Programme funded by the
EUROPEAN UNION

Common borders. Common solutions.

Black Sea Basin 2007-2013
Joint Operational Programme

Visual Identity Manual

The Joint Managing Authority of the
Black Sea Basin Joint Operational Programme

February 2011

"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of the Joint Managing Authority of the Black Sea Basin Joint Operational Programme and can in no way reflect the views of the European Union"

Content

1. Introduction 3

2. Visual Identity Elements

2.1 Use of the European Union Logo 4
2.2 The title, the slogan and the logo of the Programme 5
2.3 Colors 6
2.4 Backgrounds 7
2.5 Spacing 8
2.6 Fonts 9
2.7 Page layout 10

3. Compulsory information 11

4. Communication Tools

4.1 Press releases/ Press releases/Press visits 12
4.2 Press ads 13
4.3 Leaflets 14
4.4 Brochures 15
4.5 Posters 16
4.6 Newsletters 17
4.7 Web pages 18
4.8 Public events/visits/information campaigns 19
4.9 Banner-ups / Internet Banners 20
4.10 CD Covers 21
4.11 Stickers 22
4.12 Business cards 23
4.13 Power Point Presentations 23
4.14 Promotional Items: 24
4.14.1 Envelopes/Pens 25
4.14.2 T-shirts/Caps 25
4.15 Photos 26
4.16 Audio-visual Productions 27

Cover page 28

All the visual elements contained in this manual can be accessed and downloaded from the website page of the programme: www.blacksea-cbc.net.

Introduction

The Visual Identity Manual of the Black Sea Basin programme (the February 2008 edition) has been revised according to the requirements and guidelines of the Communication and Visibility Manual for European Union External Actions, Manual released by the European Commission in July 2009.

In order to download the official version of the Communication and Visibility Manual for European Union External Actions please access the following link:
http://ec.europa.eu/europeaid/work/visibility/index_en.htm

The communication has to reflect the content of the activities developed through the Black Sea Basin Joint Operational Programme (Black Sea Basin Programme) and has to guarantee a high degree of transparency in the usage of ENPI and IPA funds.

The Visual Identity Manual of this programme will contribute to building a coherent image of the programme and achieving the information, awareness and transparency objectives of the Black Sea Basin Programme.

The Visual Identity Manual of the Black Sea Basin Programme has been elaborated in order to support the Joint Managing Authority (JMA), the Joint Technical Secretariat (JTS), the National Authorities, National Info Points and the beneficiaries/partners of this programme to correctly use the information and communication measures for which they are responsible.

The beneficiaries/partners of the Black Sea Basin Programme are responsible, according to the contractual terms, for promoting the fact that the projects selected under this programme are financed by the European Union and co financed by the participating countries.

The Visual Identity Manual is used for developing messages for: posters, publications and other informative materials (including CDs and DVDs), audio-video productions, websites, business cards, press releases, presentations, advertising announcements etc.

All promotional materials will use the design models presented in this manual. If the required model is missing, it will be created by the beneficiary/partner, respecting the indications from this manual and the proportions presented here.

The Visual Identity Manual of the Black Sea Basin Programme is an integral part of the grant contracts concluded in the framework of this Programme.

The JMA, the JTS, the beneficiaries and their partners have to allocate the financial resources necessary to apply the visual identity rules.

The purpose of this manual is to present:
- the elements which have to be used for the promotion of the visual identity of the Black Sea Basin Programme, including graphic elements;
- the rules for the use of these elements;
- the situations in which exceptions from these rules are allowed.

It is highly recommended that the beneficiaries and their partners consult the National Info Points from their country or the Information and Communication officer within the JMA/JTS in case they have questions regarding the application of these visibility rules.

2. Visual Identity Elements

2.1 Use of the European Union logo

The logo of the European Union is a blue rectangular flag whose length is one and a half times the height.

The 12 yellow stars, spaced equally, form an imaginary circle whose center is placed at the intersection of the rectangle's diagonal lines.
The radius of this circle is equal with a third of the flag's height.

In the framework of the Black Sea Basin Programme the logo of the European Union will be used always on the left side of the page, at the top.
Under the EU flag it is compulsory to have the text "Project funded by the EUROPEAN UNION" in case of communication items produced by the beneficiaries and partners and "Programme funded by the EUROPEAN UNION" in the case of communications items produced by the JMA or the National Authorities

Colors:
The CMYK color codes will be used for all printed materials. For special printings, the PANTONE color scale will be used.
On the website and other electronic applications the RGB color scale will be used.

Backgrounds:
The placement of the logo on a white background is recommended.
If a multi-colored background will be used, the logo will have a white outline with the thickness equal to 1/25 of the rectangle's height.

RGB: R: 255 / G: 245 / B: 0
CMYK: C: 0 / M: 0 / Y: 100 / K: 0
PANTONE Process Yellow C

RGB: R: 21 / G: 58 / B: 133
CMYK: C: 100 / M: 79 / Y: 0 / K: 0
PANTONE Reflex Blue C

2.2 The title, the slogan and the logo of the Programme

The title of the Programme

The complete identifying title is the “Black Sea Basin Joint Operational Programme”. The short title is the “ Black Sea Basin Programme”.

Both versions of the name are correct and can be used alternatively for lexical diversity.

The correct use of the programme title, in the complete version or in the short one, is compulsory in all the official documents and on all advertising materials, as it plays an essential role in the development of a strong brand.

The use of the acronym CBC (Cross Border Cooperation) will be abandoned, in order to avoid confusion regarding the identity of the programme.

The slogan of the Programme

The Black Sea Basin Programme’s slogan “Common borders. Common solutions.” will be used on all communication materials of the programme /projects, in a visible place.

The logo of the Programme

The logo of the Black Sea Basin Programme has the most important role in the realization of brand associations regarding visual communication.

The logo of the Black Sea Basin Programme must not be recreated in any circumstance. Only the versions presented in the manual will be used .The minimum admitted dimension of the logo is 15 mm high.

The logo of the Black Sea Basin Programme must be used in English or in the national language of the state where will be used on all materials produced by the Programme authorities /beneficiaries/ partners (press release, poster, leaflet etc.)

Forbidden situations:

The logo should never appear on one of the colors which compose the logo.

The logo will never be written with another font.

Shadow effects will not be applied to the logo.

The logo will not be distorted.

The letters from the logo will not appear in different colors.

No 3D effects will be applied to the logo.

The logo will never be rotated.

The minimum distance will be observed between the logos.

2.3 Colors

The CMYK color codes will be used for all printed materials.

For printings with special characters, the PANTONE color scale will be used.

On the website and other electronic applications the RGB color scale will be used.

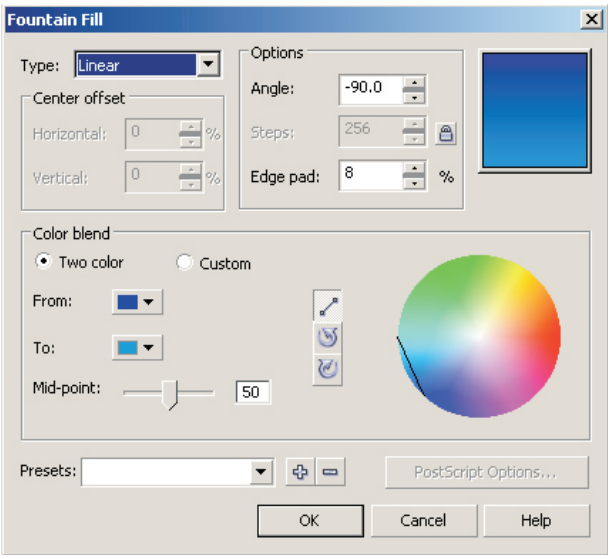
RGB: R: 238, G: 227 / B: 0
CMYK: C: 5 / M: 5 / Y: 100 / K: 0
PANTONE Yellow 012 C

RGB: R: 0 / G: 0 / B: 0
CMYK: C: 0 / M: 0 / Y: 0 / K: 100
PANTONE Process Black C

RGB: R: 24 / G: 56 / B: 132
CMYK: C: 100 / M: 80 / Y: 0 / K: 0
PANTONE Reflex Blue C

RGB: R: 0 / G: 147 / B: 221
CMYK: C: 100 / M: 0 / Y: 0 / K: 0
PANTONE Process Cyan C

FOUNTAIN FILL // Linear



2.4 Backgrounds

For the Black Sea Basin Programme's logo a white background is recommended.

The negative variant of the logo will be used in case of a colored background or on a photo.

2.5 Spacing

In order to create the maximum impact and visibility, it is not necessary for the logo to be oversized.
The presence of a space around the graphic signature is more efficient, in order to individualize and separate it from the surrounding elements (the margin of the page, other logos, graphic elements etc.) see // 0.1
The free space has to respect the minimum indications shown here. see //0.2

0.1

0.2

2.6 Fonts

The font Trebuchet MS will be used in all communication materials, including in the electronic environment.

Trebuchet MS contains four stiles and it is installed together with the Windows operating system.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

2.7 Page Layout

On the cover page of any document, the logo of the Black Sea Basin Programme will appear on the right side at the top, while the logo of the European Union will be positioned on the left side, at the top.

For activities within the Programme the mandatory information on the cover page of communication materials is: the Black Sea Basin Programme logo at the top of the page, on the right, the European Union logo on the left and the slogan Common borders.Common Solutions. on the bottom of the page, in the middle .**Var. I**

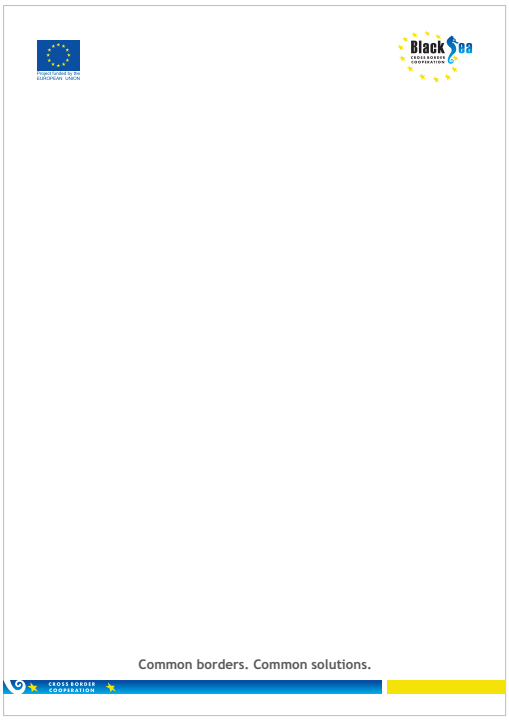
For activities within projects the mandatory information on the cover page of communication materials is: the Black Sea Basin Programme logo at the top of the page, on the right side, the European Union logo on the left side, the logo of the project in the middle, and the slogan Common borders. Common Solutions. on the bottom of the page, in the middle . **Var. II**

The logo of the project can be applied on the top of the page, on the right corner, and in this case the logo of the Programme will appear centered, at the bottom of the page.

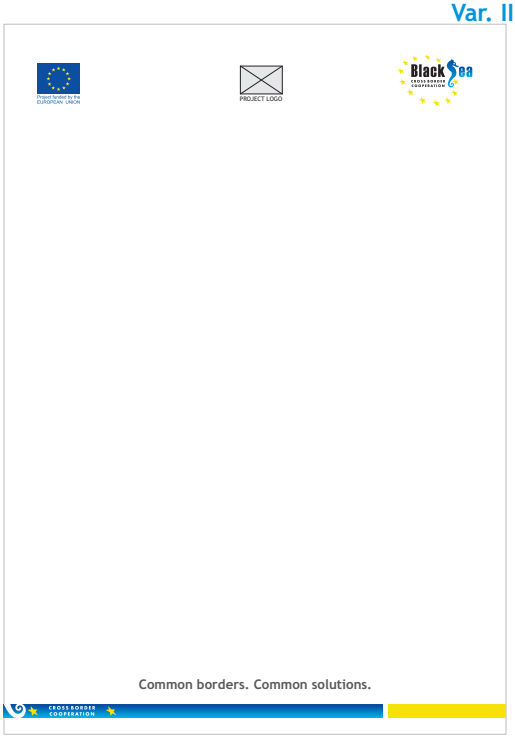
A stripe which contains elements from the logo will be used in creating of a design style.

Generally, this element will be presented on the bottom of the page.

Var. I



Var. II



3. Compulsory information*

At Programme level

1. The text: “The Black Sea Basin Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument and the Instrument for Pre-Accession Assistance”, will appear on all publications of the Programme

2. The Programme’s slogan “Common borders. Common solutions.” will be used on all communication materials of the project, in a very visible place.

4. On the back cover page of any publication a technical box will be placed which will contain the following:
-The title of the programme;
-The editor of the material;
-Date of publishing;
-The text (disclaimer): " This publication has been produced with the assistance of the European Union. The content of this publication are the sole responsability <name of the author>and can in no way reflect the views of the European Union”.

5.The webpage of the programme (www.blacksea-cbc.net) appears on all materials produced by the JMA/National Authorities

6. The programme’s logo must appear on all communication and promotional materials.

7. The flag of the EU must appear on all the communication and promotional materials with the following text Programme funded by the European Union.

At Project level

1. On the back cover page of any publication a technical box will be placed which will contain the following:
-The title of the project;
-The editor of the material;
-Date of publishing;
-The text (disclaimer): " This publication has been produced with the assistance of the European Union. The content of this publication are the sole responsability <name of the author>and can in no way reflect the views of the European Union”.

2.The project’s logo must appear on all communication and promotional materials.

3. The programme’s logo must appear on all communication and promotional materials.

4. The flag of the EU must appear on all the communication and promotional materials with the following text Project funded by the European Union.

*With the exception of small promotional materials

The title of the project/programme
The editor of the material
Date of publishing
Disclaimer

4. Communication Tools

4.1 Press release/Press conferences/Press visits

Press release

As a general rule, a press release should be issued at the start of all projects.
The press release should mention that the funding was provided by the European Union and mention the amount of EU funding in euro and in the local currency.

The press release issued by The Joint Managing Authority/National Authority must have the format of type A. In case the press release is issued by a beneficiary / the project's leader, this will have the format of type B.

The release should be dated at the top. A newsworthy press release should contain: a heading, a strong leading paragraph summarising the essential facts, the main body of the story, quotes, some back-ground information, and contact details for further information.

Press conferences

Press conferences organized in the context of the communication and visibility plan should always be organized in cooperation with the European Commission. The invitations should bear an EU flag, the Programme logo and the Project logo.

At the press conference itself, an EU flag should be displayed if other flags or symbols are being displayed.

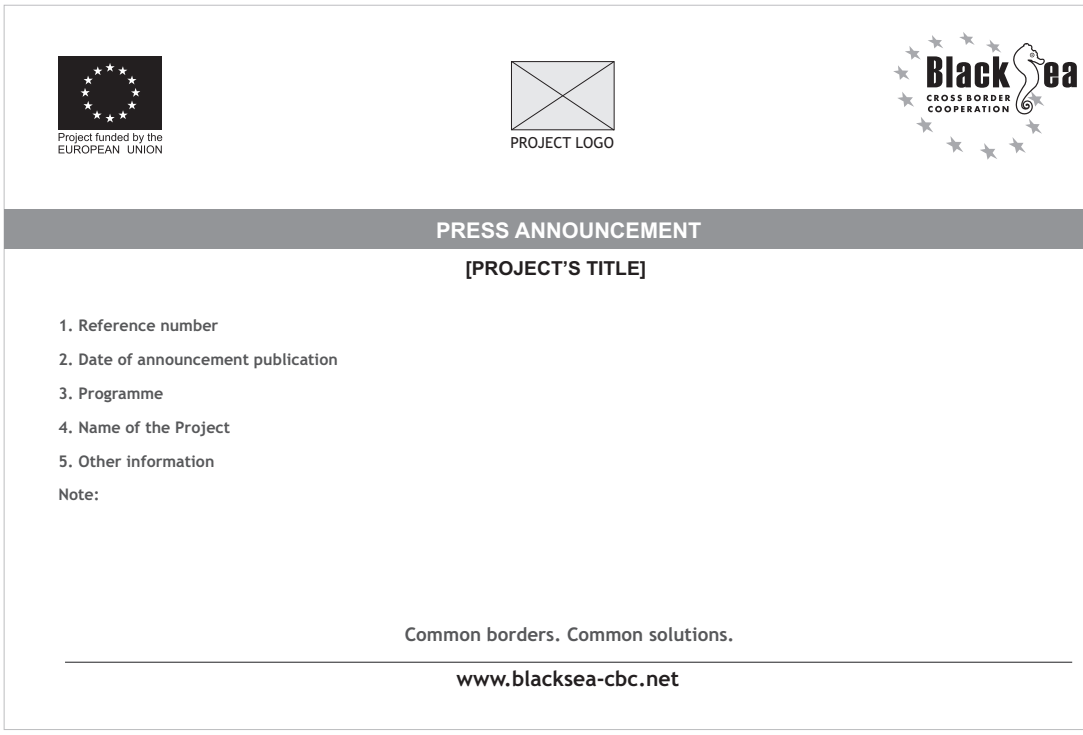
Press Visits

Group visits by journalists to project sites may offer additional opportunities.
Such visits should be should be well-timed and focuse on tangible achivements.

TYPE A

TYPE B

4.2 Press ads


Project funded by the EUROPEAN UNION
PROJECT LOGO
Black Sea CROSS BORDER COOPERATION
PRESS ANNOUNCEMENT
[PROJECT'S TITLE]
1. Reference number
2. Date of announcement publication
3. Programme
4. Name of the Project
5. Other information
Note:
Common borders. Common solutions.
www.blacksea-cbc.net

4.3 Leaflets

Leaflets can provide basic factual information and the contact details: contact name, address, phone, fax, e-mail and website, address where further information can be found.

The colors used in the leaflets will be identical with those from the logo; their disposal can vary. For an easier contrast the grey color can be used.

4.4 Brochures

Brochure can go into greater detail, highlighting the context, including interviews with stakeholders, beneficiaries, etc.

The Brochures should include a definition of the European Union. Various definitions of the European Union are available in the Communication and Visibility Manual for the European Union External Actions

Var. I

4.5 Posters

The images used must be clear and representative. The poster made by the Joint Managing Authority has to respect the format of type A.

In case the poster is made by a beneficiary/partner, this will have the format of type B.

TYPE A

TYPE B

4.6 Newsletters

Newsletters must be issued when specified in the communication plan of the programme/ project. A regular newsletter is a key tool to inform relevant target audiences about the evolution of a programme or project funded by the EU.

Newsletters require distribution capacity through appropriate mailing lists, and can also be mailed in electronic form through an e-mail distribution list and/or be published on a website.

Templates for newsletters can vary according to the subjects covered, but the cover page must clearly identify the project as being part of an EU-funded programme and/or project.

The upper banner of the newsletter must be designed as below.

4.7 Websites

Websites must be published when specified in the communication plan of a project. A website may be considered to be the most effective communication tool for some projects target. The EU and programme logos should appear in a prominent place.

A “last update” mention must appear at the bottom of each page.

When setting up a website, the project must inform the Joint Managing Authority/responsible management unit in the EuropeAid Development and Co-operation Office and provide the web address.

Websites must be as simple and light as possible. Pictures are advisable so as to show the current state of the project but their size and definition must be carefully studied not to overload the page.

All websites of the EU-funded projects must be clearly refer to EU support and linked to the programme site as well as the EuropeAid Development and Co-operation Office programmes.

At the end of the action, the websites should be copied in a CD-rom and transmitted to the JMA for possible further use in its general communication activities and for archival purposes

4.8 Public events/Visits and Information Campaigns

Public events and Visits

Organising a public may offer excellent opportunity for generating interest in an action's particular achievements.

Such events can include conferences, workshops, seminars, fairs, and exhibitions.

Those attending EU-funded training courses, conferences, seminars, fairs, exhibitions and workshops should be made aware that the EU is financing the event. The EU flag should appear on all material.

Depending on the circumstances, the opportunity should be taken to display the European flag and/or banners in meeting rooms.

High level visits by Commission officials or political leaders are a potential communication opportunity through press releases, press conferences, events, and through public diplomacy such as photo opportunities when visiting a project site.

4.2.14 Information Campaigns

Large actions can support the organising of an information campaign during the lifetime of the action. Such campaigns can raise the visibility of the action and the EU by promoting discussion of the issues around an action.

4.9 Banners
Internet Banners

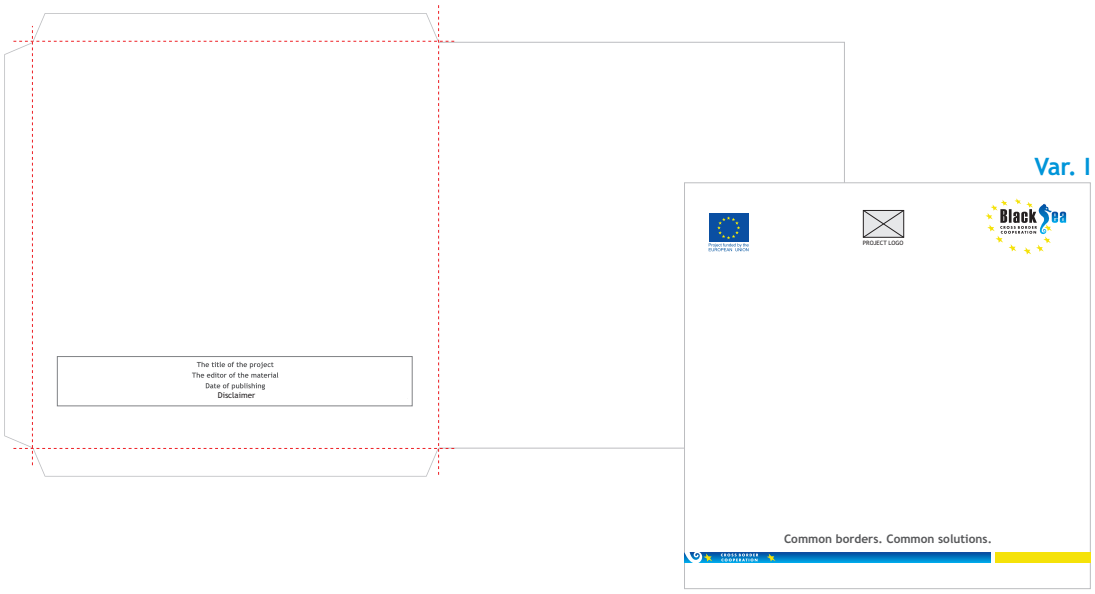
Plastic or textile banners should be produced when specified in the communication plan of an action. They are intended to serve as a background for special events such as inaugurations and conferences

The internet banner can be dynamic, using successive elements of the EU flag, Programme's visual identity (logos, slogan) and of the Project's logo

Var. I

4.10 CD Covers and CD inscription

Variants of cover, DVD/CD and CD inscription.



Var. I

Var. I

4.11 Stickers

In case of equipment purchasing, stickers will be applied in a visible place; these will contain the following compulsory informative elements: the Programme's logo, the European Union's logo, the project's logo.

A sticker must be on every piece of equipment. According to the available space, instead of the 100 x 100 mm sticker, one of 90 x 50 mm can be used.
Recommended dimensions: minimum 1/16 of the most visible surface of the equipment.

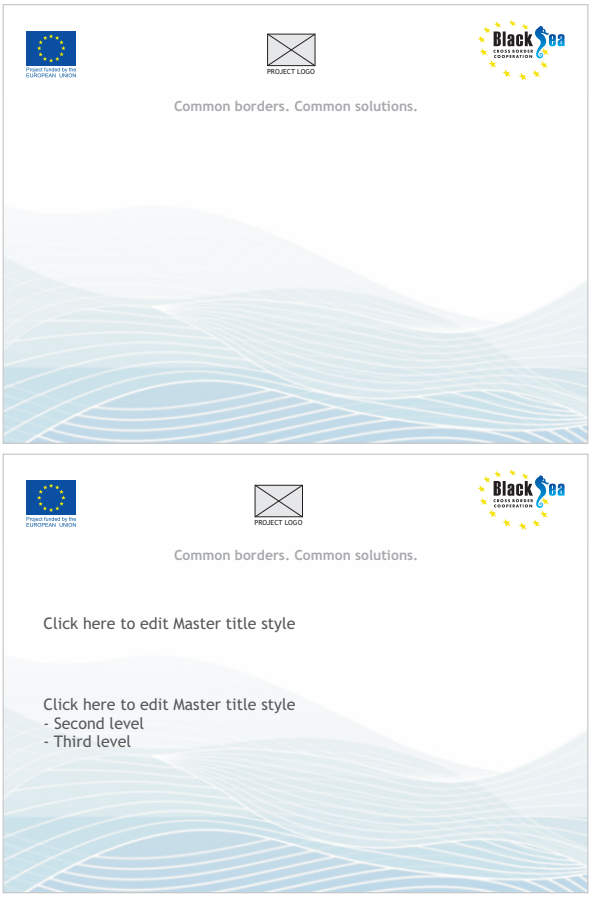
Any supplies or equipment delivered under the EU-funded action should be clearly identified and should featured prominently the EU flag and the mention “Provided with the support of the EU” in English and in the local language.

4.12 Business cards

Business cards

4.13 Power Point Presentations

Power Point Presentations



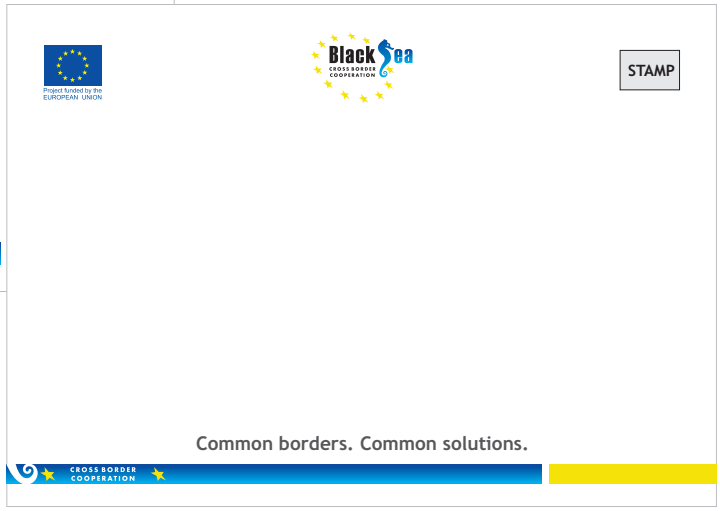
4.14 Promotional items

Promotional items must be distributed when specified in the communication plan of the programme/ project. All kinds of promotional items (such as T-shirts, caps, pens and envelopes) can be produced by JMA, National Authorities, beneficiaries/partners as supporting material for their information and communication activities in the framework of their programme and/or project.

The promotional items produced must be clearly identified with the programme logo, the project logo and EU logo carring the words Programme\Project funded By the EUROPEAN UNION, followed by key messages or key phrases.

In case of small promotional items it is accepted that under the flag of EU to appear only the words EUROPEAN UNION

4.14.1 Envelopes,



4.15 Photographs

Photographs showing the progress of all actions should be taken where appropriate to document the progress of actions and events related to these (their launch, visits by EU officials, and so on) so that they can be used in communication material.

Picture Selection

Where possible, the communication and visibility plan should make provisions for the use of a professional photographer on a regular basis to illustrate the evolution of an action.

The photos chosen should be those which will best illustrate the results and impact of the action, and should match any written information on the action. As with written material, people involved in the action are the focus, not the officials involved in managing the action, in holding meetings about the issue, and so on.

Picture Archives

As a general rule, digital photography should be used in order to facilitate reproduction on web sites and other information material (for producing printed materials, 300 dpi is the minimum quality standard).

Duplicates of the photos should be sent to:

- The Communication and Information Officer at the JMA/JTS;
- The EuropeAid Information Communication and Front Office Unit

The duplicate photos should state on the back:

- The name and contact details of the person sending the pictures.
- The name of the organisation or person that owns the picture copyright.
- The name of the action to which the picture relates, its duration (e.g.2004-2008) and the country in which it was taken.

The European Commission will be entitled to use or reproduce photos submitted to the above archives without payment of royalties.

4.16 Audio-visual Productions

Audio-visual productions must be prepared as specified in the communication strategy of a project.

Audio-visual material may be appropriate, but can be expensive to produce, so should only be prepared when there is a realistic chance of it being distributed by the media. However, small video clips can be produced very simply for displaying on web sites, or publicity material.

They may be the very subjects of a project. The opening title sequence must include the EU logo and the programme logo.

As with photos, the Beneficiary/partners must make sure that duplicates in the final distribution format and in the professional format are sent to:

- The Press and Information Officer at the Joint Managing Authority
-The EuropeAid Information, Communication and Front Office Unit

This material was produced by the Joint Managing Authority
of the Black Sea Basin Joint Operational Programme
Ministry of Regional Development and Tourism
Libertatii Bd. no. 12, sector 5, Bucharest, Romania
Phone: + 40 372 111 323
Fax: + 40 372 111 323
Email: blacksea-cbc@mdrt.ro
Website: www.blacksea-cbc.net