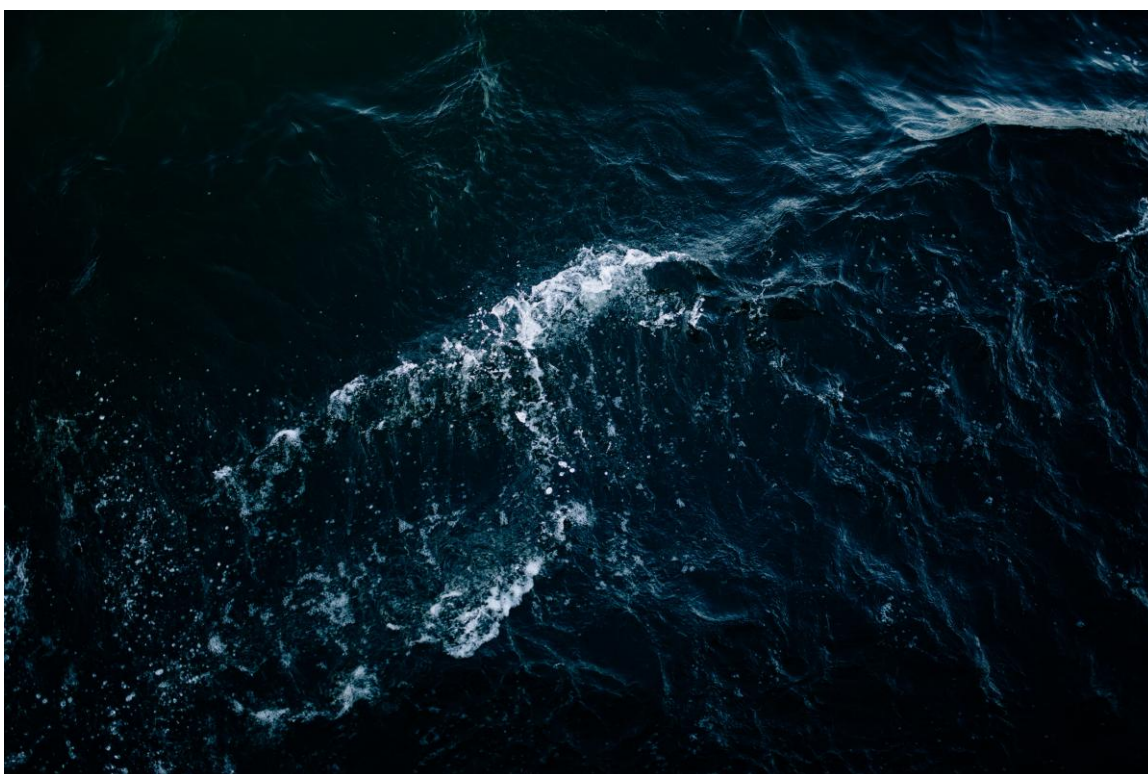


Light in the Dark

Guidelines for Using Project Images, Videos and Media



Interreg
Baltic Sea Region



Co-funded by
the European Union



RESILIENT ECONOMIES AND COMMUNITIES

Light in the Dark

Guidelines for Using Images and Media

Purpose

The images and videos produced within the Light in the Dark project, under the Baltic Sea Region concept, are designed to support communication, marketing, and dissemination activities for project partners, SMEs, DMOs, and other stakeholders.

To ensure consistent, effective, and compliant use, please follow these guidelines.

The project Light in the Dark helps small and medium-sized enterprises in the tourism sector create an off-season, nature-based offer to attract tourists to rural and coastal areas of the northern Baltic Sea region all year long. By providing practical tools and clear guidelines for using images and media, we aim to strengthen the visibility and impact of our shared work.

This project is co-funded by the European Union through the Interreg Baltic Sea Region programme.

Use in Line with Project Identity

Always use images and videos in ways that support both the Light in the Dark project and the Baltic Sea Region concept and values — promoting off-season, nature-based tourism in the Baltic Sea Region.

Respect the visual identity as outlined in the project's graphic manual, including correct use of logos, colors, fonts, and layout.

Always check the graphic manual before publishing materials.

Accessibility and Inclusivity

Ensure that images and videos are accessible to all users. Provide alternative text (alt text) for images and subtitles or transcripts for videos whenever possible.

Choose images that reflect diversity and inclusivity, in line with project values and EU communication standards.

To ensure all images and media are accessible to everyone, always:

1. Add alternative text (alt text) to every image, describing the content and purpose clearly.
2. Provide subtitles or captions for all videos and audio content.
3. Use high-contrast colors for text and important elements over images to ensure readability.
4. Avoid placing essential information only in images—repeat key messages in the main text as well.

Using the Image Bank

All approved images and videos are available in the project's content bank, accessible via the project website.

Use only the latest, approved versions from the image bank to ensure quality and compliance.

Download images and videos only from the official project image bank.

Use the Project Logo When Possible

When using images, videos, or other materials from the content bank, users are encouraged to include the Light in the Dark project logo whenever appropriate and feasible. Using the project logo helps strengthen the visibility and recognition of the project and ensures a consistent connection between communication materials and project activities.

Please follow the instructions in the graphic manual regarding logo placement, size, and clear space requirements.

Respect Copyright and Permissions

Only use images and videos for which you have permission (i.e., those provided in the image bank or created within the project).

Do not alter images or videos in a way that misrepresents the project or its partners.

Reference the Graphic Manual

For detailed instructions on visual style, logo placement, and branding, always consult the Baltic Sea Region graphic manual.

The manual provides templates and examples for consistent, professional presentation.

Questions and Support

For further guidance, please contact:

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