
- ✓ **Text and Photo:** Ensure text and accompanying photos correspond and leave a coherent impression. Make sure you always have a good photo accompanying the heading.
- ✓ **Link to lead:** Ensure your links lead to active sites and that your links are working.
- ✓ **Be creative:** Instead of writing "Read more here," try for example, "Interested in Poland? Here is a story on how a small team made a great effort in changing unhealthy attitudes towards women."
- ✓ **Always link:** It is not given that a reader enters through the front page. Always link to other relevant articles or postings.
- ✓ **Be credible:** Keep the content objective.
- ✓ **Active voice:** Use actionable language, not passive voice.
- ✓ **Tenses:** When possible, write in the present tense to reduce the need for updating.
- ✓ **Fonts and format:** Avoid clever formatting, colours, capitals, underlining, or italics.
- ✓ **Be logical:** Think like your readers and consider what they need.
- ✓ **Be accurate:** Always check your work for mistakes and do not rely too much on the spell-check function of your software. Proofread each other's texts.

- ✓ **Brand names:** Remember to use the brand names EEA and Norway Grants on the web.
- ✓ **Audience:** Remember who your audience/target groups are. Are you writing for the general public or experts in your field?
- ✓ Avoid jargon.

Tips for websites:

- ✓ **Inform other organisations:** Remember to inform other organisations involved in the implementation of the Grants about your website or webpage address.
- ✓ **Visual elements:** Use original content and high-quality photos. Check the EEA and Norway Grants media library for available photos.
- ✓ **Engagement:** Include elements like embedded tweets, bolded important elements, and videos to engage readers.
- ✓ **Evaluation:** Regularly evaluate what captures readers' attention and what can be improved. Consider the timing of your publications to maximise impact.

By following these guidelines and utilising the provided website solution, NFPs and POs can ensure their online presence is effective, engaging, and aligned with the overall communication strategy of the EEA and Norway Grants.



Campaigns

Communication campaigns are one of the most effective tools for raising awareness about the EEA and Norway Grants and showcasing the impact of the Donor States' support. They can help shape the narrative around a priority issue, reach new audiences, and give visibility to the values and contributions of Iceland, Liechtenstein and Norway. Campaigns work best when they are aligned with strategic communication goals and paired with strong storytelling.

One successful example is the #OurStories campaign, coordinated by the Financial Mechanism Office (FMO). #OurStories showcased the real-life impact of the Grants through powerful personal stories, highlighting the people, communities, and projects that benefited from the Grants. While the campaign was centrally managed, it was also amplified nationally by Beneficiary States, who adapted and shared the content locally, or created their own material using the same theme and visuals. This model allows for flexibility while maintaining coherence and visibility for the Donors.

Using campaigns in your communications



Be intentional:

Don't launch a campaign just for the sake of it. Make sure it supports a communication priority, whether it's promoting calls and/or priorities, celebrating a milestone, or sharing results.



Think in waves:

Plan for a launch moment, a main phase with regular content, and a closing that highlights the impact. Keeping momentum across time makes the campaign more visible and memorable.



Use multiple channels:

A good campaign works across platforms, your website, social media, newsletters, events, even press. Make sure all your assets and messages are consistent and reinforce each other.



Tap into emotions:

Highlight the human side of the story. Focus on the people behind the projects, the problems being solved, and the lives changed. Emotive content gets shared more and remembered longer.



Engage others:

Invite partners, donor embassies, project promoters and stakeholders to join in. Give them campaign hashtags, sample posts, and visuals to make it easy to participate.



Localise smartly:

You don't need to translate everything. Pick the stories and visuals that are most relevant to your audience, and adapt them when needed. A local touch can go a long way.



Tips for campaign success



Keep it visual:

Invest in quality photos and short videos. People scroll fast, your content needs to grab attention quickly.



Use a clear hashtag:

A memorable hashtag helps people follow and join your campaign. Use #OurStories and others consistently to build recognition.



Track and evaluate:

Set measurable goals before launching (for instance, reach, engagement, traffic, press coverage). After the campaign, review what worked and what didn't.



Reuse and adapt:

A campaign doesn't have to be a one-off. You can revisit and repackage content for later use, especially for special events, new calls or milestones.



Coordinate early:

Cooperation with local Donor State embassies is essential, as joint campaigns with Beneficiary States have proven highly effective. Early coordination ensures smoother collaboration, stronger messaging, and greater visibility. If you plan to join an FMO-coordinated campaign, please inform them in advance to ensure alignment and maximise impact.

Toolkits

When relevant, the FMO will publish ready-made campaign toolkits, including visuals, templates, strategies and guidelines on its website. These are free to use and can help ensure a common look and feel across countries, while saving time and resources.

We encourage all our communication stakeholders to actively use these campaigns, adapt them to their local context, and help amplify their reach across channels.



Social media

Social media can be a very cheap and accessible tool for reaching people online. You can use it to increase awareness about your project or programme, generate discussion, and drive traffic to your website.

Social media presence is a **requirement** for the National Focal Points for the 2021-2028 funding period. Other entities involved in communicating the Grants, such as Programme operators, project promoters, and partners from the Donor States are strongly **recommended** to use social media in their communications. Project promoters are required to communicate about their projects on the web and/or on social media.

Requirement

Be strategic and remember that you do not need to be everywhere. Avoid spreading yourself too thinly and instead focus on keeping a high-quality presence on selected social media channels. Before joining a specific channel, identify how it fits into your wider communication strategy. Points to keep in mind when selecting a channel:



Set a clear objective:

Identify what you want to achieve with your social media presence. Having a clearly established aim will help you narrow down the platform(s) where you should focus your efforts. This will also help you stay focused when producing content.



Give thought to the content:

Not all social media channels work in the same way. Have a look at what kind of content is favoured on the channels you have selected (photos, videos, live videos, infographics, articles, etc.) and set up customised content and posting strategies for each channel. The strategies outline what you should post, how you should do it, and give a clear line of direction to everyone on your team.



Find your audience:

Identify who your audience should be. Is it the general public in a given country, politicians and policymakers, media, professionals in a specific field, or young people? Make sure to select the right platform where you know you will be able to find and engage with your target audience.

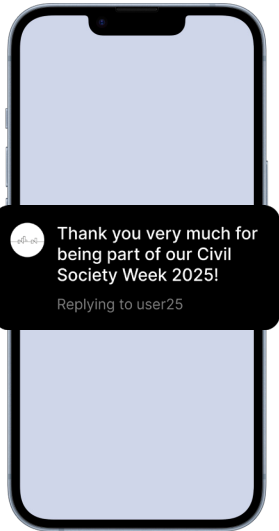


Define your voice:

Social media allows you to communicate with your audience in a more informal way than traditional media. Define your voice and tweak it according to the selected channel (some channels allow for more playful language and emojis).

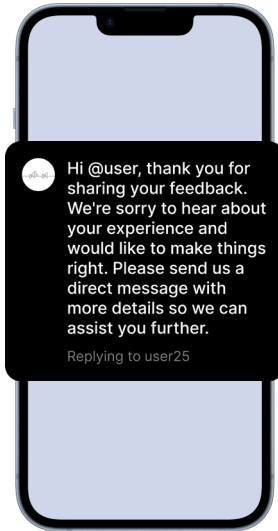


Tips on social media



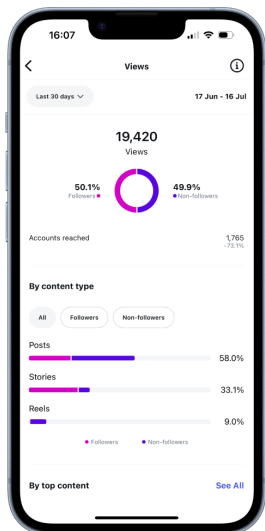
Be friendly and helpful:

Seek out interaction with your audience. Encourage them to participate in discussions and answer their questions and comments in a friendly manner.



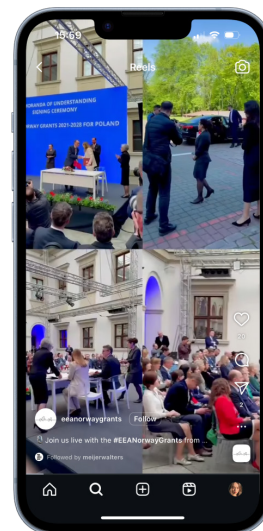
Don't feed the trolls:

If you get negative comments, give factual responses in a calm manner. For example, if someone alleges a misuse of funds, direct them to a website where they can report it. Remember that abusive, racist and hateful comments should never be tolerated – do not hesitate to block and report such users.



Set goals and evaluate:

Take a look at the statistics and evaluate your work. Are you meeting your goals (such as reaching your desired audience, driving traffic to your website, etc.)?



Don't be afraid to try:

Be open to exploring and testing new ideas. Social media is constantly changing so some things that did not work yesterday might work well today.



Photo material / Audio-visuals

Photos, videos and other graphics are powerful tools which bring life to your communication work. Good photos and videos quickly grab people’s attention and can therefore convey key messages to your audience in a fast and efficient way.

Infographics can be useful for conveying complex information in a simple way. Visual content is an essential part of social digital platforms.

The media library

For the media library to be a valuable and effective resource, contributions are needed from all those involved in the EEA and Norway Grants — including the Donor States’ foreign ministries, the FMO, Embassies, National Focal Points, and Programme Operators.

The media library should highlight the impact and diversity of the Grants. This means prioritising **visuals that tell the story of the Grants** — particularly images of supported **projects in action** and the people they benefit.

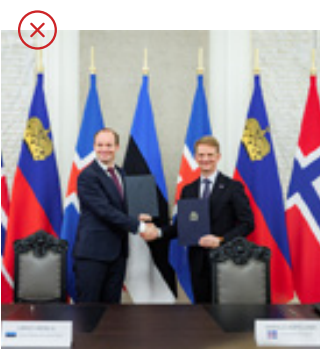
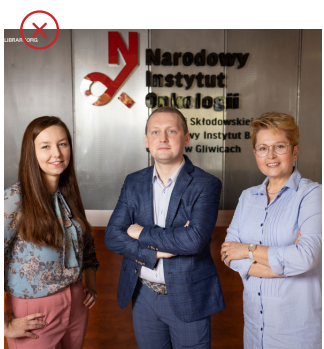
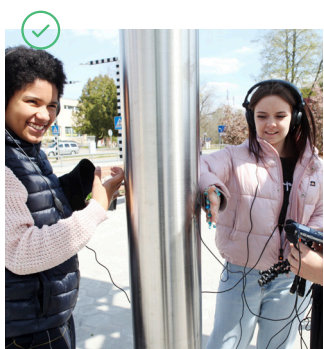
Be mindful of representation and inclusion in your visuals. Consider how gender, race, and other aspects of identity are portrayed. Use images to describe the impact of the Grants — not to stereotype or define individuals.

For more information, see the full [Media Library Guidance](#).

Requirement

Programme Operators shall ensure that photo and video material from a selection of projects is uploaded to the media library.

The POs should encourage all project promoters to upload photos and/or videos related to their projects to the media library on a regular basis.



Good examples include:

- ✔ High-quality images that show specific projects
- ✔ Photos that include people and capture human interaction with the project (e.g. visitors in a restored museum)
- ✔ Key events such as national and programme launches, closings, or MoU signings

However, not all visuals are suitable for the media library. Please **avoid uploading in bulk** images that do not add communication value, such as:

- ✘ Generic photos of people sitting in meeting rooms (we already have plenty)
- ✘ Staged group photos of officials in front of supported projects
- ✘ Low-resolution or poor-quality images



Photos

Make sure to take plenty of photos during your project; this will make it easier for you to communicate your results. Note what photos of meeting rooms are not the best choice for getting people interested in your project. Instead, focus on action-filled photos showing people and places that have been directly impacted by the Grants. These could be people benefiting from a new service, visitors attending a cultural performance, or new equipment being used. Before-and-after photos can also be a good way to illustrate the results of your work.

Some projects are more difficult to photograph than others. This could be due to their sensitive topic or technical nature. Be creative and adapt the photos accordingly, for example by not showing the faces of vulnerable people.

Always ask for consent when photographing people. Make them aware of how you may use the photos (online, publications, reports, media, etc). Be especially cautious when photographing children and vulnerable people. Written consent may be needed when photographing children and vulnerable people.

Low resolution photos can work well online, but professionally printed products, such as brochures, require high-quality photos (300 dpi). You can set the resolution quality when you download the photos from your camera or phone to your computer.

Browse the EEA and Norway Grants media library at www.eealibrary.org. Most of the photos showcase the work of the Grants in our beneficiary countries, while others are of a more general nature. The photos are free to use for our stakeholders. All stakeholders in the Grants may get a user account, which will enable you to download photos. Follow the Sign-up process in the media library to create an account.

When using other people's/institutions' photographs, make sure you secure the right permission and that you credit correctly the photographer and/or the institution that owns the rights to the photograph.



© Copyright

Keep close

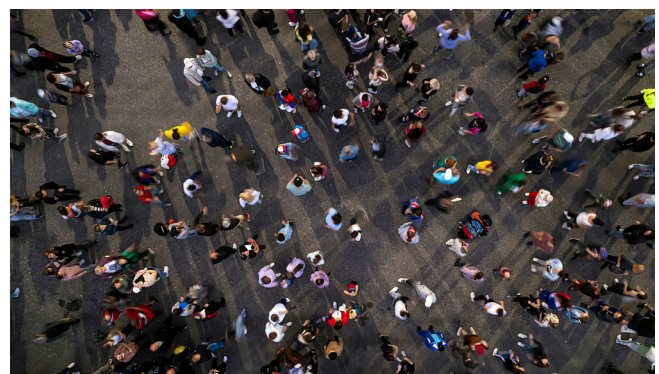
Getting close to your subject can result in much more powerful images.



© Copyright

Use gridlines

Digital cameras and phones offer the option of displaying gridlines when taking photos. Placing your subject on the lines and their cross-sections will result in a stronger composition of your photo (The Rule of Thirds).



© Copyright

Find new perspectives

Taking your photo from a different angle – such as from the side or above – can give it more depth and make it stand out.



Videos

Videos are essential for good online communication. In today's digital and social media-driven world, video content is one of the most powerful ways to tell stories, showcase impact, and engage audiences. Whether for websites, social media, events, or internal presentations, a well-crafted video can significantly amplify your message.



Plan with purpose:

Before creating a video, define where and how it will be used, different platforms have different technical requirements and audience expectations. A single video might need several versions: vertical for Instagram Stories, square for Facebook, widescreen for YouTube or websites, TV, presentations etc.



Use subtitles:

The majority of videos played on social media are viewed on mute. Consider placing all important information into on-screen text or subtitles so it does not get lost to the viewer.



Get straight to the point:

Grab the viewer's attention within the first few seconds, otherwise they will tune out. Use your first seconds wisely - do not waste them on overly long intros.



Keep It short and impactful:

Attention spans are short. Aim for dynamic, engaging clips that are ideally under 60 seconds for social media. If you have longer content, consider editing it into shorter segments to share in a series or adapt for different formats.



Online resources and freeware:

You don't need a big budget to produce great content. There are many free or low-cost tools and resources available:

- Stock libraries for royalty-free photos, videos, and music (e.g. Creative Commons, Pexels, Pixabay, Unsplash)
- Editing software for photos and videos (e.g. Canva, CapCut, DaVinci Resolve)
- Tutorials and templates to help you plan, shoot, and edit your content effectively

Investing time in learning basic video editing and planning will go a long way and can dramatically improve the visibility and impact of your communication efforts.





Tips on photos and audio-visual materials

Share your productions:

Project promoters should send photos and videos to the Programme Operator, National Focal Point or FMO. Or upload them directly to www.eealibrary.org. Having access to good photos and videos will make it easier for them to highlight the achievements of your project. Share your material with (donor) partners and the FMO as well. POs should share material with the NFP and vice versa.

Get written permission:

Make sure to get permission to use photos, videos and other materials provided by others. Also remember to establish who should be credited for the material and credit them when you publish the photo/video. POs should share material with the NFP and vice versa.

Captions:

Make your captions detailed. Is there a person in the photo? How is that person connected to the project? Do you know their name? Age? Detailed captions are a good way to give interesting bits of information about your project. Ask for caption suggestions for photos others send you.





Publications

As with any other communication material, the first question you need to ask yourself is who you want to reach and what you want to communicate to that audience. Once your audience and message are clear, carefully consider which type of printed material best suits your needs.

Produce publications to share a message and have a plan on how they are to be used. This does not only include a clearly defined audience and target group, but also a distribution plan and a vision of how the publication will work with your other communication activities.

Short leaflets and fact sheets can be a good option when you want to give a quick introduction to your project or programme or the EEA and Norway Grants in your country. Keep it simple and highlight results and achievements. Consider producing the publication in a foldable pocket-size format which can be printed in the office. This can reduce production costs, and the small format will make people more likely to pick up the publication.

Larger publications are more suitable when you want to do an in-depth coverage of your work. This could be a final brochure or a book summarising your programme/project.

Requirement

Remember to use the brand names EEA and Norway Grants in all publications.

Tips on publications

- ✓ Use pull-out quotes and visual illustrations, such as infographics, to display figures and key facts.
- ✓ Use sharp, high-quality photos whenever possible.
- ✗ **Avoid jargon.** Instead, keep your language simple and to the point.
- ✗ **Avoid cramming in too much text.** Adding breathing space will make the information easier to read.

Requirement

Remember to include the relevant EEA and Norway Grants logo(s) and information about the financial support from Iceland, Liechtenstein and Norway in all your printed publications.



Events

Organising an event is an excellent opportunity to showcase progress and results of programmes and projects supported through the EEA and Norway Grants.

The first step to organising any successful event is to understand who you want to reach and what message you want to communicate. Once you have targeted the right audience and defined what you would like to communicate, it will be easier to find the right format for your event.

Organise events that your target audience and/or media will find interesting to attend and deliver a programme that is relevant and memorable. Spend some time thinking of who you would like to invite. Think about your target group(s), how to reach them and what you would like to communicate with.

If organised well, the event would ideally raise public awareness and inform participants about the contribution and role of Iceland, Liechtenstein and Norway. The format of the event may vary from a launching or closing event for your programme or project to a conference, workshop, seminar, press conference or a public or press visit to projects, in order to see what the Grant recipients do and how they are working in practice. See the following pages for more tips.

Requirement

Most entities covered by the Communication and Design Manual, such as the National Focal Points, Programme Operators, Fund Operators and project promoters, are required to carry out a certain number of information activities on progress and impact, according to Annex 3 of the Regulations.

Requirement

Make sure that participants at events you are hosting are made aware that the activities are supported by Iceland, Liechtenstein and Norway through the EEA and Norway Grants, and that the objectives of the Grants are to contribute to reducing social and economic disparities and strengthening bilateral relations with 15 EU countries in the EEA. Remember to include information about the financial support in all printed material and publications (see the section called 'Publications' on page 22).

Requirement

The relevant logo(s) should appear on all material.







Public events

Make sure you invite journalists, media representatives and others who are involved, interested or important to your programme or project.

A short and concise briefing, a debate or an open day at the location of your activity may be a good way of briefing local authorities, civil society representatives or students (or whoever else you are trying to reach).

Depending on your programme or project results, there are several options for activities on progress and impact. If your programme or project involves visual elements or improvements to buildings, for example, you may want to invite local residents to come on a guided tour or host an event at your premises. If the results of your programme or project are less tangible, such as research findings or enhanced skills among public employees, you could consider a workshop, seminar, or round-table discussion to share and exchange new expertise and knowledge. An information campaign initiating a debate on the topic could also be an option. For your programmes, you could consider a series of presentations and information events to reach a wider audience throughout the country.

If you organise a public event - depending on the message and format - it might be relevant to invite the media. If you do so, carefully consider which media would be most interested and make sure you provide the journalists with sufficient information and help them get in touch with relevant people they could interview (see the sections called 'Dealing with journalists' and 'Press releases' on pages 27 and 28).

Another method of engaging people is to arrange a competition, such as an essay competition for pupils or students, a quiz on social media channels, a photo or drawing competition, or asking for short videos portraying your activities or the relevant issue. The winning contributions could be exhibited online on your website, on social media channels, or even displayed in your offices or any other appropriate place.

Tips on events



Be creative

When planning events and activities. Think outside the box! Organise your event as part of a larger event, work together with other relevant organisations or present your programme or project at a festival.



Promote through online platforms

Use your website and social media channels to raise awareness of your event. Ask relevant partners and entities to do the same. If it is a major event, consider campaigns on social media to engage people and attract participants.



Promote with Print and Branded Materials

Consider producing printed material and/or promotional items. Leaflets and fact sheets can be a good option when you want to give a quick introduction to your work. Remember to include the relevant logo(s) on all material.



Hashtags

For major events, use hashtags. Create a short, unique, and memorable hashtag that can be used across all the major social networks. Use the hashtag well in advance, and make sure that the audience knows - and uses - the hashtag! Remember to use the #EEANorwayGrants as well.



Presentations

Present your programme or project through an information stand or presentation at other relevant events. Make sure you select managers and key staff with expertise to make presentations at important events. Communicate the programme or project objective and achievements to an interested - and relevant - audience.



Press visits to projects

Journalists need to talk to people and visit places to make their stories. A trip to a project to see what you are supporting and talk to the people benefiting from it can help attract press attention to your project.

It is important that journalists can photograph someone doing something, not only people behind desks.

Try to put yourself in the journalists' shoes and propose something that could be interesting for them. Is there an activity taking place under the project that you can invite journalists to and that they can take pictures of? Is there a person affected by or involved in the project that has a good story of change that could be interesting for the journalist and that illustrates the achievements of the project? If possible, make sure that the people whom you want the journalist to interview are informed in advance.

Tip on press visits to projects



Visuals & Quotes Strengthen Stories

Visual elements and quotes from people impacted by the support from the EEA and Norway Grants will help the journalist create a compelling story.

Press conferences

Holding a press conference can be a good way of getting your message out to a wider audience. However, you should only hold a press conference when you have some newsworthy information to present. Make sure to prepare your messages well. Using elements of storytelling can make your message more relatable.

Choose a speaker who is experienced and comfortable with the media and who will be available for further interviews afterwards. Journalists may come to your press conference if the speaker is someone, perhaps high-level, who is not normally available for the press. Prepare the speaker for possible questions that may be asked. Make sure you allow time for both the presentation and questions from the press. Having a moderator is a good idea.

Invite journalists that you think could be interested in the topic you will present. Sometimes it is not the main national news organisations that will cover your story, but specialised newspapers or regional/local news outlets. Choose the right time and place for the conference so that the journalists have time to make today's deadline (early in the week and the day) and can get to the place easily. Alternatively, organise the press conference in an interesting place that is normally not open to the public.

You may want to prepare some background information, including statements, a press release (see the 'Press releases' section on page 28), supporting visual material, etc. This can be helpful for reporters. Make sure the technical equipment that media outlets need is available.

Tip on press conferences



Prepare & Share

- Have a message and be prepared for other questions that might come up.
- Post updates from the press conference on your social media channels.



Making news

The existence of a project is not news in itself. Your best asset is good content. So be creative and develop at least two angles to 'sell' your story to journalists.

The tips in this section are particularly relevant for your press activities, but also important to remember when developing other communication materials.

Always ask yourself the question: Why would someone want to read about our project or programme in the newspaper or watch something about it on television?

There is obviously no way to guarantee media coverage, but the ideas in this manual will help you to maximise your potential and tailor your efforts to attract attention. Media interest tends to be low when the communication activities are focused on the process, the bureaucracy and the details of the projects. These are important factors for any project but boring for journalists and hence you require more creative measures.

Basics of news making, ask yourself ...

- What is really newsworthy/what does the target audience need/want?
- If your story is complicated, how can you simplify it?
- Does the story have one or more angles that might interest a journalist?
- What is unusual, spectacular or surprising about the story that might trigger interest?
- What is happening locally, regionally or nationally that the story can be tied to?
- How does my news matter to the readers/viewers/listeners?
- What is the most effective medium or combination of media for my story (TV needs strong visuals, radio needs sounds/ music/interviews, print usually needs more in-depth material)?
- And at a time when we are all publishers, do you need the media, or can you publish and spread the story yourself?

Checklist for journalist contacts:

- ✓ **Call first:** Phone the media organisation first - you can find out who is most likely to be interested or the appropriate person to contact.
- ✓ **Build relations:** Personal contact over time is more likely to lead to contacts that are willing to listen to your requests. possible answers to anticipated questions (ask if you could have them in advance).

- ✓ **Prepare for interviews:** Prepare possible answers to anticipated questions (ask if you could have them in advance).
- ✓ **Consistent line:** Remember what you want to communicate, so develop internal 'question and answer' sheets to distribute to staff/colleagues who may be interviewed.
- ✓ **No jargon:** Try to think of the simplest way of saying what you want to say in printed form or on the phone with journalists.
- ✓ **Always comment:** Never say 'no comment' to journalists; it sounds like you are hiding something. If you do not feel qualified to answer on a sensitive subject, say you will look into it or arrange for the journalist to speak with the right person to comment.
- ✓ **Ask for a readback:** This is a convention where you may ask the journalist to be given the chance to 'read back' the way (s)he has quoted you - direct quotes are where your words are in inverted commas "like this" and indirect quotes paraphrase what you said - and to check the facts (heavy rewrites or style changes are not appreciated by journalists).
- ✓ **Proactive follow-up:** Offer to review any complicated material or issues with the journalist prior to its appearance - just like you, the journalists want to get the facts right. Also follow up with the journalist if new information develops that change what you have said or communicated in the past.
- ✓ **Stay connected:** Make sure to add your media contacts to your social media platforms.

Dealing with journalists

The key to developing a good relationship with the media is accessibility, cooperation and credibility. If you can provide the media with useful and accurate information that caters to their needs, you will gain their trust and foster mutual respect.

It is a good idea to publish newsletters on a regular basis, preferably when you have news or information to communicate.

Another useful tool that you could create is a fact sheet. Typically, A4 two-sided fact sheets provide fast background information on your programme or project for journalists to consult. It might also be a good idea to create a stock of likely 'questions and answers' which could double as frequently asked questions on your website.



Press releases

A press release should contain just the right information to help journalists understand your news and your organisation quickly. As a minimum, any press release must contain an acknowledgement of the support from Iceland, Liechtenstein and Norway through the EEA and/or Norway Grants and the value of the support (this is a requirement).

You should keep a record of the press releases you send out and to whom with a basic running sheet, and include a column for when a journalist responds to the release (e.g. column titles: journalist name, publication name, media type, e-mail, telephone, speciality/subject, last contacted, comment).

What you should do when writing a press release:

- ✓ Write in an upside-down pyramid style with the most important information first and the least important information last.
- ✓ Time your release well. For instance, can it be linked to bigger news?
- ✓ Carefully indicate and check facts and sources.
- ✓ Include a quote or two from the appropriate person in your organisation (use spoken language and get the person to approve the quote).
- ✓ Write simply and objectively (many journalists will reuse your formulations).
- ✓ Apply the 'Keep it Short and Simple' (KISS) approach (explain technical terms).
- ✓ If possible and appropriate, provide audiovisual material such as photos or videos (zipped formats) to accompany your release, and include copyright information.
- ✓ Remember to consult the 'Tips on photos' section on [page 21](#).

What you should not do when writing a press release:

- ✗ **Forget to issue release instructions:** embargoes must be respected by journalists, so make it clear that the information should not be publicised before a certain date, if that is important for you.
- ✗ **Worry about a lack of response:** sometimes this information is stored for later use (i.e. they now know you exist).
- ✗ Use marketing jargon/hype in press releases.
- ✗ **Give up:** A journalist or medium that does not pick up on a story might just be too occupied with other things but might be interested next time.



Press kits

Every project or programme should consider putting together a press kit that includes the range of information and tools outlined in this manual. The press kit should be kept up to date and contain all relevant information in a handy package.

Journalists are busy people and appreciate having all the relevant information they need at hand, and the ready-made press kit is also useful for distributing at events organised by the project/programme and at press briefings on specific issues, alongside the press release written for that briefing.

Tips on press releases and kits

Keep a record of articles or mentions of your organisation, project, etc. (clippings) and put together some basic statistics on your online presence.

You should provide some standard explanatory text in the 'notes for editors' section at the end of your press release to help place your project in the wider context of the overarching programme.

- Who is funding the programme?
- Who manages the programme?
- What is the main focus of the programme?
- What is the total funding available for the programme?

Requirement

Include a stock statement at the end of all press releases stating that your project/programme is funded by Iceland, Liechtenstein and Norway through the EEA Grants / Norway Grants.

Sample:

"The ____ project/programme is funded by Iceland, Liechtenstein and Norway through the EEA Grants and Norway Grants. Their goal is to contribute to a more equal Europe, both socially and economically – and to strengthen the relations between Donor and Beneficiary States. "

See pages 32-33 for additional general text about the EEA and Norway Grants.

Do not stuff your press kits with every communications tool you possess; tailor them to the needs of busy journalists.

Keep a digital version of a basic press kit online.

Checklist for a typical press kit:

- ✓ Project-specific information or fact sheets, including the objective, key achievements and results, and contact information. For convenience, it can be stored on a USB stick and/or made available on a short URL.
- ✓ Biographies of key personnel in the organisation.
- ✓ Case studies or showcases that illustrate the work of the project/programme in action.
- ✓ Brochures, when they do not repeat the content included in the fact sheets.
- ✓ Press release relevant to the event or briefing.
- ✓ Basic information about the Grants including at a minimum the donors and main objectives.



Sharing information

Remember to provide the institutions that carry out promotional activities on the EEA and Norway Grants at a national or pan-European level with details of your information and communication activities. This enables the Programme Operators, Fund Operators, National Focal Points, the Donor States and the FMO to better promote the Grants and communicate our results.

For project promoters: share the following with your Programme Operator or Fund Operator and National Focal Point

- ✓ Website / webpage address
- ✓ Links to your social media channels
- ✓ Developed promotional material, e.g. publications and videos
- ✓ Upload photographs and videos from your project to the media library and/or share them with your PO with written permission to use these in publications
- ✓ Planned events and timelines
- ✓ Any other interesting information you think could be good to use on a national or pan-European level.





Boilerplate texts

The following standard texts can be used on national, programme or project websites or webpages, in publications or other information material, on the back covers of publications, at the end of press releases in the 'Note to editors' section, or anywhere else where you acknowledge the support from Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

If your programme/project receives funding from only the EEA Grants, use the first boilerplate text ('EEA Grants'). If you benefit from funding from the Norway Grants, use the second boilerplate text ('Norway Grants'). Standard text 3 'EEA and Norway Grants' includes both Grants. You can also use parts of these standard texts.

Standard text 1 - EEA Grants

The EEA Grants represent the contribution of Iceland, Liechtenstein and Norway towards a green, democratic and resilient Europe.

There are two overall objectives: reduction of economic and social disparities in Europe, and to strengthen bilateral relations between the Donor States and 15 EU countries in Central and Southern Europe and the Baltics.

The three Donor States cooperate closely with the EU through the Agreement on the European Economic Area (EEA). The donors have provided **€6.1 billion** through consecutive grant schemes between 1994 and 2021. For the period 2021-2028, the EEA Grants amount to €3.268 billion.

Eligibility for the Grants mirror the criteria set for the EU Cohesion Fund aimed at member countries where the Gross National Income (GNI) per inhabitant is less than 90% of the EU average.

Standard text 2 - Norway Grants

The Norway Grants and the EEA Grants represent Norway's contribution towards a green, democratic and resilient Europe. Through these grant schemes, Norway helps reduce social and economic disparities across Europe and strengthens cooperation with 15 Beneficiary States in Central and Southern Europe. This support is part of Norway's broader collaboration with the EU through the Agreement on the European Economic Area (EEA).

Norway contributes in two ways:

- Together with Iceland and Liechtenstein, it finances the EEA Grants.
- Individually, it provides additional support through the Norway Grants, which are funded solely by Norway and apply to countries that joined the EU after 2003.

Between 1994 and 2021, the three Donor States have provided €6.1 billion through successive funding periods. For the 2021-2028 period, the **Norway Grants** alone amount to €1.463 billion.

The programme areas and funds for the period can be found in the '**Blue Book**'. Scan the QR code below to access it.





Standard text EEA and Norway Grants

The EEA and Norway Grants represent the contribution of Iceland, Liechtenstein and Norway towards a green, democratic and resilient Europe.

There are two overall objectives: reduction of economic and social disparities in the EEA, and to strengthen bilateral relations between the donor countries and 15 EU countries in Central and Southern Europe and the Baltics. The three donor countries cooperate closely with the EU through the Agreement on the European Economic Area (EEA). The donors have provided €6.1 billion through consecutive grant schemes between 1994 and 2021. For the period 2021-2028, the EEA and Norway Grants amount to €3.268 billion.

The programme areas and funds for the period can be found in the **'Blue Book'**.

Eligibility for the Grants mirror the criteria set for the EU Cohesion Fund aimed at member countries where the Gross National Income (GNI) per inhabitant is less than 90% of the EU average.

The EEA and Norway Grants scheme consists of two financial mechanisms – the EEA Grants and the Norway Grants. The EEA Grants are jointly financed by Iceland, Liechtenstein and Norway, whose contributions are based on their GDP. Norway Grants are financed solely by Norway.

Stock statements for acknowledgment of EEA Grants and/or Norway Grants support EEA Grants

The <project/programme title> benefits from a € <amount - use a rounded figure> grant from Iceland, Liechtenstein and Norway through the EEA Grants. The aim of the project/programme <use the relevant one> is to <objective>. The EEA and Norway Grants are Iceland, Liechtenstein, and Norway's contribution to reducing social and economic disparities and strengthening bilateral relations with 15 EU countries in the EEA.

Norway Grants

The <project/programme title> benefits from a € <amount - use a rounded figure> grant from Norway. The aim of the project/programme <use the relevant one> is to <objective>. The Norway Grants are Norway's contribution to reducing social and economic disparities and strengthening bilateral relations with 13 EU countries in the EEA.

EEA and Norway Grants

The <project/programme title> benefits from a € <amount - use a rounded figure> grant from Iceland, Liechtenstein and Norway through the EEA and Norway Grants. The aim of the project/programme <use the relevant one> is to <objective>. The EEA and Norway Grants are Iceland, Liechtenstein, and Norway's contribution to reducing social and economic disparities and strengthening bilateral relations with 15 EU countries in the EEA.

Common values

The EEA and Norway Grants are based on the common values and principles of respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of persons belonging to minorities.

Common challenges and cooperation

The EEA and Norway Grants are an important tool for addressing common challenges and strengthening our European community based on democratic values and principles of freedom, good governance, equality, and human rights. Cooperation between Donor and Beneficiary States is key to creating platforms for political interaction, cooperation in priority areas and network-building. The Grants are allocated in response to the specific needs of each Beneficiary State, and to sectors where there is potential for, and interest in, cooperation with Donor State partners.

Gender equality and digitalisation

Gender equality and digitalisation will be integrated across all programme areas and funds, and form part of all relevant programmes. Cooperation with international organisations such as the Council of Europe, OECD, and the European Fundamental Rights Agency will be strengthened. Some 10% of the Grants will be allocated to support civil society through separate funds.

Ukraine

In the 2021-2028 funding period a total of EUR 183 million has been earmarked to support projects in the Beneficiary States aimed at addressing challenges arising as a result of Russia's war against Ukraine.



FAQs

EEA and Norway Grants – Working together for a green, democratic, and resilient Europe.

What?

Iceland, Liechtenstein and Norway are providing €3.268 billion in funding to 15 EU and EEA member states in Central and Southern Europe and the Baltics for the period 2021-2028.

Why?

The EEA and Norway Grants have their basis in the EEA Agreement. Under this agreement, Iceland, Liechtenstein and Norway are part of the EU internal market. The agreement sets out a common goal of working together to reduce social and economic disparities in Europe. For this purpose, the donors have established the EEA and Norway Grants.

Where?

The Beneficiary Countries are Bulgaria, Croatia, Cyprus, the Czech Republic, Estonia, Greece⁵, Hungary, Latvia, Lithuania, Malta, Poland, Portugal⁶, Romania, Slovakia and Slovenia.

Which areas?

Through the EEA and Norway Grants, Iceland, Liechtenstein and Norway aim at contributing to, among other things, growth and jobs, tackle climate change and energy dependency, support disaster prevention and preparedness and reduce poverty and social exclusion.

Who?

Beneficiaries are among others local, regional and national authorities, educational and research institutions, students, teachers and researchers, non-governmental organisations, small- and medium-sized enterprises and social partners.



⁵ EEA Grants only

⁶ EEA Grants only



Visual identity



Logo(s)

The logo(s) is the central element(s) 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(s) is used as a signature and design element in all 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(s) 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 Chapter 3 of the Regulations (see chapter on Information and Communication Requirements). The logo(s) therefore includes the names of the donor countries (except for the logo in Norwegian, which is to be used in Norway only).

The guiding principle for use and placement of the logo on your material is that the EEA and Norway Grants logo is superior. There should be a clear distinction between the funding level (the Grants) and other organisations involved in the operation and implementation. The audience should at first glance understand where the funding is coming from.

Requirement

The use of the EEA and Norway Grants logo(s) is obligatory.

There are three primary logos -

1. The combined EEA and Norway Grants logo
2. The Norwegian logo
3. The Civil Society Fund logo

In addition, there are the separate logos for each of the two Grants:

4. The EEA Grants logo
5. The Norway Grants logo

1

Iceland
Liechtenstein
Norway grants

2

EØS-
midlene

3

Iceland
Liechtenstein
Norway

Civil
Society Fund

4

Iceland
Liechtenstein
Norway grants

5

Norway
grants



All these logos are to be considered as superior logos in the situations where they are used. If used together with other logo(s) (co-branding), the EEA and Norway Grants should be larger than other logos and the Grants logo should be placed to the left and/or on top. Detailed guidelines for the use and placement of the logo with examples can be found on pages 39 to 45.

The FMO can present new uses of the logo and its design elements to use with the visual identity, for example when running specific campaigns.

The slogan for the 2021-2028 mechanisms is, **“Working together for a green, democratic and resilient Europe”**. The slogan may be used together with the logo(s). More guidance on the use of the slogan on page 11.

- ⊗ Do not use any of the logos in any other colour than **black** or **white**.
- ⊗ The elements in the logos are inseparable. The logos cannot be altered or modified in any way or under any circumstances.
- ⊗ Translated versions of the logos into the national language are **not accepted**.
- ⊗ You should use the official EEA and/or Norway Grants logo(s) to promote the EEA and/ or Norway Grants on all levels and in all countries involved - including in programmes and projects. Creation of new logo(s), including new programme or project logo(s), is **not accepted**.

Requirement

Only one of the Grants logos should be used on each communication surface

Requirement

All elements on logo use are requirements unless it is stated that it is a recommendation or that other alternatives are accepted



Exceptions for project logos

Creation of new logos is not allowed, except in the cases listed below:

- A concrete physical product or service is developed and commercialisation of the product is dependent on marketing it. Also, products applying for intellectual property rights when a logo is needed to support the application.
- Awareness raising campaigns where visual communication activities are the core of the project, or an inseparable part of the project.
- An establishment of an entity (e.g. an NGO, a shelter, etc.) where such entity will carry out activities past the project lifetime.

Examples of project logos in use





Logo use

When to use which logo:

1. Combined EEA and Norway Grants logo

This logo is used when communicating about the EEA and Norway Grants in general and as a whole. It could be on European level or on national level. This logo is also used for programmes, the EEA and Norway Grants Fund for Capacity Building and Cooperation with International Partner Organisations and Institutions and for events, initiatives, etc. that are funded through both EEA and Norway Grants.



2. Norwegian logo

This logo should be used in Norway for communication with Norwegian audiences. In Norway, the EEA and Norway Grants are known as 'EØS-midlene'. The combined logo (1), the EEA Grants logo (4) or the Norway Grants logo (5) should not be used in Norway.



3. Civil Society Fund

This logo is for the Civil Society Fund, our support to civil society organisations. Only this logo should be used to communicate about the Civil Society Fund in general on European level, on national level and by the Fund Operators. This logo may also be used to communicate about the Civil Society Fund in the donor countries. This is a superior logo and should not be used with other Grants logo(s). Translation of the logo into national language is not accepted.



4. EEA Grants logo

This logo should be used for programmes, projects, events, initiatives and activities that are funded through the EEA Grants only. This logo should be used to communicate about the Grants in countries that only receive funding through the EEA Grants.



5. Norway Grants logo

This logo should be used for programmes, projects, events, initiatives and activities that are funded through the Norway Grants only, such as the Fund for Social Dialogue and Decent Work.



Requirement

These are the different logos to be used for the EEA and Norway Grants. Only one of the Grants logos should be used on each communication surface.



Logo colours

None of the logos should be used in any other colour than white or black. The white version is used on coloured background (including black background).

See page 49 for more examples of possible colour combinations when displaying the logo(s).



How to place the logo on a communication surface

Here you will find a presentation of the minimum size and safe zone (i.e. where you should not put other text or elements) around the logo(s). You should measure the height from the top of the third 'building' block in the logo icon to the bottom of the 'G' in grants, to keep consistency throughout the visual identity.

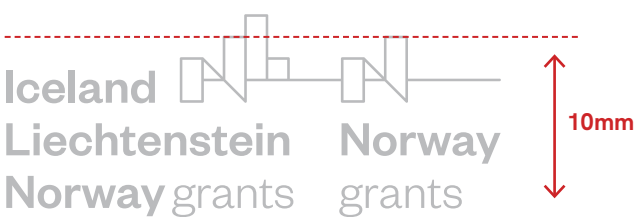
The same block should also be used as a reference point to the safe zone around the logos.

The same principles guide the use of all the logos.

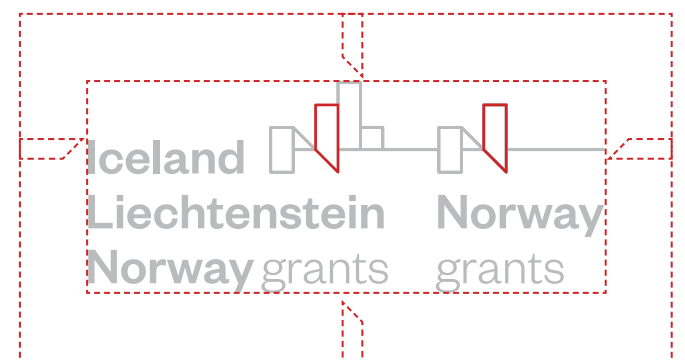
Requirement

All elements on logo use are requirements unless it is stated that it is a recommendation or that other alternatives are accepted.

Minimum size



Safe zone





Logo extraction and contraction

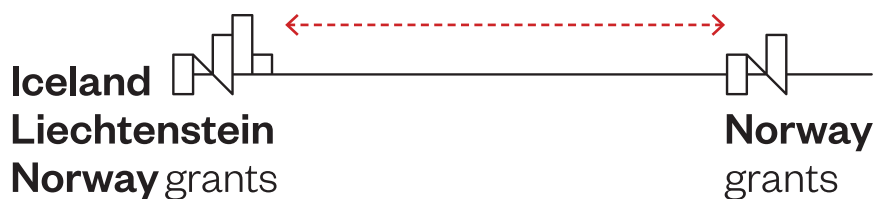
The connected line is a representation of a horizon which is flexible and able to stretch to the width of your selected surface to create distance and illustrate that there are two separate grants (EEA and Norway Grants).

The minimum distance between the funds is the same as the height between either of the donors as shown in the illustration.

Minimum contraction



Logo extraction



Extraction of the combined EEA and Norway Grants logo can be used at the top or bottom of your communication material. The logo with the extended line must stand alone, and placing other elements on, beside, above or below the line is not accepted; if the logo with the extended line is used on top of a document, no other logos should be placed next to it on the same level.

The extracted logo may be used on publications, letters, memos, presentations, videos, social media, invitations, promo material, etc., as well as on stationary items.

Do not use this logo if the logo including the country names becomes illegible.



Using the logo in combination with other logos (co-branding)

The guiding principle for use and placement of the logo on your material is that the EEA and Norway Grants logo is superior. The logo(s) is an important element when making visible the contributions from Iceland, Liechtenstein and Norway through the EEA and Norway Grants. For co-branding, the principle is that there should be a clear separation between the funding level and other organisations involved in the operation and implementation.

Guidelines on how the logos can and cannot be used together with other partners' logo(s) (co-branding) with examples are presented on the following pages.

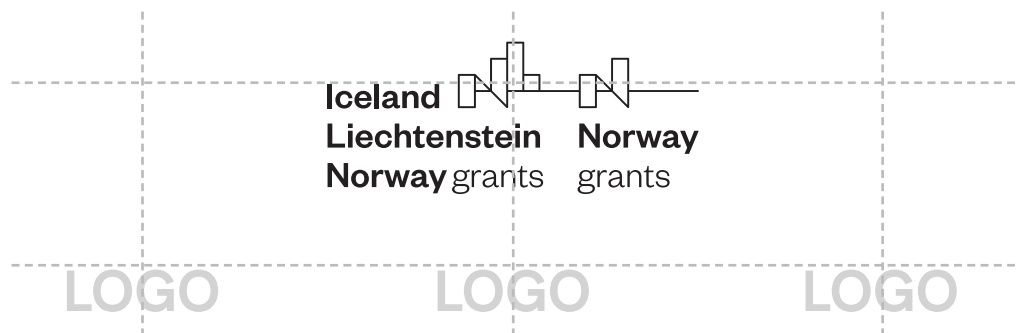
When the logo is used together with other partners' logo(s), the volume of the different logos must be balanced, i.e. the size should be the same (**example a**).

The typography in the logos should always be horizontally aligned at the top and vertically centred to each other. If used together with other logos, the EEA and Norway Grants logo should be

- placed to the left (example b)
- and/ or alone on top (example a, example c).

When used together, all logos should preferably be used in black and white versions for a more coherent visual appearance. It is accepted to use a partner's logo in colour if the rules for using partner logos require the partner's logo to be in colour.

Example a



Example b



Example c

bottom of format





For EEA and Norway Grants programmes and funds, including the Civil Society Fund, the logo may be used with logos of Programme Operators, Fund Operators or Donor Programme Partners if the EEA and Norway Grants logo is the superior logo (i.e. placed on top/to the left alone) and if there is a clear separation between the funding level and the operational level. This should be done by including a tag line above the Operator's or Partner's logos stating 'Fund operated by:', 'Programme operated by:' or 'In partnership with:' (example e). The tag line may be in English or in the local language.

Logos of project promoters and partners may be used together with the EEA and Norway Grants logo with a clear indication that the project is implemented by the promoter and/or in partnership with the partner, and as long as the EEA and Norway Grants logo is placed on top/to the left alone.

For programmes, projects, initiatives, events and activities that are co-financed, see the following pages.

For projects, the relevant EEA and Norway Grants logo must be used and placed on top/ to the left to underline that this is where the funding is coming from.

Example d



Example e

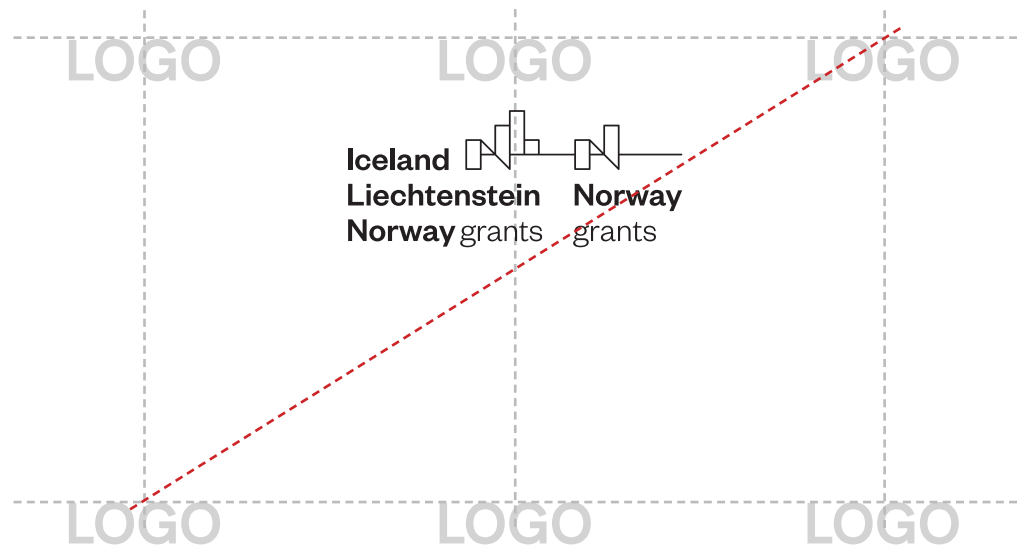




The EEA and Norway Grants logo should always be superior and there should be a clear separation between the funding level and the operational level.

This (example f) is an example of wrong logo use where the Grants logo is drowning between other logos and it is not clear who is funding the initiative.

Example f



Logo use in cases of co-financing

For EEA and Norway Grants initiatives that are co-funded with national funding (such as programmes, conferences, events, initiatives, projects, etc.), the EEA and Norway Grants logo can be used together with other logo(s). The EEA and Norway Grants logo is still to be considered superior and should be placed to the left and/or on top (examples a, b, c, d). In cases of co-financing, partner logos may be used alongside.

Deviations from placing the EEA and Norway Grants logo(s) to the left and/or on top may be accepted if the rules for the use of national government or ministry logos require their logo to be placed on top/to the left.

The name and the logo(s) of the organisers may be superior to the Grants logo(s) in the case of initiatives sponsored or financed through the Grants such as conferences, seminars, events, etc. which:

1. Involve one or several of the donors,
2. are jointly organised by e.g. donor institutions (including Donor Programme Partners and Programme Operators from the donor countries), beneficiary state institutions (including Programme and Fund Operators), and other partners (e.g. International Partner Organisations or external partners). The placing of the Grants logo and/or the donor logo(s) in these cases is decided by the donor institution(s) involved.



Project logos

Project logos are not allowed, except in cases listed on page 38. In such cases, the logo must follow these rules:

1. The EEA and Norway Grants logo, the EEA Grants logo, the Norway Grants logo or the Civil Society Fund logo (the Grants logo) must always be incorporated in the logo.
2. In visual communication, the Grants logo lettering must always be legible.
3. A text defining the relationship between the elements may be used, for example, 'a project funded by...' or 'supported by' or 'an initiative funded by'.
4. The project logo must respect the rules for using the Grants logo as defined on pages 39 to 45.
5. In visual communication, the Grants logo may be split from the logo when the layout requires it. The Grants logo must always be in the same view as the logo. The Grants logo keeps the superiority over other visual elements.

Logos for projects supported under the Civil Society Fund must be approved by the Fund Operator. All other logos must be approved by the National Focal Point. All logos must adhere to these rules. If a logo does not follow the rules, the FMO retains the right to require the project promoter to stop using the logo immediately.

Project logo examples



Example a

A project helping traumatised children, promoting its services to parents and educators.



Example b

The establishment of an NGO that will focus on lobbying for gender equity



Example c

An innovative product where packaging is necessary to take the product to market.





Typography

Typography is a key component of the EEA and Norway Grants visual identity. It helps ensure consistency, clarity, and a recognisable look across all communications.

The EEA and Norway Grants have fonts that should be used as part of the visual identity: Neue Haas Grotesk Text Pro and Hanken Grotesque. Both fonts are suitable for professional and basic materials, such as reports, Word documents, PDFs, videos, and posters. However, **only one font may be used at a time**; these fonts should never be combined in the same piece of document or communication.

Neue Haas Grotesk Text Pro

This typeface available in most Microsoft suites. It is widely accessible on modern systems and can be downloaded for free from the official Microsoft typography site:

<https://learn.microsoft.com/en-us/typography/font-list/neue-haas-grotesk-text-pro>

**abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Hanken Grotesque

This typeface is an open-source font licensed for commercial use, making it a flexible alternative for all printed and digital materials. It can be downloaded from Google Fonts:

<https://fonts.google.com/specimen/Hanken+Grotesk/license?query=hanken+grotesque>

**abcdefghijklmnop
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Similar style rules apply to both fonts:

- Bold or Black for titles
- Regular for body text

Recommended font sizes for standard layouts:

- 22 pt for main titles
- 12 pt for section titles
- 9 pt for body text
- 9 pt for straplines

Adjust sizes as needed for large formats like posters and banners to ensure legibility.

Use colour in titles where appropriate to add character and help key messages stand out.

The FMO can present new fonts to use with the visual identity, for example when running specific campaigns.



Colours

Red and blue are the main colours of the EEA and Norway Grants. Green should be used in the same way as red and blue, but only for information linked to or published under the Civil Society Fund. For other programmes and projects unrelated to the Civil Society Fund the colour can be used as a minor support colour.

Whereas red, blue and green are the main colours in the visual identity and the only colours to use with the logos (see next page), you may use other colours when you are making brochures, publications, videos, etc., as well as on your website, on social media and in presentation of programmes and projects.

The FMO can present new colours or colour variants to use with the visual identity, for example when running specific campaigns.

Requirement

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.

CMYK 0/0/0/0
PMS Hvt
RGB 255/255/255
LAB 100/-0/-0

CMYK 0/0/0/100
PMS Black
RGB 29/29/27
LAB 11/-1/1

CMYK 100/75/0/20
PMS 287 C
RGB 0/48/150
LAB 26/6/-45

CMYK 0/100/97/0
PMS 485 C
RGB 255/0/22
LAB 49/73/55

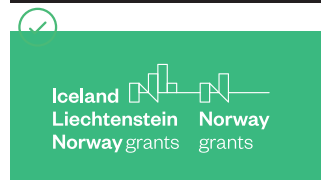
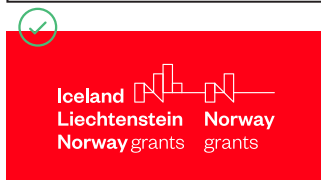
CMYK 70/0/67/0
PMS 7479 C
RGB 32/209/127
LAB 73/-59/28



Possible colour combinations

Requirement

Only use the following colour combinations when displaying the logos. Do not overlap red, blue and green as this will decrease legibility due to low contrast between the colours.



Wrong use of colour combinations

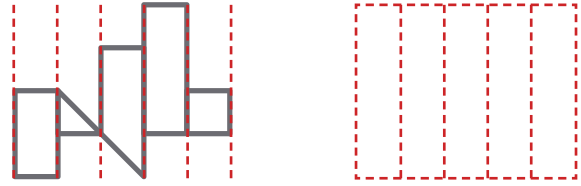




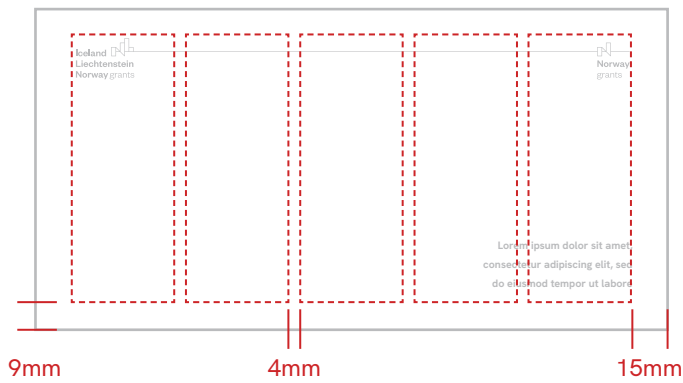
Grid

Requirement

The grid system is based on the five columns in the EEA and Norway Grants logo symbol and creates a consistent and easy to use system. Elements in the grid system, like pictures or text, can overlap multiple columns to create a more interesting and appealing composition.



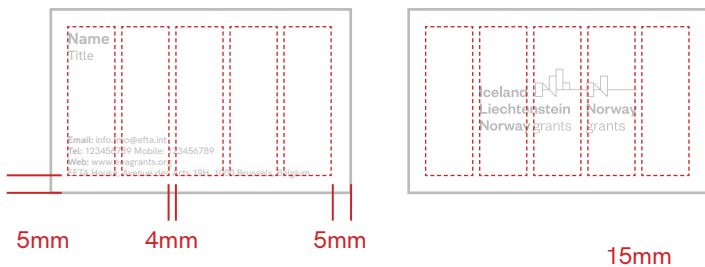
Envelope



Letterhead



Business card





Iceland
Liechtenstein
Norway grants

Norway
grants

Strengthening cooperation

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EEA Grants / Norway Grants
EFTA House, Avenue des Arts
191, 1000 Brussels, Belgium

Iceland
Liechtenstein
Norway grants

Norway
grants

EEA Grants / Norway Grants
EFTA House, Avenue des Arts
191, 1000 Brussels, Belgium

Name
Title
Lorem ipsum dolor sit amet,
consectetur adipiscing elit

Email: info_fm@eea.int
Tel: 1234567890 Mobile: 1234567890
Web: <http://eea.grants.org>
Address: EFTA House, Avenue des Arts 191, 1000 Brussels, Belgium

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Norway grants



Commemorative plaque

Requirement

There are three different versions of the commemorative plaque. Only use the one that is relevant, depending on whether your project or programme is supported by the EEA and Norway Grants (both mechanisms), EEA Grants only or Norway Grants only.

- The bottom line of text is dedicated to your national language.
- The commemorative plaque should be 200 x 300 mm in size and should be printed on a suitable material.
- The commemorative plaque must be on a white background with the logo and text in black.







Posters, billboards and roll-ups

Roll-ups and billboards are used for a visual reflection of a given project or programme or to publicise the funding from Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

Make sure not to overfill the billboard with text. The relevant EEA and Norway Grants logo(s) must be visible. If the project or programme is co-funded, the relevant logo(s) can stand together with the Grants logo, following the guidance of logo use for co-financing (see page 44).

On billboards, the national websites should be advertised. You also need to include information on what your project aims to achieve or who will benefit from it, who is providing the funding (the Donor State(s)), who is managing the project and the amount you receive.

Visual impact and legibility from up to several metres away are very important, so remember to use a suitable type size. Billboards come in various sizes depending on your purpose.

Billboard

Working together for a **green**, **democratic** and **resilient** Europe.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Iceland
Liechtenstein
Norway grants




Norway
grants



Roll ups

Iceland Liechtenstein Norway grants

Norway grants




Working together for a green, democratic and resilient Europe.

We strengthen bilateral relations with 15 EU countries and reduce economic and social disparities in the European Economic Area.

www.eeagrants.org

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Norway grants

Working together for a green, democratic and resilient Europe.

We strengthen bilateral relations with 15 EU countries and reduce economic and social disparities in the European Economic Area.


www.eeagrants.org

Poster

Working together for a green, democratic and resilient Europe.

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Norway grants



Promo material

Here you will see some examples of promo material for inspiration. There are no limits as to what kind of promo material you can make as long as the logo is on it. It is recommended to choose materials that are well suited to the objectives and target audiences of the EEA and Norway Grants, it is encouraged to use green, eco-friendly options whenever possible.

On promo material that is small, such as pens, USB-sticks, wrist bands, etc., and where the country names in the logo become illegible, using the logo icon alone may be accepted if the relevant web address is included. This should be the national EEA and Norway Grants website in your country.







Newsletter

This is an example of a newsletter for inspiration. This newsletter consists of a main article with general information, an optional area for a picture or video and a flexible area for multiple articles. Each article has a direct link to its full story that is posted on a website.

Iceland
Liechtenstein
Norway grants

Sharing #OurStories

Welcome to your monthly roundup from the EEA and Norway Grants. Dive into stories of transformative projects and programmes that are steering Europe towards a greener, more democratic, and inclusive future.

Reliable support for civil society in times of crisis



More than 800 participants from citizens' organisations and stakeholders across Europe joined this year's Civil Society Week, held by the European Economic and Social Committee in Brussels from 17-20 March 2025.

A red thread was the protection of civic space, reaffirming the key role of civil society organisations: hold those in power to account, build solidarity, support social resilience, and give a voice to those who are too often ignored.

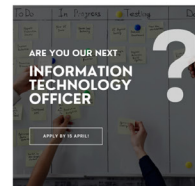
The EEA and Norway Grants participated in the event, spotlighting the new EEA Civil Society Fund. Funded by Iceland, Liechtenstein, and Norway, this initiative aims to strengthen democracy, rule of law and human rights across Europe.

[Read more](#)

Are you our next Information Technology Officer?

Are you a dynamic and highly motivated professional looking to make a positive impact in Europe? Join our team as the new Information Technology Officer at the Financial Mechanism Office (FMO) in Brussels.

[Apply by 15 April](#)



Women's power: Female activists build better local communities in Poland

To have a greater impact on women's everyday life, the Polish 'Fostering Women's Leadership' project is empowering women in their local communities, working together to make their contributions visible.

[Keep reading](#)

Invitation to bid: new Framework Agreement on Appraisals, Monitoring, Evaluations and Studies relating to the EEA and Norway Grants

The Financial Mechanism Office (FMO) - the secretariat of the EEA and Norway Grants - is pleased to announce the upcoming establishment of a multi-year framework agreement for the provision of Appraisals, Monitoring, Evaluations and Studies.

[Find out more about the bid here](#)



Share icons for Facebook, LinkedIn, and Email.

Like what you're reading? Get more here.



Presentations

These are examples of Power Point slides that may be used to present the EEA and Norway Grants. The template is available on: <https://eeanorwaygrants.org/templates>.



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Norway
grants