Joint Operational Programme
Black Sea Basin 2014-2020

Communication and Visibility Manual

April 2021
3rd Edition

Common borders. Common solutions.

Content

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

1. Introduction

The Communication and Visibility Manual for Joint Operational Programme 2014-2020 has been drafted 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 and updated in 2018.

For further reference, the official version of the Communication and Visibility Manual for European Union External Actions may be accessed at the following link:
https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en.

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 Communication and Visibility 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 Communication and Visibility Manual of the ENI CBC Black Sea Basin Programme 2014-2020 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 Communication and Visibility Manual is used for designing various communication and information materials such as posters, publications, CDs/DVDs, audio video productions, websites, press releases, panels 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 Communication and Visibility Manual of the ENI CBC Black Sea Basin Programme 2014-2020 will be used during the implementation of 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 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 European Union flag it is compulsory to have the text "Project funded by EUROPEAN UNION" where communication items are produced by the beneficiaries and lead beneficiaries and "Programme funded by EUROPEAN UNION" where communication items are produced by the managing structures of the Programme.

Regardless of the scale, scope or objective of an action, the EU emblem must be visibly and prominently displayed - at least as prominently as the other logos added - on all communication and visibility materials associated with the action.

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

Backgrounds:
The placement of the logo on a white background is recommended.

In case of a coloured background, the negative variant of the logo will be used, having a white border (with the thickness equal to 1/25 of the rectangle's height) and white stars.

NOTE: the referrence to the European Union under the flag uses the typeface Trebuchet and the use of font effects are not allowed.

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
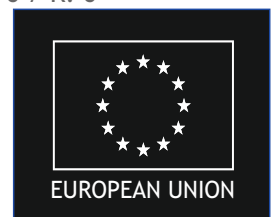**CMYK:** C: 100 / M: 79 / Y: 0 / K: 0
PANTONE Reflex Blue C
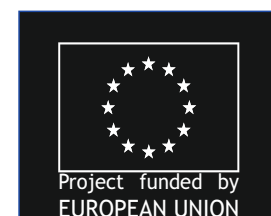
The European Union flag can be downloaded from the following web page:
https://europa.eu/european-union/about-eu/symbols/flag_en.

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 slogan is recommended to be used if the space allows it. As regards the colour of the font, the codes for the colour of the European Union logo are recommended.

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 under any circumstances. Only the versions presented in the manual will be used. The minimum admitted dimension of the logo is 15 mm high.

For small promotional items, if the space dedicated to insertion does not allow a minimum accepted dimension of 15 mm, small dimensions are accepted, provided that the logo is fully visible.

The logo of ENI CBC Black Sea Basin Programme 2014-2020 will be used on all the materials produced by the beneficiaries (press release, poster, pen etc.) and on all the equipment purchased.

Forbidden situations:

The logo should never appear on one of the colours 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 colours.

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 Colours

The CMYK colour codes will be used for all printing materials.

For printing with special characters, the PANTONE colour 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

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

FOUNTAIN FILL // Linear
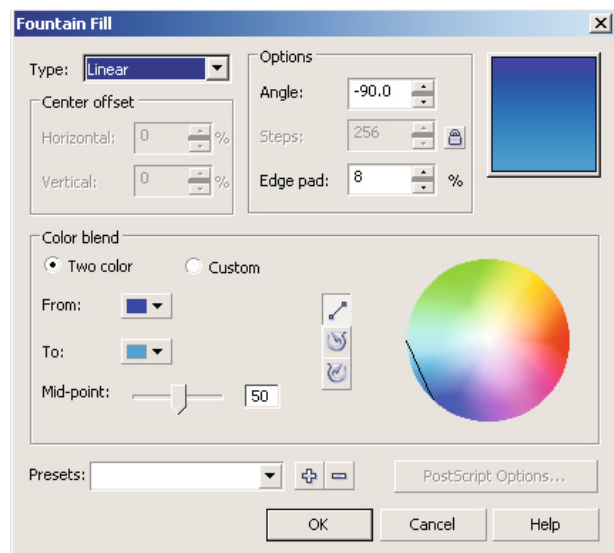
2.4 Backgrounds

For the logo of 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 coloured 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**

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

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ABCDEFGHIJKLMNOPQRSTUVWXYZ**

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ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

2.7 Page Layout

The logo of the European Union and the logo of the Programme must be placed on all materials published and on all files/ presentations shown to public. This includes not only information and promotional materials, but also documents such as invitations, presentations or agendas.

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 logo 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 are: the ENI CBC Black Sea Basin Programme 2014-2020 logo at the top of the page, on the right, the European Union logo on the left. The slogan "Common borders. Common Solutions." and

the webpage of the programme will be on the bottom of the page, in the middle.

For activities within the projects the mandatory information on the cover page of communication materials are: the ENI CBC Black Sea Basin Programme 2014-2020 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.

A stripe which contains elements from the logo will be used in creating a design style. Generally, this element will be presented on the bottom of the page.

Var. I at Programme level
Var. II at project level

Common borders. Common solutions.
www.blacksea-cbc.net

Var. I

Common borders. Common solutions.
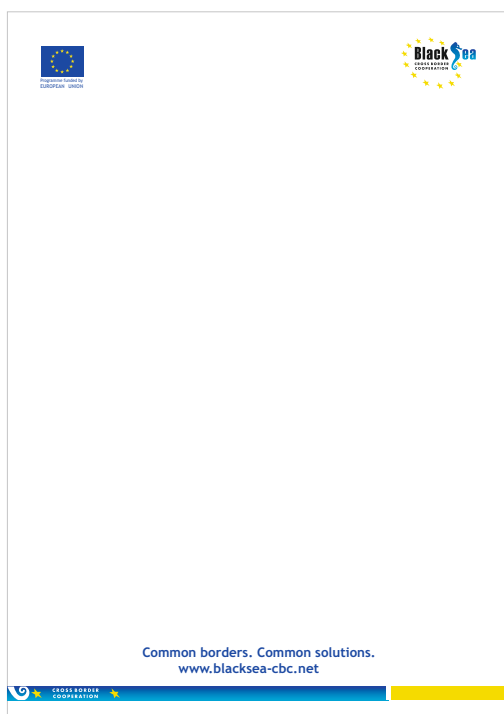
Var. II

3. Compulsory information*

at Programme level

a. The logo of the European Union must appear on all the communication and promotional materials with the following text: "Programme funded by EUROPEAN UNION".

b. The Programme's logo must appear on all communication and promotional materials.

c. The Programme's slogan "Common borders. Common solutions." will be used on all communication materials in a very visible place.

d. The webpage of the programme, www.blacksea-cbc.net, appears on all materials produced by the programme management structures.

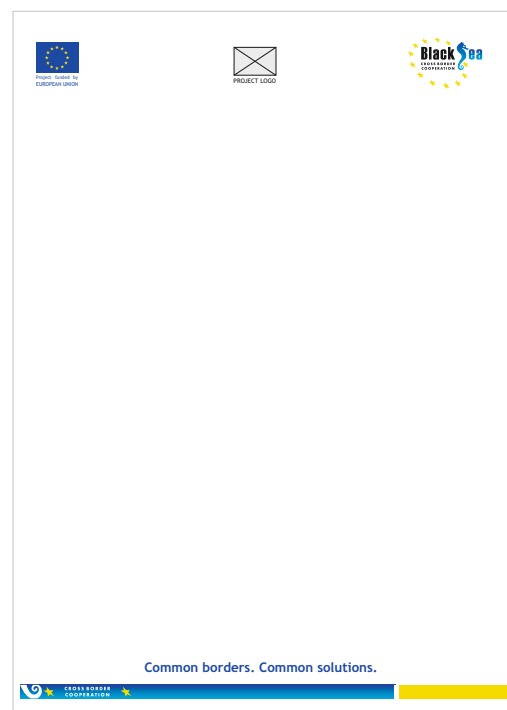e. On the back-cover page of any publication a technical box will be placed which will contain the following:
-The title of the programme;
-The editor of the material;
-Date of publishing;
-The text: Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.
-The disclaimer: „This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of <name of the author> and do not necessarily reflect the views of the European Union".

at Project level

a. The logo of the European Union must appear on all the communication and promotional materials with the following text „Project funded by EUROPEAN UNION".

b. The Programme's logo must appear on all communication and promotional materials.

c. The project's logo should appear on all communication and promotional materials.

d. The Programme's slogan "Common borders. Common solutions." will be used on all communication materials in a very visible place.

e. 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: Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.
-The disclaimer: „This publication was produced with the financial assistance of the European Union. Its contents are the sole responsibility of <name of the author> and do not necessarily reflect the views of the European Union".

∗With the exception of small promotional materials

> The title of the programme
> The editor of the material
> Date of publishing
> The text
> The disclaimer

4. Communication Tools

4.1 Press releases/Press conferences/Press visits

Press releases

As a general rule, a press release should be issued at the start of of every project.

The press release should mention that the funding was provided by the European Union.

The press release issued by the programme management structures must have the format of Var. I. In case the press release is issued by a beneficiary /lead beneficiary, this will have the format of Var. II.

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 background 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 European Union logo, the Programme logo and the Project logo.

At the press conference itself, an European Union 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.
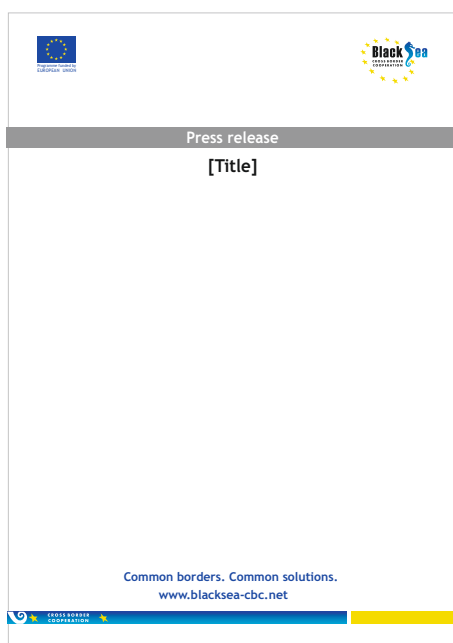
Var. II
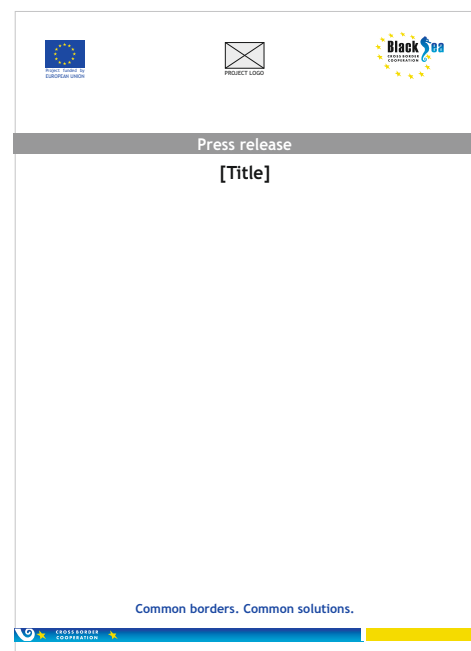
Var. I

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.

CROSS BORDER COOPERATION

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 colour can be used.

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The editor of the material: XXXXXX
Address: xxx xxxx xxxxx, xx xx,
Phone:xxxx xxx xxx
E-mail: xxxx xxxx xxxxx
Website: xxxxxxxxxxxxxxxxxxx

Common borders. Common solutions.

[TITLE]

The title of the programme
The editor of the material
Date of publishing
The text
The disclaimer

Lorem ipsum

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4.4 Posters

The images used must be clear and representative. The poster made by the programme management structures has to respect the format of Var. I.

In case the poster is made by a beneficiary/lead beneficiary, this will have the format of Var. II.
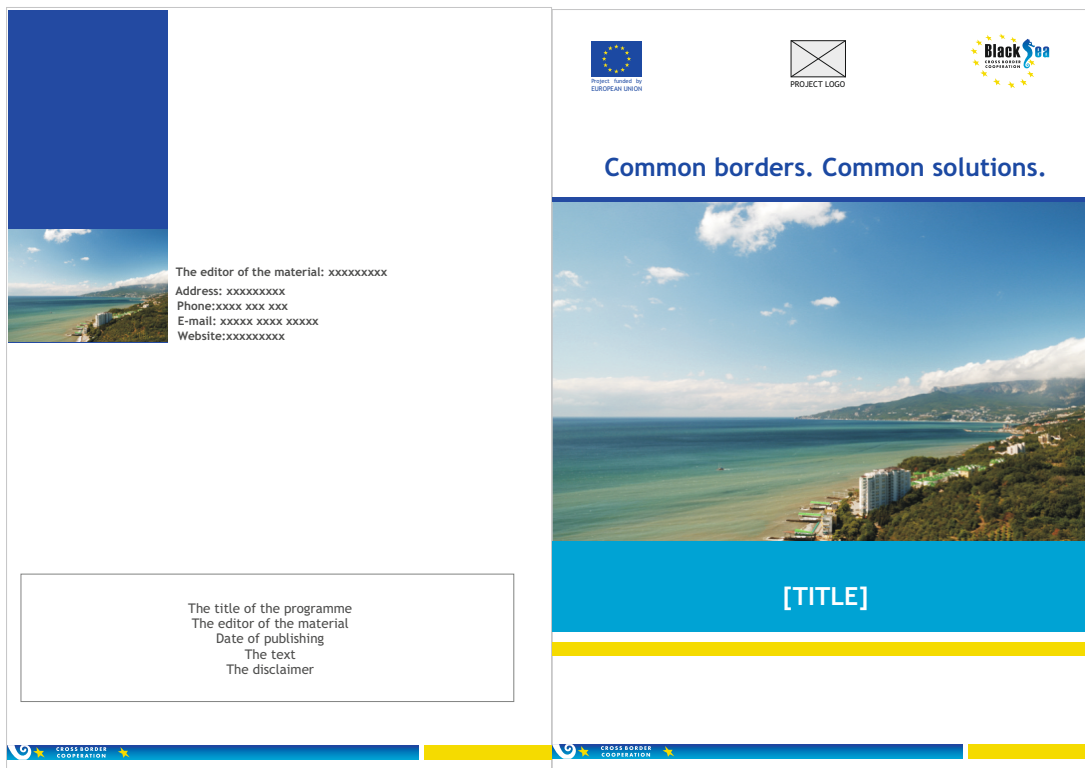
Var. I

4.5 Brochures

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

Var. II

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 European Union.

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 European Union funded programme and/or project.

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

Var. I at Programme level
Var. II at project level

Var. I

Var. II

4.7 Web Technologies and Tools

As a general rule, the communication tools must be made when specified in the communication plan of the project. For all the other communication tools not included in this chapter, please check chapter 3. Compulsory information chapter and the package with the templates drafted to support the beneficiaries.

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 European Union 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 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 European Union funded projects must be clearly referred to European Union support and linked to the programme's website. The following disclaimer will be published on the projects website/platforms: „This website/platform was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author> and do not necessarily reflect the views of the European Union".

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 detabase, or other web technologies and tools must be made when specified in the communication plan of a project.

The European Union logo together with 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.

The profile description must clearly refer to European Union support. The following disclaimer will be added: „This page/account was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <name of the author> and do not necessarily reflect the views of the European Union".

4.8 Public events/Visits and Information Campaigns

Public events and Visits

Organsing a public event 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 European Union funded training courses, conferences, seminars, fairs, exhibitions and workshops should be made aware that the European Union is financing the event. The European Union logo should appear on all materials.

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.

Information Campaigns

Large actions can support the organizing of an information campaign during the lifetime of the action. Such campaign can raise the visibility of the action and the European Union 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 European Union logo, Programme's visual identity (logo, slogan) and the Projrct's logo.

4.10 CD Covers and CD inscription

Variants of cover, DVD/CD and CD inscription.
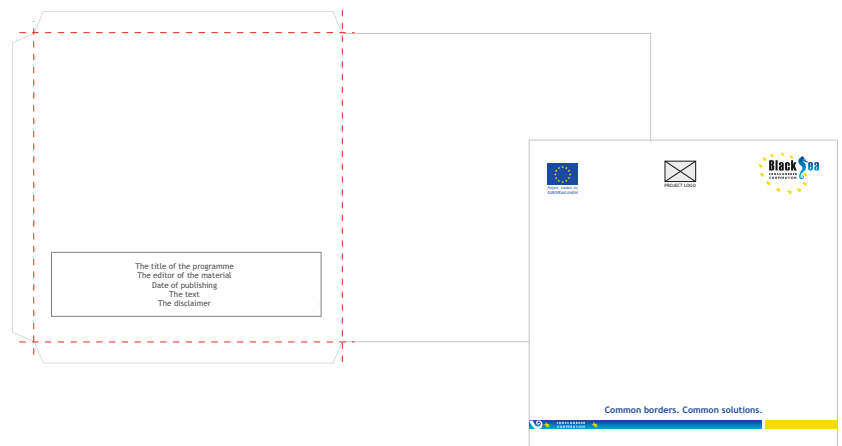
4.11 Vehicles, Supplies and Equipment Stickers

Any vehicle, supply or equipment delivered under the Programme should be clearly identified and visibly carry the European Union logo and the phrase "Provided with the support of the European Union" in English and eventually in the local language. The logo of the Project and the one of the Programme should not be displayed more prominently than the logo of European Union.

The 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 and the phrase "Provided with the support of the European Union" in English and eventually in the local language.

A sticker must be on every piece of equipment, supply, vehicle purchased.

Recommended dimensions: minimum 1/16 of the most visible surface of the equipment.

For rain or sunshine protection, a PVC sticker with UV polishing is recommended.

Provided with the support of the European Union
..............phrase in local language ....

Project funded by
EUROPEAN UNION

PROJECT LOGO

Black Sea
CROSS BORDER
COOPERATION

4.12 Business Cards

Project funded by
EUROPEAN UNION

Black Sea
CROSS BORDER
COOPERATION

Common borders. Common solutions.

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function title

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4.13 Electronic Presentation

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 the European Union logo carring the words Programme/ Project funded by EUROPEAN UNION, followed by the key message or key phrase.

In case of small promotional items it is accepted, if possible, that under the flag of European Union to appear only the words EUROPEAN UNION.

Pen

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 European Union 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 materials (for producing printed materials, 300 dpi is the minimum quality standard).

Together with each progress report, a set with the most relevant photos showing project implementation status will be submitted.
The pictures will be named according to their content (name of the event/activity_date).

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 materials 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 as publicity materials.

They may be the very subjects of a project. As with all materials, the productions should acknowledge the European Union support by featuring the European Union flag at the beginning and/or end and the programme logo.

As with photos, the beneficiary/lead beneficiary must make sure that the audio-visual productions in the final distribution format and in the professional format are submitted together with the final report.

The following disclaimer will be included in videos and other audio-visual material: „This video/film/material/recording was produced with the financial support of the European Union. Its contents are the sole responsibility of <name of the author> and do not necessarily reflect the views of the European Union".

4.17 Panels

Small scale investments related actions funded by European Union may be identified as such by means of displaying panels describing the action. The display panels should be clearly visible so that those passing are able to read and understand the nature of the action.

The display panels should remain in place from the start of the works until six months after its completion.

Every panel must mention at least the project name, project code, the project budget, the name of the beneficiary, start and end date of the project.

The European Union and programme logos should appear on the first row, while the programme official website on the last row, observing the visibility rules.

Project funded by
EUROPEAN UNION

PROJECT LOGO

Project title:

Project code:

Overal project budget:

ENI contribution:

Lead Beneficiary/Project Beneficiary:

Start and end date of the project:

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