Programme funded by the
EUROPEAN UNION

Black Sea
CROSS BORDER
COOPERATION
Common borders. Common solutions.

Joint Operational Programme
Black Sea Basin 2014-2020

Communication and Visibility Manual

The Managing Authority of the
Joint Operational Programme Black Sea Basin 2014-2020

March 2016

"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of the Managing Authority of the Joint Operational Programme Black Sea Basin 2014-2020 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 Flag 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 Technologies and Tools 18
   - 4.8 Public events/visits/information campaigns 19
   - 4.9 Banner-ups / Internet Banners 20
   - 4.10 CD Covers 21
   - 4.11 Vehicles, Supplies and Equipment Stickers 22
   - 4.12 Business cards 23
   - 4.13 Electronic 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

Conforming to the Annual Communication Plan for 2016 annexed to the Joint Operational Programme Black Sea Basin 2014-2020, the Visual Identity Manual of the Black Sea Basin Programme 2007-2013 (February 2011 edition) has been revised and updated for the use at Programme and Project level, according to the requirements and guidelines of the Communication and Visibility Manual for European Union External Actions released by the European Commission in 2010.

For further reference, the official version of the Communication and Visibility Manual for European Union External Actions may be accessed at the following link:
http://ec.europa.eu/europeaid/devco/files/communication_and_visibility_manual_en_0.pdf

The communication and information activities have to highlight the content of the activities developed under the Joint Operational Programme Black Sea Basin 2014-2020 (ENI CBC Black Sea Basin Programme 2014-2020) and to guarantee a high degree of transparency in the usage of ENI funds.

The Visual Identity Manual of this programme contributes to building a coherent image of the programme and achieving the information, awareness and transparency objectives of the ENI CBC Black Sea Basin Programme 2014-2020.

The Visual Identity Manual of the Black Sea Basin Programme has been elaborated in order to support the programme management structures and the beneficiaries/lead beneficiaries of this programme to correctly use the information and communication measures for which they are responsible.

The beneficiaries/lead beneficiaries of the ENI CBC Black Sea Basin Programme 2014-2020 are responsible, according to Article 79(2) of the Commission Implementing Regulation (EU) 897/2014, for *adequate visibility of the Union contribution to the programme and projects in order to strengthen public awareness of the Union action and create a consistent image of the Union support in all participating countries*.

The Visual Identity Manual is used for designing various communication and information materials such as posters, publications, 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/lead beneficiary, respecting the indications from this manual and the proportions presented here.

The Visual Identity Manual of the ENI CBC Black Sea Basin Programme 2014-2020 will be annexed to the grant contracts concluded in the framework of this Programme.

The managing structures of the programme, 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 ENI CBC Black Sea Basin Programme 2014-2020, 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 lead beneficiaries consult the Information and Communication officer within the MA/JTS in case they have questions regarding the application of these visibility rules.

2. Visual Identity Elements

2.1 Use of the European Union Flag

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 ENI CBC Black Sea Basin Programme 2014-2020 the flag 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" where communication items are produced by the beneficiaries and lead beneficiaries and "Programme funded by the EUROPEAN UNION" where communication items are produced by the managing structures of the Programme.

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.

Stars:

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

Surface of the Rectangular

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

The EU flag can be downloaded from the following web page:
europa.eu/about-eu/basic-information/symbols/flag/index_en.htm

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

The title of the Programme

The complete identifying title is the "Joint Operational Programme Black Sea Basin 2014-2020". The short title is the " ENI CBC Black Sea Basin Programme 2014-2020".

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

The correct use of the title of the programme, 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 slogan of the Programme

The slogan of the ENI CBC Black Sea Basin Programme 2014-2020 "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 ENI CBC Black Sea Basin Programme 2014-2020 has the most important role in the realization of brand associations regarding visual communication.

The logo of the ENI CBC Black Sea Basin Programme 2014-2020 must not be altered in any circumstances. Only the versions presented in the manual will be used. The minimum admitted dimension of the logo is 15 mm high.

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.

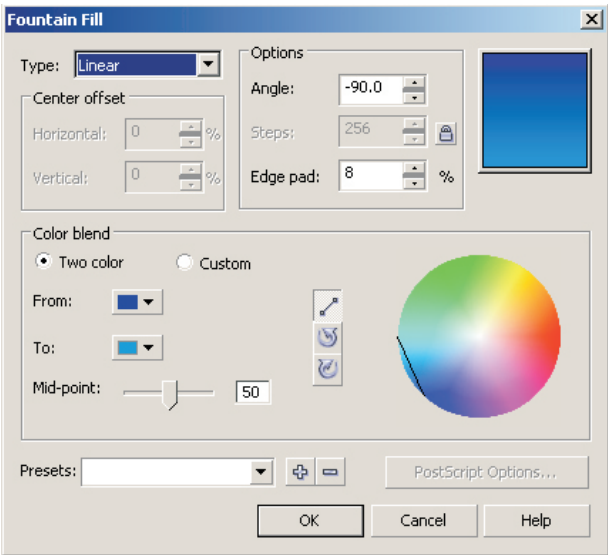
RGB: R: 238, G: 227 / B: 0
CMYK: C: 5 / M: 5 / Y: 100 / K: 0
PANTONE Yellow 012 C

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 logo of the ENI CBC Black Sea Basin Programme 2014-2020, 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 the documents, the logo of the ENI CBC Black Sea Basin Programme 2014-2020 will appear in the right side at the top, while the flag of the European Union will be positioned in the upper left-hand corner.

For activities within the Programme the mandatory information on the cover page of communication materials is: the ENI CBC Black Sea Basin Programme 2014-2020 logo at the top of the page, on the right, the European Union flag on the left and the slogan Common borders.Common Solutions. on the bottom of the page, in the middle .**Var. I**

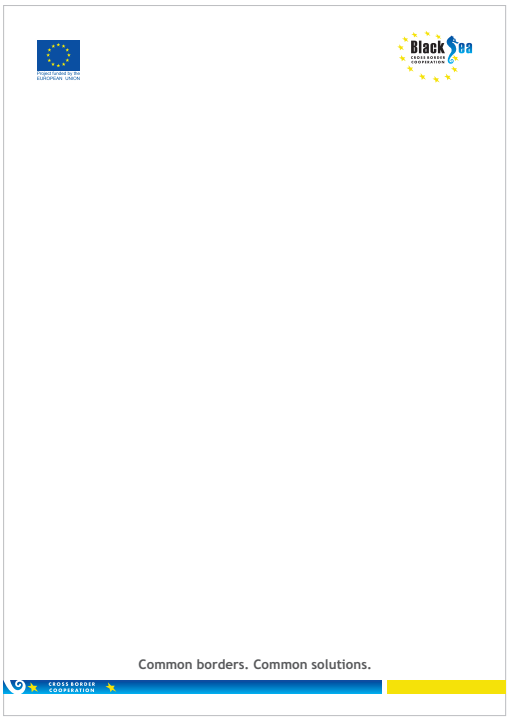
For activities within projects the mandatory information on the cover page of communication materials is: the logo of the ENI CBC Black Sea Basin Programme 2014-2020 at the top of the page, on the right side, the European Union flag on the left side, the logo of the project in the middle, and the slogan 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.

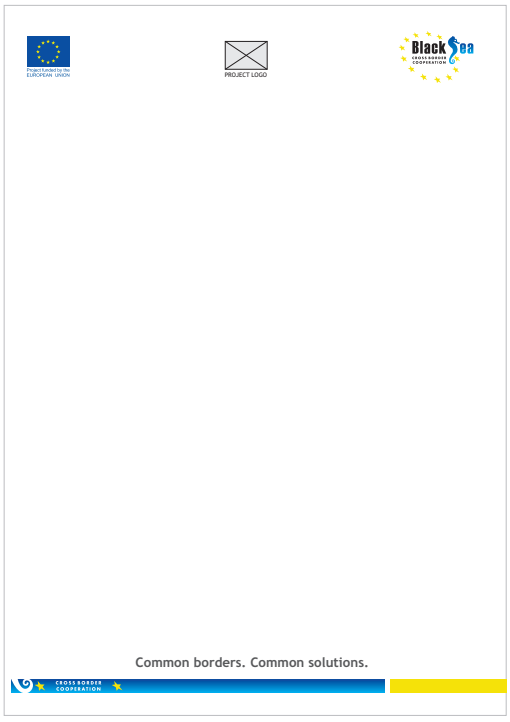
A stripe which contains elements from the logo will be used in creating of a design style.

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 2014-2020 is co-financed by the European Union through the European Neighborhood Instrument”, will appear on all publications of the Programme.

2. The Programme’s slogan “Common borders. Common solutions.” will be used on all communication materials 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 responsibility <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 programme management structures.

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 responsibility <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 every project.

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 programme management structures must have the format of type A. In case the press release is issued by a beneficiary /lead beneficiary, this will have the format of type B.

The release date of the information should be mentioned at the top, whether it is “For immediate release” or “Not to be used until “date” and “time”.

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.

If longer than an A4, “more follows” should be written at the bottom of every subsequent page. At the end of the document make sure to write “End.”

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 visibility opportunities.
Such visits should be well-timed and focused on tangible achievements.

TYPE A

TYPE B

4.2 Press ads

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 colours 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.

Leaflets produced by a contractor and/or beneficiary must incorporate a definition of the EU.

4.4 Brochures

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

The Brochures must 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 programme management structures has to respect the format of type A.

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

TYPE B

TYPE A

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 Web Technologies and Tools

4.7.1 Websites

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

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

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 refered to EU support and linked to the programme’s website as well as the Directorate-General for Neighbourhood and Enlargement Negotiations.

4.7.2 Social Media and other Tools

Social Media pages and Computer Programmes designed for specific tasks or use, such as applications or electronic databases, or other web technologies and tools must be made when specified in the communication plan of a project.

The EU flag and the logo and the slogan of the programme should appear in a visible place and must clearly identify the project as funded by the European Union.

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

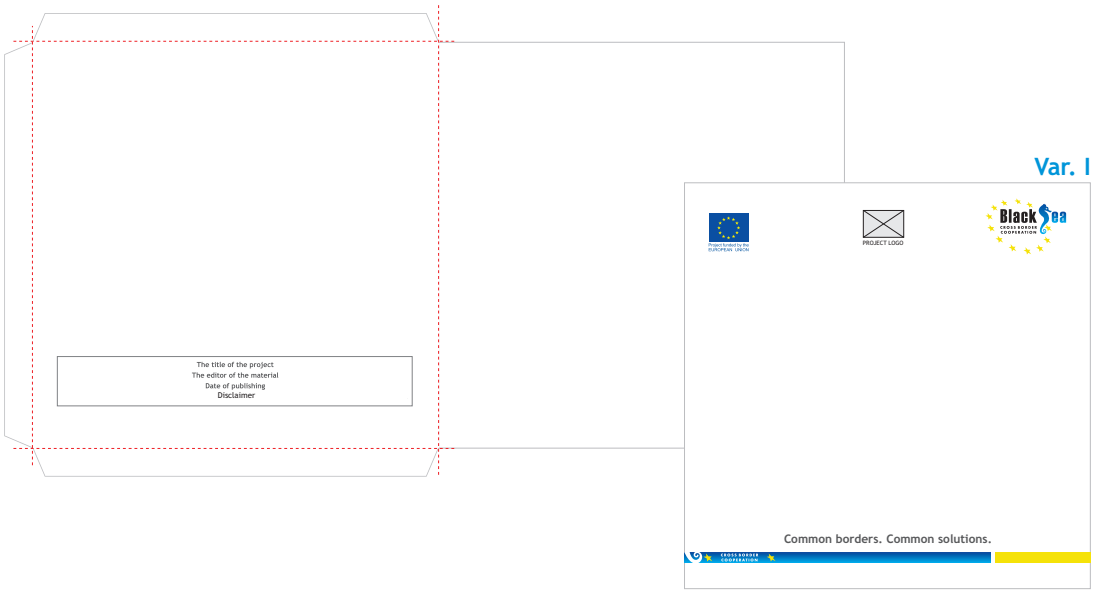
Plastic or textile banners should be produced when specified in the communication plan of an action. They are intended to serve as a background for special events such as inaugurations and conferences

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 Banner-up

Var. I

4.10 CD Covers and CD inscription

Variants of cover, DVD/CD and CD inscription.



Var. I

Var. I

4.11 Vehicles, Supplies and Equipment Stickers

Any vehicles used under the Programme should be clearly identified, and visibly carry the EU flag and the phrase “Provided with the support of the EU” in English and in the local language. The logo of the Project and that of the Programme should not be displayed more prominently than the EU flag.

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 flag, the project's logo.

A sticker/panel 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 Electronic Presentations

Electronic Presentations

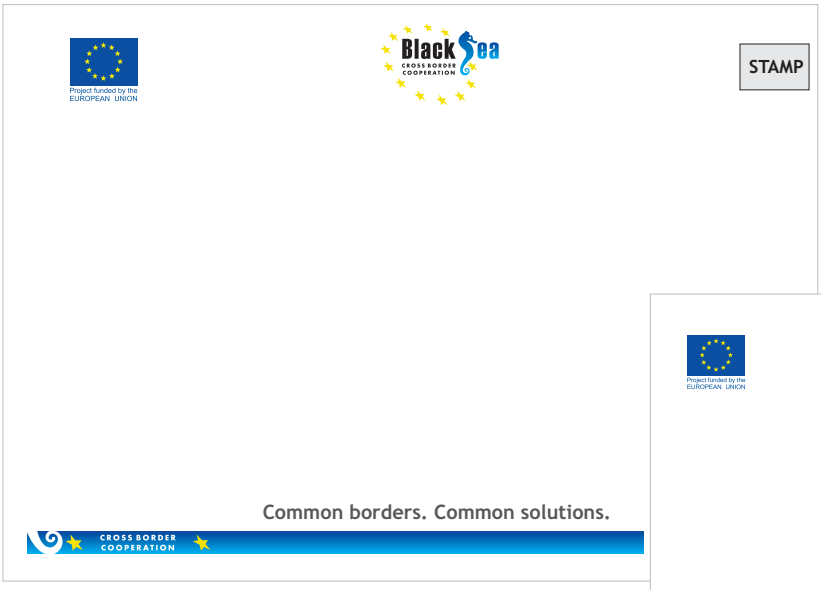
4.14 Promotional Items

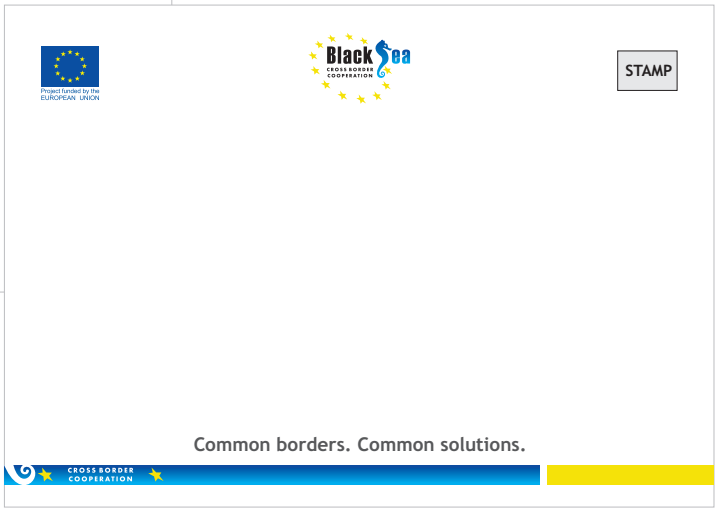
Promotional items must be distributed when specified in the communication plan of the programme/ project. All kinds of promotional items (such as T-shirts, caps and pens) can be produced by the programme management structures, beneficiaries/lead beneficiary as supporting material for their information 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, if possible, 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 materials.

Picture Selection

The photos chosen should be those which will best illustrate the context, results and impact of the action, and should match any written information on the action. As with written materials, 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 MA/JTS.

!When sent, the duplicate photos should state:
!* The name and contact details of the person sending the pictures.
!* where appropriate, 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.2014-2016) and the country where it was taken.

The European Commission and the programme management structures 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. As with all materials, the productions should acknowledge the EU support by featuring the EU flag and the beginning and/or end and the programme logo.

As with photos, the beneficiary/lead beneficiary 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 Managing Authority/JTS.

This material was produced by the Managing Authority
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