

Interreg



Co-funded by
the European Union

Romania – Bulgaria



Visual Identity Manual for Interreg VI-A Romania-Bulgaria Programme

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1. Introduction



Interreg Programmes across Europe aim to develop valuable projects that have a real impact on the life of European citizens, by improving their lives, targeting economic development of the cross-border regions and making a safer and more sustainable environment. For these programmes to attract new people and new projects, they have to be visible and this can be achieved by creating a brand (namely "Interreg brand") and by promoting this brand at different levels, using all communication channels available. In this way, wider audiences are reached and it is proven that Interreg programmes make a difference both locally and at European level.

The Visual Identity Manual (VIM) for Interreg VI-A Romania-Bulgaria Programme aims to provide guidance and support to partners of projects and to the management structures in complying with the EU visibility requirements. In the meaning of this document, project partner refers to all project partners, including Lead partner.

As foreseen by EU Regulation 1059/2021 (article 36), the project partners are required to use the term "Interreg" next to EU emblem in accordance with article 47 of EU Regulation 1060/2021 in their communication activities and also to acknowledge the support received from an Interreg fund, therefore contributing to the EU visibility on the ground.

The compulsory requirements for the project partners are to put up billboards, plaques and posters at the project sites. As well, it is mandatory for project partners that have a website section or a social media page dedicated to the project to include a short description of the project, including its aims and results and to highlight the financial support received from Interreg programme. As for any document or communication material related to the implementation of the project, the project partners must include a statement highlighting the financial support received from Interreg programme in a visible manner.

Moreover, for operations of strategic importance or projects with a total budget over 5 000 000 Eur, projects partners must organize a communication event involving EU Commission and the Managing Authority.

VIM is a useful tool meant to help you promoting the visibility elements on the following communication instruments: plaques or billboards, posters, publications, events, videos, websites, social media pages, promotional materials, other publications, materials and documents etc.

By using VIM, project partners comply with the minimum visibility requirements set by EU Regulations. The design of the different visibility components is illustrated in the graphics presented in VIM, in a simple manner, so that they can be used in a variety of contexts. If a certain design pattern is not foreseen, it may be designed subsequently, observing the indications in the manual.

2. Programme logo: structure and specifications



2.1 Elements

The Interreg VI-A Romania-Bulgaria Programme logo consists of the following elements:

- ✓ the brand Interreg
- ✓ the name of Romania-Bulgaria Programme
- ✓ the EU flag
- ✓ the statement “Co-funded by the European Union”

Project partners must use the **Programme logo** on all information and communication materials (for ex., press releases, posters, presentations, printed materials, promotional items etc.) produced in the context of the project as well as on websites, social media pages and videos.

As well the Programme logo must be placed in a visible format on all equipment and goods purchased within the project, in the form of stickers.

The composition of the logo elements and the colors of the logo must not be changed!

Please use always the digital files for the Programme logo provided bellow and do not recreate or modify the logo in any circumstances!

The digital files with the logo of the Programme in Romanian, Bulgarian and English language, as well as the standard colored version and the negative version of the logo, may be downloaded from the Programme website <https://interregviarobg.eu/en>

If the project partner decides to include the logo of its organization as a co-financing partner of the project, the logos of the Romanian Government and the Bulgarian Government, that provide the national co-financing of the project, must be included as well.



Romania – Bulgaria



România – Bulgaria



Румъния – България

2.2 Use and placement of the Programme logo

Project names/logos are not a part of the Programme logo and are rather considered as an annexed, non-mandatory element.

Projects may decide to develop their own project logo. We do not encourage projects to develop their own logo, because they are going to be used for a limited lifetime and their development involves allocation of time and costs. However, a specific logo may be created with a solid justification: if it supports reaching the project expected results or for products with a lifetime continuing after the finalization of the project.

If developing your own logo is a complex process, an alternative may be to simply use your project name written in **Trebuchet**, in the **color of your thematic objective**, as illustrated here.

Details on the icons and colors for each thematic objective you may find in section 4. Standard icons for thematic objectives of this document.



Romania – Bulgaria

Project name

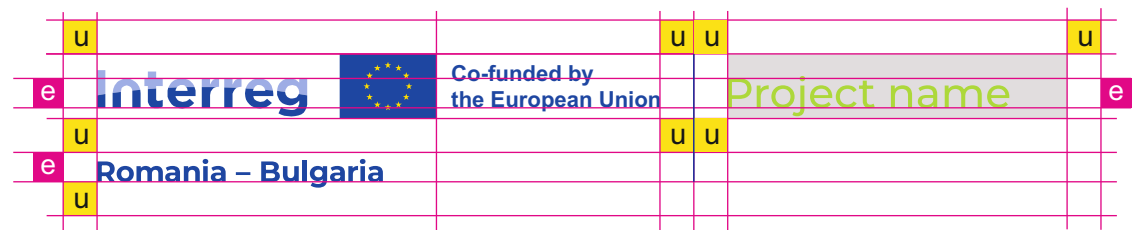
When inserting the project name next to the Programme logo, please consider the following rules:

1. Project names/logos can never be positioned above the Programme logo!

2. The standard placement of the project names is below the Programme logo, separated by a thin straight line in Reflex Blue (EU main corporate colours). This line is positioned exactly 1 “u” below the Interreg brand and 1 “u” above the project custom area. It covers the entire width of the brand, not including the margin areas, as illustrated.

The **custom area** defined for the project name or logo is equivalent to the width of the Programme logotype and EU emblem combined (not including the white border) and its maximum height is equivalent to the height of the EU emblem (not including the white border).

3. When the standard placement is not possible, you may use the landscape version of the logo with the project name/logo placed to the right/left of the Programme logo. The two logos should be separated by a thin straight line. Please make sure that the project name/logo is aligned to the other side of the custom area, with the baseline of the letters aligned to the baseline of the Interreg letters, as illustrated.



2.3 Logo colours

The logo colours are derived from the EU main corporate colours and must not be changed.

The Programme name was written in **Reflex Blue**, which is the EU corporate colour, using the exact same colour code as the EU statement and emblem.

Therefore, *Reflex Blue should be used as main colour in all communication materials.*

2.4 Fonts

Trebuchet is the main font to be used throughout all templates (billboards, plaques and posters).

Trebuchet will be used on all communication materials, publications and documents, except for websites and social media.

Titles, subtitles, headings and body text will all be written in Trebuchet.

Example:

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ

Colour

Reflex Blue

Pantone

Reflex Blue

CMYK

100 / 80 / 0 / 0

HEX

003399

RGB

0 / 51 / 153

Colour

Light Blue

Pantone

2716

CMYK

41 / 30 / 0 / 0

HEX

9FAEE5

RGB

159 / 174 / 229

Colour

Yellow

Pantone

Yellow

CMYK

0 / 0 / 100 / 0

HEX

FFCC00

RGB

255 / 204 / 0

Colour Black

Pantone Black

CMYK 0 / 0 / 0 / 100

HEX 000000

RGB 0 / 0 / 0

Colour White

Pantone /

CMYK 0 / 0 / 0 / 0

HEX ffffff

RGB 255 / 255 / 255

3. Positioning the Programme logo

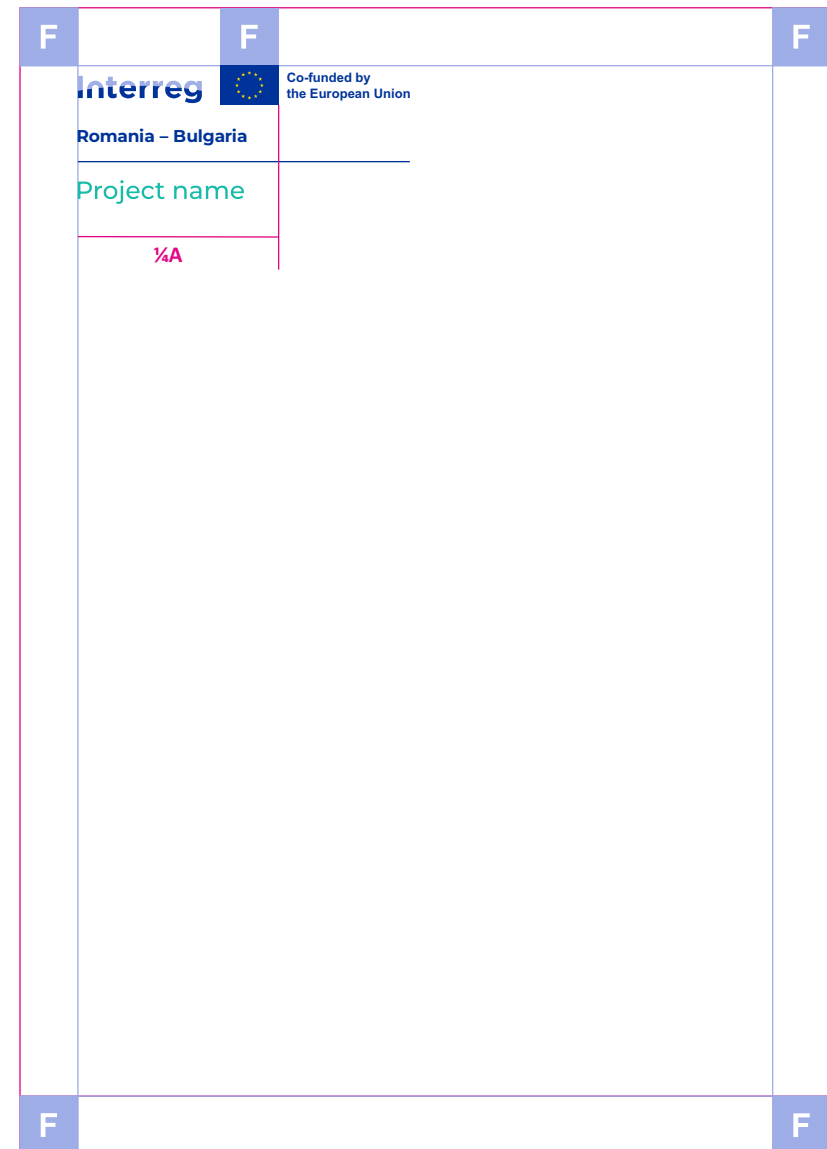
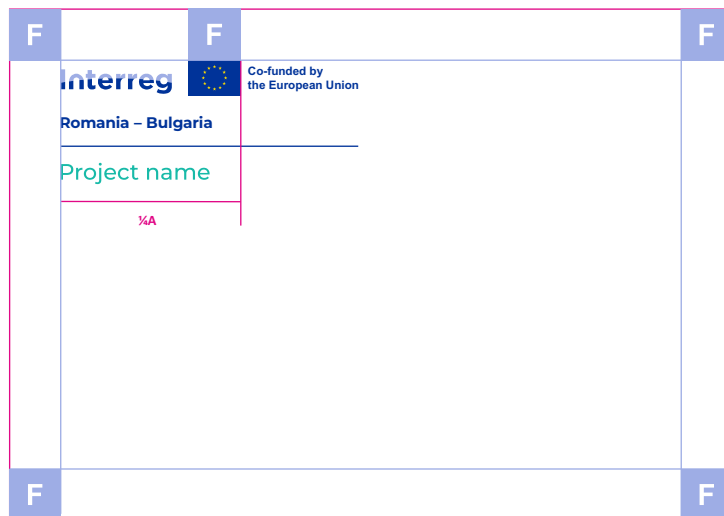


3.1 General rules

Programme logos have to be placed *on the front cover of all publications and documents*. The top-left corner position should be preferred.

If other logos are displayed (for ex. the project logo), the Programme logo must be always placed on the same page or surface as the other logos.

Please note that the Programme logo shall not be smaller in size (measured either in height or width) than the biggest logo displayed on the same page or surface!



3.2 Size

The appearance of a brand varies greatly according to the medium it is used in. Therefore, minimum sizes for print, screen and video are specified.

The width used to calculate the dimensions and positioning of the brand is the width of the Interreg logotype + EU emblem - not including the statement nor the margins.

The Programme logo should not be used in any size smaller than the smallest size specified **here**.



MEDIA	SMALLEST BRAND WIDTH
PRINT A4 PORTRAIT (210×279 MM)	38,1 mm
PRINT A4 LANDSCAPE (279×210 MM)	38,1 mm
PRINT A4 PORTRAIT (148×210 MM)	38,1 mm
PRINT BUSINESS CARD (85×55 MM)	35,1 mm
PRINT SIGN (PLAQUE) PORTRAIT ANY LARGE FORMAT (A2+)	short side 6 mm
PRINT SIGN (PLAQUE) LANDSCAPE ANY LARGE FORMAT (A2+)	long side 6 mm
SCREEN SMARTPHONE (960×640 PX)	240 px
SCREEN TABLET (1024×768 PX)	240 px
SCREEN LAPTOP (1920×1080 PX)	300 px
SCREEN DESKTOP (2560×1440 PX)	300 px
POWERPOINT 16:9 (254×142,88 MM)	32,6 mm
VIDEO FULLHD (1920×1080 PX)	300 px
VIDEO HD (1280×720 PX)	300 px
VIDEO SD (1050×576 PX)	240 px

3.3 Publications and documents

The Programme logo will be placed on the first page/cover, slide of each document/material/presentation elaborated within the Programme.

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

As well, to comply with EU Regulations, the following disclaimer must be inserted next to the **Programme logo**, in a visible format: **“Project “title” is co-funded by the European Union through European Regional Development Fund under the Interreg VI-A Romania-Bulgaria Programme.”**

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 presentations and for materials consisting of more than one page, this disclaimer will be mentioned at the bottom of the last slide/material.

Trebuchet will be used on all communication materials, publications and documents, except for websites and social media.

Interreg



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“Project “title” is co-funded by the European Union through European Regional Development Fund under the Interreg VI-A Romania-Bulgaria Programme.”

Romania – Bulgaria

The Project Title,
The Editor of the material,
Date of publishing

“The content of this material does not necessarily represent the official position of the European Union.”

3.4 Special rules for websites, videos and social media

The project partners that have a website section and/or a social media page dedicated to the project shall make sure that the logo of the Programme is inserted and that a short description of the project, including its aims and results and highlighting the financial contribution from the Interreg Programme, is provided. Once the project is finalized the information provided should be related to the main results and outputs of the project available for dissemination.

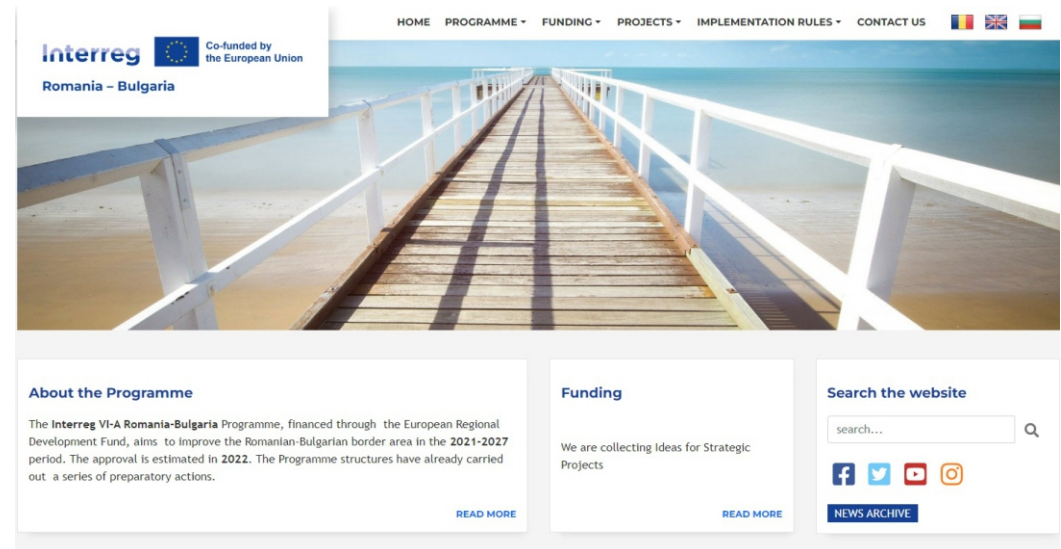
On websites and their subpages, online publications and smartphone applications, social media platforms and other digital platforms, the logo has to be positioned in a place which is visible on top without scrolling or clicking, as illustrated.

In **videos**, the logo has to be integrated in a reasonable size at the beginning or at the end of the video.

For websites and videos developed within the project, the following disclaimers must be inserted:

“Project “title” is co-funded by the European Union through European Regional Development Fund under the Interreg VI-A Romania-Bulgaria Programme.”

“The content of this website/video does not necessarily represent the official position of the European Union.”



For social media platforms, please use one of these two options:

1. If the social media platform doesn't allow for a banner image (like Instagram, for instance) use option 1 for your avatar, which includes the full brand.

2. If the social media platform allows for a banner image, use option 2 for your avatar, with the Interreg logotype alone. This is permitted for as long as you include the full brand in the social media banner image, as shown in the examples.

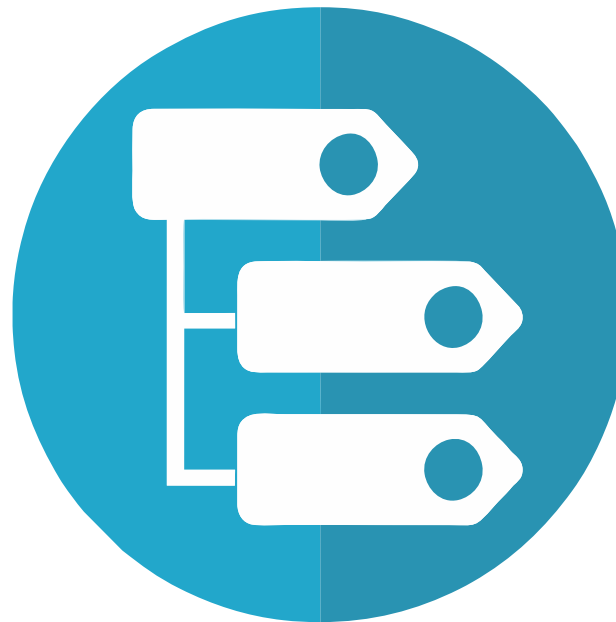


3.5 Special rules for communication products and promotional items

On communication products as roll-ups and banners or on promotional items (for ex. notebooks, bags, USB sticks etc.) the Programme logo must be placed on a visible, prominent position, as illustrated.



4. Standard icons for policy objectives



4. Standard icons for policy objectives

Project names placed next to the Programme logo should always use the colour of the matching thematic objective.

Each **policy objective** has a **standard icon** dedicated and a **colour** associated, as illustrated.

These icons are mandatory, cannot be modified!

These icons may be used whenever you make a reference to the thematic objective corresponding to your projects on all communication materials, printed or electronic, on website and social media as well as on promotional items and equipment purchased within the project.

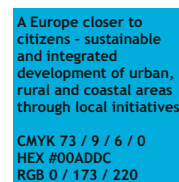
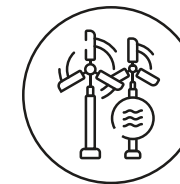
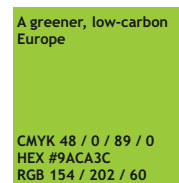
These icons can be used either with a transparent background or a white background. If used with a transparent background, they should only be placed on white or clear colors. When placed on dark colors, graphic background or images, the icons must be used with their white background or negative form.

All versions of icons, positive standard icons, positive monochromatic icons, negative standard version and negative monochromatic version can be downloaded from the Programme's website

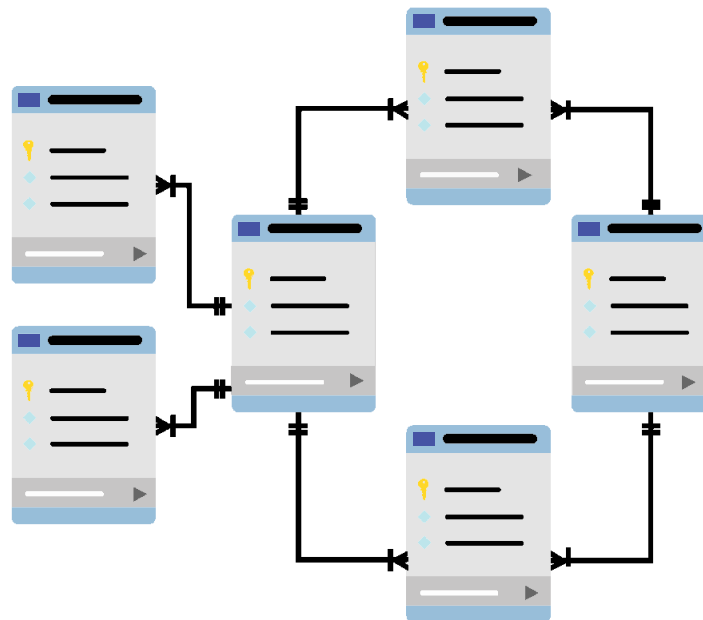
Colors of icons

The presented color scheme must be used in order to label your thematic objective.

The colors were chosen to create a harmonic system with colors that match each other and provide good contrast to the central brand and brand colors of Interreg.



5. Mandatory communication measures for project partners



5. Mandatory communication measures for project partners

According to the EU-Regulation 1059/2021, for Interreg operations for which the total cost of the investments or equipment is bellow EUR 100 000, every project partner will have to display at least one poster of a minimum size A3 or equivalent electronic display with information about the Interreg operation highlighting the support from an Interreg fund, in a prominent position.

For projects involving physical investment or the purchase of equipment, whose total cost exceeds EUR 100 000, a large durable sign (plaque or billboard) for each project must be installed on a visible, prominent place, as soon as the physical implementation of an Interreg project involving physical investment or the purchase of equipment starts or purchased equipment is installed.

The project partner that is responsible for the elaboration of the billboards, plaques or posters may decide to include the logo of the organization it represents, next to the Programme logo.

As shown in the templates presented, we allow a maximum of three additional logos besides the Programme logo.



The project partner that is responsible for the elaboration of the billboards, plaques or posters may decide to include the logo of the organization it represents, next to the Programme logo.

As shown in the templates presented, we allow a maximum of three additional logos besides the Programme logo, in order to comply with the rules set for templates included in the online generator created by the DG REGIO:

https://ec.europa.eu/regional_policy/policy/communication/online-generator_en



If the project partner decides to include the logo of its organization as a co-financing partner of the project, the logos of the Romanian Government and the Bulgarian Government, that provide the national co-financing of the project, must be included as well.

In this case, the order of placing the logos is the following: the Programme logo is the first one, followed by the Romanian and Bulgarian Government logos and the logo of the partner organization, as illustrated.

Please have in mind that ***the Programme logo must be always placed on the same page or surface as the other logos and must have at least the same size as the biggest of the other logos***, to comply with the eligibility rules set by the EU Regulations!



Recommendations on using the Romanian Government logo

Romania co-finances Interreg VI-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.



GUVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО



GUVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО

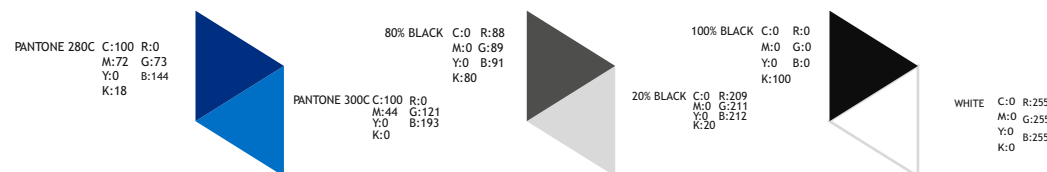
Backgrounds:

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: 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.



Recommendations on using Bulgarian Government logo

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

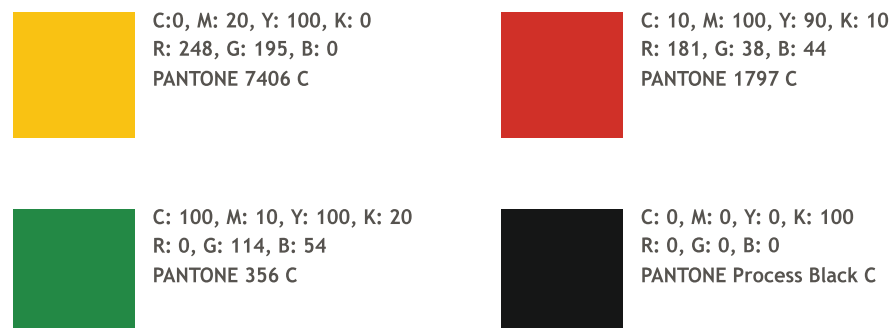
Backgrounds:

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

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



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.



For operations of strategic importance and operations whose total cost exceed EUR 5 000 000, a **communication event** involving the European Commission and the Managing Authority must be organized. More details on how to prepare and organize your communication event you may find in the Project Communication Guidelines (Starter Kit), published on the Programme website www.interregviarobg.eu

Please bear in mind that, according to the provisions of EU-Regulation 1059/2021, **non-compliance with the rules on branding could lead to negative effects including cancelling up to 2% of the support from the Funds to the beneficiary concerned**, based on the principle of proportionality.

