Iceland
Liechtenstein
Norway

Civil
Society Fund

EEA Civil Society Fund

Communication and Design Manual

2021-2028

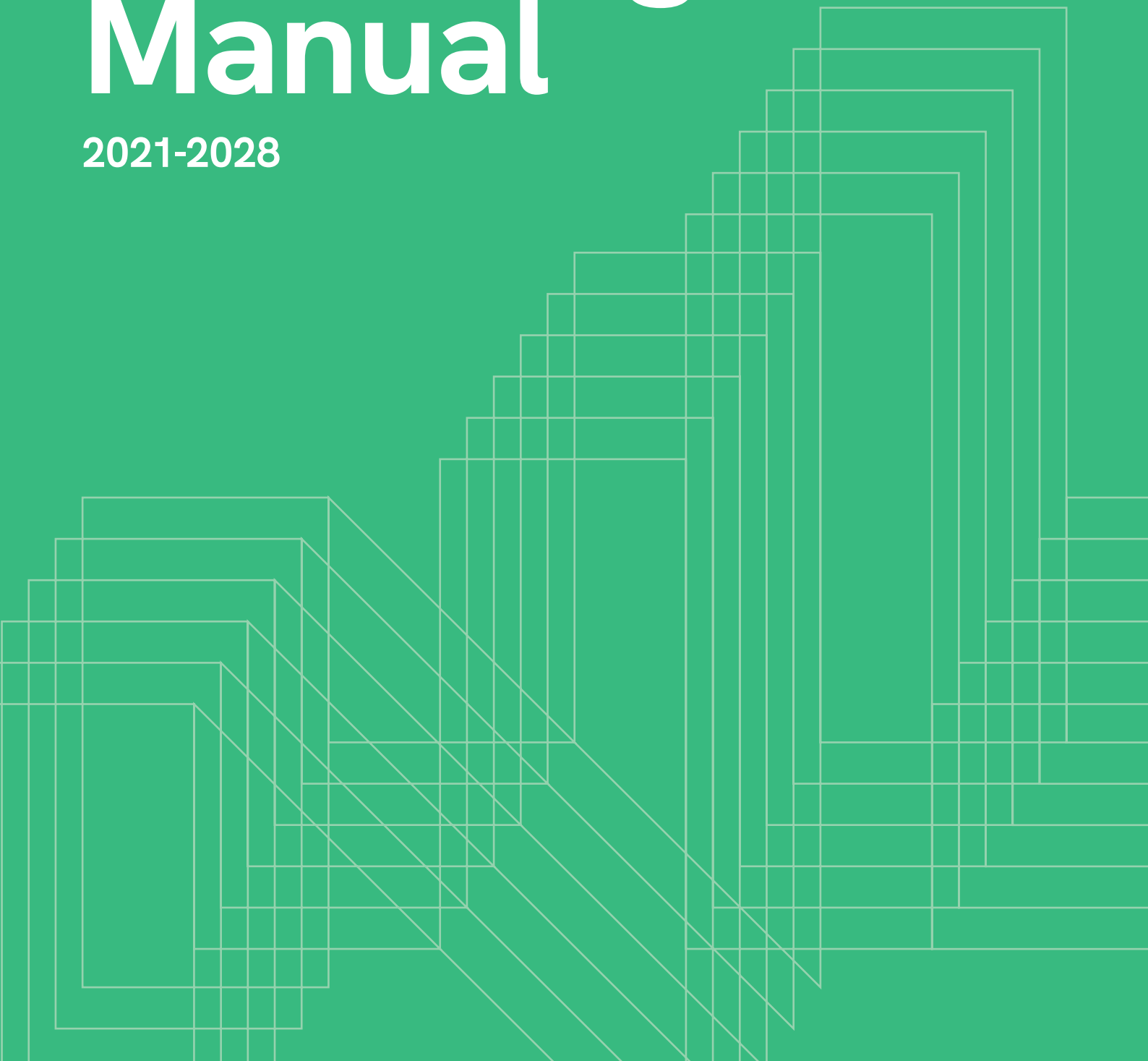




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Publisher: Financial Mechanism Office
Editor: Gunnar Hörður Garðarsson
Design: Meijer + Walters

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. Within this framework, the EEA Civil Society Fund (CSF) plays a key role in supporting democratic values, human rights, and active citizenship by empowering civil society organisations across Europe.

Communication is a vital part of this effort. It promotes transparency, raises public awareness of the value of civil society, ensures visibility for the Donor States, and highlights the impact of cooperation between Donor and Beneficiary States. For the CSF, communication also builds trust, fosters community engagement, and helps amplify the voices and achievements of civil society actors. Together, 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. It is a practical tool designed specifically for Fund Operators and Project Promoters of the EEA Civil Society Fund, offering guidance on effective, inclusive and strategic communication in line with requirements stated in the Programme Implementation Agreement between the Fund Operators and the Financial Mechanism Office.

Disclaimer

In addition to guidance and best practices, this manual contains detailed communication requirements as foreseen in Article 3.1.2 of the Programme Implementation Agreement (the PIA). It also contains references to and interpretation of other provisions in the PIA. In case of a discrepancy between provisions in the PIA and the contents of this Manual, the PIA shall prevail.



The manual includes:

- An overview of communication requirements based on the Programme Implementation Agreement and the CSF Manual with a focus on visibility, transparency and impact.
- A clear outline of roles and responsibilities in communication, with a focus on the tasks of Fund Operators and Project Promoters in the CSF.
- Strategic advice and practical tips for planning and delivering effective communication across a wide range of channels, including social media, websites, events, publications, media outreach and community engagement.
- Detailed technical guidance on the correct use of logos, visual identity, commemorative materials and other branding elements, with templates and examples tailored for CSF projects.
- Practical tools and checklists to assist with everyday communication tasks, such as storytelling, writing for the web, creating inclusive content, and organising events.

Who is it for?

To maximise the impact of communication efforts, all partners involved in the EEA Civil Society Fund must work in a coordinated and consistent way, aligned with the values and objectives of the EEA and Norway Grants.

This manual is intended for Fund Operators and Project Promoters involved in the design, implementation and management of EEA Civil Society Fund programmes and projects. These actors are responsible for delivering communication activities that inform, inspire and involve communities, while ensuring visibility for the Donor States and the values of the Grants. All are expected to follow the guidance and requirements set out in this manual.

What to communicate

All Fund Operators and Project Promoters have a responsibility to ensure clear, inclusive and consistent communication about the EEA Civil Society Fund and its contribution to society. This includes:

- **The purpose 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 role and contributions** of the Donor States: Iceland, Liechtenstein and Norway.
- **The values and goals** of the EEA Civil Society Fund, particularly support for human rights, democratic participation, inclusion, and social justice.
- **Opportunities for civil society organisations under the Fund,** including funding calls, partnerships and capacity-building.
- **The results and impact of funded projects,** especially through storytelling and visuals that reflect the lived experiences of communities and civil society actors.
- **The added value of bilateral cooperation,** showing connections between Donor and Beneficiary States.

Communication should be accurate, accessible and tailored to specific audiences – from civil society and the general public to media, Donors, and policymakers. This manual offers tools to help you communicate in ways that are meaningful, effective and aligned with the spirit of the EEA Civil Society Fund.

Regulatory requirements

The obligatory requirements for communication activities are outlined in the Programme Implementation Agreements between the Fund Operators and the Financial Mechanism Office on the EEA Civil Society Fund 2021-2028:

- **Chapter 3**: Information and Communication

These requirements must be taken into account when planning and carrying out communication activities. All materials must comply with the standards set out in this manual. The term "EEA and Norway Grants" is the official brand name and should be used in all communication.

Communication objectives

Communication should always contribute to the overarching objectives of the EEA and Norway Grants:

1. Reduction of economic and social disparities in the European Economic Area
2. Strengthening of bilateral relations between the Donor States and the Beneficiary States

For the EEA Civil Society Fund, communication is not only about ensuring visibility for the Donor States, but also about amplifying the values and objectives of the Fund. Communication should be used as a strategic tool to promote democracy, civic engagement and the importance of a strong civil society and to help achieve the overall objectives of the Fund.

Where can I get more information?

Fund Operators should contact the Financial Mechanism Office (FMO), the secretariat of the EEA and Norway Grants.
Email: **info-fmo@efta.int**

Project Promoters should contact their respective Fund Operator.
Visit **www.eeagrants.org** for contact details.

Let the public know

Informing the public about opportunities under the EEA Civil Society Fund – and about the stories and results of supported projects – is essential for transparency, engagement and trust. It also provides valuable lessons and inspiration for others working to strengthen democracy, inclusion and human rights.

Communication guidance

Information and communication requirements

Communication plays a vital role in the implementation of the EEA Civil Society Fund (CSF) under the EEA and Norway Grants. With projects taking place across multiple countries and communities, effective communication ensures transparency, promotes civic engagement, and demonstrates the impact of civil society initiatives supported by the Donor States: Iceland, Liechtenstein and Norway.

The information and communication chapter of the Programme Implementation Agreements between the Fund Operators and the Financial Mechanism Office on the EEA Civil Society Fund 2021-2028, complemented by this manual, provides a shared reference framework to:

- Deliver a clear and consistent message about the role of civil society and the EEA and Norway Grants;
- Meet the demand for reliable and inclusive information about CSF-funded programmes and projects;
- Convey the democratic values, human rights principles and participatory approach that the EEA Civil Society Fund supports.

Benefits of communication – A shared responsibility

In the EEA Civil Society Fund, communication is more than a requirement – it's a vital tool for visibility, impact, and trust. Fund Operators and Project Promoters are key messengers who can connect with communities, elevate local voices, and show the value of Donor State support.

Why communication matters:

Transparency and accountability: Clear communication about funding decisions and project implementation builds public trust and reinforces the legitimacy of the fund.

Openness and accessibility: Local civil society networks help reach grassroots groups and underrepresented communities, promoting access to funding and partnerships.

Focus on results and impact: Fund Operators and Project Promoters are closest to the stories and outcomes. Sharing them shows how civil society drives positive change and strengthens democracy.

Roles and responsibilities

Several stakeholders are involved in the implementation and communication of EEA Civil Society Fund programmes and projects. These include **Fund Operators, Project Promoters, the Financial Mechanism Office (FMO)**, and other relevant stakeholders. Each plays a distinct role in ensuring that communication is meaningful, coordinated, and aligned with the overall goals of the EEA and Norway Grants.

The full list of communication obligations is detailed in **Chapter 3** of the **Programme Implementation Agreement 2021–2028 between the Fund Operator and the Financial Mechanism Office.**

This Communication and Design Manual is intended primarily as a practical guide for Fund Operators and Project Promoters working under the EEA Civil Society Fund. It provides the tools and templates to help you:

- Plan and carry out strategic, inclusive and impactful communication activities;
- Ensure visibility for the Donor States;
- Comply with all regulatory requirements on branding, logos, and acknowledgments;
- Highlight the values and successes of the civil society sector.

At the same time, the manual is a helpful resource for all partners involved in communicating about the EEA Civil Society Fund – including sub-partners, contractors, consultants and stakeholders who help raise awareness and ensure visibility at local, national and international levels.



Communication checklist – Fund Operator (CSF)

- Provide clear and accessible information about the EEA Civil Society Fund to existing and potential beneficiaries, the civil society sector, stakeholders, and the public.
- Highlight the contributions from Iceland, Liechtenstein, and Norway through the EEA and Norway Grants.
- Cooperate with Donor state embassies and emphasise the bilateral cooperation with Donor State entities under the EEA and Norway Grants in your communication.
- Highlight the EEA Civil Society Fund as an integral part of the EEA and Norway Grants.
- Develop and submit a Communication Strategy within six months of signing the Programme Implementation Agreement.
- Report on the implementation of the Communication Strategy in the Annual Programme Report.
- Organise at least two major information activities highlighting the Programme.
- Inform the FMO and Donor State Embassies in advance of any major information or communication activities to allow for participation and cooperation.
- Ensure that photo and video material from a selection of projects is uploaded to the media library provided by the FMO, following the guidance in the Communication and Design Manual.
- Provide training and support to Project Promoters and their partners to help them meet their communication obligations.
- Monitor and take reasonable steps to ensure that Project Promoters and their partners fulfil their communication responsibilities.
- If granting a waiver for billboard or plaque obligations, inform the FMO at least two weeks in advance and take into account any comments received.

Communication checklist – Project Promoters (CSF)

General communication requirements (applies to all projects):

- Highlight the contributions from Iceland, Liechtenstein, and Norway through the EEA and Norway Grants.
- Emphasise any bilateral cooperation with Donor State entities
- Highlight the EEA Civil Society Fund as an integral part of the EEA and Norway Grants.
- Inform relevant audiences and stakeholders about the project's existence, objectives, progress, results, and Donor support
- Ensure that all project participants are informed that the project is supported by the Programme and the Donor States
- Share updates and information with the Fund Operator
- Make project information available online through a website and/or social media, in line with the web requirements of the Communication and Design Manual.
- Ensure that Donor project partners include information about the project and their involvement on their websites and/or social media.

For projects funding physical objects (infrastructure, equipment, construction):

- If the total project budget exceeds EUR 100,000, install a billboard at the project site during implementation, following the Communication and Design Manual.
- After project completion, replace the billboard with a permanent commemorative plaque within six months, following the guidance in the Communication and Design Manual.

Important

The Fund Operator may waive the obligations for branded plaques and billboards if such activities could jeopardise the project's implementation or put stakeholders at risk. In such cases, the Fund Operator must inform the FMO at least two weeks before granting the waiver and consider any comments received. The FMO may, upon a reasoned request from the Fund Operator, derogate from the information and communication requirements in justified cases.



Communication tools

Slogan

Working together for a green, democratic and resilient Europe

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

Similar variations are possible, and you may translate the slogan into your local language when necessary.

Websites

A shared platform – and responsibility

Websites are key entry points for anyone seeking information about the EEA Civil Society Fund. They help showcase opportunities, promote partnerships, and demonstrate impact.

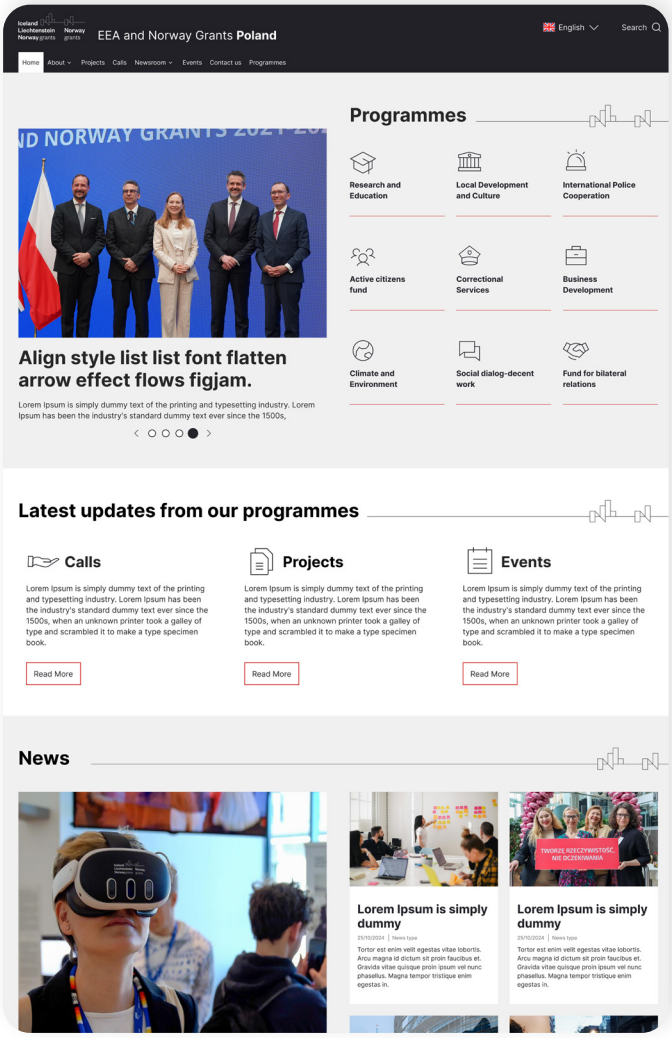
- **Fund Operators** will receive an individual website as part of the multisite solution provided by the Financial Mechanism Office (FMO). This centralised system ensures a consistent and professional presence across countries. Fund Operators are responsible for maintaining and updating their site regularly with relevant content, including:
  - News, calls, and funding opportunities
  - Highlights of supported projects
  - Results, impact, and success stories
  - Information about the EEA and Norway Grants and Donor State contributions
- **Project Promoters** must also maintain an online presence. This can be done through their own website or by using a social media platform as their main channel of communication. The platform should be updated regularly and clearly linked to the CSF and the EEA and Norway Grants.

Writing for 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.

Requirement

All entities involved in communicating the EEA Civil Society Fund are required to provide accessible, up-to-date information about the Fund, the Donor States, and the projects and partnerships it supports.



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, FOs 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 Donors' 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 is a required communication tool for Fund Operators under the EEA Civil Society Fund for the 2021 to 2028 funding period. It plays an important role in reaching diverse audiences, building engagement, and amplifying the voices of civil society.

Project Promoters are also required to maintain a communication presence, either through a website or a dedicated social media platform. They must use this platform to share updates, promote their activities, and highlight results.

The use of social media is strongly encouraged for all entities involved in the EEA Civil Society Fund, including partners from Donor States. It helps increase visibility, foster partnerships, and demonstrate the value of the support provided.

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.

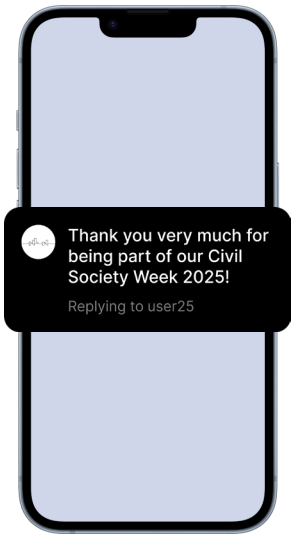
Find your audience:

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:

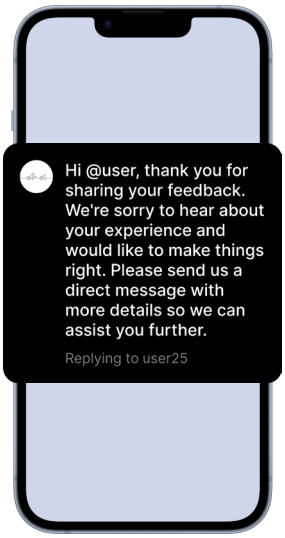
Social media allows you to communicate with your audience in a more informal way than traditional media. Define your voice and tweak it according to the selected channel (some channels allow for more playful language and emojis).

Tips on social media



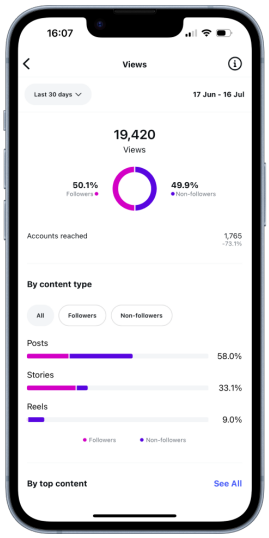
Be friendly and helpful:

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, Fund Operators, and Project Promoters.

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.

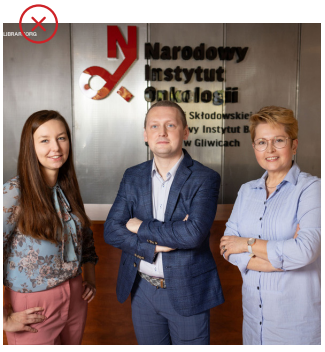
Requirement

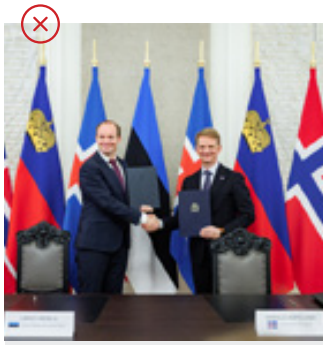
Fund Operators shall ensure that photo and video material from a selection of projects is uploaded to the media library.

The FOs should encourage all project promoters to upload photos and/or videos related to their projects to the media library on a regular basis. Make use of the guidelines presented in the manual when selecting photos for uploading, quality is encouraged over quantity.









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 that 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 an essential tool for effective 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 Fund Operator 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.

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.

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 the EEA Civil Society Fund 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 cost, 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 and follow instructions on the usage of the EEA Civil Society Fund logo on pages 33-36.

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.

Events

Organising events is a valuable way to highlight the progress, impact, and human stories behind initiatives supported by the EEA Civil Society Fund. Events offer a platform to bring civil society actors together, raise awareness about key issues, and showcase the contribution of the Donor States.

Start by defining the audience you want to reach and the message you want to convey. Once you are clear on your communication goals, you can select a format that best suits your objectives and your target group.

A well-planned event should be meaningful to your audience—whether it's a local community, stakeholders, or the media. Choose a format that is relevant and engaging, and take time to carefully consider your guest list, outreach strategy, and messaging.

When done well, events raise public awareness about the role of civil society, the support provided by Iceland, Liechtenstein, and Norway, and how this support contributes to democratic values, participation, inclusion, and resilience.

Event formats may include:

- Kick-off or closing events for projects
- Community forums or roundtables
- Capacity-building workshops
- Thematic conferences or seminars
- Press briefings or media site visits
- Public events that showcase the work of civil society organisations

Requirement

In chapter 3 of the Programme Implementation Agreement, **Fund Operators** are required to organise a number of information activities that promote awareness of the Fund's results and impact. Events form an important part of these activities.

Requirement

Participants must be informed that the activity is supported by Iceland, Liechtenstein, and Norway through the EEA and Norway Grants, and that the objective of the support is to strengthen civil society and democratic participation while reducing social and economic disparities in Europe.

Ensure that this financial support is acknowledged in all printed materials and event communications. See the **Publications** section (page 22) for more information.

Requirement

Always use the appropriate logo(s) on event materials, banners, presentations, and publications, in accordance with the Visual Identity Guidelines.

Public Events

Invite journalists, civil society representatives, local stakeholders, and others who are involved in or interested in your project or the wider goals of the EEA Civil Society Fund. Public events can be a strategic opportunity to engage these audiences and highlight your achievements.

A short and focused event—such as a debate, a panel discussion, an open day, or a site visit—can help you inform and inspire your target audience, whether they are local communities, youth groups, advocacy organisations, or policy-makers.

Depending on the nature of your project, different formats may suit your communication goals:

- If your project includes visible improvements (e.g. revitalised community spaces or artworks), you could host a guided tour or open event.
- For projects with less tangible outcomes (e.g. improved civic skills, advocacy campaigns, or research), consider organising a seminar, workshop, or public debate.
- You could also run a nationwide or regional event series, combining various formats to reach wider audiences.

If media coverage is a goal, invite relevant journalists and provide them with clear, concise background information. Help them connect with people involved in or impacted by your work. For guidance, see the sections on **'Press releases'** on pages 26.

Interactive activities are a great way to raise interest. Consider:

- Competitions (e.g. essays, photos, videos) for students, activists, or local communities
- Online quizzes or challenges via social media
- Showcasing winning contributions on your website, social media, or in public spaces

Tips on public events

Be creative and collaborative when planning events:

- Join forces with other civil society organisations, donor embassies or other networks.
- Align your event with international awareness days or festivals.
- Partner with schools, universities, or community centres to engage broader audiences.

Promote your event through your website and social media channels. Ask your project partners or networks to do the same. If your event is large-scale or high-profile, consider running a dedicated social media campaign to build engagement.

Printed materials (e.g. leaflets or fact sheets) can help convey your message during the event. Remember to include the **appropriate logo(s)** on all materials.

Use hashtags to create visibility and connect conversations. Choose a short, clear, and memorable hashtag for your event and begin using it early. Don't forget to include **#EEANorwayGrants.**

If your project is being presented at an external event (such as a conference or fair), make sure your stand or presentation is staffed by people who understand the objectives and can speak about your results with confidence and clarity.



Press visits to projects

Journalists often need access to real stories, real people, and real places. A visit to a project site can help them capture compelling images and narratives that bring your work to life.

Make your project visit engaging and visually interesting:

- Invite the media to observe an activity in progress
- Provide access to people impacted by the project who are willing to speak about their experiences
- Offer visuals that reflect the human side of your work—avoid limiting coverage to office settings

Think like a journalist: What would make an engaging story? Who has a powerful personal story of change? Is there an activity or setting that lends itself to good photography or filming?

Let interviewees know in advance if they will be speaking to the media and help them prepare if needed.

Tip on press visits to projects

Use **visuals** and **quotes** from people whose lives have been impacted by your work. These personal elements help journalists craft meaningful stories that reflect the value of civil society and the support provided by the EEA and Norway Grants.

Press conferences

A press conference can be an effective tool for reaching a broader audience—but only when you have something genuinely newsworthy to share, such as the launch of a major campaign, the release of key findings, or the completion of a flagship project.

Good preparation is essential. Define your core message and use storytelling techniques to make your points relatable and memorable.

Choose a spokesperson who is confident, articulate, and well-briefed. High-level speakers or public figures who are not often available to the press may help attract media interest. Be sure they are prepared for tough or unexpected questions and ready to give follow-up interviews.

Select the right time and location to accommodate journalists' deadlines and schedules. Early in the week and in accessible venues are typically best. Alternatively, a unique location—such as a project site not usually open to the public—can increase interest.

Prepare background materials for journalists: press releases, quotes, fact sheets, visual content, and contact information.

Ensure that necessary technical equipment (e.g. microphones, projectors, livestreaming tools) is available and tested in advance.

Tip on press conferences

- Stay on message and be ready to answer off-topic questions
- Share key moments and visuals from the press conference live on your **social media channels** to maximise reach and engagement

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 page 30 for additional general text about the EEA Civil Society Fund.

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

To maximise the visibility and impact of the EEA Civil Society Fund, it is important to share your communication activities with institutions promoting the EEA and Norway Grants at national and European level. This helps Fund Operators, the Donors, and the FMO highlight your achievements, raise awareness of civil society's role, and showcase the broader results of the Grants.

For project promoters under the EEA Civil Society Fund:

Please share the following with your **Fund Operator:**

- Website / webpage address where your project is presented and/or links to your social media channels
- Promotional materials you have developed (e.g. publications, videos, infographics)
- Photographs and videos from your project — upload them to the media library or share directly with your Fund Operator, including written permission for their use in communication materials
- Details of planned public events, campaigns, or key communication milestones
- Any other compelling or inspiring information that could help promote your project at national or European level

This cooperation strengthens the overall communication on the EEA Civil Society Fund and helps amplify the voices and work of civil society organisations across Europe.



Boilerplate texts – EEA Civil Society Fund

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

These texts have been tailored specifically for the EEA Civil Society Fund, which is funded through the EEA and Norway Grants.

Standard text – EEA Civil Society Fund

The EEA Civil Society Fund is funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants. The aim of the Fund is to strengthen civil society and active citizenship, and to empower vulnerable groups.

The support builds on common values of human rights, democracy and the rule of law. The Fund contributes to the overall objectives of the EEA and Norway Grants: reducing economic and social disparities in Europe, and strengthening cooperation between the Donor and Beneficiary States.

The Donor States cooperate closely with the EU through the Agreement on the European Economic Area (EEA). For the 2021–2028 funding period, the total allocation to civil society across 15 EU states is approximately **10% of the overall EEA and Norway Grants funding of €3.2 billion.**

Acknowledgment text – EEA Civil Society Fund

The (project/programme title) benefits from a €(amount – use a rounded figure) grant from Iceland, Liechtenstein and Norway through the EEA Civil Society Fund of the EEA and Norway Grants. The aim of the project/programme is to (insert objective).

The EEA Civil Society Fund is part of Iceland, Liechtenstein and Norway's contribution to a more democratic, inclusive and resilient Europe.

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

Stock texts - Values and themes

Objective of the EEA Civil Society Fund
A vibrant and resilient civil society that protects and promotes democracy, the rule of law, and human rights.

Common values
The EEA Civil Society Fund is based on shared European values: respect for human dignity, freedom, democracy, equality, the rule of law, and human rights – including the rights of persons belonging to minorities.

Civil society and democracy
Civil society is a cornerstone of well-functioning democracies. Through the EEA Civil Society Fund, Donor States support initiatives that promote civic engagement, human rights, social inclusion, and democratic participation.

Bilateral cooperation
The EEA Civil Society Fund also aims to strengthen cooperation and mutual learning between civil society organisations in the Donor and Beneficiary States, through partnerships and joint activities.

Cross-cutting priorities
The EEA Civil Society Fund promotes **gender equality, non-discrimination, inclusion of vulnerable groups,** and **digital transformation** across all supported projects.

Ukraine
A share of the EEA and Norway Grants funding has been earmarked to help civil society respond to challenges arising from Russia's war against Ukraine, such as supporting refugees and promoting resilience and social cohesion.

FAQ – EEA Civil Society Fund

What is the EEA Civil Society Fund?

A dedicated fund supporting civil society organisations across 15 EU states, funded by Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

Why does it exist?

To promote democratic values, human rights, social inclusion and active citizenship, and to reduce social and economic disparities in Europe.

Who can apply?

Eligible applicants include non-governmental organisations, foundations, community groups and other civil society actors.

Where is it available?

In 15 EU states in Central and Southern Europe and the Baltics: Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Greece, Hungary, Latvia, Lithuania, Malta, Poland, Portugal, Romania, Slovakia, and Slovenia.

What are the EEA and Norway Grants?

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.

The EEA and Norway Grants are rooted in the EEA Agreement, through which Iceland, Liechtenstein and Norway participate in the EU internal market. The agreement includes a shared objective: to work together to reduce social and economic disparities in Europe. To support this goal, the three donor countries have established the EEA and Norway Grants, which provide funding and cooperation to help strengthen Europe's cohesion and competitiveness.



Visual identity

The EEA Civil Society Fund logo

This section sets out technical requirements for the use of the EEA Civil Society Fund logo, along with guidance on co-branding, typography, colours, and placement. It also includes requirements for visual communication materials, commemorative plaques, boilerplate texts, and guidance for billboards, videos, invitations, promotional items, and social media content.

Iceland
Liechtenstein
Norway
Civil Society Fund

The **EEA Civil Society Fund logo** is the core visual identifier for all communication related to the EEA Civil Society Fund, which is part of the EEA and Norway Grants. It must be used on all public communication and visibility materials produced by **Fund Operators and project promoters** working under this Fund.

The logo acts as both a **signature** and a **design element**, and is required on all visual communication, including – but not limited to – websites, social media, press releases, printed materials, publications, letters, posters, videos, banners, billboards, merchandise, and event materials.

Correct use of the logo ensures visibility of the support provided by **Iceland, Liechtenstein and Norway** and compliance with the obligations in Chapter 3 of the Programme Implementation Agreements and the communication requirements set out in this manual.

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.

When to use the EEA Civil Society Fund logo

The EEA Civil Society Fund logo must be used in the following cases:

- All communication and visibility activities related to the **EEA Civil Society Fund** at European, national, and project level.
- All materials and platforms developed or managed by **Fund Operators**.
- All communication by **project promoters** for projects funded under the EEA Civil Society Fund.
- Communication taking place in Donor States when referring to the EEA Civil Society Fund.

This logo **must not be used together with other EEA and Norway Grants logos.** It is a **standalone logo** and the **superior identifier** in all contexts where it appears.

Example: A project in Slovenia training youth workers on democratic participation must use the EEA Civil Society Fund logo on posters, social media posts, training handouts, and any promotional materials related to the project.

Requirement

All communication and information activities and physical or digital communication materials relating to the implementation of the EEA Civil Society Fund shall comply with these rules.

Logo translations and modifications

The EEA Civil Society Fund logo **must not be translated** into national languages.

The logo must be used **exactly as provided**, without alterations.

It may only be used in **black or white** (monochrome).

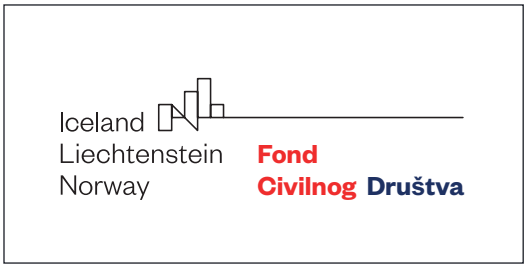
Use the **white version** on coloured or dark backgrounds.





Incorrect use example

A project in Croatia adds a Croatian translation to the logo or changes its colours — this is not allowed and must be corrected



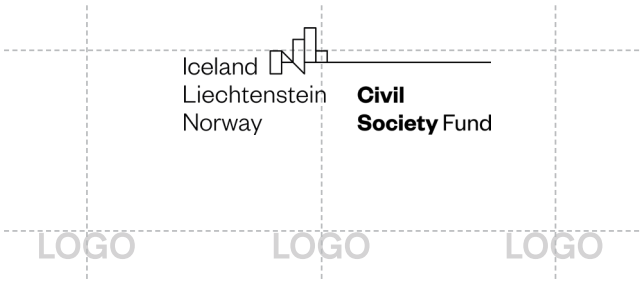
Visual hierarchy and co-branding

The EEA Civil Society Fund logo must appear **visually superior** to any other logo on the same material. It must:

- Be placed to the **left** or **on top** when used alongside other logos. (example a, example b)
- Be **larger and more prominent** than the logos of the Fund Operator, project promoter, or project partners.
- Be clearly **separated** from implementing logos to avoid confusion between the funding source and the implementers. (example c)

Example: On a project website, the EEA Civil Society Fund logo appears in the header or top banner. Below it, the Fund Operator and project promoter logos are listed under the tagline “Project implemented by: ...” (example c)

Example a



Example b



Example c



Taglines for clarity

To clarify the roles of the actors involved, the following taglines should be used:

- **Fund operated by:** before the Fund Operator logo.
- **Project implemented by:** before the project promoter or partner logos.

These taglines may appear in English or the relevant national language.

Example: A brochure produced by a Czech project promoting access to justice includes the EEA Civil Society Fund logo at the top, followed by: "Project implemented by: Legal Aid Association" with the organisation's logo.

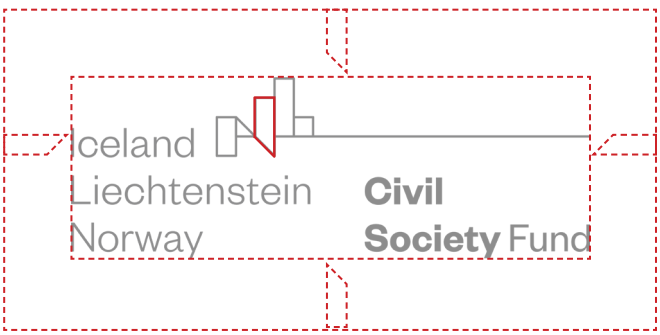
Logo placement, size, and safe zones

- Respect the **minimum size** and the **safe zone** (clear space) around the logo at all times.
- The height of the logo is measured from the top of the third "building block" in the icon to the bottom of the letter "Y" in "Society"
- This measurement should also be used to define the **margin around the logo** (safe zone), ensuring it remains clear and legible in any format (print, web, signage, etc.)Legal Aid Association" with the organisation's logo.

Minimum size



Safe zone



Use of other EEA and Norway Grants logos

The EEA Civil Society Fund logo is one of five main logos under the EEA and Norway Grants structure:

1. Combined EEA and Norway Grants logo
2. Norway Grants logo
3. EEA Grants logo
4. EEA Civil Society Fund logo
5. Norway Grants (domestic use only) logo

If your activity or project is funded under the EEA Civil Society Fund, **only the EEA Civil Society Fund logo must be used.** Do **not** combine or replace it with any other logo from the EEA and Norway Grants family.

For other types of funding (e.g. programmes managed by National Focal Points), the relevant logo from the list above must be used. See the **Communication and Design Manual** for further guidance.

1

Iceland
Liechtenstein
Norway grants

Norway
grants

2

Norway
grants

3

Iceland
Liechtenstein
Norway grants

4

Iceland
Liechtenstein
Norway

Civil
Society Fund

5

EØS-
midlene

Exceptions for project logos

Creating a unique logo for a project is **generally not allowed** unless the following exceptions apply:

- The project is primarily a **communication or awareness campaign** where a separate visual identity supports the objectives.
- The project creates a new **entity, service or product** expected to continue beyond the funding period.
- The visual identity requires **trademark protection.**

In such cases, the project logo may be used **only if it includes the EEA Civil Society Fund logo**, and the following rules are followed:

1. The Fund logo must remain **unmodified and legible.**
2. A tagline such as "Funded by the EEA Civil Society Fund" must be clearly included.
3. The Fund logo must appear **visually superior** to any other visual elements in the logo.
4. The Fund logo may also be used separately from the project logo, but **must always appear** in the same visual field (e.g. on the same banner, poster, or video frame).

Example: A project developing digital tools for civic education creates a project logo. The logo includes the EEA Civil Society Fund logo and the tagline: "Supported by the EEA Civil Society Fund." The Fund logo is larger and unmodified.

All project logos must be **approved in advance by the Fund Operator.** The FMO reserves the right to request the removal of any project logo that does not comply with these guidelines.

Additional notes

- Do not use the extended line version of the general EEA and Norway Grants logo with the EEA Civil Society Fund logo.
- Do not create composite logos by combining the EEA Civil Society Fund logo with other logos or symbols.
- Use only official files provided to you for the EEA Civil Society Fund logo. Editable files and templates are available from your Fund Operator or in the document library on the eeagrants.org website.
- Translating the name of the EEA Civil Society Fund. While the logo itself can not be translated into local languages FOs can submit a request for translating the name of the fund into their local language.

  Translations need to submitted to the FMO for approval.

For downloadable files, co-branding templates, and visual examples, please refer to the online resource library or contact your Fund Operator.

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

is 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

Hanken Grotesque

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

abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
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.


EMERGE
BE AN
ACTIVE
CITIZEN
CARDET

Colours

Green is the main brand colour for the EEA Civil Society Fund. The read and blue should be treated as secondary support colours for EEA Civil Society Fund.

Whereas green, red and blue are the main colours in the visual identity, 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.

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 Hvlt
RGB 255/255/255
LAB 100/-0/-0

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

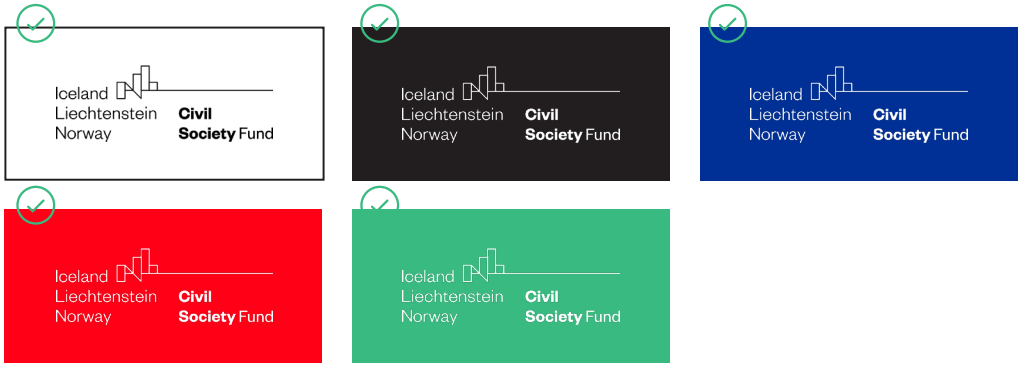
CMYK 100/75/0/20
PMS 287 C
RGB 0/48/150
LAB 26/6/-45

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

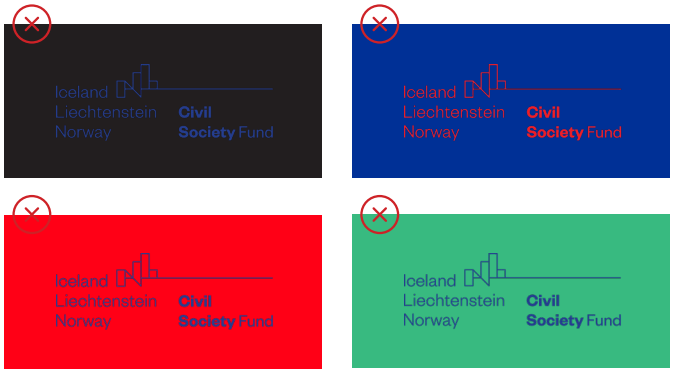
CMYK 70/0/67/0
PMS 7479 C
RGB 32/209/127
LAB 73/-59/28

Possible colour combinations

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.



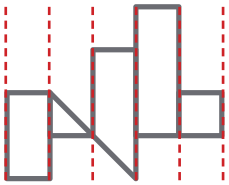
Wrong use of colour combinations

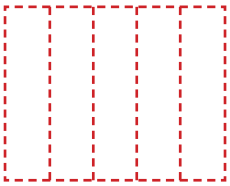


Grid

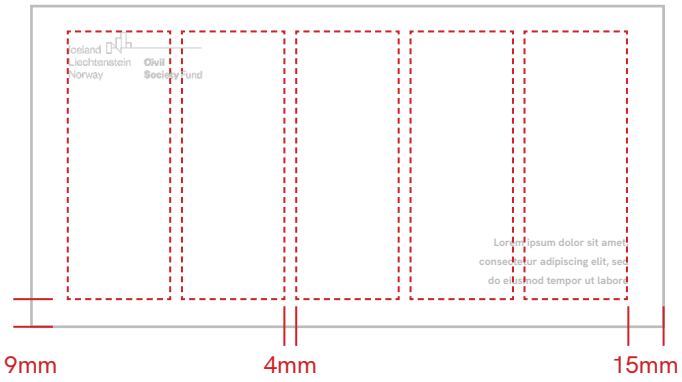
Requirement

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.





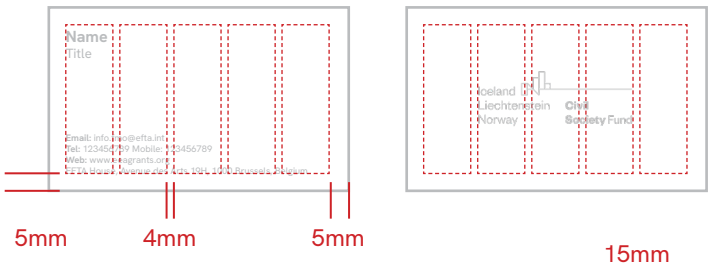
Envelope



Letterhead



Business card



Commemorative plaque

Requirement

For the EEA Civil Society Fund there is only one correct version of a commemorative plaque. It includes the EEA Civil Society Fund logo with the following text below: Supported by the peoples of Iceland, Liechtenstein and Norway through the EEA Civil Society Fund of the EEA Grants.

- 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

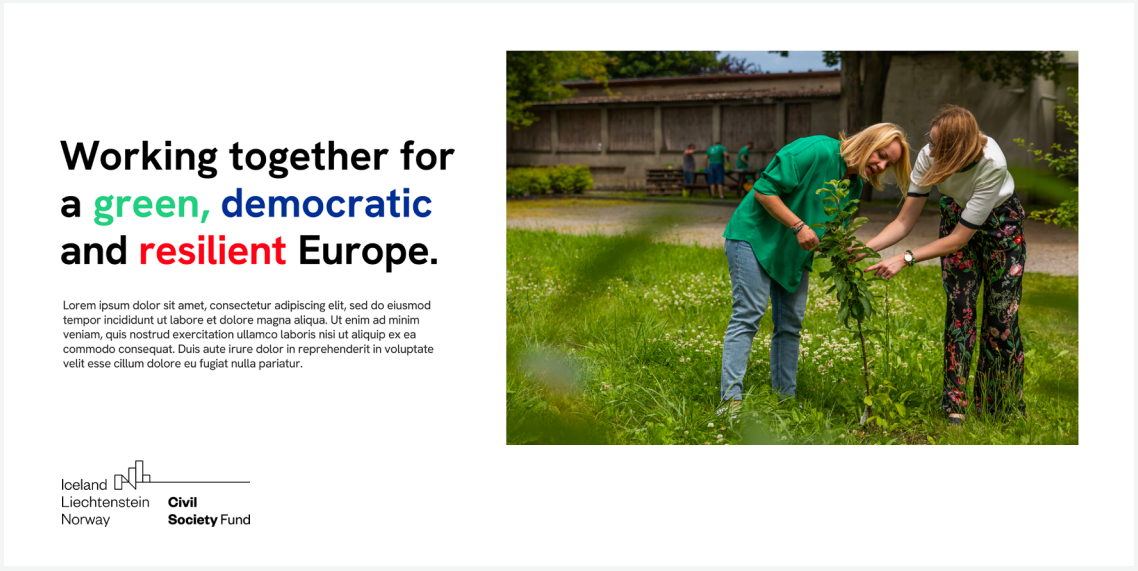
Roll-ups and billboards are used for a visual reflection of a given project or programme or to publicise the funding from Iceland, Liechtenstein and Norway through the EEA and Norway Grants.

Make sure not to overfill the billboard with text. The relevant EEA and Norway Grants logo(s) must be visible.

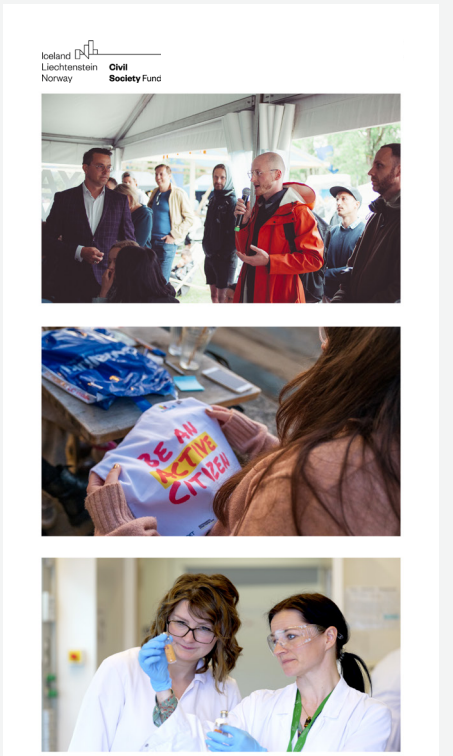
On billboards, the national EEA Civil Society Fund websites should be advertised. You also need to include information on what your project aims to achieve or who will benefit from it, who is providing the funding (the donor state/states), who is managing the project and the amount you receive.

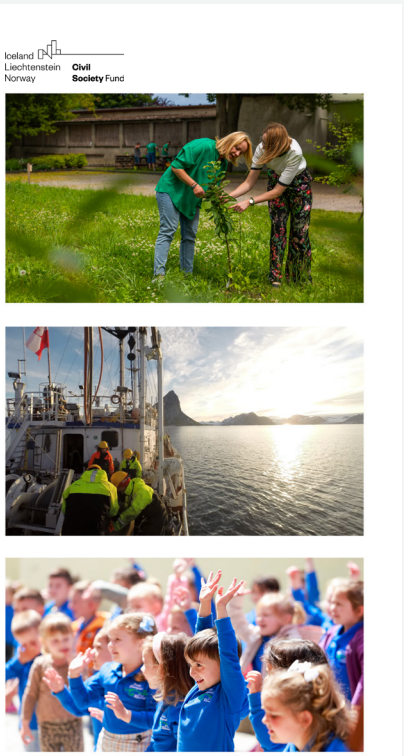
Visual impact and legibility from up to several metres away are very important, so remember to use a suitable type size. Billboards come in various sizes depending on your purpose.

Billboard



Roll ups





Poster







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 loco 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.

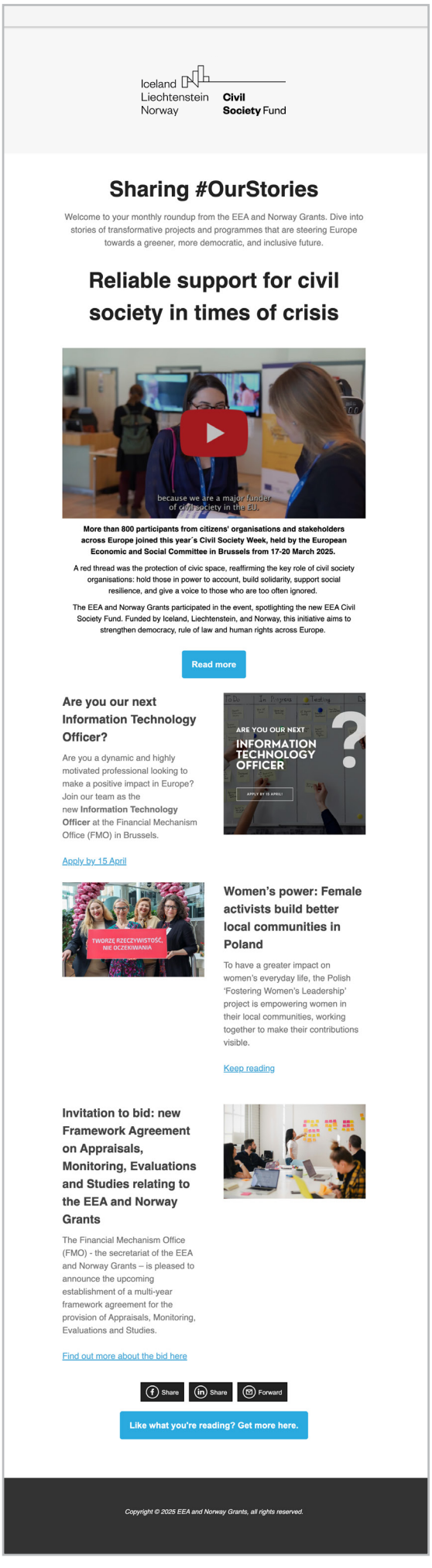



Working
Together
for a Green
Europe
Iceland
Liechtenstein
Norway
Civil
Society Fund


Iceland
Liechtenstein
Norway
Civil
Society Fund

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.



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.





Iceland
Liechtenstein
Norway

Civil
Society Fund