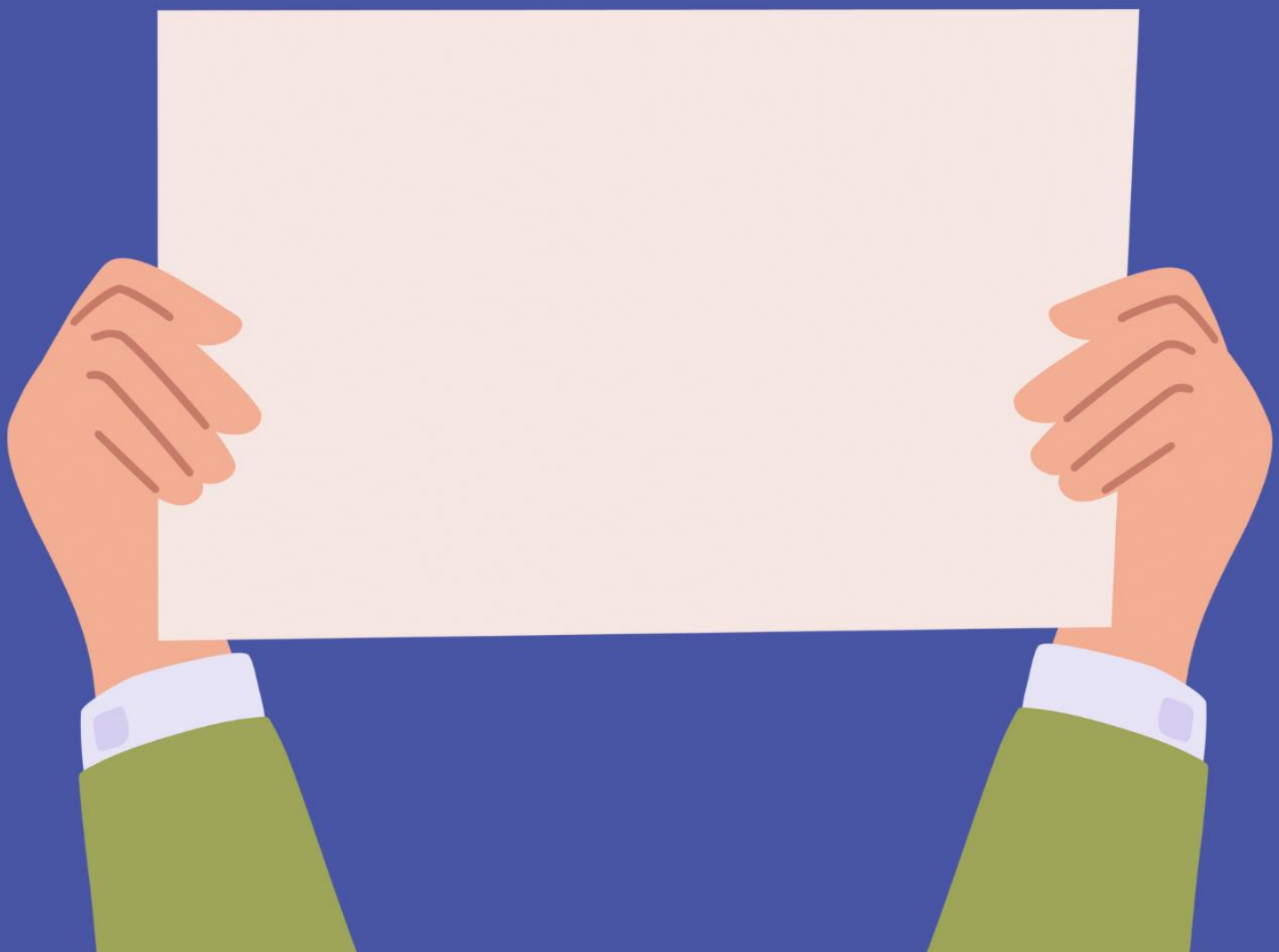
Interreg North Sea

Co-funded by the European Union

Short guide to project communication

Create your project poster



Why you need a poster

In Interreg projects, it is mandatory to have a project poster. As laid out in Fact Sheet 24, the requirements are simple:

- The size of your poster must be minimum A3.
- Like all project materials, it must display your project logo and showcase the EU support.
- The poster should inform briefly about your project, typically by stating its aims, expected key impacts, and main approach.
- Each partner must put up a project poster at their premises, in a spot visible to the public.
- The poster can be in print or digital format. When the poster is shown on a screen, it must display in minimum A3 size and must be on permanent display at all times during the partner organisation's opening hours.

Top tips for creating an impactful poster

The purpose of the poster is to give the public an impression of the work you are undertaking and make the EU support visible. Here are our top tips on how to make the most of your poster:

1. **Focus on design and visuals.** Creating your poster is the perfect moment to think about how to instantly convey your core message in a visual way. Powerful visuals showing what your project is all about brings you one step ahead in communicating your project.
2. **Include a strong message.** We recommend you include your future impacts (how are you going to change the North Sea Region?) in your core messages.
3. **Use powerful headline(s).** A good headline pulls the viewer in and makes them want to read the rest of your text.
4. **Break up the text** into shorter paragraphs. This will make the text pleasing on the eye.
5. **Less is more.** Keep the text short, leaving space for the visual design to breathe. The text should cover your main aims and approach. It does not have to include many details.
6. **Make it larger.** While the minimum poster size is A3, your poster will often have more impact on the viewer if you enlarge it. Consider the distance from which viewers will see your poster. For example, in a large foyer the poster may need to be larger to be visible.

Two options

You have two options for creating your poster.

1) Design your own poster. This allows you maximum creative freedom to make a custom design.

2) Customise a standard poster in the Online Monitoring System: As an alternative option, a poster template is available in our Online Monitoring System (OMS). The creative options are limited but you can customise the poster using a single large image, headlines, and text. Below, you will find step-by-by step guidance on how to do this.

How to create your poster in the OMS

Below is a step-by-step guide to finding your poster template, customising your poster and exporting the final poster.

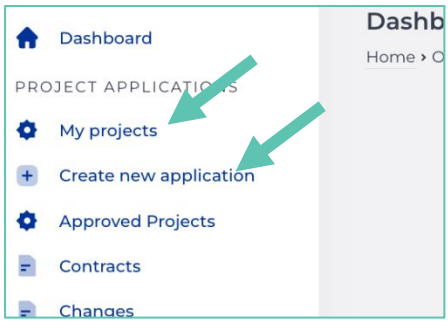
Step 1. Log in to the OMS

If you do not have an account in the OMS, please ask your project leader, or a colleague from your own organisation who is already using the system, to invite you to the system as a partner managing user. You will find general guidance on the OMS here.

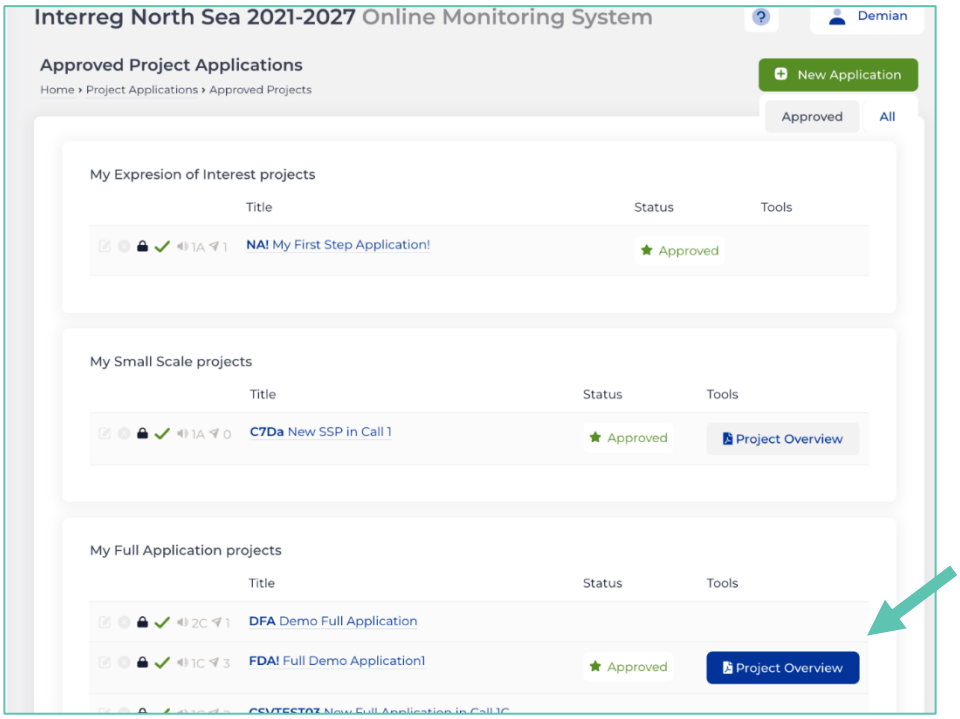
Step 2. Access the poster feature

To access your poster, follow the steps below.

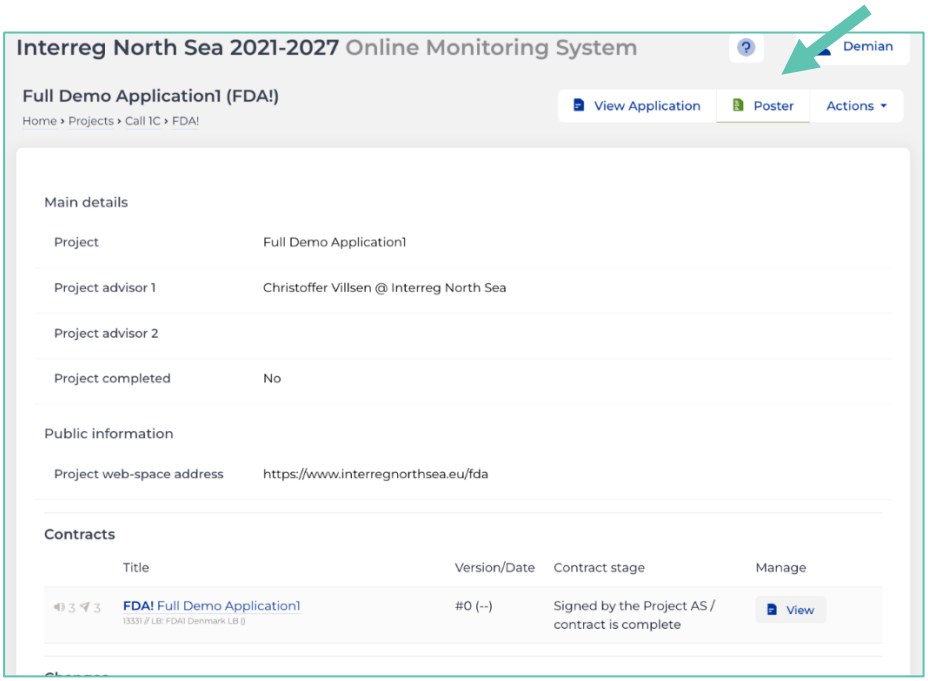
1. Log in on the **home page**.
2. Access the list of projects via **My Projects** or **Approved Projects.**



3. Depending on your previous experience with the programme, you may see one or several. Click on the **Project Overview button** for the desired project.

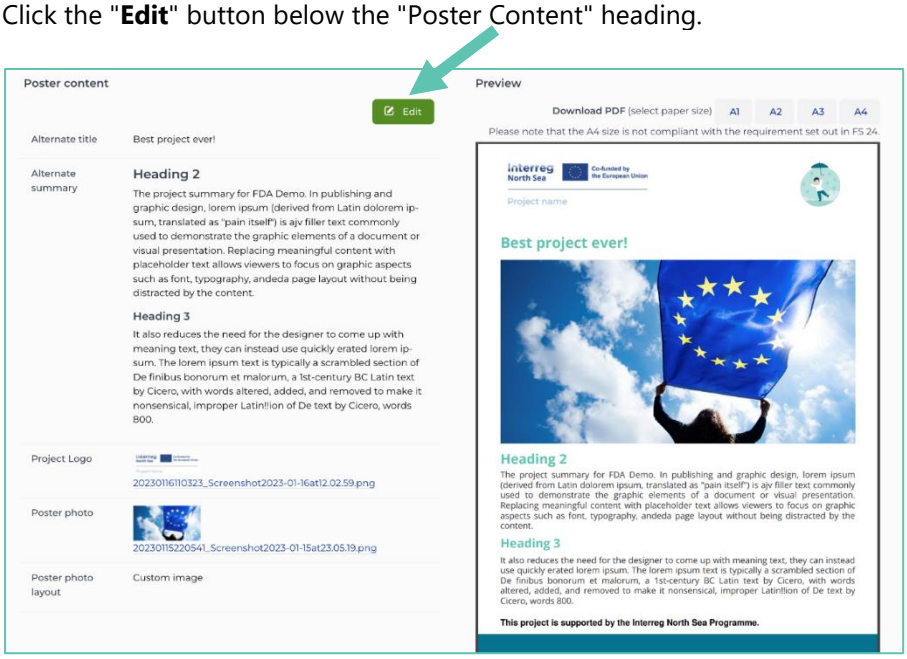


4. At the top menu bar of the Project Overview page, there is a "**Poster**" button for the selected project which leads to the Poster page.

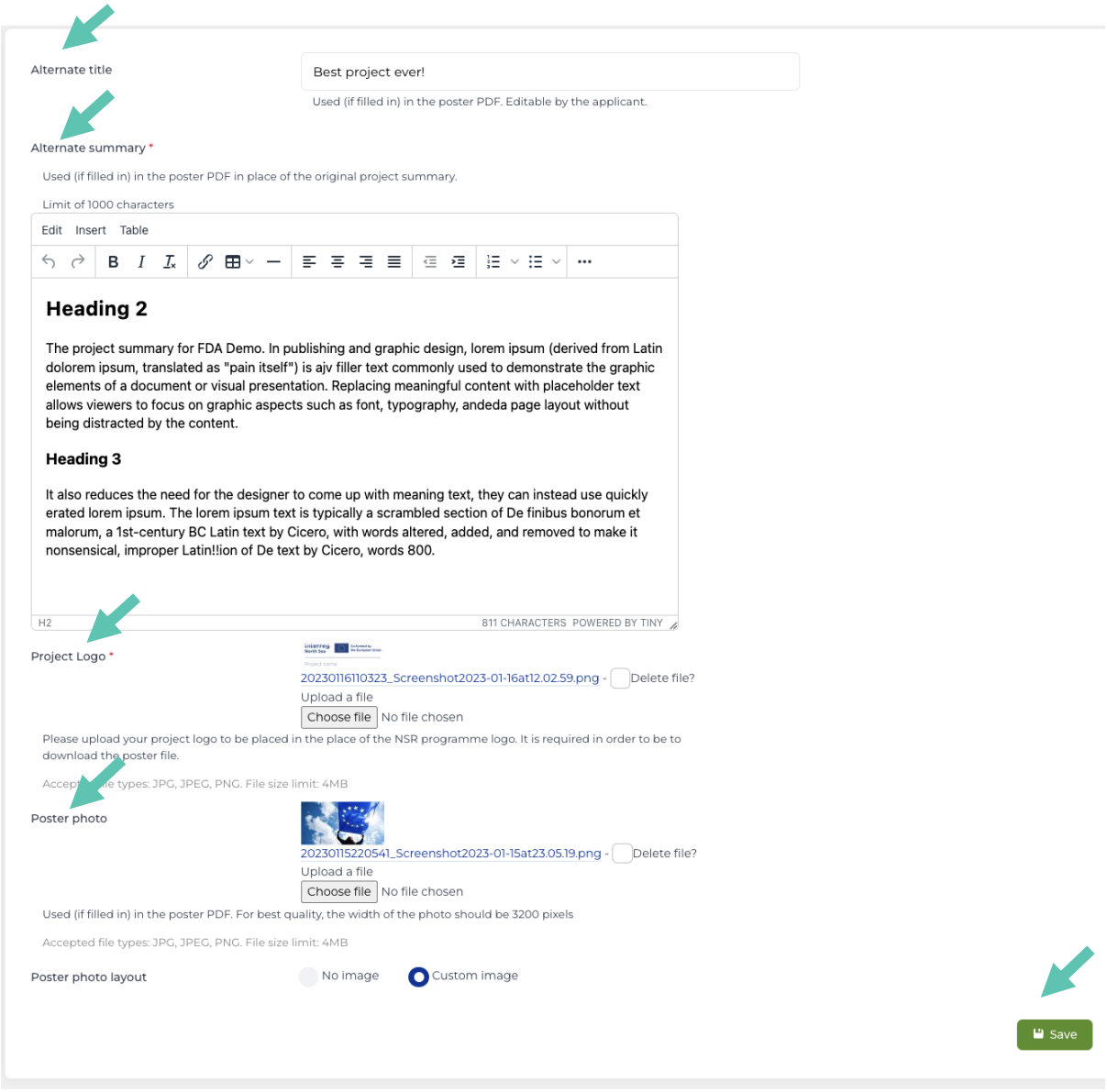


Step 3. Create your project poster

5. Click the "**Edit**" button below the "Poster Content" heading.



6. Customise the poster template:
    1. *Alternate title* - the title of the project as it will appear on the poster.
    2. *Alternate summary* - an open-ended text that will be displayed below the poster image. Please note there is a character limit.
    3. *Project logo* – upload your project logo to the top left corner of the poster.
    4. *Poster photo* - the large image.



7. After completing your edits, click on the "**Save**" button to see the modified poster. Please check the preview so that the text content does not exceed 1 page. If all is well, you can click on the Download buttons (one for each support paper size) to export the poster.

If you face any issues with the OMS, process please feel free to [contact the OMS support](#).