

MODERNISATION FUND

Faster toward green energy and healthy climate



DESIGN MANUAL

for projects funded
from the Modernisation Fund

March 2021

Ministerstvo životního prostředí



STÁTNÍ FOND
ŽIVOTNÍHO PROSTŘEDÍ
ČESKÉ REPUBLIKY

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Introduction

By accepting financing from the Modernisation Fund, the beneficiary consents to being listed as an aid recipient and to provide reasonable cooperation in order to promote the implemented project.

Publicity costs expended within the framework of the project are considered eligible expenses as long as they are spent within a direct relation to the project and in compliance with publicity requirements as defined in the Call and this Design Manual.

The form of publicity depends on the type of implemented project and on the amount of the contribution received from the Modernisation Fund. The beneficiary is responsible for a reasonable accessibility and visibility of information being promoted.

The Design Manual defines specific requirements and recommendations in terms of the content and form of individual measures to be undertaken within the framework of mandatory publicity.

In case of any uncertainties in relation to publicity requirements please contact the Independent Communication Unit at the State Environmental Fund of the Czech Republic: e-mail: publicita@sfzp.cz, phone: 606 710 329, 725 090 538.

Beneficiaries' obligations

Beneficiaries shall reference that they have received aid for their project from the Modernisation Fund in all information and publicity measures within the framework of their project by:

- a) Displaying **logos of the Ministry of the Environment of the Czech Republic** (MoE), **the European Investment Bank** (EIB) and **the State Environmental Fund of the Czech Republic** (SEF CR) in line with technical parameters defined in this manual,
- b) Referencing the Modernisation Fund in the form of the following mandatory statement: **„This project was co-financed by the Modernisation Fund on the basis of the decision issued by the Minister of the Environment.“**

The above mandatory information (MoE, EIB and SEF CR logos and the mandatory statement) shall be included and displayed by the beneficiary in particular on:

- a) Its official websites and social network profiles, if such exist; this information shall be accompanied by a brief description of the project, listing all its objectives and contributions,
- b) All documents and publicity materials relating to the project being supported which are aimed at the general public. This includes invitations, publications, advertising and articles in printed and electronic media etc. This mandatory information does not need to be referenced in project and tender documentation, on invoices etc.

All these materials shall be archived by the beneficiary in printed (hardcopy) or electronic form for potential inspections during the entire sustainability period of the project.

Mandatory publicity instruments

At project implementation sites, aid beneficiaries shall display the following instruments in a manner ensuring good visibility for the general public:

a) **Billboard and a commemorative plaque** for all projects where the total contribution from the Modernisation Fund exceeds 13 million CZK:

- Within one month from the project implementation commencement date involving material investment, financing for infrastructure, construction work or acquisition of equipment, the beneficiary shall install a temporary billboard, which shall remain in place during the entire terms of the project's physical implementation. The commencement date shall mean, for construction projects, the construction site handover date for work according to the relevant handover protocol, for projects not involving construction work the commencement date shall coincide with the conclusion of the related contract for work or purchase agreement date.
- Immediately after the project completion date, the beneficiary shall install a commemorative plaque for each project that received material investment, financing for infrastructure, construction work or acquisition of equipment.

b) **A poster, A3 being the minimum size**, in case of operations not included under letter a) above. Posters may be published by electronic means / electronic carrier.

In cases where **the mandatory publicity instruments cannot be located / displayed at the project implementation site**, they need to be displayed **at the beneficiaries' official address**.

If a beneficiary implements **several projects** funded from the Modernisation Fund at the same time in one location and the physical and aesthetic limitations at the location make it impossible to display a separate publicity instrument for each project, **it is possible to reference more projects within the framework of the mandatory publicity instrument**, but only under the condition that all mandatory information carried by that instrument **remain legible, clear and discernible as separate projects**.

Modernisation Fund logos

Modernisation Fund is a financing instrument of the European Union. The European Investment Bank (EIB) administers the funding and the European Commission (EC) supervises compliance with applicable rules and European objectives. The State Environmental Fund of the Czech Republic (SEF CR) is the recipient of the funding from the Modernisation Fund and serves as an intermediary within this financial mechanism at the national level. Decisions granting aid are issued by the Minister of the Environment.

Aid beneficiaries are obliged to inform the general public about receiving this funding by means of displaying the MoE, EIB and SEF CR logos. For easier use, the State Environmental Fund CR prepared these logos in the form of a **group logo** in accordance with the publicity rules of all involved institutions that guarantees their visual balance. These group logos are available for download from the programme website in several sizes and colour schemes.



Ministry of the Environment

Was established on 19 December 1989 by Act No. 173/1989 Coll., coming into existence on 1 January 1990 as the central state administration body and supervising body in all matters pertaining to the environment.



European Investment Bank

EIB borrows money on capital markets, which are then provided on favourable terms in the form of loans for projects through which the EU achieves its objectives. About 90 % of EIB loans are provided in the European Union. None of these funds come from the EU budgets.



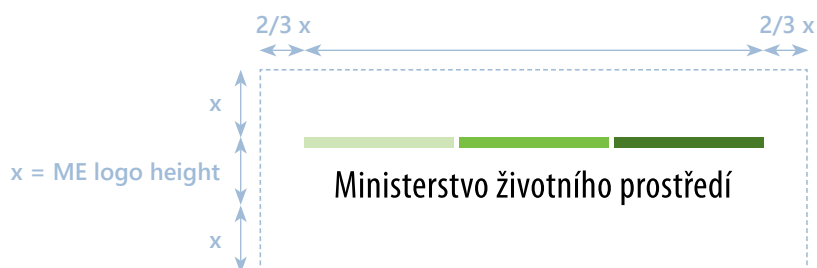
State Environmental Fund of the Czech Republic

SEF is a public administration institution under the Ministry of the Environment, which has been mediating investment in the protection and improvement of the environment in the Czech Republic since 1992. SEF uses subsidies and loans to co-finance projects contributing to the improvement of water quality, air quality and waste management, as well as ensuring nature and landscape protection. SEF also supports environmental education, training and awareness, the use of renewable energy sources and energy saving.

MODERNISATION FUND

Ministry of the Environment

Protection area



Minimum size



Colour versions

Grey and black version



Negative version



MODERNISATION FUND

European Investment Bank

Protection area



Minimum size



Colour versions

Grey and black version



Colour version on a light background



Negative version



MODERNISATION FUND

State Environmental Fund of the Czech Republic

Protection area



Minimum size



Colour versions

Black version



Colour version on a light background



Negative version



Modernisation Fund group logo

Horizontal version



Minimum size



Minimum height of the group logo ensuring legibility, individual minimum sizes and protection area is 18 mm.

Vertical version



In cases of a lack of room (for example a DL vertical format) the vertical version of the group logo shall have the minimum height of at least 32 mm.

Modernisation Fund group logo

Grey and black horizontal version



Grey and black vertical version



The group of logos in various versions are [freely available](#) for download at the programme website.

Modernisation Fund Banner

The Modernisation Fund banner combines all mandatory elements and may be used for printed materials (brochures, leaflets, posters or training and information publications issued for the purposes of providing publicity for the project).

Tento projekt je spolufinancován Modernizačním fondem na základě rozhodnutí ministra životního prostředí.



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The banner in various versions are [freely available](#) for download at the programme website.

Billboard

- I. The total contribution to the project from the Modernisation Fund exceeds 13 million CZK,
- II. The project involves acquisition of an asset or financing of infrastructure or construction work.

Minimum size of the billboard is 2 000 x 1 000 mm.

The billboard is full-colour. The choice of material and the final design depends on the possibilities of attaching a temporary billboard at the place of implementation (it is possible to use, for example, a metal structure with a poster, a tarpaulin on a scaffolding, etc.).

The temporary billboard shall include the following information:

- The Modernisation Fund group logo and the mandatory statement,
- Project name,
- The chief objective of the project,
- The total eligible costs and the amount of contribution from the Modernisation Fund, The beneficiary's contribution,
- Reference to the intermediary and the identification of the beneficiary,
- Project completion date.

The binding form of the temporary billboard

The State Environmental Fund of the Czech Republic reserves the right to prepare the print design of the temporary billboard for the beneficiary. The beneficiary shall be therefore obliged to supply the SEF with all pertinent information about their project, which shall be displayed on the billboard. The documentation for the billboard manufacture will be prepared by the Independent Communication Unit at the SEF at the beneficiary's request: e-mail: publicita@sfzp.cz, phone: 606 710 329, 725 090 538.

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Billboard



Commemorative plaque

- I. Replaces billboard after project completion,
- II. The total contribution to the project from the Modernisation Fund exceeds 13 million CZK,
- III. The project involves acquisition of an asset or financing of infrastructure or construction work.

Size of the plaque: 400 x 300 mm.

The commemorative plaque is full-colour or single colour, depending on the chosen material. Recommended material ensuring longevity of the plaques includes: hard aluminium, brass, cast bronze, cast resin, polished stone, glass, wood, metal (rust resistant)... Plastic is not acceptable.

The commemorative plaque shall provide the following information:

- Modernisation Fund group logo,
- Project name,
- The total eligible costs and the amount of contribution from the Modernisation Fund, The beneficiary's contribution,
- Project completion date.

The binding form of the commemorative plaque

The State Environmental Fund of the Czech Republic reserves the right to prepare the print design of the commemorative plaque for the beneficiary. The beneficiary shall be therefore obliged to supply the SEF with all pertinent information about their project, which shall be displayed on the commemorative plaque. The documentation for the commemorative plaque manufacture will be prepared by the Independent Communication Unit at the SEF at the beneficiary's request: e-mail: publicita@sfzp.cz, phone: 606 710 329, 725 090 538.

Commemorative plaque



A3 poster

- I. The total contribution to the project from the Modernisation Fund does not exceed 13 million CZK,
- II. The project does not involve acquisition of an asset or financing of infrastructure or construction work.

Minimum size of the poster is equal to A3 sheet, it is a full-colour poster. Posters may be published by electronic means / electronic carrier.

The A3 poster shall provide the following information:

- The Modernisation Fund group logo and the mandatory statement,
- Project name,
- The chief objective of the project,
- The total eligible costs and the amount of contribution from the Modernisation Fund, The beneficiary's contribution,
- Project completion date

The binding form of the A3 poster

The State Environmental Fund of the Czech Republic reserves the right to prepare the print design of the A3 poster for the beneficiary. The beneficiary shall be therefore obliged to supply the SEF with all pertinent information about their project, which shall be displayed on the A3 poster. The documentation for the c A3 poster manufacture will be prepared by the Independent Communication Unit at the SEF at the beneficiary's request: e-mail: publicita@sfzp.cz, phone: 606 710 329, 725 090 538.

A3 poster

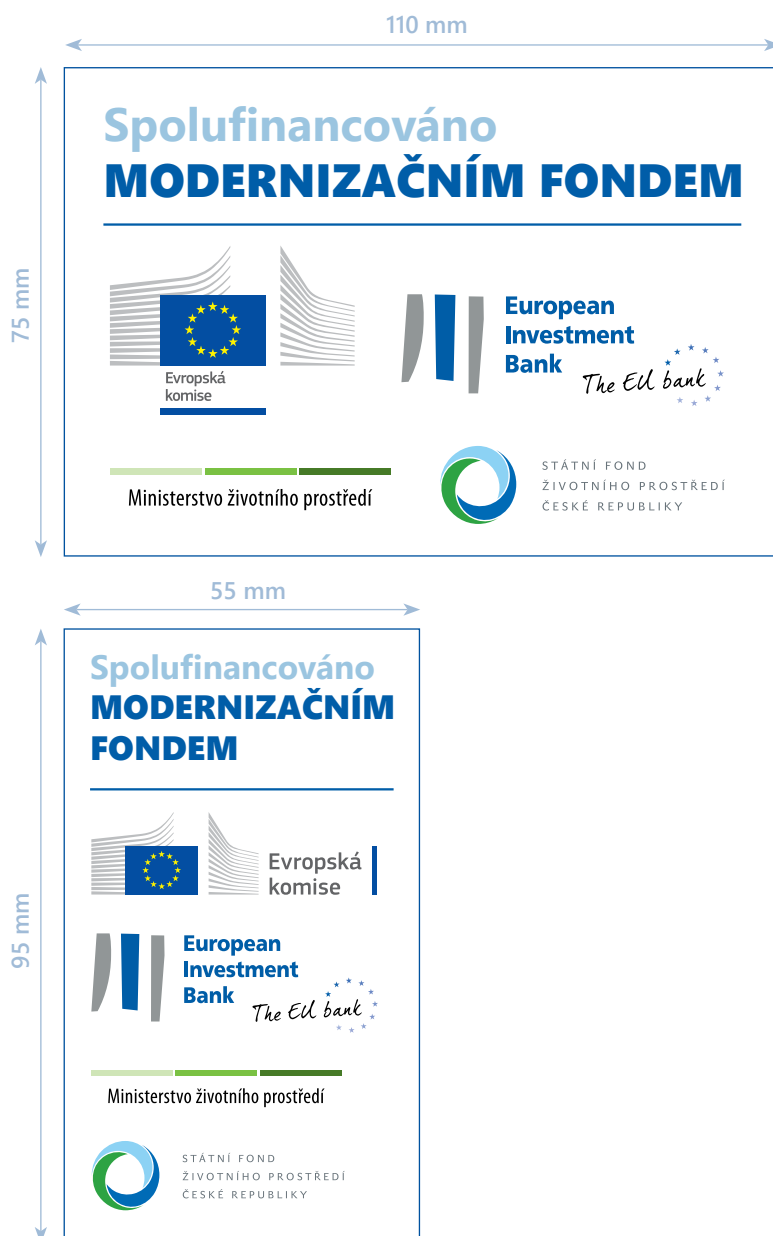


Additional mandatory publicity instruments

For certain projects, depending on character, additional mandatory publicity instruments may be defined.

Stickers

Small articles



Stickers

Larger articles



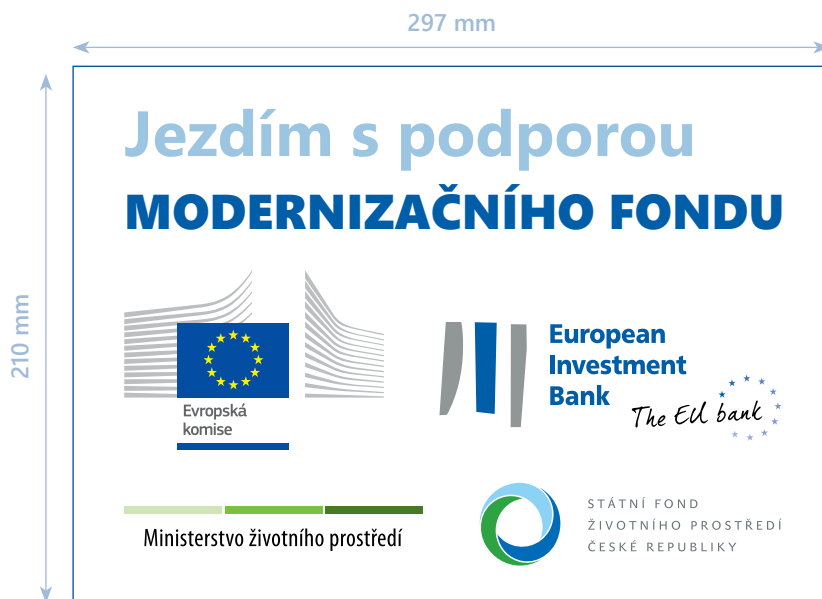
Stickers

Passenger and utility vehicles



Stickers

Buses, trolley-buses, trucks and railway cars powered by alternative drive



Stickers

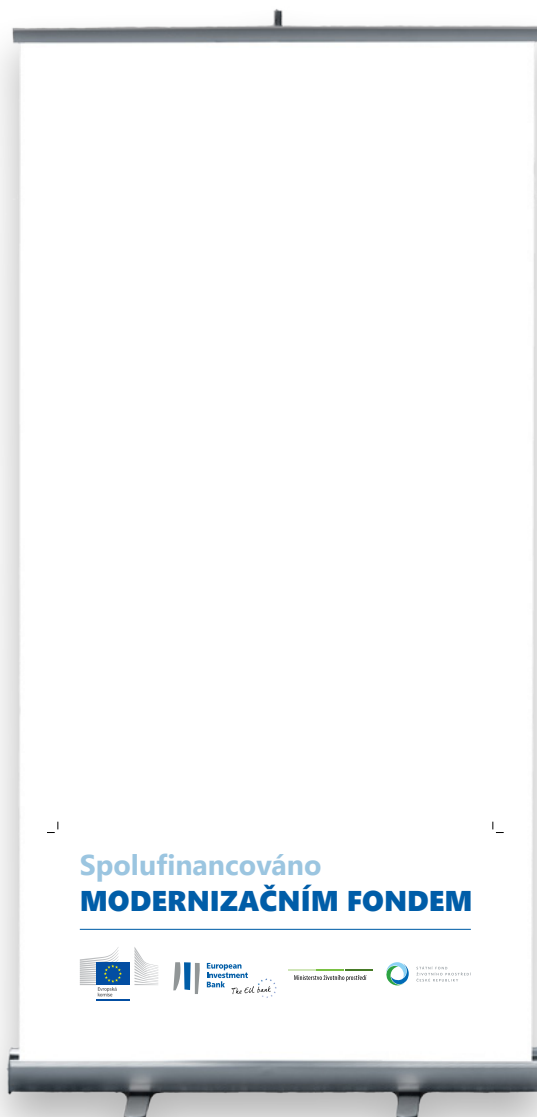
Examples of sticker use – buses



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Roll-up

Examples of use



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