

February 2008



Black Sea Basin  
Joint Operational Programme 2007-2013  
**Visual Identity Manual**



Common borders. Common solutions.

# Content

<b>1. Introduction .....</b>	<b>3</b>
<b>2. Visual Identity Elements</b>	
2.1 Usage recommendations of the European Union Logo .....	4
2.2 Denomination and logo for the Black Sea Programme .....	5
2.3 Colors.....	6
2.4 Backgrounds.....	7
2.5 Spacing.....	8
2.6 Fonts.....	9
2.7 Page layout.....	10
<b>3. Compulsory information .....</b>	<b>11</b>
<b>4. Communication Tools</b>	
4.1 Press releases.....	12
4.2 Press ads.....	13
4.3 Leaflets.....	14
4.4 Brochures.....	15
4.5 Posters.....	16
4.6 Newsletters.....	17
4.7 Web pages.....	18
4.8 Display panels.....	19
4.9 Banner-ups / Internet Banners.....	20
4.10 CD Covers.....	21
4.11 Stickers.....	22
4.12 Business cards .....	23
4.13 Power Point Presentations .....	23
4.14 Promotional Items:.....	24
4.14.1 Envelopes/Pens.....	25
4.14.2 T-shirts/Caps.....	25
4.15 Photos .....	26
4.16 Audio-visual Productions.....	27
<b>5. Forbidden situations .....</b>	<b>28</b>

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

# Introduction

The communication activities about the usage of the Structural Instruments in Romania have as a fundamental purpose raising of the information, awareness and transparency levels as regarding the assistance offered by the European Union to our country and those from the neighborhood, and creating a coherent image of it. The communication has to reflect the content of the activities developed through the Black Sea Basin Joint Operational Programme (Black Sea Programme) and has to guarantee a high degree of transparency in the usage of funds.

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

The Visual Identity Manual of the Black Sea Programme has been elaborated in order to support the Joint Managing Authority, the Joint Technical Secretariat (JTS) and the financial beneficiaries of this programme (local authorities, SMEs, NGOs and other institutions) for the fulfillment of the information and publicity measures of which these are responsible.

The beneficiaries of the Black Sea Programme are responsible, according to the contractual terms, for promoting the fact that the projects are financed by the European Union and the Government of Romania through the Black Sea Programme.

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

All promotional materials will use the design models which are present in this manual and also on the enclosed CD. If the required model is missing, it will be created consequently, respecting the indications from the manual and the proportions presented here.

The Visual Identity Manual of the Black Sea Programme is an integral part of the contracts concluded within the Programme.

The Joint Managing Authority of the Black Sea Programme, JTS and the beneficiaries have to allocate the financial resources necessary to apply the visual identity rules.

The purpose of this manual is to present:

- the elements which have to be used for the promotion of the visual identity of the Black Sea Programme, including the graphic elements;
- the usage rules of these elements;
- the situations in which exceptions from these rules are allowed.

## 2. Visual Identity Elements

### 2.1 Usage recommendations of the European Union logo

The logo of the European Union is a blue rectangular flag whose length is one and a half times the height. The 12 yellow stars, spaced equally, form an imaginary circle whose center is placed at the intersection of the rectangle's diagonal lines. The radius of this circle is equal with a third of the flag's height.

Within The Black Sea Programme, the logo of the European Union will be used always on the left side of the page, at the top.

#### Colors:

The CMYK color codes will be used for all printed materials. For special printings, the PANTONE color scale will be used.

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

#### Backgrounds:

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

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



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



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



EUROPEAN UNION



EUROPEAN UNION



UNIUNEA EUROPEANĂ



UNIUNEA EUROPEANĂ



EUROPEAN UNION



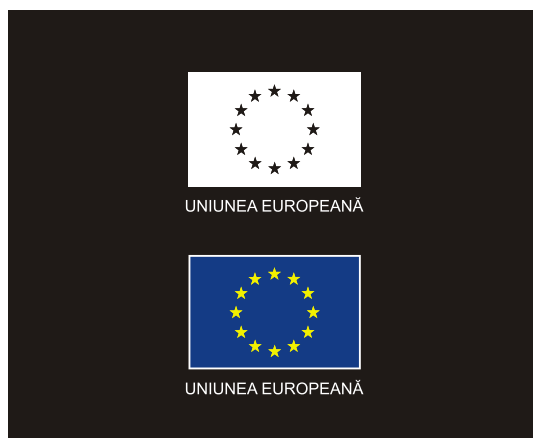
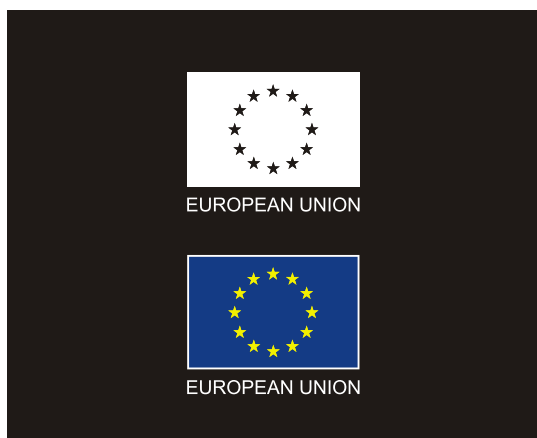
EUROPEAN UNION



UNIUNEA EUROPEANĂ



UNIUNEA EUROPEANĂ



## 2.2 Denomination and the Black Sea Programme's logo

The complete identifying denomination is The Black Sea Basin Joint Operational Programme.

The short denomination is the Black Sea Programme.

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

The correct usage of the programme name, in the complete version or in the short one, is compulsory in all the official documents and on all advertising materials, thus playing an essential role in the development of a strong brand.

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

### **The logo of the Black Sea Programme**

The logo of the Programme has the most important role in the formation of brand associations regarding visual communication.

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

The logo of the Black Sea Programme must be used on all materials produced by authorities /beneficiaries (press release, poster, leaflet etc.) as following:

- for the projects implemented in Romania the logo of the Programme in Romanian will be used.

- for the projects implemented in other countries included in the programme or together with these, the logo of the programme in English or in the national language of the state will be used.



## 2.3 Colors

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

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

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



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



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



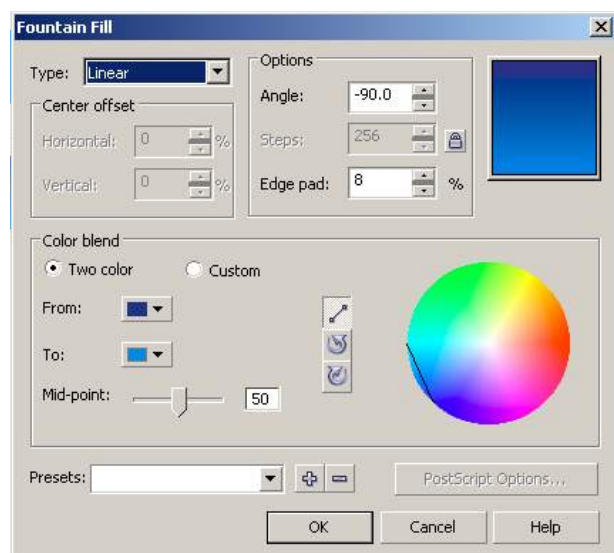
RGB: R: 24 / G: 56 / B: 132  
CMYK: C: 100 / M: 80 / Y: 0 / K: 0  
PANTONE Reflex Blue C



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



FOUNTAIN FILL // Linear



## 2.4 Backgrounds

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

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



## 2.5 Spacing

In order to create the maximum impact and visibility, it is not necessary for the logo to be oversized.

The presence of a space around the graphic signature is more efficient, in order to individualize and separate it from the surrounding elements (the margin of the page, other logos, graphic elements etc.) [see // 0.1](#)

The free space has to respect the minimum indications shown here. [see // 0.2](#)

The distance between the margin and the logo is different from one page to another.

### 0.1



### 0.2





## 2.6 Fonts

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

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

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ***

## 2.7 Page Layout

On the first cover of any document, the logo of the Black Sea Programme will appear on the right at top, while the logo of the European Union will be positioned on the left side. [see //0.3](#)

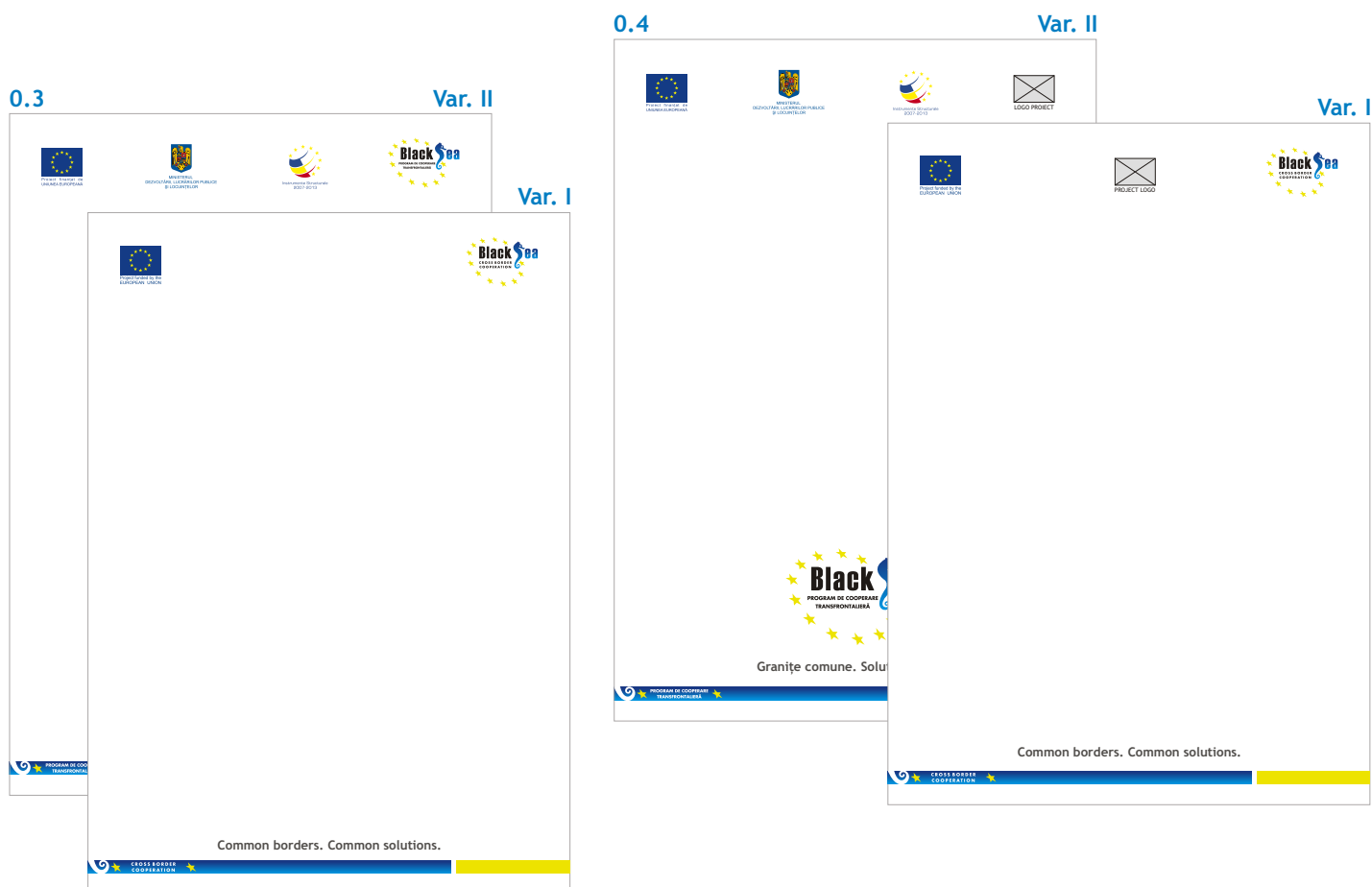
For activities within projects for which beneficiaries/partners ensure co-financing from their own resources, the mandatory information on the first cover of communication materials will be: the Black Sea Programme logo at the top of the page, on the right and the European Union logo on the left. **Var. I**

For activities within projects for which beneficiaries/partners ensure co-financing also from the state's budget, all the materials will contain, besides the European Union's logo and Programme's logo, also the logo of the co-financing state's government. The beneficiaries/partners

from Romania will add also the Structural Instruments logo. **Var. II**

The logos will be placed on the page, from left to right, as follows: European Union logo, Government logo, (Structural Instruments logo, when applicable) and the Black Sea Programme logo. Any other logo (example: the logo of the project) can be applied only on the top of the page, on the right corner, and in this case the logo of the Programme will appear centered, at the bottom of the page. [see //0.4](#).

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



### 3. Compulsory information\*

1. The text: “The Black Sea Programme is co-financed by the European Union through The European Neighborhood and Partnership Instrument”, will appear on all materials of the project, positioned as following:

- if the document has a single page , the text will appear on this;
- if the document has more pages the text will appear on the fourth cover, next to the technical box. [see //0.5](#)

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

3. For the projects whose beneficiaries receive co-financing from the state budget, all materials will contain also the logo of the state government which is co-financing; for projects implemented in Romania, the beneficiaries must use also the Structural Instruments logo.

4. On the last cover of any document a technical box will be placed which will contain the following:

- The title of the project;
- The editor of the material;
- Date of publishing;
- The text (disclaimer): “The content of this material does not necessarily represent the official position of the European Union”. [see //0.6](#)

5.The webpage of the programme ([www.blacksea-cbc.net](http://www.blacksea-cbc.net)) appears on all materials, depending on their structure:

- if the material has one single page (e.g.: poster), the web address will appear at the bottom of it. [see //0.7](#)

- if the material contains more pages or faces, the web address will be included on the first or last cover.

6. All the beneficiaries must use the project’s logo on all communication materials.

\* Except the promotional small materials.

#### 0.5

**The Black Sea Programme is co-financed by the European Union through  
the European Neighborhood and Partnership Instrument**

#### 0.6

**The title of the project  
The editor of the material  
Date of publishing**

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

#### 0.7

**[www.blacksea-cbc.net](http://www.blacksea-cbc.net)**

## 4. Communication Tools

### 4.1 Press release

The stripe on which “Press release” is written is 50% of black.

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

Var. II



This template for Type A press releases, issued by the Joint Managing Authority, consists of two main sections. The top section, labeled 'Var. II', is a header containing logos for the European Union, the Government of Romania, the Ministry of Regional Development and Infrastructure, the Operational Program 'Cross-Border Cooperation', and the Black Sea Economic Cooperation logo. Below these logos is a grey bar with the text 'Comunicat de presă' and a placeholder '[Titlu]'. The bottom section, labeled 'Var. I', is a larger box containing the 'Press release' title in a grey bar, followed by a large placeholder '[Title]'. At the bottom of this section is a blue bar with the text 'Common borders. Common solutions.' and a small logo.

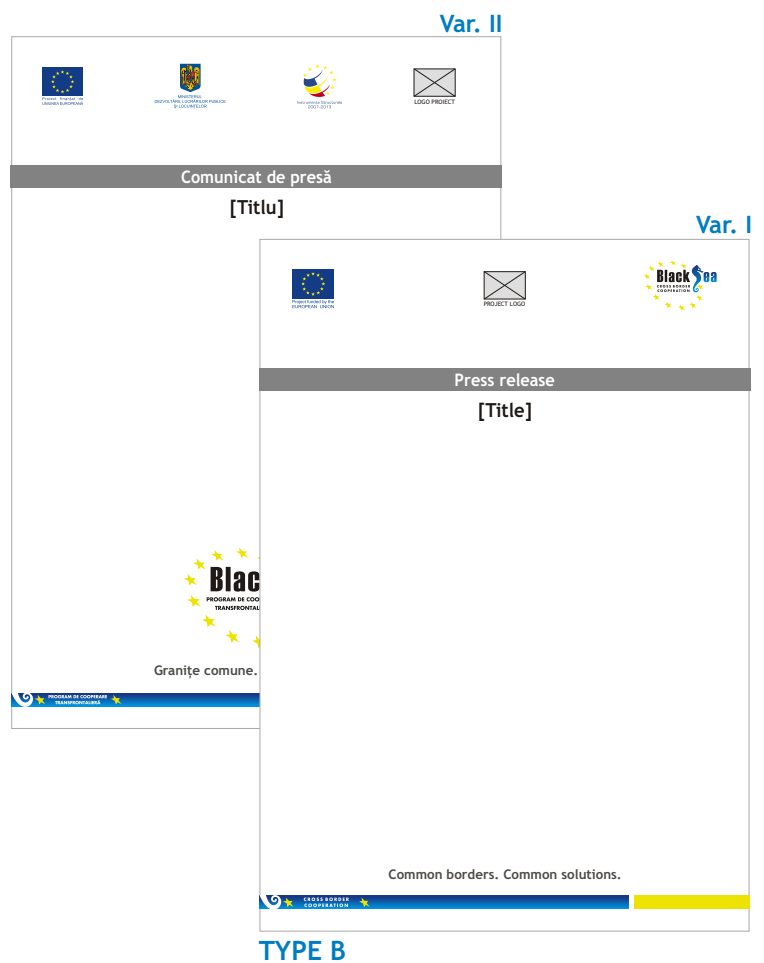
Comunicat de presă  
[Titlu]

Press release  
[Title]

Common borders. Common solutions.

TYPE A

Var. II



This template for Type B press releases, issued by a beneficiary or project leader, also consists of two main sections. The top section, labeled 'Var. II', is a header containing logos for the European Union, the Government of Romania, the Ministry of Regional Development and Infrastructure, the Operational Program 'Cross-Border Cooperation', and a placeholder for the 'LOGO PROIECT'. Below these logos is a grey bar with the text 'Comunicat de presă' and a placeholder '[Titlu]'. The bottom section, labeled 'Var. I', is a larger box containing the 'Press release' title in a grey bar, followed by a large placeholder '[Title]'. At the bottom of this section is a blue bar with the text 'Common borders. Common solutions.' and a small logo. A 'Black Sea' logo is also visible in the bottom left corner of the main content area.

Comunicat de presă  
[Titlu]

Press release  
[Title]






Common borders. Common solutions.

TYPE B




## 4.2 Press ads

The stripe on which “Press announcement” is written is 50% of black.

Var. II

 <small>Proiect finanțat de UNIUNEA EUROPEANĂ</small>	 <small>MINISTERUL DEZVOLTĂRII, LUCRĂRILOR PUBLICE ȘI LOCUIŢELOR</small>	 <small>Instrumente Structurale 2007-2013</small>	 <small>LOGO PROIECT</small>
<b>ANUNȚ DE PRESĂ</b>			
<b>[TITLUL PROIECTULUI]</b>			
<ol style="list-style-type: none"> <li>1. Număr referință</li> <li>2. Data publicării anunțului</li> <li>3. Programul</li> <li>4. Autoritatea Comună de Management</li> <li>5. Alte informații</li> </ol> <p>Note:</p> <div style="text-align: center; margin: 20px 0;">   <b>Black Sea</b>  <small>PROGRAM DE COOPERARE TRANSFRONTALIERĂ</small> </div> <p style="text-align: center;">Granițe comune. Soluții comune.</p>			

Var. I

Program	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: center;">   <small>Project funded by the EUROPEAN UNION</small> </div> <div style="text-align: center;">   <small>PROJECT LOGO</small> </div> <div style="text-align: center;">  </div> </div>
<b>PRESS ANNOUNCEMENT</b>	
<b>[PROJECT'S TITLE]</b>	
<ol style="list-style-type: none"> <li>1. Reference number</li> <li>2. Date of announcement publication</li> <li>3. Programme</li> <li>4. Joint Managing Authority</li> <li>5. Other information</li> </ol> <p>Note:</p> <div style="text-align: center; margin: 20px 0;"> <p>Common borders. Common solutions.</p> <hr style="width: 80%; margin: 10px auto;"/> <p><b>www.blacksea-cbc.net</b></p> <p>The Black Sea Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument</p> </div>	

### 4.3 Leaflets

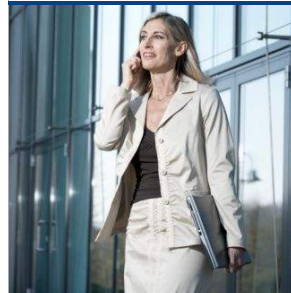
The colors used in the leaflets will be identical with those from the logo; their disposal can vary. For an easier contrast the grey color can be used.

297/3mm

### Var. II



**Granițe comune. Soluții comune.**



[TITLU]



Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur erat eros,  
consequat et, porta non, volutpat ut, nisi. Etiam fermentum odio in arcu. Proin  
fermentum varius nunc. Cum sociis natoque penatibus et magnis dis parturient  
montes, nascetur ridiculus mus. Morbi ipsum mauris, fermentum sit amet,  
vestibulum a, pellentesque at, ad. Etiam pellentesque molestie a arcu. Cras ante.  
Morbi posuere ultricies lacus. Duis gravida. Donec id mi vitae erat lacina dapibus.  
Etiam interdum sapien euismod magna blandit. Sed quisque enim turpis vel  
turbis velit id metus. Suspendisse id diam sed mi dignissim consequat. Morbi  
purus. In eu metus. Suspendisse rhoncus, nulla nec ultricies molestie. Justo  
vehicula nulla, lacus fringilla justo enim eu tellus. Aenean ut lacus. Aenean a leo  
nec. Interdum et malesuada fames ac ante ipsum primis in imperio. Nullam  
vitae velit tempus volutpat.

Aenean ipsaletate uenit ante nonem. Aenean trisulcus mihi lacrus nulla. Donec  
molestia leticia. Curat vestibulum una. Phaselus digniss, sine. Vix aliquot  
molestie, dum danti fringilla nidi, sed condimentum nisi massa ut odio. Nulla uiverra  
cursum, sed. Moriam reque laetior molestie amorem. Pons portitor pde  
vixit dui. Duis sit aenei nisi ut sem peruenit elefent. Inter portitor vixit  
vixit dui. Aenei ut sem ipsam lobatibus veniam. Nam pellentesque sapiens sit amet  
pellentesque sapiens sit amet pellentesque sapiens sit amet pellentesque sapiens sit amet  
Carabur et nudi, nonumy at, scelerisque id, conuallis sed, id. Maeonem  
mense ante, adipiscit mollis, tempus at, Teagat et buri. Sed tempus libidum  
pellentesque sapiens sit amet pellentesque sapiens sit amet pellentesque sapiens sit amet  
Nellum adipiscit dictum libris. Pellentesque habitant morbi tristique senectus et  
nec et molestus Aeneas ac turpis egestas. Quisque molestie. Donec non lacus  
pellentesque sapiens sit amet pellentesque sapiens sit amet pellentesque sapiens sit amet  
Quisque eu tempus. Nunc ac purus. Phaselus volutpat, ligula ut dictum amara, una  
sem varius augue, et interdum eros mihi magna. Maas Imperd interdum

Suspenside potius. Donec iaculis laoreet elit. Aenean ultricies, tortor ut blandit hendrerit, lacus orci ullamcorper tortor, at porttitor massa ligula nec magna. Phasellus quam. Praesent lacinia phasellat nulla. Maecenas elementum metus ut lectus. Etiam nec loe sagittis turpis fermentum condimentum. Nullam elit. Integer eget quam. Maecenas lorem. Suspendisse orci. Nam eget massa ut felis molestie. Duis consectetur mattis nulla. Nullam sapien nisi, sagittis ac, semper sed, aliquet ac, mauris. Proin tincidunt consectetur dolor. Etiam mattis, felis vitae scelerisque mattis, sed neque porta nibh, sed laoreet lacus dui et runc. Duis vehicula, nibh a scelerisque dignissim, lorem ligula consectetur mi, nec vulputate odio nibh at tellus. Praesent et nibh. Pellentesque et nibh vel justo venenatis

Pollentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Curabitur ac tortor nec uma blandit fringilla. Mauris nisl mauris, molestie eu, dictum eget, ullamcorper a, enim. Phasellus sem leo, scelerisque et, consequat nec, dictum et, purus. Nam in urna.

--	--

per adipiscip elit. Curabitur erat eros,  
Etiam fermentum odio in risus. Proin  
que penatibus et magnis dis parturient  
ipsum mauris, fermentum sit amet,  
nam pellentesque metus a arcu. Cras ante  
lida. Donec id mi ultrice ante laetitia dandibus  
id.

nunc oculi semper lacus, vitae gravida  
 am sed mi dignissim consequat. Morbi  
 nus, nulla nec utricris molestie, justo lacus  
 oh eu tollis. Aenean ut lacus. Aenean a leo  
 im. Nullam semper est in arcu. Nulla eu dul

ean tristisque nisi laculis nulla. Donec  
urna. Phasellus dignissim, leo vitae aliquet  
indimentum nisi massa ut odio. Nulla viverra  
ro molestie ornare. Nunc porttitor pede

menatis. Nam pollentesque sapient sit amet  
us in, sodales eget, accumsan ut, metus.  
erisque id, convallis sed, duis. Maecenas  
at, feugiat et, libero. Sed tempus bibendum

terdum ut, aliquam non, gravidā at, nisi.  
 tesque habitant morbi tristique senectus et  
 estas. Quisque molestie. Donec non lacus ut  
 attis eu, tempus et, facilis a, odio.  
 illus voluptat, ligula ut dictum ornare, una  
 vel magna. Mauris imperdiet interdum

Suspendisse potenti. Donec hendrerit, lacus orci ullamcorper Phasellus quam. Praesent la.

Nullam sapien nisi, sagittis ac, semper  
consectetur dolor. Etiam mattis, felis  
ta nibh, sed laoreet lacus dui et nunc. Duis  
lorem ligula consectetur mihi, nec vulputate

enectus et notus et malesuada fames ac  
uma blandit fringilla. Mauris nisl mauris,  
a, enim. Phasellus sem leo, scelerisque et,

consequat nec, dictum et, p

[illegible]

The Black Sea Programme is co-financed by the European Union through the European Neighbourhood and Partnership Instrument

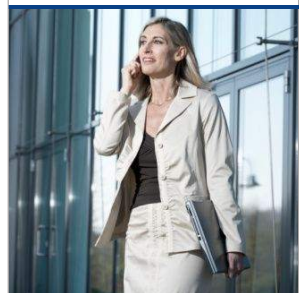
The title of the project  
The editor of the material  
Date of publishing  
The content of this material does not necessarily represent the official position of The European Union

[www.blacksci.chr.net](http://www.blacksci.chr.net)

Ministry of Development, Public Works  
and Housing  
Joint Managing Authority for  
Black Sea Programme

Address: XXX XXXX XXXXX, X00 X0,  
Phone: XXXX XXX XXX  
E-mail: [www.blacksea-cbc.net](http://www.blacksea-cbc.net)

Common borders. Common solutions.



[TITLE]

### Var. I

210mm

## 4.4 Brochures

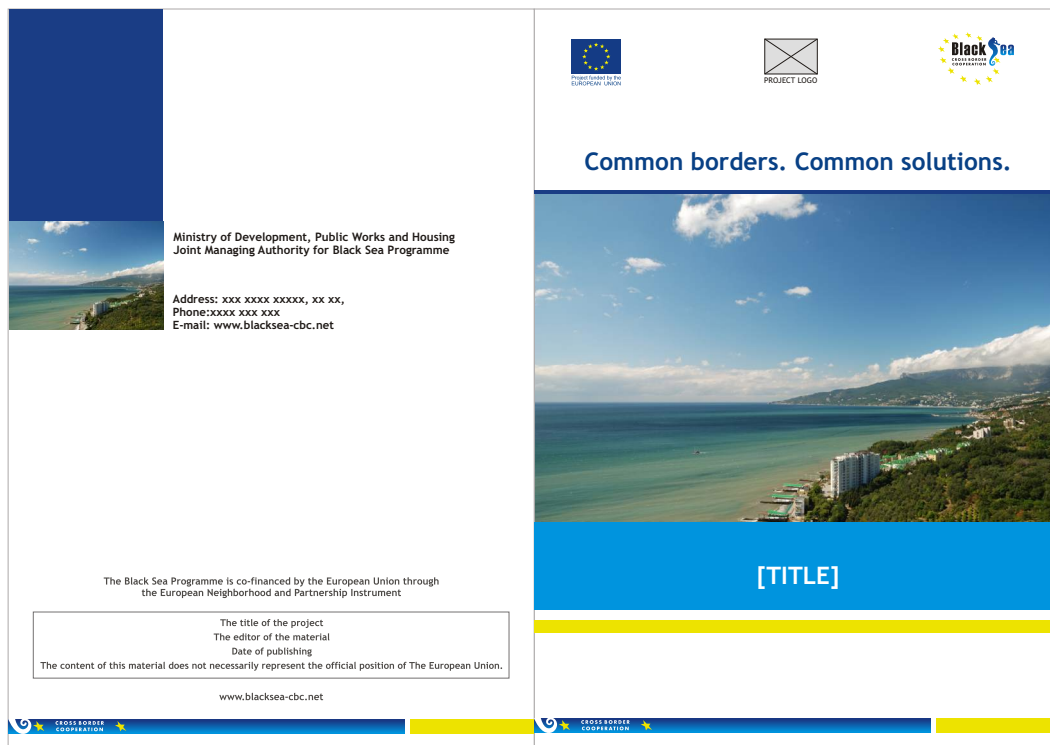
The logo of the Black Sea Programme appears on the right side, at the top of the page, on the covers of all brochures, folders, leaflets etc.

On the back side of the materials different colors from the logo can be applied.

Var. II



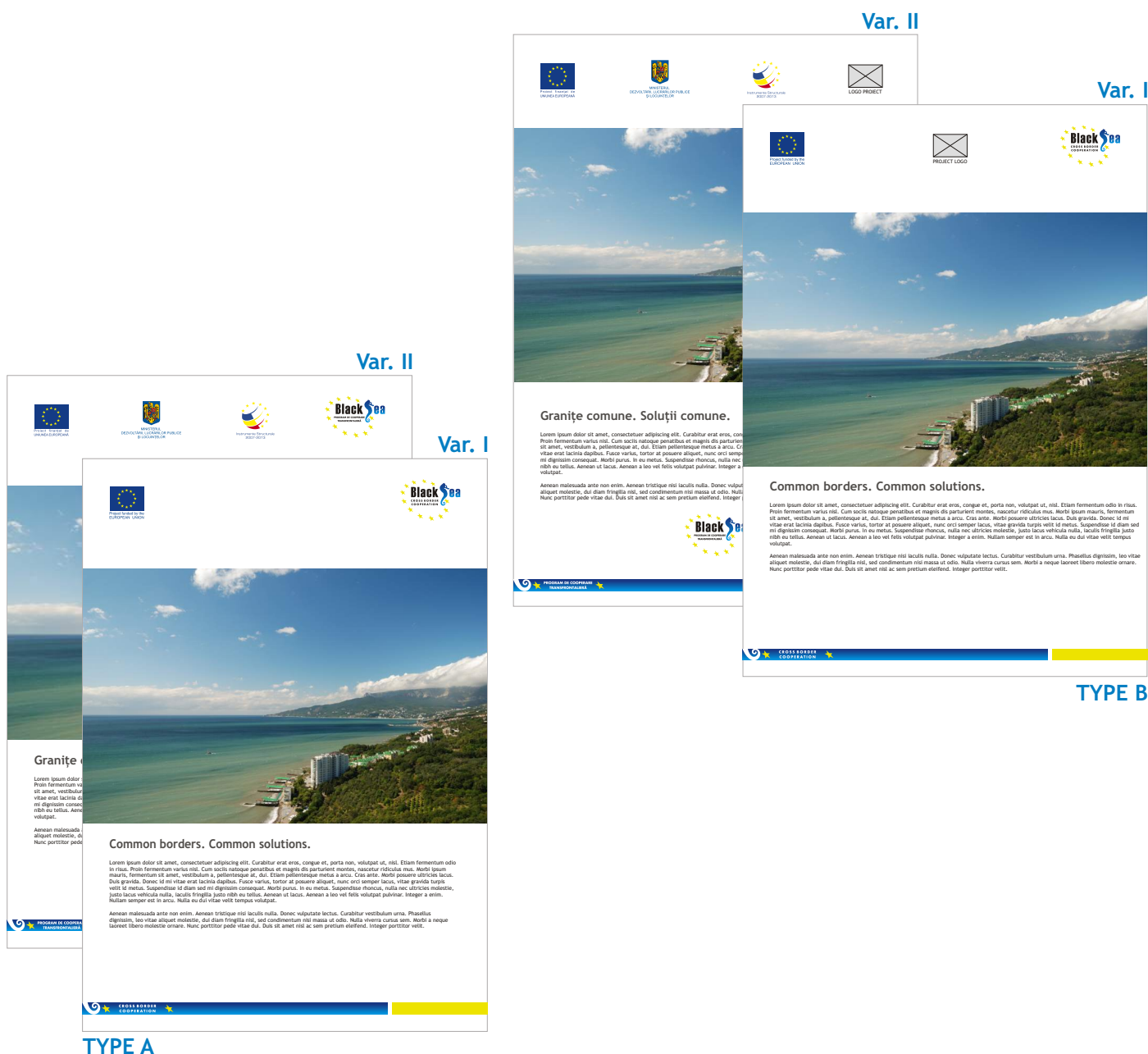
Var. I



## 4.5 Posters

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

In case the poster is made by a beneficiary / the  
project's leader, this will have the format of type B.





## 4.6 Newsletters

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

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

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

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



## 4.7 Web pages

Web pages must be published when specified in the communication strategy of a project. A web site may be considered to be the most effective communication tool for some projects target. Concerning the EU and programme logos the same visibility rules as for newsletters or press releases are to be applied. Mention of the EU funding must be made in a similarly prominent place as for these other products.

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

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

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

All web sites related to EU-funded programmes must be clearly refer to EU support and link into the programme site as well as the EuropeAid Co-operation Office peogrammes and project web page.

## 4.8 Display panels

The display panels must be erected beside access routes to the site where the project is taking place and must remain in place from the start of the project until six months after completion of the project.

Contractors and/or implementing partners must also produce a display panel with which to promote their European Union programme or project at an exhibition or event, or at the entrance of a training center or office reception.

The shape, size and dimensions of panels vary depending on the amount of information that needs to be conveyed, and whether the panel is intended to be portable or permanent.

Low-cost panels can be made using self-adhesive lettering and a well-positioned EU logo in the upper left-hand corner.

When contractors or implementing partners consider it appropriate to add the logo of a partner organization on the display panel, it should be positioned in the upper-right hand corner.



## 4.9 Banner-ups Internet Banners

### Banner-up/Internet banners

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

Banner-up see

Var. II

Var. I

Common borders. Common solutions.

Black Sea Basin Joint Operational Programme 2007-2013 finances projects that aim to achieve the maximum development potential of the Black Sea Basin. For further information, please visit [www.blacksea-cbc.net](http://www.blacksea-cbc.net)

The content of this material does not necessarily represent the official position of the European Union. In case of any complaints, please contact [cfou.phare@infinitate.ro](mailto:cfou.phare@infinitate.ro)

Black Sea Basin Joint Operational Programme 2007-2013 is co-financed by the European Union through the European Neighborhood & Partnership Instrument and co-financed by the participant states in the Programme.

Var. I

Var. II

Var. I

Var. II

Var. I

Var. II

Var. I

Var. II

CROSS BORDER COOPERATION

PROGRAM DE COOPERARE TRANSFRONTALIERĂ

Common borders. Common solutions.

Granițe comune. Soluții comune.

Project funded by the EUROPEAN UNION

Project funded by the EUROPEAN UNION

Project funded by the EUROPEAN UNION

Project funded by the EUROPEAN UNION

# 4.10 CD Covers and CD inscription

Variants of cover, DVD/CD and CD inscription.



## 4.11 Stickers

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

A sticker must be on every piece of equipment. According to the available space, instead of the 100 x 100 mm sticker, one of 90 x 50 mm can be used.

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

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

100 x 100 mm

Var. I



Var. II



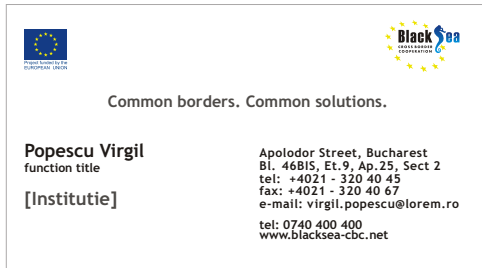
90 x 50 mm



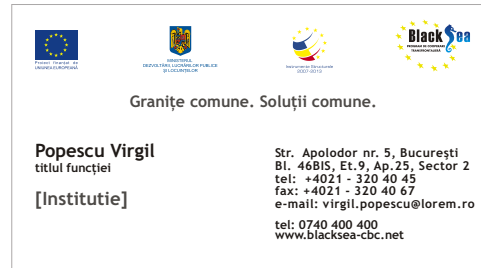
## 4.12 Business cards

### Business cards

Var. I



Var. II



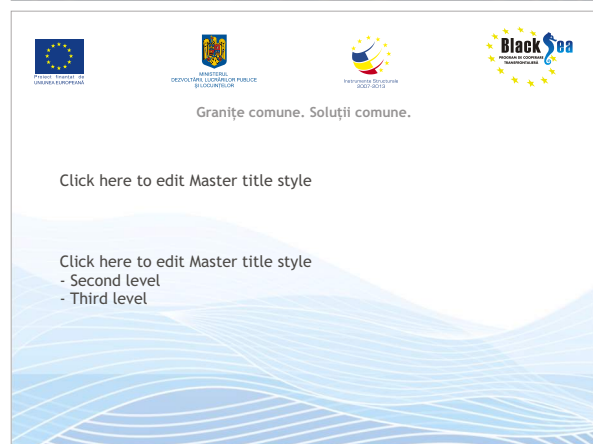
## 4.13 Power Point Presentations

### Power Point Presentations

Var. I



Var. II



## 4.14 Promotional items

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

Before taking any decision on the production of such items, the Press and Information Officer at the Joint Managing Authority must be consulted.

The promotional items produced must be clearly identified with the EU logo and programme logo and if possible carry the words “European Union”.



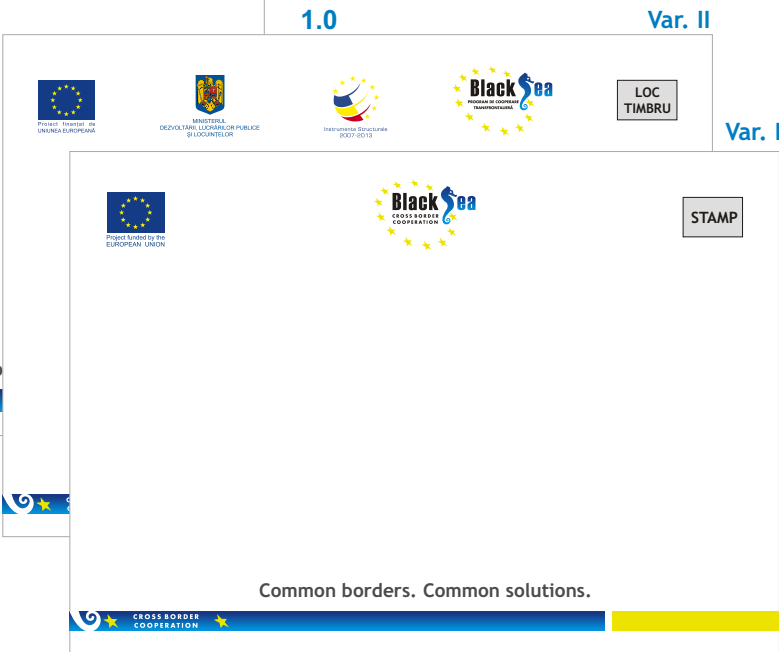
4.14.1 Envelopes, Pens

Envelope DL - 220x110mm [see // 0.8](#)  
Envelope C4 - 229x324mm [see // 0.9](#)  
Envelope C5 - 162x229mm [see // 1.0](#)  
Pens [see // 1.1](#)

4.14.2 T-shirts, Caps

Caps  
T-Shirts

1.1



## 4.15 Photos

During the implementation of the programme, the most visible identity of the Black Sea Programme will be the effective results of the investments.

Within the information process, regarding the assistance granted to the countries included in this programme by the European Union and respecting the transparency and coherence objectives, also other auxiliary, innovative, communication channels can be integrated, at the direct initiative of the beneficiaries.

For any project financed through the Black Sea Programme which involved an investment in physical facilities or infrastructure, the beneficiaries and the management structures should commission professional photos, before the start of the process and after finalizing the works.

These photo documents will provide visual support for press conferences organized by the beneficiaries or for the launch event of the investment, ultimately providing an important database, which can become a record of the Programme's investments in the region within the period 2007 - 2013.

## 4.16 Audio-visual Productions

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

They may be the very subjects of an action. Beneficiaries and/or implementing partners must ask the Press and Information Officer at the Joint Managing Authority to check captions and credits. The opening title sequence must include the EU logo and the programme logo.

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

- The Press and Information Officer at the Joint Managing Authority
- The EuropeAid Information, Communication and Front Office Unit
- The audiovisual library of DG Press.

For any suggestions and questions regarding the usage of the identity of The Black Sea Programme, please contact The Joint Managing Authority, at the e-mail address: [sorina.canea@mdlpl.ro](mailto:sorina.canea@mdlpl.ro).

## 5. Forbidden situations

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

The logo will never be written with another font.

No shadow effects will be applied to the logo.

The logo will not be distorted.

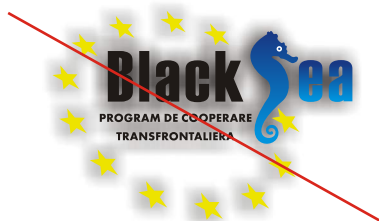
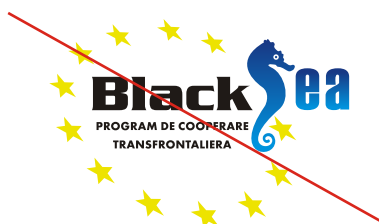
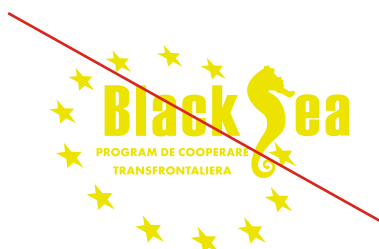
The letters from the logo will not appear in different colors.


No 3D effects will be applied to the logo.

The logo will never be rotated.

The minimum distance will be observed between the logos.

These appear horizontally or vertically.





**Phare Project**  
Awareness Campaign for the Regional Operational Programme  
Service contract code: RO 2004/016-772.04.03.01.03.05  
© Ministry of Development, Public Works and Housing  
February 2008

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