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EUROPEAN REGIONAL DEVELOPMENT FUND

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GOVERNMENT OF ROMANIA

GOVERNMENT OF BULGARIA

VISUAL IDENTITY MANUAL

for the
Interreg V-A Romania-Bulgaria Programme

ROMANIA - BULGARIA

Interreg

EUROPEAN UNION

August 2016

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Introduction

The communication activities on the use of the EU funds in Romania aim mainly at increasing the information level, awareness and transparency regarding the assistance that Romania and Bulgaria receive from the European Union and creating a coherent image of this assistance. Communication must reflect the content of the activities developed through the Interreg V-A Romania-Bulgaria Programme and must guarantee a high degree of transparency in using EU Funds.

The Ro-Bg Programme Visual Identity Manual(VIM) is drawn up to support the management structures of Interreg V-A Romania-Bulgaria Programme and the beneficiaries of the projects financed under the Programme in fulfilling the requirement information and publicity measures.

The beneficiaries of Interreg V-A Romania Bulgaria Programme must, according to the contractual provisions, promote the fact that the projects are financed by the European Union, Romania and Bulgaria.

VIM is used to design the following communication instruments:plaques or billboards, posters, publications, audio-video materials, websites, promotional materials, other publications, materials and documents etc.

For temporary billboards, permanent plaques or billboards and posters, the beneficiaries must take into consideration the requirements mentioned in section 2-Compulsory information. As for all other materials, the design patterns discussed in section 3-General information for publications/ materials/documents of the VIM must be used. If a certain design pattern is not foreseen, it may be designed subsequently, observing the indications in the manual.

1. Logos

For any kind of information and communication material, the project beneficiaries must use the following logos/illustrations combining the required indications given by the relevant regulations and the Programme.

Please note that expenditures for information and communication activities that do not comply with the requirements described bellow will be considered as ineligible. All expenditures shall be verified by the Romanian/Bulgarian first level controllers.

1.1 Recommendation on using the Interreg V-A Romania-Bulgaria Programme logo

The complete identification name is Interreg V-A Romania-Bulgaria Programme. The short name is Interreg V-A RO-BG. Both titles are correct and may be used alternatively, for lexical variety.

The logo of the Programme is the most important in making up the brand associations from the point of view of visual communication. The logo must be not recreated in any circumstances. The minimum accepted dimension of the logo is 3 cm.

For small promotional items, if the space dedicated to insertion does not allow a minumum accepted dimension of 3 cm, smaller dimensions are accepted, provided that the logo is fully visible.

The logo of the Interreg V-A RO-BG will be used on all the materials produced by the beneficiaries (press release, poster, leaflet etc.) and on all the equipments purchased.

If the documents are edited in English language, the English version of the logo will be inserted accordingly.

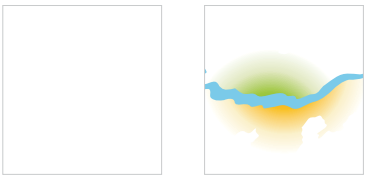
The English logo will be also used at project level for joint activities/events.

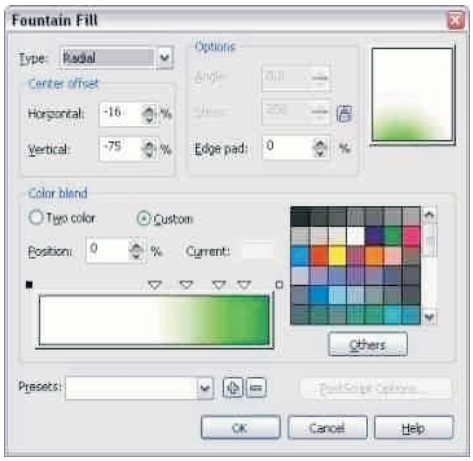
The Romanian/Bulgarian logo will be inserted on the materials edited in Romanian/Bulgarian language.

1.1.1 Logo colors for

CMYK colour codes will be used for all printed materials.
RGB will be used on the web sites and other electronic applications.

Radial





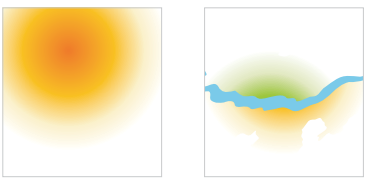
C: 100, M: 0, Y: 100, K: 0
R: 0, G: 146, B: 63
PANTONE 355 C

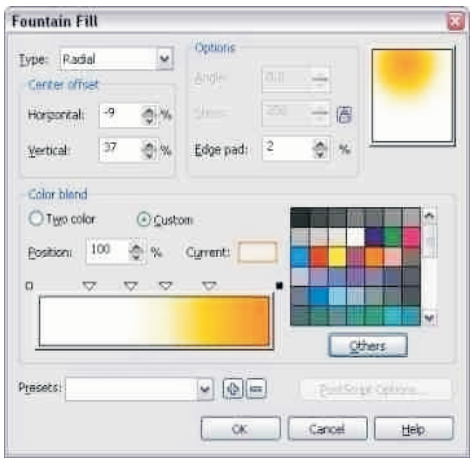
C: 0, M: 60, Y: 100, K: 0
R: 231, G: 120, B: 23
PANTONE 158 C

C: 40, M: 0, Y: 0, K: 0
R: 117, G: 197, B: 240
PANTONE 2905 C

C: 100, M: 100, Y: 0, K: 0
R: 40, G: 22, B: 111
PANTONE Violet C

Radial





1.1.2 Logo colours for Interreg

The logo colours from the European Flag must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand beyond the logo in all visual communication. The colours are defined for all colour systems.

Explanation:

Pantone:
Spot colours

CMYK:
Process-colour printing, 100 colour gradations per channel
C = cyan, M = magenta, Y = yellow, K = black

RGB:
Colour sample for monitor display with 256 gradations per channel
R = red, G = green, B = blue

Hex:
System similar to RGB, however with gradation from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

C: 100, M: 80, Y: 0, K: 0 Reflex Blue
R: 0, G: 51, B: 53
Pantone Reflex Blue

C: 41, M: 30, Y: 0, K: 0 Light Blue
R: 159, G: 174, B: 229
Pantone 2716
HEX: 9FAEE5

C: 0, M: 0, Y: 100, K: 0 Yellow
R: 255, G: 204, B: 0
Pantone Yellow
HEX: 003399

1.1.3 Backgrounds and Spacing

The white background is recommended for the logo of the Interreg V-A RO-BG Programme.

The negative version of the logo will be used in case of colored background.

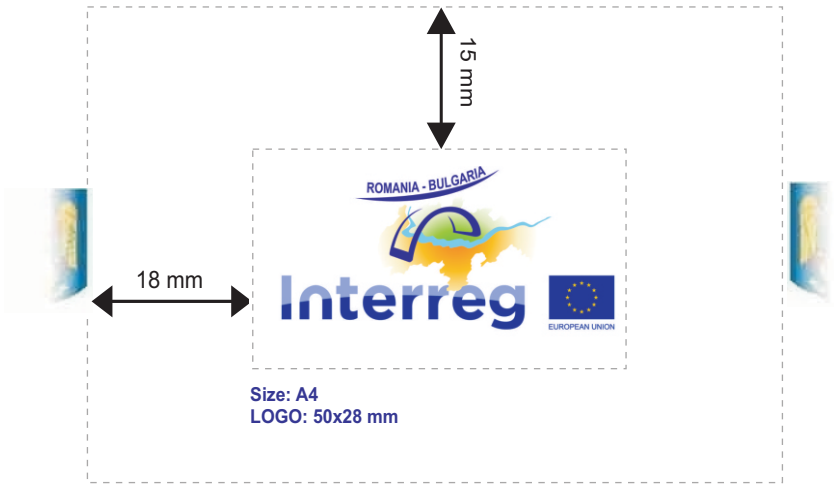
The simplified version of the logo (*see 0.1*) may be used when the shades cannot be reproduced exactly for technical reasons (e.g. specificity of the supporting material: textile bags, plastic objects etc.). The monochrome version of the logo may be used provided that the used colors ensure maximum visibility of the logo used on the background.

A white space around the graphical signature is more efficient in order to individualize and separate it from surrounding elements (edge of the page, other logos, graphical elements etc.) The free space must observe the indications in the picture bellow *(see 0.2.)*

The distance between the edge and the logo depends on the size of the page *(see 0.2.)*

0.1

0.2



1.1.4 Fonts

Trebuchet MS will be used on all communication materials, except for websites.

Trebuchet MS consists of four styles, installed with Windows.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1.2 Recommendations on using the European Union Logo

Information and communication aimed at beneficiaries, potential beneficiaries and the public shall include: the emblem of the European Union and references to the European Union (EU), the Fund concerned “European Regional Development Fund” and the statement “Investing in your future!”.

The emblem of the EU shall be displayed in color on websites. On all other media, color shall be given preference whenever possible. Only in justified cases, monochrome version may be used.

The minimum height of the EU emblem shall be 2 cm. For small promotional items, the minimum height of the emblem of the European Union shall be 5 mm.

The name of the European Union shall always be spelled out in full. The typeface to be used in conjunction with the EU emblem will be Trebuchet MS. Italic and underline variations and the use of font effects are not allowed. The positioning of the text should not interfere with the emblem in any way. The font size used should be proportionate to the size of the emblem.

If other logos are displayed, the emblem of the EU shall have at least the same size (measured in height or width) as the biggest of the other logos and be appropriate to the scale of the material or document being used.

The emblem of the EU shall be displayed in a prominent position. It is compulsory that the EU logo to be placed on the first page/ cover of any document. It will be positioned up on the left side of the page.

When the emblem of the European Union and the reference to the Fund are displayed on a website, they shall be visible inside the viewing area of a digital device, without a user having the need to scroll down the page.

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FONDUL EUROPEAN PENTRU DEZVOLTARE REGIONALĂ

INVESTIM ÎN VIITORUL TĂU!

ЕВРОПЕЙСКИ СЪЮЗ

ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ

ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!

Instructions for creating EU emblem and definition of Standard Colours

The European Union logo is a rectangle blue flag whose length is once and a half longer than its height.

The 12 yellow stars, equally placed one from another, make up an imaginary circle whose centre is at the intersection of the diagonals of the rectangle. The radius of this circle is equal to a third of the flags height.

Colours for all printed materials are: PANTONE YELLOW is obtained by using 100% “Process yellow”.

PANTONE REFLEX BLUE is obtained by mixing 100% “Process Cyan” and 80% “Process Magenta”.

The white background is recommended. Nevertheless, if a multicoloured background is used, the logo will be outlined with a white line thick of 1/25 of the rectangle height.

The EU black and white logo will be made up of the black flag and white stars.

Backgrounds:

C: 0, M: 0, Y: 100, K: 0
PANTONE Yellow
R: 255, G: 204, B: 0

C: 100, M: 80, Y: 0, K: 0
PANTONE Reflex Blue
R: 0, G: 0, B: 153

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1.3 Recommendations on using Romanian Government logo

Romania co-finances Interreg V-A Romania-Bulgaria Programme; therefore Romanian Government logo is a key element of all Government's visual communications.

Romanian Government logo uses a format easy to identify, with the main element of the coat of arms of Romania around which is disposed the text "Romanian Government" surrounded by concentric circles.

The Romanian Government logo will be used only on materials edited in Romanian language.

GUVERNUL ROMÂNIEI

GOVERNMENT OF ROMANIA

РУМЪНСКО ПРАВИТЕЛСТВО

GUVERNUL ROMÂNIEI

GOVERNMENT OF ROMANIA

РУМЪНСКО ПРАВИТЕЛСТВО

GUVERNUL ROMÂNIEI

GOVERNMENT OF ROMANIA

РУМЪНСКО ПРАВИТЕЛСТВО

Backgrounds:

The white background is recommended for the logo of the Government.

The negative logo will be used with coloured background or background with picture.

Colors:

PANTONE 280C C:100 R:0 M:72 G:73 Y:0 B:144 K:18

PANTONE 300C C:100 R:0 M:44 G:121 Y:0 B:193 K:0

80% BLACK C:0 R:88 M:0 G:89 Y:0 B:91 K:80

20% BLACK C:0 R:209 M:0 G:211 Y:0 B:212 K:20

100% BLACK C:0 R:0 M:0 G:0 Y:0 B:0 K:100

WHITE C:0 R:255 M:0 G:255 Y:0 B:255 K:0

1.4 Recommendations on using Bulgarian Government logo

Bulgaria co-finances the Interreg V-A Romania Bulgaria Programme, therefore the country coat of arms will be present on the communication products of the Programme.

Colours:
CMYK colours codes will be used on all printed materials. For special printed materials PANTONE code will be used.
RGB will be used on the websites and other electronic applications.

The Bulgarian Government logo will be used only on materials edited in Bulgarian language.

Backgrounds:

The white background is recommended for the logo of the Government.

The negative logo will be used on coloured background or background with picture.

БЪЛГАРСКО ПРАВИТЕЛСТВО GOVERNMENT OF BULGARIA GUVERNUL BULGARIEI

БЪЛГАРСКО ПРАВИТЕЛСТВО GOVERNMENT OF BULGARIA GUVERNUL BULGARIEI

БЪЛГАРСКО ПРАВИТЕЛСТВО GOVERNMENT OF BULGARIA GUVERNUL BULGARIEI

C:0, M: 20, Y: 100, K: 0
R: 248, G: 195, B: 0
PANTONE 7406 C

C: 10, M: 100, Y: 90, K: 10
R: 181, G: 38, B: 44
PANTONE 1797 C

C: 100, M: 10, Y: 100, K: 20
R: 0, G: 114, B: 54
PANTONE 356 C

C: 0, M: 0, Y: 0, K: 100
R: 0, G: 0, B: 0
PANTONE Process Black C

2. Compulsory information and communication measures for beneficiaries

Section 2.2. from the Annex XII to the Regulation (EU) No. 1303/2013 establishes the beneficiaries responsibilities, as follows:

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:
(a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union;
(b) a reference to the Fund or Funds supporting the operation. Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:
(a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;
(b) placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

3. For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF or Cohesion Fund, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the operational Programme was supported by the Fund or Funds.

4. During implementation of an ERDF or Cohesion Fund operation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000.

5. No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:
(a) the total public support to the operation exceeds EUR 500 000;
(b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations. The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

2.1 Temporary billboard

During implementation of a ERDF operation, the beneficiary shall put up, at location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction for which the total public support to the operation exceeds EUR 500 000.

The temporary billboard referred to in point 4 of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013, shall state the name of the operation and the main objective of the operation. This information shall take up at least 25% of the temporary billboard.

25% includes space for EU emblem, reference to European Union, European Regional Development Fund and financial contribution of the EU.

2.2 Permanent plaque or permanent billboard

No later than three month after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfills the following criteria:

a) the total public support to the operation exceeds EUR 500 000;
b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations;

The plaque or billboard shell state the name of main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115 (4).

The permanent plaque or permanent billboard referred to in point 5 of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013, shall state the name of the operation and the main objective of the activity supported by the operation. This information shall take up at least 25% of the permanent plaque or permanent billboard.

25% includes space for EU emblem, reference to European Union, The European Regional Development Fund.

Information on the EU contribution to the operation may be included and this information shall be counted towards the 25% referred to above.

Where it is not possible to place a permanent plaque on a physical object (e.g. because of restriction imposed by legislation on protected buildings), other appropriate measures shall be taken in order to promote the contribution of the Funds (e.g. information about the operation on leaflets, entrance tickets or displayed inside the entrance area of a public building).

Where an operation for which a temporary and permanent plaque or billboard shall be displayed, is implemented in several different locations, the billboard or plaque shall be displayed in at least two locations readily visible by the public. These locations shall be chosen by the Managing Authority of the Operational Programme in collaboration with the beneficiary of this operation.

Other appropriate measures shall be taken in order to promote the contribution (e.g. information about the operation on leaflets, entrance tickets etc.).

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Name of the operation:

Main objective of the operation:

Project value (ERDF):

Lead Beneficiary/Beneficiary:

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www.interregrobg.eu

2.3 Poster

During implementation of an operation, for any operation bellow EUR 500 000 public support, the beneficiary shall inform the public about the support obtained from the European Regional Development Fund by placing at least one poster with information about the project (minimum size A3), including financial support from EU, at a location readily visible to the public, such as the entrance area of a building.

The poster referred to in point 2(b) of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013 shall state the name of the operation, a description of the activity supported by the operation, the amount of EU contribution.

Note: According to provision of point 2(a) of section 2.2 to the Regulation (EU) No. 1303/2013, during implementation of an operation, the beneficiaries shall inform the public about the support obtained from European Regional Development Fund by providing on the beneficiaries website, where such an website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.

3. General information for publications/ materials/documments issued by beneficiaries

3.1. Publications/materials/documments

The Interreg V-A Romania-Bulgaria Programme logo will be placed on the first page/cover/slide of each documents/materials/presentation elaborated within the Programme.

The logo must be placed on all materials published and documents/presentations illustrated to the public. This includes not only promotion materials, but also event invitations, presentations, agendas etc.

The last page/cover of each document/material will contain a technical box with the following information: the project title, the editor of the material, the date of publishing and the disclaimer "The content of this material does not necessarily represent the official position of the European Union."

For the last slide of the presentations or for the materials consisting of only one page, the disclaimer should be mentioned at the bottom of the material.

Note: For the website, the disclaimer will be:

EN: "The content of this website does not necessarily represent the official position of the European Union. The initiators of the site are the sole responsibles for the information provided through the site.

RO: Continutul acestui site nu reprezintă in mod necesar poziția oficiala a Uniunii Europene. Inițiatorii site-ului sunt singurii responsabili de informațiile prezentate în site.

BG: Съдържанието на тази интернет страница не представлява непременно официалната позиция на Европейския Съюз. Отговорност за съдържанието на тази страница носят единствено нейните автори.

As regards the font, Trebuchet MS will be used on all communication documents/materials, excepting the website.

The dedicated website of the Programme (www. interregrobg.eu) will be placed on the first page/cover/slide on each documents/materials presentation elaborated within the Programme at the bottom of the first page/cover/slide and will be the last information posted. A link to the dedicated website of the Programme will be added on the homepage of the projects funded by the Programme.

The following logos - according to this order: EU logo, Romanian Government logo (will be used only on materials edited in Romanian language), Bulgaria coat of arms, Interreg V-A Romania Bulgaria Programme logo will be placed on the documents/materials elaborated within the Interreg V-A Ro-Bg Programme. The Interreg V-A Romania-Bulgaria Programme logo could be also inserted at the bottom of the page, according to the templates presented in the current manual.

3.2. Promotional materials

On regular promotional materials the logos and the dedicated website of the Programme shall be included. Referring to the logos order, please observe the remarks from point 3.1 Publications/ materials/documents.

On small promotional items (pen, USB stick, business card etc.) at least the EU logo and the dedicated website of the Programme shall be included. For these promotional items the emblem of EU will have only reference to the European Union. The logo of the Programme may be included with a dimension smaller than the minimum accepted dimension of 3 cm, provided that that the logo is fully visible.

For information and communication materials (for example: Flyer, Poster, Study, Brochure, Leaflet, Pen, Notepad, Book, Cap ,T-shirt, Presentation CD/DVD, album etc.) produced involving expenditures from the project budget, Joint Secretariat may require a relevant number of items in order to promote projects/Programme results.

3.3. TV/Radio Spot

For TV spots, EU's logo, Romanian's coat of arms, Bulgarian's coat of arms, Interreg V-A RO-BG logo will be inserted for a sufficient time for them to be visible.

The text:
EN: Project “Title” is cofinanted by the European Union throughEuropean Regional Development Fund under the Interreg V-A Romania-Bulgaria Programme.

RO: Proiectul “Titlu” este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională în cadrul Programului Interreg V-A România-Bulgaria.

BG: Проект „Име“ е съфинансиран от Европейския Съюз чрез Европейския фонд за регионално развитие в рамките на Програмата Interreg V-A Румъния-България.

shall be read within the TV spots/videos/films and heard within radio spots/ads.

RO and BG full translation of the TV spots/videos/films and radio spots shall be inserted!

Note: Always harmonize the version of the logo that you use to that of the respective communication tool as well as the language version of the logo, slogan and disclaimer, if applicable.

The project website shall not include in any circumstances commercials!

In case of any doubt in using the logos/compulsory information or special layout requests (e.g. need to adapt the format), please contact the Joint Secretariat experts!