

Interreg - IPA CBC
Romania - Serbia



Visual Identity Manual

of the Interreg-IPA Cross-border Cooperation
Romania-Serbia Programme

*Romania
Serbia*

2018



Second edition

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Visual Identity Manual of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme

Introduction

The Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is funded by the European Union under the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states of the Programme: Romania and Serbia. The Programme is the result of a co-operative effort by the Romanian and Serbian national, regional and local authorities and is built around four thematic priority axes.

The Interreg-IPA Cross-border Cooperation Romania-Serbia Programme (hereinafter referred to as „Programme” or „Interreg-IPA CBC Romania-Serbia Programme”) focuses on the development of the border area through improvement of the accessibility to the labour market and promoting employment, environment protection and tourism. The programme strategy focuses on the key challenges of the border region and provides the opportunity for both countries to continue their cross-border cooperation under the new instrument.

The Visual Identity Manual (VIM) of the Programme contributes to the establishment of a coherent visual identity at all levels. Its provisions are compulsory for all parties interested in using the visual identity elements of the Programme.

The Visual Identity Manual (VIM) offers a single set of rules applicable for all projects implemented under the Programme.

Beneficiaries must observe all the time the European Commission information regarding the visual identity of the European Union flag and symbols. The Visual Identity Manual of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme may be updated in accordance with European Commission recommendations or independently, based on technical implementation needs.

The beneficiaries may find the updated version of the Visual Identity Manual of the Interreg-IPA CBC Romania-Serbia Programme accessing www.romania-serbia.net

Independently of the Visual Identity Manual of the Programme, the Authorities of the Programme may offer various support and information regarding the implementation of the Programme on their institutional websites:

| Level of Authority | Institution | Website |
|---|--|--|
| European Commission (EC) | European Commission | http://ec.europa.eu/ |
| Managing Authority (MA) | Ministry of Regional Development and Public Administration (MRDPA) | www.mdrap.ro |
| National Authority (NA) | Ministry of European Integration Government of the Republic of Serbia | www.mei.gov.rs www.evropa.gov.rs |
| Joint Secretariat (JS) Joint Secretariat Antenna Vršac (JS Antenna Vršac) First Level Control Unit (Romania) (FLCU Romania) | Regional Office for Cross-border Cooperation Timisoara (RO CBC Timișoara or BRCT Timisoara) | www.brct-timisoara.ro |
| First Level Control Unit (Serbia) | Ministry of Finance Serbia (CFCU) | www.mfin.gov.rs |

Role of the information and publicity

Communication should be an integrated part of every project implemented under Interreg-IPA Cross-border Cooperation Romania-Serbia Programme, because successful communication activities contribute to the success of the project implementation.

Information and publicity activities regarding the funds available under the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme focus on increasing the level of information, awareness and transparency concerning the overall implementation of the Programme, as well as creating an integrated approach to the visibility of the Programme.

General principles of information and publicity activities under Interreg-IPA Cross-border Cooperation Romania-Serbia Programme:

- *Transparency*: the ability to offer in time objective and clear information;
- *Efficiency*: the optimal use of resources in order to achieve maximum impact;
- *Responsibility*: the public interest will be in the centre;
- *Flexibility*: fast adaptation to changes;
- *Political neutrality*: neutral position regarding politicians and politics;

Beneficiaries must also observe at all times the European Commission recommendations regarding communication activities.

One source of gathering more information regarding communication under European Regional Development is the following website:

http://ec.europa.eu/regional_policy/en/policy/communication/how-to/



english (en)



Search

European Commission > EU regional and urban development > Regional Policy > Policy > Communication >

Policy

Funding

What's new

In your country

Projects

Information sources

How to communicate

Cohesion policy communication in practice

Examples of Cohesion policy communication activities from a wide range of European Union countries can be found at the following links:

- [RegioNetwork](#)
- [Presentations made at INFORM network conferences](#)
- [RegioStars awards section, communication category](#)
- [Storytelling](#) is a powerful tool to communicate in a more persuasive and accessible way about the results of cohesion funding and the real benefits of the policy for people. [Key learning on storytelling techniques](#)
- "Good practices in EU Regional policy communication" PPT presentation based on the [Evaluation study on good practices in EU Regional Policy communication 2007-2013 and beyond](#) - Annex Good practices in the Member States - Annex Supporting data collection evidence
- [Cohesion policy communication rules – Questions and answers](#)
- [Use of the EU emblem](#)

COMMUNICATION

- [7 Joint Communication Action](#)
- [Campaigns](#)
 - [Cohesion30](#)
 - [Europe in My Region](#)
- [How to communicate](#)
- [Legislation](#)
- [INFORM network](#)
- [Structured dialogue with partners](#)

Purpose of the Visual Identity Manual

The purpose of the VIM is to employ standardized communication tools and a coherent set of rules for implementing the information, publicity and visibility requirements in the Projects financed through the present Programme.

The Lead Beneficiary bears the responsibility on the project level for informing the public about the funding obtained from the European Union, but every Project Beneficiary is responsible for implementing the communication activities, according to the information and publicity activities planned to be carried out during the implementation of the project (Work package 2 of the Application form - Communication).

Communication is an essential part of the project and should be implemented continuously during the project life cycle. Communication activities should support the projects by bringing their results and benefits to the awareness of the relevant target groups and/or general public.

Lead Beneficiaries may ask Joint Secretariat support in elaborating and implementing the communication activities for the project.

It is recommended to appoint a person responsible for the implementation of information and communication measures at project level (bearing in mind the size and the capacity of projects, these tasks can be carried out by members of the existing project team, for example the project coordinator).

Projects have to ensure that their final outputs have clear reference to EU contribution, while Interreg-IPA CBC Programme logo with EU logo is obligatory to be used. **It is also important to have clear signs that indicate the location** for the implementation of the projects, realized according to the VIM basic requirements (official logos, Programme logo).

Mandatory to have in your project:

- ✓ responsible persons(s) with communication activities at project level;
- ✓ ensure that project final outputs have clear reference to EU contribution;
- ✓ mandatory A3 posters – details under Poster section;
- ✓ mandatory billboards (if the case) – details under Billboards section;
- ✓ permanent plaques or billboards (if the case) – details in dedicated section;
- ✓ signs that indicate the location for the implementation of the projects.

In the VIM you can find explanations on how to use the Programme logo as well as EU logo with the obligatory phrase; explanation of the obligatory as well as recommendable communication tools; information on how to keep the records of the accomplished communication activities plus the annexes with the obligatory design elements for the billboards, commemorative plaques and stickers.

VIM and its updates/changes are available on the website www.romania-serbia.net.

The European flag



The European flag is not only the symbol of the European Union but also of Europe's unity and identity in a wider sense. The circle of gold stars represents solidarity and harmony between the people of Europe.

The number of stars has nothing to do with the number of Member States. There are 12 stars because the number 12 is traditionally the symbol of perfection, completeness and unity. The flag therefore remains unchanged regardless of EU enlargements.

The European flag and emblem represent both the Council of Europe and the European Union. It has now become the symbol par excellence of a united Europe and European identity.

The European Commission and the Council of Europe are responsible for ensuring that all uses of this symbol respect the dignity of the European flag and emblem, and for taking whatever measures are necessary to prevent misuse.

Technical characteristics for displaying the European Union

The European Union emblem shall be displayed in colour on websites. In all other media, colour is recommended and shall be used whenever possible. The monochrome version may only be used in justified cases.



EUROPEAN UNION



UNIUNEA EUROPEANĂ



EVROPSKA UNIJA



ЕВРОПСКА УНИЈА

The European Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used.

When the Union emblem and the relevant Fund (Interreg-IPA CBC Romania-Serbia Programme) are displayed on a website, the Union emblem and the reference to the Union shall be visible, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page.

The reference to Interreg-IPA Cross-border Cooperation Romania-Serbia Programme shall be made visible on the same website.

The name 'European Union' shall always be spelled out in full. Italic, underlined variations of letters or font effects shall not be used.

The typeface used in conjunction with the European Union emblem within Interreg-IPA CBC Romania-Serbia Programme logo is always Arial.

The typeface to be used in conjunction with the Union emblem, as a single element, may be any of the following fonts: (Commission implementing regulation (EU) No 821/2014 of 28 July 2014 – Chapter 2, Article 4)

- Arial: EUROPEAN UNION
- Calibri: EUROPEAN UNION
- Trebuchet MS: EUROPEAN UNION
- Tahoma: EUROPEAN UNION
- Verdana: EUROPEAN UNION
- Ubuntu: EUROPEAN UNION



The colour of the font shall be: reflex blue, black or white depending on the background.

The positioning of the text in relation to the Union emblem shall not interfere with the Union emblem in any way. The font size used shall be proportionate to the size of the emblem.

Examples of incorrect reproduction may be found at the end of the Manual.

The colours of the European Union flag shall be used only as presented below.



C: 0, M: 0, Y: 100, K: 0
PANTONE Process Yellow
R: 255, G: 204, B: 0
Hexadecimal: FFCC00



C: 100, M: 80, Y: 0, K: 0
PANTONE Reflex Blue C
R: 0, G: 51, B: 153
Hexadecimal: 003399

What type of colour codes to use?

CMYK colour codes: printed materials (vector designs: flyers, brochures, posters);

PANTONE colour pallet: special printings (textile printing);

RGB colour codes: electronic communication, Word documents, Internet, Web;

Hexadecimal - a base-16 numbering system used to define colours on Web pages.

Monochrome reproduction process

The monochrome version may only be used in justified cases.

**If the only colour
available is:**

| | |
|--------------|---|
| Black | outline the rectangle in black and print the stars in black on white |
|--------------|---|



| | |
|-------------|--|
| Blue | use Reflex Blue at 100 % for the rectangle and leave the stars in white (negative) |
|-------------|--|



Reproduction on a coloured background

The emblem is preferably reproduced on a white background.



If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25th of the height of the rectangle.



Avoid a background which does not go with blue;

Avoid a background of varied colours.

The positioning of the text shall not interfere with the EU emblem in any way.

The font size used shall be proportionate to the size of the emblem.

If other logos are displayed in addition to the Union emblem, the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos.

Please have in mind this list when displaying the European Union emblem.

- ✓ The EU flag shall be displayed in colour;
- ✓ The monochrome version may only be used in justified cases;
- ✓ The EU flag shall always be clearly visible;
- ✓ The name 'European Union' shall always be spelled out in full;
- ✓ The Commission encourages the use of the European Union emblem in all information and communication documents presenting European regional policy, including Interreg-IPA CBC Romania-Serbia Programme.
- ✓ Read more: Commission Implementing Regulation (EU) No 821/2014
- ✓ Logos and graphics guide of using the European emblem may be found here:
http://ec.europa.eu/regional_policy/en/information/logos/

Minimum visibility requirements

During implementation of an operation / a project, the beneficiary shall inform the public about the support obtained from the European Union and the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme using written communication (text) and audio-visual communication.

The minimum visibility element that must be included in all visibility materials is the logo of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme.



As a justified exception, because sometimes the dimension of the promotional material or equipment is too small, the minimum visibility element that must be included is the European Union emblem, and if possible to carry the words EUROPEAN UNION in the English, Romanian or Serbian language.

Programme title

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is part of the Interreg EU programmes family.

The official full name of the Programme is:

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme
Programul INTERREG IPA de Cooperare Transfrontalieră România-Serbia
Interreg-IPA Program prekogranične saradnje Rumunija-Srbija
Интеррег-ИПА Програм прекограничне сарадње Румунија-Србија

In the last years, more and more people from different professional sectors start using the „technical terms from EU funding domain” in mass media or other types of communication. In case of Interreg-IPA Cross-border Cooperation Romania-Serbia Programme, the short version name of the Programme is:

Interreg-IPA CBC Romania-Serbia Programme
Programul INTERREG IPA CBC România-Serbia
Interreg-IPA CBC Program Rumunija – Srbija
Интеррег-ИПА ЦБЦ Програм Румунија – Србија

The short version of the name of the Programme shall only be used carefully, using (explaining) previously the full name, especially when you communicate to the general public.

In public communication, do not use other names for the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme. **Compliance with provisions regarding the use of the programme name, namely the full as well as the short version, is compulsory.**

Use the technical language and short terms carefully.

Technical terms like: "IPA", "IPA-CBC", "eligibility", "applicants", "MA", "NA", "JS", "FLC" or other terms may have a stressful lexical impact over the public.

Programme logo

Having in mind the fact that the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is part of Interreg family programmes, the Interreg-IPA CBC Romania-Serbia Programme logo is designed as full brand integration with Interreg programmes. For more information you may access **The Design Manual of Interreg Programme logo - Full Brand Integration**, which is available for download on www.romania-serbia.net

The Programme logo is the most important instrument for creating brand association in the visual communication for the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme. Therefore, the logo shall be used only as mentioned in the present manual and must not be recreated differently under any circumstances.



On communication materials, the minimum length of the logo should allow a clear reading of the logo. For example, when designing an A4 printed material, a minimum length of 50 mm should be considered as an appropriate choice.



Programme logo:

Always use the digital logo files provided;

Do not try to recreate or modify the logo in any way;

Colour version is recommended and shall be used whenever possible;

The monochrome version may only be used in justified cases.

The logo consists of the following elements:

- » the logotype with the coloured arch inside;
- » IPA: Instrument for Pre-accession Assistance;
- » CBC: Cross-border Cooperation;
- » the European flag and the European Union labelling;
- » Romania and Serbia: partner states in the Programme;
- » The logo is surrounded by a clear space area that defines the minimum distance to other elements such as other logos, pictures, texts or any other design elements.



The elements of the logo represent a unit. They must not be shown separately. The composition of the logo elements follows specific rules and must not be changed.






A clear space of at least one basic unit (e letter) in height and width must always remain around the logo as the minimum distance to the next graphic element, text or to the page margins. This clear space area is the minimum clear space, **it is recommended to increase this space wherever possible**. Within this area, no other graphic elements or logos are placed.

Logo colours of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme

The logo colours are derived from the European flag and must not be changed. They are used to identify the brand in all visual communication.

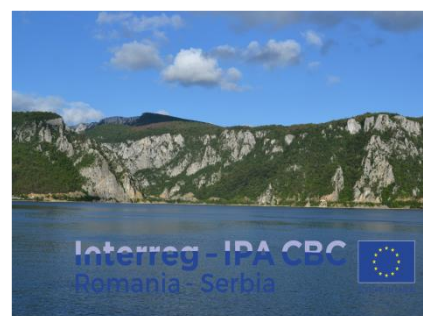
The colours of the Interreg-IPA CBC Romania-Serbia Programme shall be used only as presented below.

| | | |
|---|--|--|
|  | Reflex Blue C: 100, M: 80, Y: 0, K: 0 PANTONE Reflex Blue C R: 0, G: 51, B: 153 Hexadecimal: 003399 | Pantone: Spot colours CMYK: Process-colour printing, 100 colour gradations per channel <i>C = cyan</i> <i>M = magenta</i> <i>Y = yellow</i> <i>K = black</i> RGB: Colour sample for monitor display with 256 gradations per channel <i>R = red</i> <i>G = green</i> <i>B = blue</i> Hex: System similar to RGB, but with gradations from "00" to "FF" (hexadecimal) per channel. This system is suitable for designing websites. |
|  | Light Blue C: 41, M: 30, Y: 0, K: 0 PANTONE 2716 R: 159, G: 174, B: 229 Hexadecimal: 9FAEE5 | |
|  | Yellow C: 0, M: 0, Y: 100, K: 0 PANTONE Process Yellow R: 255, G: 204, B: 0 Hexadecimal: FFCC00 | |

The standard logo is the full colour version. This version should always be the first option.

Ideally, the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

According to EU regulations the EU flag always needs to have a white border around the rectangle if placed on a coloured background. The width of the border must be 1/25th of the height of the rectangle.



Grey scale logo

For single colour reproductions, a greyscale version of the logo should be used. **This version should only be used when full colour is not available.**

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Black and white logo

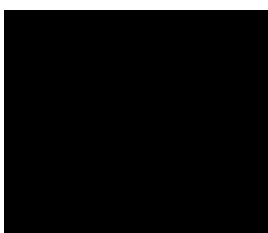
The black and white logo should only be used if there is no possibility to use greyscale.

Interreg - IPA CBC
Romania - Serbia



Grey

C: 0, M: 0, Y: 0, K: 50
PANTONE Cool Gray 9 C
R: 125, G: 125, B: 125
Hexadecimal: 7D7D7D



Black

C: 0, M: 0, Y: 0, K: 100
PANTONE Process Black
R: 0, G: 0, B: 0
Hexadecimal: 000000

Programme logo: Colour - Greyscale - Black and White?

The standard logo is the full colour version.

The greyscale version of the logo should be used only when full colour is not available.

The black and white logo should only be used if there is no possibility to use greyscale.

Language versions of the Interreg-IPA CBC Romania-Serbia Programme logo

The Interreg-IPA CBC Romania-Serbia Programme logo is multilingual and has four versions: Romanian, English and Serbian (Latin and Cyrillic).

The language of the Interreg-IPA CBC Romania-Serbia Programme logo should be in compliance with the language of the respective communication tool and it should be always the same language version as the language of the obligatory phrase with EU logo.

English version of the Programme logo

Interreg - IPA CBC
Romania - Serbia



Romanian version of the Programme logo

Interreg - IPA CBC
România - Serbia



Serbian Latin version of the Programme logo

Interreg - IPA CBC
Rumunija - Srbija



Serbian Cyrillic version of the Programme logo

Interreg - IPA CBC
Румунија – Србија



The logo of the Interreg-IPA CBC Romania-Serbia Programme must be used on all materials issued by the implementing authorities of the Programme, signed by Head of MA/ NA/ JS/ JS Antenna as well as beneficiaries of funds from the Programme.

Everybody in the Programme shall comply with the provisions above, as follows:

- ✓ All materials issued for the Romanian public shall bear the Romanian version of the logo;
- ✓ All materials issued for the Serbian public shall bear the Serbian version of the logo (Cyrillic or Latin, in accordance with the used alphabet);
- ✓ All materials used to disseminate information to third parties targeted as English speakers, which is the common language of the Programme, shall bear the English version of the logo.

All materials issued the by the implementing bodies as well as beneficiaries of funds from the Programme shall comply with the above provisions taking into account the main target group or the message for each material.

When editing bilingual/trilingual communication materials, the official logo and disclaimers will be in English as this is the common language of the Programme. If the bilingual material use only Romanian and Serbian languages, the official logo and disclaimers will be in one of these languages.

The projects should have bilingual communication tools addressing both sides of the border. This means that the cross-border partners together should communicate on both sides of the border at least the project results outlining the EU and the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme contribution to the project.

Information disclaimers

Communication materials printed within a project financed under Interreg-IPA CBC Romania-Serbia Programme should include the following:

- ✓ Interreg-IPA CBC Romania-Serbia Programme with EU logo;
- ✓ Thematic icons of the Europe 2020 growth strategy; The thematic icon it will be selected in accordance with the priority axis which finances your project;
- ✓ A text disclaimer outlining the EU and partner states contribution to the Project;
- ✓ A technical box to identify the editor and the Project;
- ✓ EU Disclaimer within the technical box;
- ✓ Contact details of Managing Authority;
- ✓ Website of the Programme.

interreg - IPA CBC
Romania - Serbia




Employment labour mobility
and social inclusion

Cooperation beyond borders.
Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union under the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states in the Programme.

Project title: Insert the name of the project (eMS Code: RORS-xx)
Material editor: Insert the name of the partner responsible for editing the material
Publishing date: November 2525
The content of this material does not necessarily represent the official position of the European Union.
In case of any complaints, contact: romania-serbia@mdrap.ro

www.romania-serbia.net

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Romania - Serbia



Environmental protection
and risk management

Cooperation beyond borders.
Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union under the Instrument for Pre-accession Assistance (IPA) and co-financed by the partner states in the Programme.

Project title: Insert the name of the project (eMS Code: RORS-XXX)
Material editor: Insert the name of the partner responsible for editing the material
Publishing date: November 2525
The content of this material does not necessarily represent the official position of the European Union.
In case of any complaints, contact: romania-serbia@mdrap.ro

www.romania-serbia.net

The following **text disclaimer shall be used on all the materials** issued by the implementing authorities of the Programme as well as beneficiaries of funds from the Programme on the last cover of the material (cover 4), above the technical box presented.

Cooperation beyond borders.

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union under the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states in the Programme.

Cooperare dincolo de frontiere.

Programul INTERREG IPA de Cooperare Transfrontalieră Romania-Serbia este finanțat de Uniunea Europeană prin Instrumentul de Asistență pentru Preaderare (IPA II) și cofinanțat de statele partenere în program.

Saradnja preko granica!

INTEREG IPA Program prekogranične saradnje Rumunija – Srbija je finansiran od strane Evropske unije u okviru instrumenta za pretpristupnu pomoć (IPA II) i sufinansiran od strane država učesnica programa.

Сарадња преко граница!

ИНТЕРЕГ ИПА Програм прекограничне сарадње Румунија – Србија је финансиран од стране Европске уније у оквиру инструмента за претприступну помоћ (ИПА II) и суфинансиран од стране држава учесница програма.

The technical box includes:

- ✓ Information about the project name including eMS Code;
- ✓ Material editor – the project partner who is responsible for the material (not a third party as it may be an advertising company contracted through a public procurement activity)
- ✓ Publishing date – will be used the following format: November 2018;
- ✓ EU disclaimer – mandatory as it is detailed below;
- ✓ Managing Authority e-mail contact, in case of complaints.

Project title: Project name – eMS: RORS-XXX
Material editor:
Publishing date: November 2018

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

In case of any complaints, contact: romania-serbia@mdrap.ro

Titlul proiectului:
Editorul materialului:
Data publicării:

Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene.

Pentru eventuale sesizări, contactați: romania-serbia@mdrap.ro

Ime projekta:
Urednik:
Datum objavljivanja:

Sadržaj ovog materijala ne predstavlja zvanični stav Evropske unije.

U slučaju pritužbi, kontaktirajte nas slanjem e-maila na adresu: romania-serbia@mdrap.ro

Име пројекта:
Уредник:
Датум објављивања:

Садржај овог материјала не представља званични став Европске уније.

У случају притужби, контактирајте нас слањем е-маила на адресу: romania-serbia@mdrap.ro

Always! The technical box has the same language with the text disclaimer and the same language as the logo of the Interreg-IPA CBC Romania-Serbia Programme logo with the name of the EU flag.

The website of the Romania Serbia IPA CBC Programmes is one of the main interfaces of the implementing bodies with the target groups of the programme. Therefore, it shall be present on all materials issued by the implementing authorities of the Programme as well as beneficiaries of funds from the Programme.

www.romania-serbia.net

Typography of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme

Open Sans is the recommended font to be used in all communication materials made during a project implementation.

Open Sans has a neutral appearance suitable for all applications, being very versatile because of its broad variety of weights and styles. Open Sans was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Firstly, within the Programme area, we are dealing with two types of alphabets in official communication, Latin alphabet with special characters as it is *ă, â, ć, đ, ê, ș, ș, ț* in Romania and Serbia and Cyrillic alphabet (example of letters *Љ, ъ, Ѝ, џ*) as national script of the Republic of Serbia. Secondly, the designers use different devices and programmes from different companies in their creative work.

As an alternative to Open Sans, you may choose: Vollkorn Font Family for overall communication.

Having in mind the previous two paragraphs, if Open Sans or Vollkorn typefaces are not suitable to be used, you may choose other types of fonts, for example Trebuchet MS, Calibri, Arial or other font.

When choosing other suitable fonts, **the beneficiary has the obligation to choose a font style compatible with an official document style**, avoiding unusual bizarre fonts.

DO NOT USE STRANGE FONTS IN OFFICIAL COMMUNICATION OF THE PROGRAMME!

Do not use strange fonts in official communication of the Programme!

Do not use strange fonts in official communication of the Programme!

Do not use strange fonts in official communication of the Programme!

Official fonts of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme are the following fonts: Open Sans and Vollkorn. They are recommended! Monserrat font is the typeface of Interreg-IPA CBC Romania-Serbia Programme logo.

The fonts are available here:

Open Sans:

<http://www.fontsquirrel.com/fonts/open-sans>

Vollkorn:

<http://www.fontsquirrel.com/fonts/vollkorn>

Montserrat: Interreg-IPA CBC Romania-Serbia Programme logo – Do not modify the logo!

<http://www.fontsquirrel.com/fonts/montserrat>

Open sans font family

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 @ # € \$ ()

Open Sans regular

The quick brown fox jumps over the lazy dog - 12
The quick brown fox jumps over the lazy dog - 14
The quick brown fox jumps over the lazy dog - 16
The quick brown fox jumps over the lazy dog - 18

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 @ # € \$ ()*

Open Sans italic

*The quick brown fox jumps over the lazy dog - 12
The quick brown fox jumps over the lazy dog - 14
The quick brown fox jumps over the lazy dog - 16
The quick brown fox jumps over the lazy dog - 18*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 @ # € \$ ()

Open Sans semibold

The quick brown fox jumps over the lazy dog - 12
The quick brown fox jumps over the lazy dog - 14
The quick brown fox jumps over the lazy dog - 16
The quick brown fox jumps over the lazy dog - 18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 @ # € \$ ()

Open Sans bold

The quick brown fox jumps over the lazy dog - 12
The quick brown fox jumps over the lazy dog - 14
The quick brown fox jumps over the lazy dog - 16
The quick brown fox jumps over the lazy dog - 18

Europe 2020 growth strategy




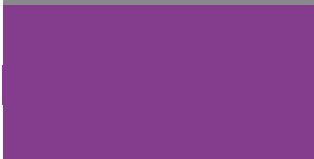
Thematic objectives and icons

In a changing world, the EU wants to become a smart, sustainable and inclusive economy. These three mutually reinforcing priorities should help the European Union to deliver high levels of employment, productivity and social cohesion. Concretely, the Union has set five ambitious objectives - on employment, innovation, education, social inclusion and climate / energy - to be reached by year 2020 through the Europe 2020 growth strategy.

More about Europe 2020 growth strategy: http://ec.europa.eu/europe2020/index_en.htm

Within all Interreg programmes implemented all around Europe there are 11 thematic objectives to help deliver Europe 2020 goals, represented in the Interreg brand design by a system of colours and icons. **These invariable colours and icons should be used whenever these objectives are communicated, especially towards beneficiaries and potential beneficiaries.**

**Interreg-IPA CBC thematic objectives
for Europe 2020 strategy**

| | | |
|---|---|---|
|  | Employment labour mobility and social inclusion | C: 2, M: 71, Y: 72, K: 0 PANTONE 1665 U R: 234, G: 102, B: 71 Hexadecimal: #ea6647 |
|  | Environment, climate change and resource efficiency | C: 49, M: 0, Y: 99, K: 0 PANTONE 382 U R: 152, G: 194, B: 34 Hexadecimal: #98c222 |
|  | Sustainable transport | C: 46, M: 37, Y: 34, K: 15 PANTONE Cool Gray U9 R: 138, G: 137, B: 140 Hexadecimal: #8a898c |
|  | Tourism, natural and cultural heritage | C: 60, M: 90, Y: 0, K: 0 PANTONE Solid Coated 513 C R: 132, G: 61, B: 141 Hexadecimal: #843D8D |

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme, as part of the Interreg programmes family, is using the Interreg brand design system of colours and icons.

This system of colours and icons is used for all four priority axes financed under the Interreg-IPA CBC Romania-Serbia Programme.

| Interreg IPA CBC Romania-Serbia Programme | Associated thematic icon |
|---|--|
| Priority Axis 1: Employment promotion and basic services strengthening for an inclusive growth |  |
| Priority Axis 2: Environmental protection and risk management |  |
| Priority Axis 3: Sustainable mobility and accessibility |  |
| Priority Axis 4: Attractiveness for sustainable tourism |  |

All beneficiaries of Interreg-IPA Cross-border Cooperation Romania-Serbia Programme must use the thematic icons and the system of colour for the identification of their project together with the project title and the eMS code

Standard appearance. The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is in the colour of the thematic objective it represents.

Negative appearance. It is also possible to use the icons in negative versions. In this case the icons should be placed in circles.

Greyscale versions. In the case of greyscale applications the icons can also be used in black.

Greyscale negative version. A greyscale negative version is also possible.



Employment promotion and basic services strengthening for an inclusive growth



Employment promotion and basic services strengthening for an inclusive growth

| Standard appearance (positive) | B&W appearance | Negative appearance | Negative B&W |
|-----------------------------------|----------------|---------------------|--------------|
|-----------------------------------|----------------|---------------------|--------------|



Thematic icons: Colour - Greyscale - Black and White?

The coloured version of icons – standard or negative appearance - **is preferred** in front of greyscale / B&W versions.

The name of the thematic objective icon may be included.

Using the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme logo with European Union flag is mandatory.

Joint Secretariat Communication can add the project name to the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme logo.

- ✓ **Sometimes it is not possible!**
- ✓ If you decide to add the name of your project to the Programme logo, always contact the Joint Secretariat Communication Department for further details and advice;
- ✓ Lead beneficiary should send to the Joint Secretariat within Regional Office for Cross-border Cooperation Timisoara or Joint Secretariat Antenna Vršac a written request;
- ✓ JS and the project lead beneficiary (the project communication specialist) will develop the logo;
- ✓ In accordance with the Joint Secretariat personnel availability, the technical process may last more days.

European Cooperation Day



Continuing a tradition which started in 2012, Interreg and neighbouring programmes are celebrating the European Cooperation Day each year on 21 September.

The aim of the campaign is to communicate the achievements of European cooperation across borders to the general public. The local events showcase how cross-border, transnational and interregional cooperation projects are reducing obstacles and disparities, while at the same time increasing cultural understanding and efficiency between European regions. All these initiatives funded by the European Union have helped to improve people's lives along the many borders within Europe and beyond.

European Cooperation Day is celebrated on 21 September, as the main day, with further possibilities of having activities during the days before and after the 21 September.

What is the objective of European Cooperation Day? The goal of this Day is to improve the visibility of European Territorial Cooperation, to disseminate its outcomes and to show how it has impacted the quality of life for the populations it serves. The presence of a multiplicity of events throughout Europe will also outline the diversity of ETC and the fact that this is truly a European initiative.

The campaign is coordinated by the INTERACT Programme with the support of the European Commission, the European Parliament and the Committee of the Regions.

Visibility and communication

European Cooperation Day is one concept, one brand and one visual identity, which will be shared by many events. These events will all take place in the same period and each will be organised by a different programme or by groups of programmes working together.

The slogan of European Cooperation Day is:

| | | |
|------------------|--------------------------|---|
| English | European Cooperation Day | Sharing Borders, Growing Closer |
| Romanian | Ziua Cooperării Europene | La granițe ne dezvoltăm împreună |
| Serbian C | Дан европске сарадње | Заједничке границе, заједничка будућност |
| Serbian L | Dan evropske saradnje | Zajedničke granice - zajednička budućnost |



Interreg-IPA Cross-border Cooperation Romania-Serbia Programme organizes events to celebrate European Cooperation Day. Projects are encouraged to join this communication activity through different events that may be organized in 21 September or the days before and after the 21 September.

More information about European Cooperation Day: www.ecday.eu
Interact Programme – Coordinator of events - www.interact-eu.net

The easiest way to join European Cooperation Day is sharing Social Media experiences:

www.facebook.com/europeancooperationday

www.twitter.com/cooperationday

www.youtube.com/cooperationday

Participation is advisable, but not mandatory.

- ✓ If you decide to join European Cooperation Day event, contact the Joint Secretariat within the Regional Office for Cross-border Cooperation Timisoara or the Joint Secretariat Antenna Vrșac.
- ✓ Independently of joining the EC Day event, Authorities of the Programme may ask you to provide different information and visual communication support of your project activities, before and after EC Day event.

Audio materials

Audio materials (**radio spots**) are useful to broadcast very fast information regarding different events (launching or closure events of the project, a seminar, etc.) or to raise the awareness of the project among the public. Radio spots may be flexible and easy to produce, but involve a high repeating rate of the message in order to reach the public.

When realizing radio advertisements, at the end of the spot the following message should be inserted:

"Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union and co-financed by the partner states in the Programme."

The message must be in the language of the spot.

Please have in mind this list before broadcasting an audio spot.

- ✓ is creative and may attract people to listen it;
- ✓ use a clear language;
- ✓ best quality of sound;
- ✓ technical message is included, etc.

Audio-visual materials / films

Audio-visual materials (**TV spots / films**) may be appropriate, but can be expensive to produce. The first step in creating good visual materials is deciding on a format for your video and to be clear what is the purpose of it: to advertise an activity of the project, to raise awareness, to ensure transparency, etc.

Before recording audio-visual materials, you should carefully plan your distribution and broadcasting channels, taking into consideration the financial aspects of such actions. However, small video clips can be displayed on web sites and on social media platforms, or used as publicity material at events.

A technical frame must be included at the end of the video spot. The frame will present the logo of the Programme, information disclaimer and technical text box. The technical final frame of the film must be in the language of the spot.

Please have in mind this list before broadcasting a video spot / film.

- ✓ is creative and may attract people to watch it;
- ✓ use a clear language;
- ✓ best quality of image and sound;
- ✓ you outlined the EU/Programme financing in the project (visual and/or verbal);
- ✓ technical frame is included;
- ✓ be transparent!

Public speaking

Public speaking represents the personal ability to communicate orally in public with a group of people. Usually, there are different types of speeches depending on the results that you may want to obtain: informative, persuasive, entertaining, but often it can be an overlap between them. **Within Interreg-IPA CBC Romania-Serbia Programme, we always ensure transparency of the data provided having in mind the public interest.**

Before delivering a speech, prepare yourself and gather all the necessary information. Depending on the professional experience of the audience, choose the best balance between technical and plain language used.

Dealing with journalists and giving interviews represents a type of public speaking. During mass media interviews, it is necessary to use correct forms of the official names of the institutions involved in your project, including the name of the Programme.

Please have in mind this list when delivering a speech during a mass media interview:

Use the official names correctly:

- ✓ European Union; Uniunea Europeană; Evropska Unija;
- ✓ Interreg-IPA Cross-border Cooperation Romania-Serbia Programme;
- ✓ Programul Interreg-IPA de Cooperare Transfrontalieră România-Serbia;
- ✓ Interreg-IPA Program prekogranične saradnje Rumunija – Srbija;
- ✓ Avoid the short version name of the Programme, because: IPA CBC acronym is not plain language, neither in Romanian or Serbian;

Outline the European Union contribution to your project;

Outline the Programme contribution to your project;

Plain language

Plain language is a form of communication that your audience can understand the first time they read or hear it.

| | |
|---|--|
| Plain = easy to see or understand | Plain |
| Synonyms | Antonyms |
| clear; obvious; understandable; transparent; evident; comprehensible, ... | unclear; uncommon; ambiguous; vague; complicated; complex; incomprehensible, ... |

Language that is plain to one set of readers (for you, for me and for our colleagues) may not be plain to others (readers of a newspaper). A technical report used within the Programme may be plain for the persons who are dealing with it, but it may be too complicated, uncommon and complex for a journalist. **Always adapt your language to your public!**

Plain language should be used in all languages: English, Romanian and Serbian

- ✓ Press-releases and interviews;
- ✓ Brochures and flyers;
- ✓ Presentations and speeches; etc.

Use your project application form and technical reports as source of information, not as the final text included in your communication material.

Photographs

It is recommended to develop a database of high-quality photographs with project visibility included regarding all stages of the project so that they can be used to promote the project or the programme.

The photos must have a clear connection with the projects and 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).

The implementing bodies of the Programme may ask beneficiaries to put at their disposal relevant, large-sized photographs taken during the project's implementation in order to include them in promotional materials developed at Programme level, or use such photographs generated by the project directly from submitted reports.

For promotional and communication materials, **do not use photos and images downloaded from the Internet or other sources without having copyrights or having the legal term of being free to use.**

Please have in mind this list before publishing photographs.

- ✓ develop a database of high-quality photographs with project visibility included;
- ✓ you have the copy-right to use the photo or it belongs to you;
- ✓ it has a good quality (preferably best quality) in terms of technical standards;
- ✓ you need a higher quality of images for posters, roll-ups, brochures, etc.
- ✓ you need a medium quality images for technical reports in word-processing software;
- ✓ *high-quality images*: use at least an entry level of DSLR/mirrorless photo camera or equivalent;
- ✓ *medium quality images*: compact photo-cameras, phones with photo camera, etc.

Press Releases

A **press release** is a document sent to journalists on behalf of your institution to announce news or events associated with the project implemented under the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme. It can announce a range of news items, including scheduled events /conferences, results of your project, basic facts needed by reporters to develop a news story.

Journalists like clear and concise press releases. Provide them all of the information they need to know, in a journalistic manner, in order to attract their interest.

In your press release, answer the following questions:

- **Who?** Who is involved? Who does it benefit?
- **What?** What is new?
- **Why?** Why is this important news?
- **Where?** Where is this happening?
- **When?**
- **How?**

Before you write and issue a press release, ask yourself if there is a news value in your story.

Do not forget to keep contact with journalists! A human contact may be the key difference between a press release lost under an email spam filter and a published news after a press release.

Outline the EU / Programme contribution to your project.

Please have in mind this list before making public a **press release.**

- ✓ **use the Programme visual identity template;**
- ✓ **outline EU financial contribution;**
- ✓ keep the message clear;
- ✓ be brief if you can; one page is best. Short sentences (25 words);
- ✓ use the journalistic style of writing with the most important news at the top;
- ✓ don't be afraid to be creative in order to attract readers in your text;
- ✓ don't be abstract! use real examples and results of your project;
- ✓ Use active voice instead of passive voice;
 - x The forest was cleaned – (abstract and passive)
 - x We cleaned the forest from the neighbourhood (active, but abstract)
 - ✓ **10 volunteers from `We love nature` NGO cleaned the ABC forest – (real result with active voice)**
- ✓ write using every day (usual) words avoiding technical words (jargons); not everyone who's reading it will know what you're talking about;
- ✓ good quality images, if they are attached, connected with the message;
- ✓ if it is sent through email, you may add a link to the photo-base in order to avoid attachments that are too big;
- ✓ Proofread!

Press Advertisements

Press advertising describes advertising in a printed medium such as a newspaper, magazine, outdoor advertising or in new media such as blogs or websites.

Advertising messages are usually paid. Because you pay for it, you have the control over the body of the message, you can choose the channel of distribution and may decide on how long to advertise.

Because of the diversity of the channels where you may post your press advertisement, we recommend you to analyse the media market and to create a marketing communication plan with advantages and disadvantages of the available communication channels.

Adapt your message to the channel and try to reach your public.

If your **press advertisement is communicating using text**, try to be clear, brief and creative. Outline the European Union / Programme contribution to the project! If it is published in a newspaper, try to add a representative photo, which includes the official logos like EU flag or Interreg-IPA Cross-border Cooperation Romania-Serbia Programme logo, or just the logos, or a representative project photo and another photo with logos, etc.

If your **press advertisement is communicating using an image**, try to have the best image quality. Choose carefully your images: One good image may be better than 100 words!

Design your image in combination with EU / Programme / official logos having in mind that EU logo is always with best visibility, and no other official logo is bigger than EU flag (ex. your institution logo, etc.). In addition, you may want to publish a poster created in your project in order to raise the awareness of the project or to communicate a message.

If your **press advertisement communicates information about a public procurement activity**, you must respect the rules imposed by the public procurement procedure.

Please have in mind this list before making public a press advertisement.

- ✓ **use the EU / Programme visual identity;**
- ✓ **outline EU financial contribution in the text;**
- ✓ **outline EU involvement in the project combining the image with official logos;**
- ✓ because the message is paid, you have the control over it;
- ✓ analyse the opportunities offered by the media market;
- ✓ be creative!
- ✓ keep the message clear!
- ✓ use best quality image;
- ✓ if it is a public procurement announcement - **respect the rules imposed by the public procurement procedure; etc.**

Brochures & Leaflets

A **brochure or a leaflet** is an informative paper document handed out personally during an event or placed in brochure racks. They have different dimensions and different number of pages, adaptable to the quantity of information and represent a form of direct marketing communication. Brochures are available also in electronic format as e-brochures.

Within the Programme, regardless the number of pages **a brochure or a leaflet must include** the Programme logo with the EU flag, the disclaimer text box and the Programme website: www.romania-serbia.net . Also, it is strongly recommended to outline in text the European Union financial contribution to the project.

Regarding design, it is recommended to be creative and mix photos, graphics and text very smooth. Combine free space with the content in order to attract readers to open your brochure/flyer.

Do not overload your brochure with information, because is not a technical report or a newsletter addressed to the technicians. If it is necessary to add more information, it is better to add an extra page, instead of packing to much information in one page, harder to read.

Last, but not least, create an attractive design of the brochure.

Please have in mind this list before publishing a brochure/flyer.

- ✓ **use the EU / Programme visual identity;**
- ✓ **outline EU financial contribution in the text;**
- ✓ **use the technical disclaimer;**
- ✓ **promote www.romania-serbia.net website;**
- ✓ **do not overload it with information;**
- ✓ **Be creative!**
- ✓ **use best quality images, etc.**

Posters

A **poster** is a visual communication tool designed to be attached to a vertical surface (wall) or to be published on electronic/classic media. Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text.

If you design a poster, you must have in mind that you are creating a visual presentation of information and should be designed as such - do not simply reproduce your written paper in poster format. Design of the posters must be both eye-catching and informative.

A poster may be used to advertise an upcoming event, a new result obtained under implementation of the project, to promote a region, a project activity or to ensure transparency of the financial support from the European Union.

Mandatory posters

During implementation of an operation / a project, the beneficiary shall inform the public about the support obtained from the European Union and Interreg-IPA Cross-border Cooperation Romania-Serbia Programme.

In order to inform the public and ensure the transparency, the beneficiary must place at least **one poster** with information about the project, including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

Minimum size of the poster is A3 and it will include the logo of Interreg-IPA CBC Romania-Serbia Programme with European Union flag and it will outline the financial support of the EU.

In addition the poster will include the following statement:

Cooperation beyond borders.

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union under the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states in the Programme.

Basic technical principles for designing a poster:

A poster should be understandable to the reader without other verbal comment.

Use a pleasing arrangement of graphics, text, colours. Balance the placement of text and figures and use space to outline the sections. Space is an important part of the layout, and good use of it can make a poster elegant and attractive.

Do not use large monolithic paragraphs of prose; keep text in blocks of no more than 50-75 words. All text should be large enough to be read from distance (1-2 meters), including the text in figures. You must judge how close a reader must be to read the smallest piece of data.

Please have in mind this list before publishing a poster.

- ✓ **use the EU / Programme visual identity;**
- ✓ **use the technical disclaimer;**
- ✓ **mandatory A3 poster;**
- ✓ creative style with eye-catching design;
- ✓ have in mind the principles for designing a poster;
- ✓ use best quality images, etc.

Banners and roll-ups

A **banner** is a visual communication tool designed to advertise and promote the Programme, as well as projects funded under it. Due to the wide range of layouts, custom options and sizes offered, these tools are great for implementation anywhere, both inside and outside. The typology of banners includes: retractable banners, roll up banners, hanging banners, street banners, teardrop banners, promotional flags, etc.

Inside banners may be used in your office to promote the programme/project to your visitors or to stand out during events. Outside banners are a method to promote the programme and the project to the local community and to the public. One way of ensuring your banner will make an impact is by getting the right design and information on your banner stand. A good banner will get you noticed and deliver the right message if designed effectively.

Basic technical principles for designing a banner:

Keep your core message to the top: Use the top of your banner to display Interreg-IPA CBC logo and core message. It is important to have your main message at eye level.

When designing your banner, *think left to right and top to bottom*, in this way we read in this part of the world. It is also important to only include relevant information and keep words to a minimum. More information can be provided in your brochures, flyers and reports.

If you include any *images* on your banner, then be sure that they are high quality. They should be at the least 300 dpi and saved as CMYK. Do not use an image straight from a website page, it may be saved as RGB and it may include copyrights properties. It is also important to consider the impact of background colour of your roll-up stand in relation to text and images. All images and text must be clear and easy to read.

Please have in mind this list before publishing a **banner**.

- ✓ **use the EU / Programme visual identity;**
- ✓ **use the technical disclaimer;**
- ✓ creative style with eye-catching design;
- ✓ use best quality images;
- ✓ Keep it Simple!

Internet banners

A **web banner** (commonly known as an **Internet banner**) is a form of on-line advertising on the *World Wide Web* (www). Web banners notify the readers of a web page about the EU financial support to your project received through the Interreg-IPA CBC programme, or promote your project.

An internet banner may be dynamic or static.

There are different standard sizes and dimensions of web banners recommended by the developers, measured in pixels. According to these standards, there are different types of banners: Rectangles and Pop-Ups, Banners and Buttons and Skyscrapers. You may choose what type suits your project communication plan, but ensure yourself that the official logos of the European Union and Interreg-IPA CBC Programme are clearly visible.

Please have in mind this list before publishing a **web banner**.

- ✓ **include EU / Programme visual identity;**
- ✓ adapt the message to the public;
- ✓ keep it simple!
- ✓ link you web banner to a web page, which includes more information, etc.

Newsletters

A **newsletter** is a publication that is generally about one main topic of interest and it is distributed to subscribers and stakeholders. The newsletters may be published also on the web page of the project.

Having in mind that this type of publications spread information to persons who generally work in our field of activity, the newsletters may contain a more technical language comparing with brochures and flyers.

There is no minimum or maximum numbers of pages, but when you design a newsletter, always remember that the best communication is always clear. Even if the newsletters goes to subscribers and stakeholders and contain technical data, a newsletter is not a technical report.

From technical point of view, the Interreg-IPA CBC Romania-Serbia Programme logo with EU flag included will be included on the first page. The last page of the newsletter must contain the information disclaimers.

Please have in mind this list before publishing a newsletter.

- ✓ **include EU / Programme visual identity;**
- ✓ include the information disclaimers;
- ✓ create a design, include pictures, text, tables and graphic;
- ✓ have in mind the distribution method: electronically (RGB colour design) or printed (CMYK colour design);

Billboards (mandatory version)

The **billboards** shall be used by the beneficiary to inform the public regarding the support received from the European Union, the Government of Romania and the Serbian Government.

During the implementation of a construction and rehabilitation project exceeding 500.000 euros, the beneficiary of funding from the Romania-Republic of Serbia IPA Cross-border Cooperation Programme **must place a billboard at the entrance of the site where the project is implemented.** For projects under the threshold set above, the placement of a billboard may be done for increasing the visibility of the project receiving funding from the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme.

In maximum three months after the closure of the operation, the billboard shall be replaced by a permanent plaque which shall remain at the site where the project is implemented for three years after the official closure of the programme. Billboards must be tailored according to the scale of the operations. They must be comprehensive so that the target audience reads and understands the nature and funding resources of the project. The beneficiary must choose which size of the billboard best fits the project site.

The minimum size of a billboard is 2 x 1.20 m.

The maximum size of a billboard is 4 x 2.40 m.

If placed on the Romanian side of the border, the billboard must be in the Romanian language. If placed on the Serbian side of the border, the billboard must be in the Serbian language.

Billboards shall be made of resistant materials so that their presence can be positively noted at any time.

The name of the operation, the main objective of the operation, the Union emblem together with the reference to the Union and the reference to the Fund shall take up at least 25 % of that billboard.

Permanent plaques

No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque of significant size at a location readily visible to the public for each project that the total public support to the operation exceeds 500.000 Euro.

The permanent plaque shall include:

- the Interreg-IPA CBC Romania-Serbia Programme logo together with European Union emblem. The logo shall take up at least 25 % of the permanent plaque.
- the name of the project and the main objective of the activity supported by the operations;
- the following disclaimer:

Cooperation beyond borders.

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union under the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states in the Programme.

If placed on the Romanian side of the border, the permanent plaque must be in the Romanian language. If placed on the Serbian side of the border, the permanent plaque will be in the Serbian language. For a better awareness, the beneficiary may use more than one language, combining Romanian language with Serbian / English or combining Serbian language with Romanian / English in two or three different permanent plaques.

Permanent plaque shall be made of resistant materials, preferably metal/plastic, so that their presence can be positively noted at any time.

Where it is not possible to place a permanent plaque on a physical object (for example: because of restrictions imposed by legislation on protected buildings) other appropriate measures shall be taken in order to publicise the contribution of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme (e.g. the permanent plaque will be placed inside the entrance area of the building).

The recommended size of the permanent plaque is 70 x 45 cm.

Outdoor billboards

An **outdoor billboard** is a way of communication using billboards along roads or in public places where people gather or wait, like bus stops, etc. If you plan to promote and raise the awareness of your project to your local community, you may design a promotional or informational billboard. Also, a billboard may be used to let travellers know about some cross-border touristic routes or a local historical attractions valued better because of your project. Outdoor communication using billboards may be very useful way in promoting your EU project and the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme.

Before designing an outdoor billboard, please have in mind the length of time spent by the readers in front of your billboard. A roadside billboard must sent the message in few seconds, while a billboard placed in public places where people gather or wait may be studied longer by the readers.

Roadside billboards need to be simple, with clear images and as few words as possible. A simple message and a clear visual identity are always essential. Your billboard should be easily visible from a distance and your message memorable.



If your billboard will be positioned in a place where usually people have more time to read, you may include more words, but do not exaggerate! This place may be the location of your project (ex: you cleaned an area to protect the cross-border environment, you rehabilitated an important historical place, etc.) or in to a square, park or near a bus stop.

Please have in mind this list when designing a billboard.

- ✓ **include EU / Programme visual identity;**
- ✓ **Interreg-IPA CBC with EU logo is always with good visibility;**
- ✓ **be concise: Can you tell your story in 8-10 words? (Roadside billboards)**
- ✓ **use best picture with high quality;**
- ✓ **be creative.**

Presentations

A **presentation** is a communication tool used to help a speaker to deliver a message to an audience. The presentation involves a mix of components, both technical and related to the personal skills of the speaker.

The personal skills of the speakers depend on their abilities to communicate, but generally, these abilities may be developed in time. Try to communicate effectively with your audience involving them in the presentation, speaking clearly and slowly, but with a dynamic tempo, and knowing your topic and material beyond the bullet points. **During your oral presentation, outline the European Union and Programme contribution to your project.**

A presentation program is often used to generate the presentation content. Technically, use a simple design, keeping your slides clear and clean. A "5x5 general rule" says that there should be a maximum of 5 lines per slide and maximum of 5 words per line.

In your presentation, it is necessary to have a clear visual identity of the Interreg-IPA Cross-border Cooperation Romania-Serbia Programme logo, which includes the EU flag.

Please have in mind this list when deliver a presentation.

- ✓ **include EU / Programme visual identity;**
- ✓ **Interreg-IPA CBC with EU logo is always with good visibility;**
- ✓ Make sure the audience can read the slides!
- ✓ 1 slide = 1 idea;
- ✓ Use graphic and photos, but do not exaggerate!
- ✓ Tables should be placed on a separate slide;
- ✓ Your audience will lose interest if there is too much text on the screen;
- ✓ Check grammar!

Attendance certificates and diplomas

Any document, including any **attendance or other certificates**, which is used for the public or for participants, shall include the logo of the Interreg-IPA CBC Romania-Serbia Programme with EU flag and a statement to the effect that the Programme was supported by the EU and Interreg-IPA CBC fund.

Tender announcements

The tender announcements made available on websites and/or communicated to mass media, will include all the necessary information required according to Public procurement Manual of the Programme posted on the Programme website.

Vehicle panels

Any vehicles funded through Interreg-IPA CBC funds should be clearly identified, and should visibly carry the EU flag and the phrase *“Provided with the support of the EU”* in the operational language of the Programme (English) and in the local languages (Romanian and/or Serbian).

The project partner logo may appear on vehicles, although the EU flag should be displayed at least as prominently as the logos of all parties involved in the action.

The **minimum size** of the panel for **small vehicles** (cars, etc.) is **A4**.

The **minimum size** of the panel for **big vehicles** (trucks, special utility vehicles, vans) is **A3**.

The rear side of the vehicle panel must be at least A4 dimension for big vehicles.

The English version of the panel will be posted on the left door of the vehicle (driver's door). The local language version of the panel (Romanian or Serbian) will be on the right door of the vehicle (passenger's door).

Self-Adhesives

Equipment, furniture and other purchased items through Interreg-IPA Cross-border Cooperation Romania-Serbia Programme must bear [a self-adhesive](#) in a visible place.

The self-adhesive can have 100x100 mm (square version) or 90x50 mm (rectangular version) or other proportions that fit the purchased item respecting colours, proportions and the aspect ratio, allowing the visible displaying of the graphics and texts. The self-adhesive may be printed using colour or black-and-white print.

Sometimes, there are cases when the recommended self-adhesive may not fit small dimension equipment. As an exception, the beneficiary may use a self-adhesive containing only the European Union logo with text.

Promotional items

Having in mind the List of Eligible Expenditures for Interreg - IPA CBC Romania – Serbia Programme and according to Commission Delegated regulation (EU) no. 481/2014 of 4 march 2014, **the following costs are not eligible**: costs of gifts, except those **not exceeding EUR 50 per gift where related to promotion, communication, publicity or information.**

There is a large variety of promotional items. Within this manual is impossible to cover all possible situations, but always have in mind the fact that your project promotional items are mainly financed by European Union under Interreg-IPA CBC funds. Considering this, always the logo of Interreg-IPA Cross-border Cooperation Romania-Serbia Programme with EU logo will have a good and clear visibility on your promotional items.

Please have in mind this list when personalize a promotional item.

- ✓ **Interreg IPA CBC with EU logo is always with good visibility;**
- ✓ avoid embossing, bi-colour printing and graphic treatments altering the symbols and the fonts expressly recommended by the VIM;
- ✓ For textile promotional objects (T-shirts, caps) – the maximum printable area and the printing method will be considered;

For small dimension items, it should be used **at least the European Union logo**, as it is described on the present Visual Identity Manual, of a size that allows the visible displaying of the graphics and text.

Stationery items

Stationery items represent any writing materials, such as paper, envelopes, pens and other office supplies. The stationery items presented below represent examples of using the visual identity of the programme.

DL envelope: 220x110mm

C4 envelope: 229x324 mm

C5 envelope: 162x229mm

Writing instruments

For writing instruments, it is recommended to use polychrome symbols or 4-color printing on a maximum area to assure visibility, without deforming or deleting the elements specified by the VIM.

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

Joint Secretariat experts are ready to offer support to project promoters regarding communication activities. Your e-mails may be sent to dani.bardos@brct-timisoara.ro and to your Joint Secretariat Project Manager.

We will try to answer your questions in maximum 3 working days, but usually faster.

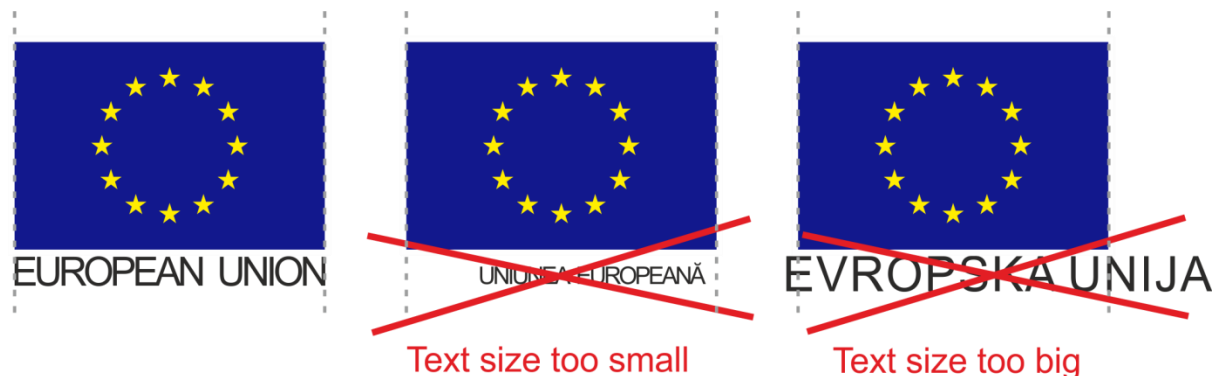
Examples of incorrect reproduction

The positioning of the text in relation to the Union emblem shall not interfere with the Union emblem in any way.



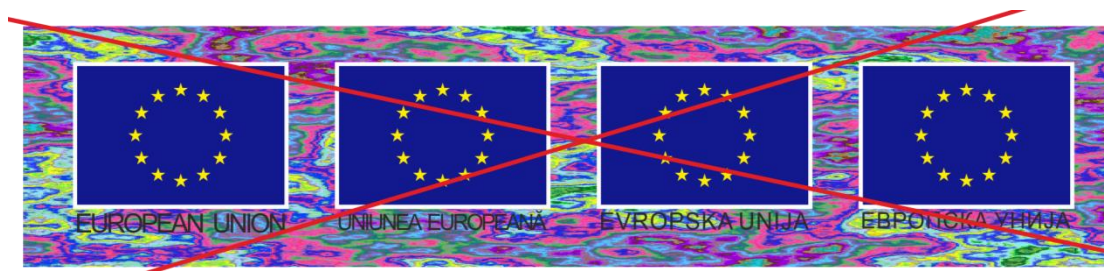
Examples of incorrect reproduction

The font size used shall be proportionate to the size of the emblem.



Examples of incorrect reproduction

Avoid a background of varied colours and avoid a background which does not go with blue.



Examples of incorrect reproduction

European Union

Interreg - IPA CBC
Romania - Serbia



Cooperation beyond borders.

Interreg-IPA Cross-border Cooperation Romania-Serbia Programme is financed by the European Union under the Instrument for Pre-accession Assistance (IPA II) and co-financed by the partner states in the Programme.

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In case of any complaints, contact: romania-serbia@mdrap.ro

www.romania-serbia.net