

March 2010



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Structural Instruments
2007 - 2013

Visual Identity Manual

for the
Romania-Bulgaria
Cross Border Cooperation Programme
2007-2013



Contents

Introduction	3	Brochures	19
Name and logo of the Romania-Bulgaria Programme	4	Leaflets	20
Logos in different languages (RO, BG, EN)	5	Posters	21
Colours	6	Covers for CDs / DVDs	22
Backgrounds	7	Press release for the RO-BG Programme	23
Spacing	8	Press ad	24
Recommendations on using the EU logo	9	Billboards for sites under construction	25
Recommendations on using the Romanian Government logo	10	Technical specifications for billboards	26
Recommendations on using the Bulgarian Government logo	11	Billboards (template)	27
Recommendations on using the Structural Instruments logo	12	Permanent explanatory plaques	28
Design style	13	Stickers	30
Compulsory information	14	Site (Template)	31
Fonts	15	Forbidden situations	32
Envelopes type DL, C4, C5, Pens	16	Other materials	33
Electronic banners, Banner-up	17		
Business cards, PowerPoint presentations	18		

Introduction

The communication activities on the use of the Structural Funds in Romania aim mainly at increasing the information level, awareness and transparency regarding the assistance that Romania and Bulgaria receive from the European Union and creating a coherent image of this assistance. Communication must reflect the content of the activities developed through the RO-BG Programme and must guarantee a high degree of transparency in using the Funds.

The visual identity of this programme will contribute to achieve its coherent image of the programme and to achieve the information, awareness and transparency objectives of the RO-BG Programme.

The RO-BG Programme visual identity manual (VIM) was drawn up to support the RO-BG Programme 2007-2013 and the beneficiaries of the projects financed under this programmes (local authorities, SMEs, NGOs and other institutions) in fulfilling the required information and publicity measures.

The beneficiaries of the RO-BG Programme must, according to the contractual provisions, promote the fact that the projects are financed by the European Union, Romania and Bulgaria.

The VIM is used to design the following instruments: billboards, permanent plaques, posters, publications, audio-video materials (CDs, DVDs), websites, business cards, press releases, presentations, advertising etc. For all the materials the design patterns presented in this manual and on the programme website will be used.

If a certain design pattern is not foreseen, it may be designed subsequently, observing the indications in the manual.

The RO-BG Programme VIM is part of the contracts concluded under the RO-BG Programme 2007-2013. The Managing Authority of the RO-BG Programme, the Joint Technical Secretariat and the beneficiaries must allocate the financial resources necessary to apply the visual identity rules.

This manual aims at presenting:

- the elements that must be used in order to promote the RO-BG Programme visual identity, including the graphic elements;
- rules for using these elements;
- exemptions from the rules.

The success in promoting the RO-BG Programme 2007-2013 depends on the consistency of applying these rules.

Name

The complete identification name is the Cross Border Cooperation Romania-Bulgaria Programme 2007-2013.

The short name is RO-BG Programme.

Both titles are correct and may be used alternatively, for lexical variety.

The correct use of the programme's name, either the long version, or the short one, is compulsory in all official documents and publicity materials, since they play an important role in developing a strong brand.

The CBC acronym will no longer be used in order to avoid confusions regarding the programme's identity.

RO-BG Programme logo

The logo of the programme is the most important in making up the brand associations from the point of view of visual communication.

The logo of the RO-BG Programme must not be recreated in any circumstances. Only the variants presented in the manual will be used. The minimum accepted dimension of the logo is of 20 mm.

The slogan of the programme is "Common borders. Common solutions." This will be used together or separately from the logo of the programme, according to the available space, as it can be seen below.



Logos in different languages (RO, BG, EN)

The logo is available in Romanian, Bulgarian and English.

These will be used only complying with the instructions in this manual.

The logo of the RO-BG Programme will be used on all materials produced by the authorities /beneficiaries (press release, poster, leaflet etc.), as follows:

The English logo will be used on promotional materials.

Since the projects are jointly drawn up and implemented, by Romanians and Bulgarians, the programme documents will be written in English and the version in English of the logo will be used.

The English logo will be also used at project level for joint activities / events.



Colours

CMYK colour codes will be used for all printed materials.
RGB will be used on the web site and other electronic applications.



C: 100, M: 0, Y: 100, K: 0
R: 0, G: 146, B: 63
PANTONE 355 C



C: 0, M: 60, Y: 100, K: 0
R: 231, G: 120, B: 23
PANTONE 158 C

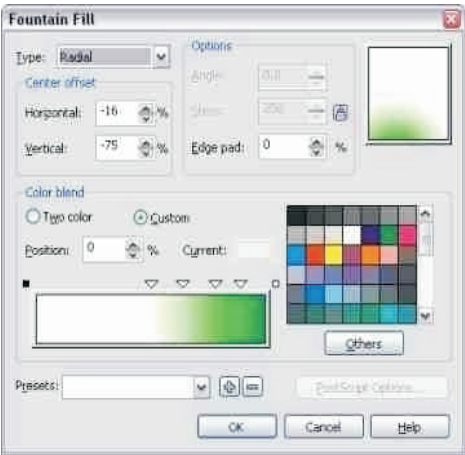


C: 40, M: 0, Y: 0, K: 0
R: 117, G: 197, B: 240
PANTONE 2905 C

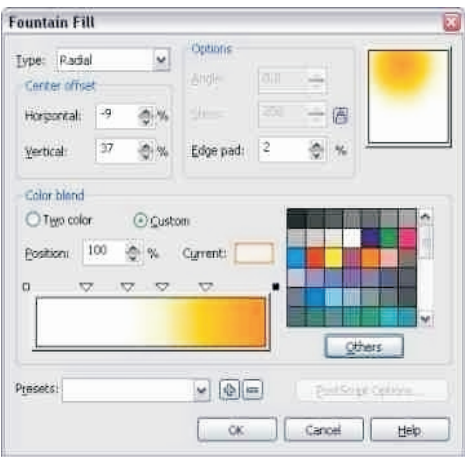
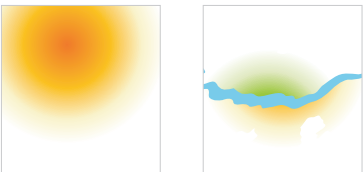


C: 100, M: 100, Y: 0, K: 0
R: 40, G: 22, B: 111
PANTONE Violet C

Radial



Radial



Backgrounds

The white background is recommended for the logo of the RO-BG Programme.
The negative version of the logo will be used in case of coloured background or the one in the picture below.

The simplified version of the logo (including the full name of the Programme, the bridge and the Danube) may be used when the shades cannot be reproduced exactly because of technical reason (e.g. Specificity of the supporting material textile bags, plastic objects etc). The monochrome version of the logo may be used under the condition that the used color ensure maximum visibility of the logo used on the background.



Spacing

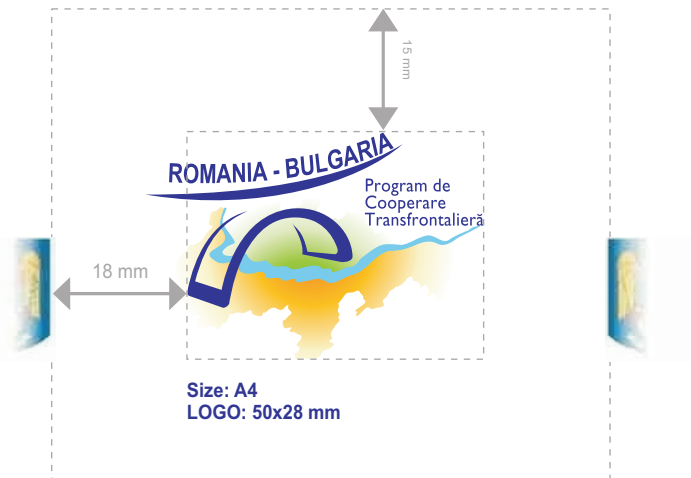
For maximum impact and visibility the dimension of the logo does not have to be very big.

A white space around the graphical signature is more efficient in order to individualize and separate it from surrounding elements (edge of the page, other logos, graphical elements etc.) see// 0.1

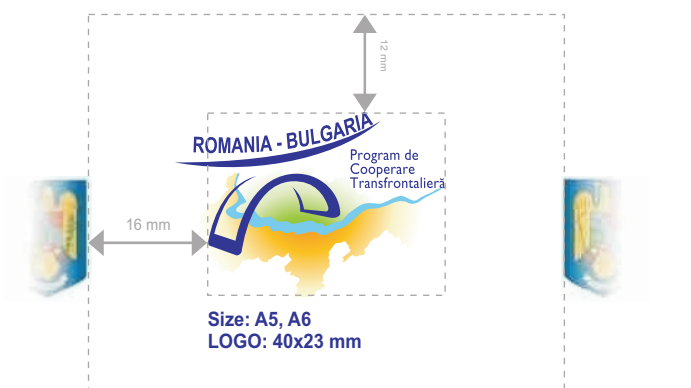
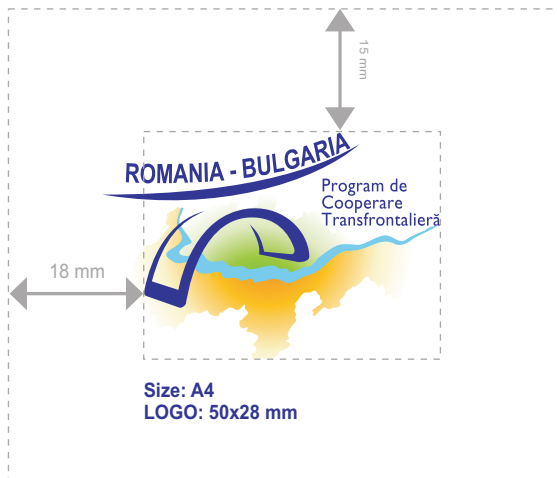
The free space must observe the indications in the picture below. see // 0.2

The distance between the edge and the logo differs from one page to another.

0.1



0.2



Recommendations on using the EU logo

The European Union logo is a rectangle blue flag whose length is once and a half longer than its height.

The 12 yellow stars, equally placed one from another, make up an imaginary circle whose centre is at the intersection of the diagonals of the rectangle. The radius of this circle is equal to a third of the flag's height.

Colours:

CMYK colour codes will be used on all printed materials. For special printed materials PANTONE code will be used.

RGB will be used on the web site and other electronic applications.

Backgrounds:

The white background is recommended. Nevertheless, if a multicoloured background is used, the logo will be outlined with a white line thick of 1/25 of the rectangle height.

The European Union negative logo will be made up of the black flag and white stars.

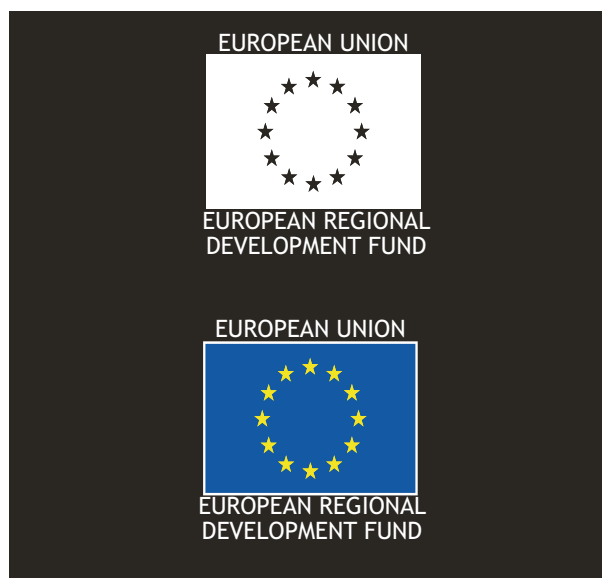
The EU logo shall have the words "European Union" written above the flag and the words "European Regional Development Fund" under the flag.



C: 0, M: 0, Y: 100, K: 0
R: 255, G: 245, B: 0
PANTONE Process Yellow C



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



Recommendations on using Romanian Government logo

Romania finances the RO-BG Programme;
therefore, the country's coat of arms will be
present on the communication products of this
programme.

Colours:

CMYK colour codes will be used on all printed
materials. For special printed materials PANTONE
code will be used.

RGB will be used on the web site and other
electronic applications.

Backgrounds:

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

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



GUVERNUL ROMANIEI



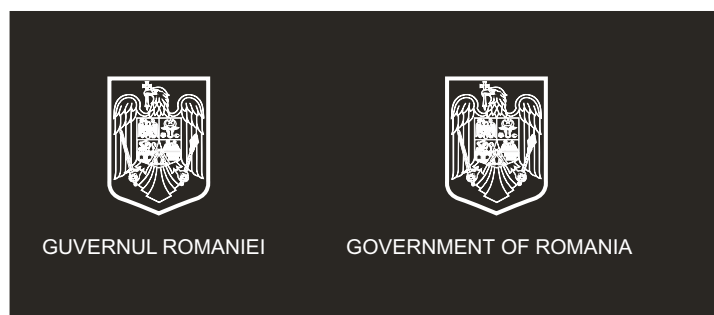
GOVERNMENT OF ROMANIA



GUVERNUL ROMANIEI



GOVERNMENT OF ROMANIA



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



C: 0, M: 0, Y: 0, K: 30
R: 170, G: 170, B: 170
PANTONE Cool Gray 5 C



C: 0, M: 100, Y: 100, K: 0
R: 218, G: 37, B: 29
PANTONE 485 C



C: 0, M: 18, Y: 100, K: 0
R: 249, G: 200, B: 0
PANTONE 7406 C



C: 100, M: 60, Y: 0, K: 0
R: 0, G: 81, B: 151
PANTONE 293 C

Recommendations on using the Bulgarian Government logo

Bulgaria finances the RO-BG Programme, therefore the country's coat of arms will be present on the communication products of the programme.

Colours:

CMYK colour codes will be used on all printed materials. For special printed materials PANTONE code will be used.

RGB will be used on the web site and other electronic applications.

Backgrounds:

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

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



БЪЛГАРСКО ПРАВИТЕЛСТВО



БЪЛГАРСКО ПРАВИТЕЛСТВО



GOVERNMENT OF BULGARIA



GOVERNMENT OF BULGARIA



C:0, M: 20, Y: 100, K: 0
R: 248, G: 195, B: 0
PANTONE 7406 C



C: 10, M: 100, Y: 90, K: 10
R: 181, G: 38, B: 44
PANTONE 1797 C



C: 100, M: 10, Y: 100, K: 20
R: 0, G: 114, B: 54
PANTONE 356 C



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

Recommendations on using the Structural Instruments logo

The Ministry of Economy and Finance has drawn up and registered the logo of the Structural Instruments in Romania, symbolizing the cooperation between Romania and the European Union. The logo consists of the Romanian flag and eight of the stars on the EU flag, displayed in a circle. The logo will be used on the communication materials of the RO-BG Programme that are delivered **only** on the Romanian territory and whose dimension allows the presence of all five logos (EU's logo, RO-BG Programme's logo, Romania's coat of arms, Bulgaria's coat of arms, Structural Instruments' logo). Among the five logos, the logo of the Structural Instruments will be the last on the right.



Structural Instruments
2007 - 2013



Structural Instruments
2007 - 2013



C:4, M: 5, Y: 93, K: 0
R: 242, G: 229, B: 0
PANTONE 108 C



C:2, M: 94, Y: 94, K: 0
R: 216, G: 55, B: 39
PANTONE 1795 C



C:95, M: 49, Y: 4, K: 0
R: 0, G: 96, B: 159
PANTONE 123 C



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



Structural Instruments
2007 - 2013



Structural Instruments
2007 - 2013

Design style

It is compulsory that the EU logo were placed centred on the first page / cover of any document. If the logo is also placed inside the document, it will be positioned up on the left side of the page. see // 0.3

Note:

The following logos - according to this order EU's logo, Romania's coat of arms, Bulgaria's coat of arms, RO-BG Programme's logo will be placed on the documents elaborated within the RO-BG Programme.

The four logos previously mentioned will appear on the CDs / DVDs and the Structural Instruments' logo will be added on the CDs / DVDs delivered **only** in Romania. Moreover, the CDs / DVDs carried out within the projects will also contain the logo of the project lead partner, which will be placed only in the upper-right side. see // 0.4A // 0.4B

A strip containing elements from the logo will be used to create a design style for the CDs / DVDs. Generally, this element will be used together with the RO-BG Programme's logo, always in the middle of the CD / DVD.



0.4A

0.4B

Compulsory information *

1. The statement: “Investing in your future!
The Romania-Bulgaria Cross Border
Cooperation Programme is co-financed by the
European Union through the European Regional
Development Fund” will be placed on all RO-
BG Programme’s materials, as follows:
- if the document consists of only one page the
text will be placed on it;
- if the document consists of several pages the
text is placed on the fourth page, next to the
technical box. see // 0.6

2. The last cover of each document will consist
of a technical box containing the following:
- title of the project
- editor of the material
- date of publishing
- Disclaimer: “The content of this material
does not necessarily represent the official
position of the European Union.” see // 0.7

3. The programme’s web page
(www.cbcrromaniabulgaria.eu) will be placed
on every material according to its structure.
If the material consists of only one page (eg:
poster) the web address will be placed at the
bottom of the page. see // 0.8

If the material consists of several pages /
sides the web address will be included on the
last page / side.

**Excepting small promotional items (pens, trinkets,
stickers, port-cards etc)*

0.6

Investing in your future!
Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the
European Union through the European Regional Development Fund

0.7

Project title
Editor of the material
Date of publishing
The content of this material does not necessarily represent the official position of the European Union.

0.8

www.cbcrromaniabulgaria.eu

Fonts

Trebuchet MS will be used on all communication materials, exempting the web site.

Trebuchet MS consists of four styles, installed with Windows.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

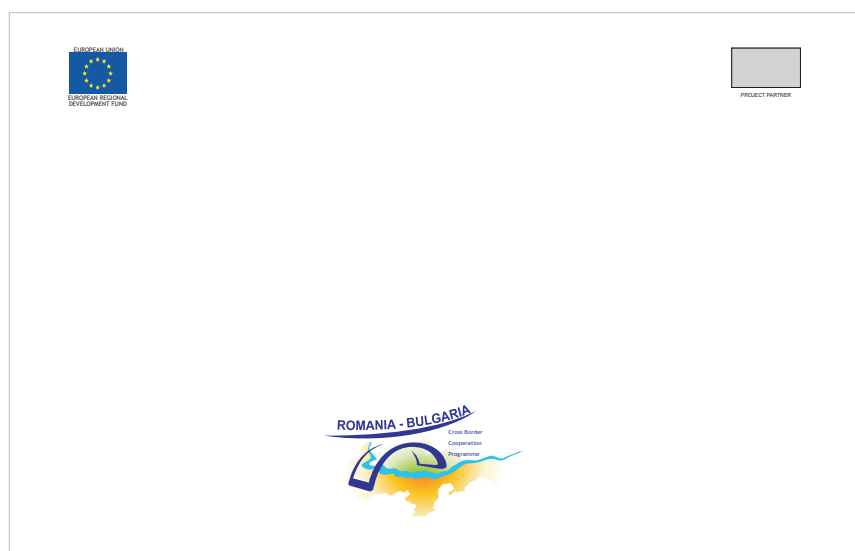
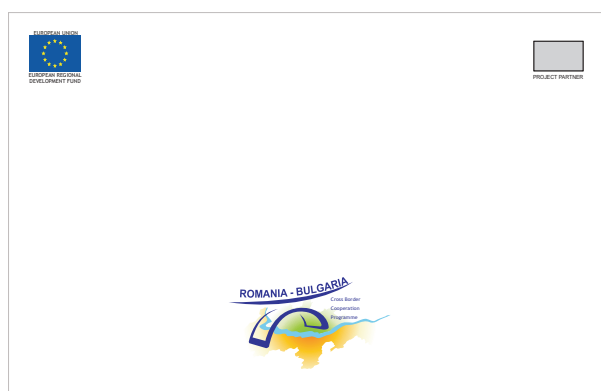
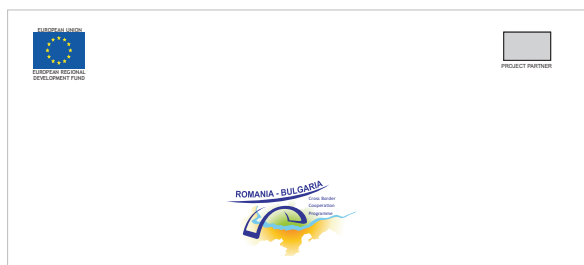
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Envelopes type
DL, C5, C4

Pens

0.9



Electronic banners

The electronic banner will consist of the programme's visual identity elements (logo, slogan, etc) [see //1.0](#)
The electronic banner may be dynamic, using successively these visual identity elements.

Banner-up

1.1

1.0



The content of this material does not necessarily represent the official position of the European Union. Investing in your future! Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is co-financed by the European Union through the European Regional Development Fund.

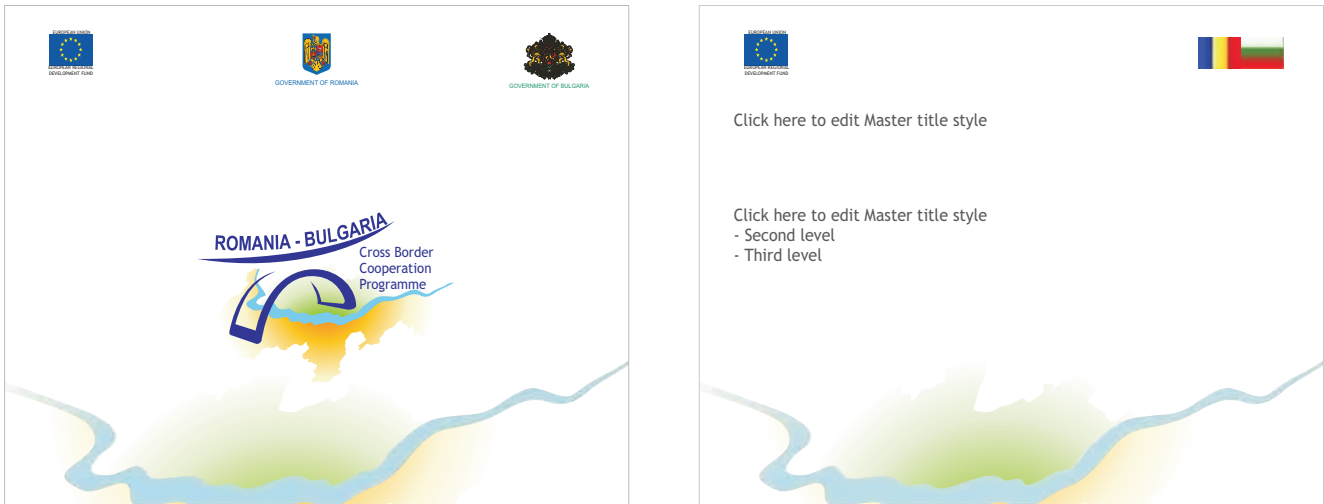
Business cards // PowerPoint presentations

Business cards [see // 1. 1](#)
Power Point presentations [see // 1.2](#)

1.1



1.2



Brochures

RO-BG Programme's logo is placed in the middle, at the bottom of the first cover of the brochure, folders, leaflets etc.
Within the project, the first cover may contain the logo of the project lead partner on the upper left corner and the logos of the partners in the project may be added on the last page (cover 4).


PROJECT PARTNER


PROJECT PARTNER


EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND


GOVERNMENT OF ROMANIA


LEAD PARTNER


GOVERNMENT OF BULGARIA


Structural Instruments
2007 - 2013

Ministry of Regional Development and Tourism
Managing Authority for the Romania - Bulgaria Cross Border
Cooperation Programme

Address: Blvd. Libertății, no. 5
Phone: 037 211 1333
E-mail: www.cbcrromaniabulgaria.ro

Investing in your future!



Investing in your future!

Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the
European Union through the European Regional Development Fund

Project title
Editor of the material
Date of publishing

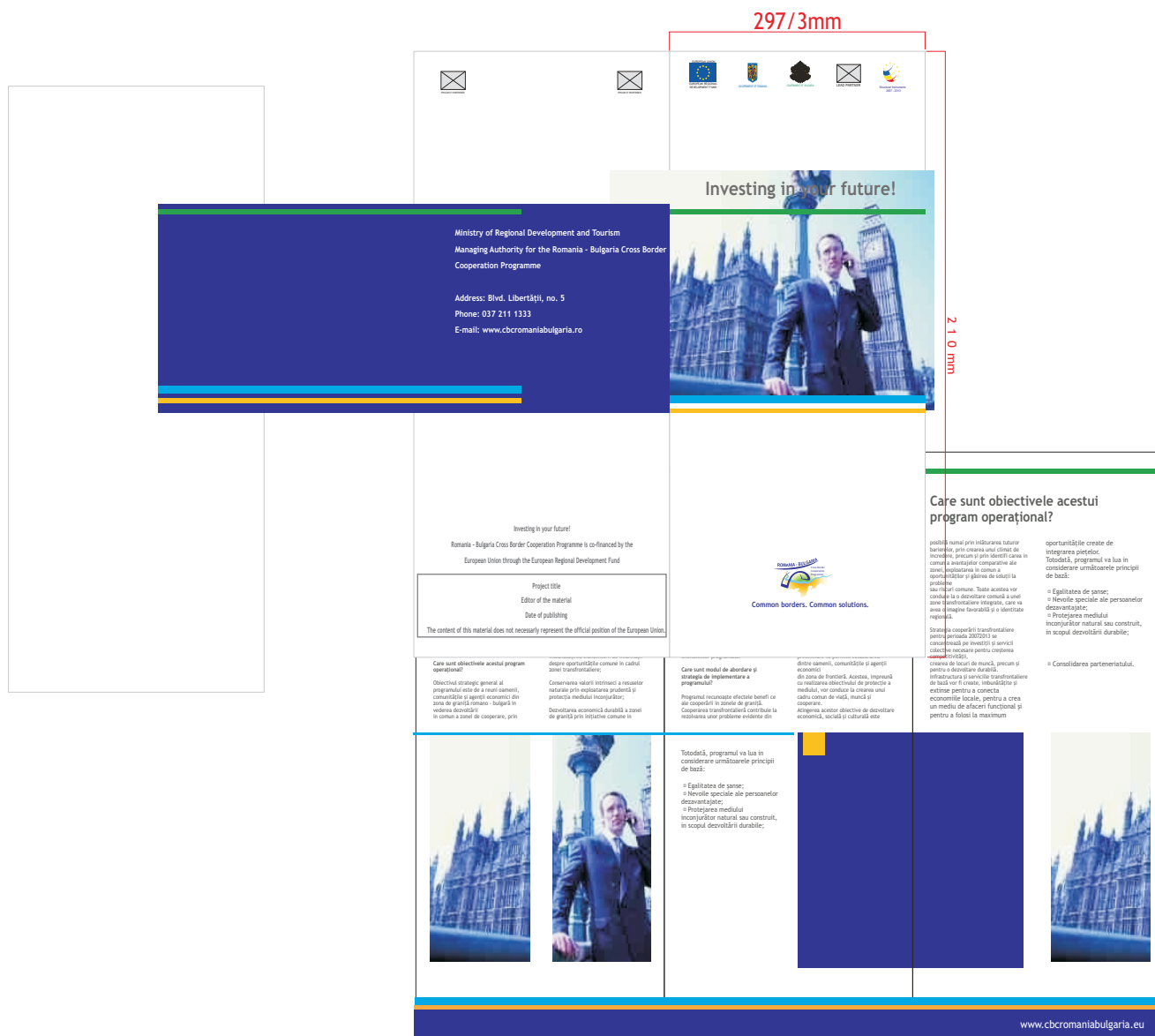
The content of this material does not necessarily represent the official position of the European Union.



Leaflets

Predominant colours used on the leaflets will be identical to those in the logo; their display and enclosing may vary. For an easier contrast, grey may be used.

The lead partner's logo may be placed as the last logo in the upper right-corner and the logos of the other partners in the project may be placed on the back page of the materials (cover 4).



Posters

The used images must be of high resolution, modern, sending a clear message.

*Note: The lead partner's logo must not be bigger than the others.

The logos of the other partners in the project will be inserted at the bottom of the page.



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Structural Instruments
2007 - 2013



Investing in your future!

THE ROMANIA-BULGARIA CROSS-BORDER COOPERATION PROGRAMME 2007-2013

The Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is one of the Operational Programmes developed during the current programming period within the „European Territorial Cooperation“ Objective of the EU's Cohesion Policy. The purpose of this programme is to strengthen the cooperation in the border area of the two neighbouring countries through joint activities that will lead to territorial interconnectivity and to the promotion of coherent, correlated and sustainable socio-economical development in the region.

WHAT ARE THE OBJECTIVES OF THIS OPERATIONAL PROGRAMME?

The general strategic objective of the Programme is to integrate people, communities and companies in the Romanian-Bulgarian border area, for the joint development of the cooperation area, by the joint use of the human, natural and environmental resources and advantages.

The basic strategy seeks the overcoming of the present physical and socio-cultural barriers, the promotion of a territorial development that observes the environmental standards, as well as a sustainable growth on the medium and long term of the whole area, through joint efforts.



PROJECT PARTNER



Common borders. Common solutions

www.cbcrromaniabulgaria.eu

Investing in your future!

Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund



PROJECT PARTNER



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



LEAD PARTNER



Structural Instruments
2007 - 2013



Investing in your future!

THE ROMANIA-BULGARIA CROSS-BORDER COOPERATION PROGRAMME 2007-2013

The Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is one of the Operational Programmes developed during the current programming period within the „European Territorial Cooperation“ Objective of the EU's Cohesion Policy. The purpose of this programme is to strengthen the cooperation in the border area of the two neighbouring countries through joint activities that will lead to territorial interconnectivity and to the promotion of coherent, correlated and sustainable socio-economical development in the region.

WHAT ARE THE OBJECTIVES OF THIS OPERATIONAL PROGRAMME?

The general strategic objective of the Programme is to integrate people, communities and companies in the Romanian-Bulgarian border area, for the joint development of the cooperation area, by the joint use of the human, natural and environmental resources and advantages.

The basic strategy seeks the overcoming of the present physical and socio-cultural barriers, the promotion of a territorial development that observes the environmental standards, as well as a sustainable growth on the medium and long term of the whole area, through joint efforts.



PROJECT PARTNER



Common borders. Common solutions

www.cbcrromaniabulgaria.eu

Investing in your future!

Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund



PROJECT PARTNER

Covers for CDs / DVDs and CD / DVD labelling

Cardboard template for DVD/CD envelope and label.



Press release for the RO-BG Programme

The strip containing the text “Press release” is 50% of black.

The press release issued by the Managing Authority must be of type A.
The type B press release will be used if the lead partner / partner issues it.
If the institution / organization issuing the press release is in Romania, Romania's coat of arms will be placed in the upper-left corner and Bulgaria's coat of arms is placed on the right corner at the bottom.

If the institution / organization issuing the press release is in Bulgaria, Bulgaria's coat of arms will be placed in the upper-left corner and Romania's coat of arms on the right corner at the bottom.
The press release issued by the Managing

Authority will be written in English and sent to the Bulgarian Counterparts to be translated into Bulgarian then sent for the information to the Bulgarian media.
At the same time, it will be translated into Romanian to be sent to the Romanian media. The English version will be sent to the communicators network - INFORM - within DG Regio.

The press release issued by the National Authority in Bulgaria will be issued in English and sent to the Managing Authority to be translated into Romanian then sent for the information to the Romanian media.

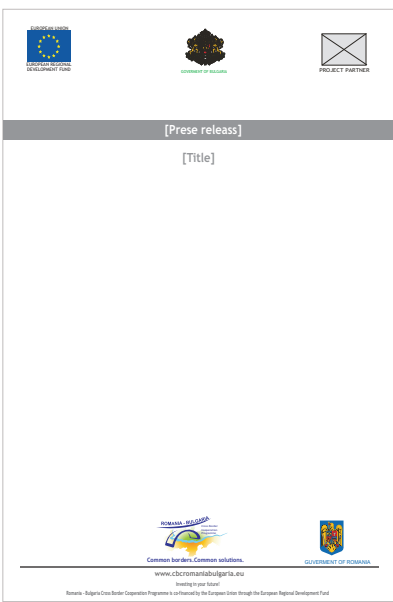
TYPE A



TYPE B








TYPE C



Press ad

The strip containing the text "Press advertisement" is 50% of black.

At the same time, according to article 8, paragraph 4, in the Commission Regulation (EC) 1828/2006, the beneficiary will clearly announce, on each document (including any attendance or other certificate related to such project), the fact that the project under implementation was selected within an operational programme co-financed by the European Regional Development Fund.

 EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND	 GOVERNMENT OF ROMANIA	 GOVERNMENT OF BULGARIA	 Structural Instruments 2007 - 2013	 PROJECT PARTNER
PRESS AD/ INVITATION FOR THE CALL / TENDER ...				
PROJECT TITLE:				
1. Reference number				
2. Date of publishing the ad				
3. Programme				
4. Contracting authority				
5. Other information				
Notes:				
 ROMANIA - BULGARIA Cross Border Cooperation Programme Common borders. Common solutions. www.cbcrromaniabulgaria.eu Investing in your future! Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund				

Billboards for sites under construction*

The beneficiary must inform the public regarding the financial support granted by the European Union, Romania and Bulgaria, by putting up temporary billboards and permanent explanatory plaques, as follows: during the project implementation, for constructions and infrastructure projects, the beneficiary will put up a billboard at the entrance of the place where the project is implemented. No later than 6 months after the project completion, the billboard will be replaced by a permanent explanatory plaque.

According to the Commission Regulation (EC) 1828/2006, Chapter II, Part I, putting up the temporary billboards and the permanent plaques is compulsory for the projects whose funding exceeds EUR 500,000. For the projects financed with less than EUR 500,000, it is recommended to put up the temporary billboards and the permanent plaques in order to increase the visibility of the RO-BG Programme. At the same time, according to art. 8, paragraph 4, in the Commission Regulation (EC) 1828/2006, the beneficiary will announce clearly, in any document (including any attendance or other certificate related to such project), the fact that the project under implementation was selected within an operational programme co-financed by the European Regional Development Fund. Each billboard will mention that the project in question was selected through the Romania-Bulgaria Programme and it is partly financed by the European Union.

The number and size of the billboards must correspond to the projects' dimension; these must be visible enough so that passers-by could read and understand the nature of the project. The minimum size of a billboard is of 2x1.2 m.

At least 25% of the billboard surface will be used to mention the EU contribution and will consist of the following compulsory information:

- the emblem of the European Union and the words: "EUROPEAN UNION ", with capital letters, without abbreviations;
- reference to the European Regional Development Fund, without abbreviations;
- the statement "Investing in your future!" Romania-Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund";
- the programme financing the project;
- the logo of the RO-BG Programme and the slogan "Common borders. Common solutions.";
- name of the project;
- lead partner of the project;
- date when the project starts;
- date when the projects complete;
- project value;
- Romania's Government coat of arms;
- Bulgaria's Government coat of arms;
- Structural Instruments logo (for the Romanian territory).

The font size used to mention the EU financial contribution will be the same as that used to announce the value of the national co-financing and no less than 50% of the font size communicating the title of the project.

The billboards will be made up of resistant materials.

The beneficiary must choose the proper size of the billboards according to the place of the site.

Technical specifications for billboards

Technically, this type of billboard consists of:

1. Billboard

2. Pillar

3. Foundation

1. Billboard: consists of a resistant metallic structure (laminated steel profiles of 30x30 mm with reinforcing bars on each meter), which is covered (depending on the budget) with:

- plastic printed banner (for a low-cost option);
- 8 mm PVC printed with sticker;
- 1 mm aluminium sheet printed with sticker;
- 3 mm bond (composite PVC aluminium plated) printed with sticker (this being the premium option);

The information visibility and legibility must be ensured during the entire period of displaying the billboard /plaque.

2. Pillar: usually, the billboard is placed 2.5m from the ground, so the pillar has 5 m height above the ground. Usually 1m is in the ground, therefore the overall length of the pillar would be 6m.

Technically, the following elements are required:

- a single central column of cross-section 0.7 x 0.7 m, if constructed from metal bars
- 2 lateral posts, if made from 114 mm or 90 mm thickness pillars

(depending on the atmospheric conditions in the zone in which the billboard would be displayed);

3. Foundation: every pillar needs to have a foundation of 0.5 x 0.5 x 1 m, from concrete B250.

Note: occasionally, at the request of the client, the mounting of the billboard should use 10 mm metal flanges at the base, 2 per pillar, and bolts, in which case one of the flanges would be cast in the foundation (with the steel reinforced concrete structure), the other being mounted on the pillar, the flanges being fixed to each other by bolts.

This plate is usually used inside the cities. In this situation the pole will be of only 5m height.






Note: The dimensions and positioning of the billboards must observe the rules imposed by the local authorities, especially in the cities.

Billboards (template)

Recommended sizes:

1. 4000 mm x 2450 mm
2. 2000 mm x 1200 mm

4000 mm

 GOVERNMENT OF ROMANIA	 Common borders. Common solutions.	 GOVERNMENT OF BULGARIA	 Structural Instruments 2007-2013
Project: [PROJECT NAME]			
Lead Partner: [NAME]			
Project value: [AMOUNT]			
Project starts: [DATE]			
Project ends: [DATE]			
 EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND			
Investing in your future! Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund			

2 4 5 0 m m

25%
50%
25%

Permanent explanatory plaques

When completing the project which consisted in procuring certain goods or in financing the infrastructure or construction works but no latter than 6 months since the closure, the beneficiary will put up a permanent explanatory plaque in a very visible place for everybody, with the recommended size.

According to the Commission Regulation (EC) 1828/2006, Chapter II, Part I, putting up the permanent explanatory plaques is compulsory for the projects exceeding EUR 500,000 de euro of the total public contribution. For the projects financed by less than 500,000, putting up the temporary billboards and explanatory plaques is recommended in order to increase RO-BG Programme's visibility.

Each plaque will mention that the project was selected under the RO-BG Programme and it is co-financed by the European Union through European Regional Development Fund. The recommended size of the plaque is of 70x45 cm. At least 25% of its surface will be used to mention the EU contribution and will consist of the following compulsory information:

- the emblem of the European Union and the words: "EUROPEAN UNION ", with capital letters, without abbreviations;
 - reference to the European Regional Development Fund, without abbreviations;
 - the statement "Investing in your future!"
- Romania-Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund";
- the programme financing the project;

- the logo of the RO-BG Programme and the slogan "Common borders. Common solutions.";
- name of the project;
- date when the project starts;
- date when the projects closes;
- project value;
- Romania's Government coat of arms;
- Bulgaria's Government coat of arms;
- Structural Instruments logo (for the Romanian territory).

The font size used to mention the EU financial contribution will be the same as that used to announce the value of the national co-financing and no less than 50% of the font size communicating the title of the project.

The plaques will be made of resistant material, preferably metal.

Permanent explanatory plaques (template)

700 mm



GOVERNMENT OF ROMANIA



Common borders. Common solutions.



GOVERNMENT OF BULGARIA



Structural instruments
2007-2013

Project: [PROJECT NAME]

Lead Partner: [NAME]

Project value: [AMOUNT]

Project starts: [DATE]

Project end: [DATE]

EUROPEAN UNION



EUROPEAN REGIONAL
DEVELOPMENT FUND

Investing in your future!

Romania - Bulgaria Cross Border Cooperation Programme is co-financed by the European Union through the European Regional Development Fund

Stickers

When equipments are procured, they will be bearing a visible sticker containing the following compulsory information: programme's logo, Romania's coat of arms / Bulgaria's coat of arms and the European Union's logo, project value, project title.

A sticker should be added on each procured equipment. According to the available surface, the 90x50 mm sticker may be chosen instead of the 100x100 mm sticker.
Recommended sizes: minimum 1/16 of the most

visible surface of the equipment.

For protection against rain or sunlight PVC sticker and UV lacquering is recommended.

100x100mm



90x50mm

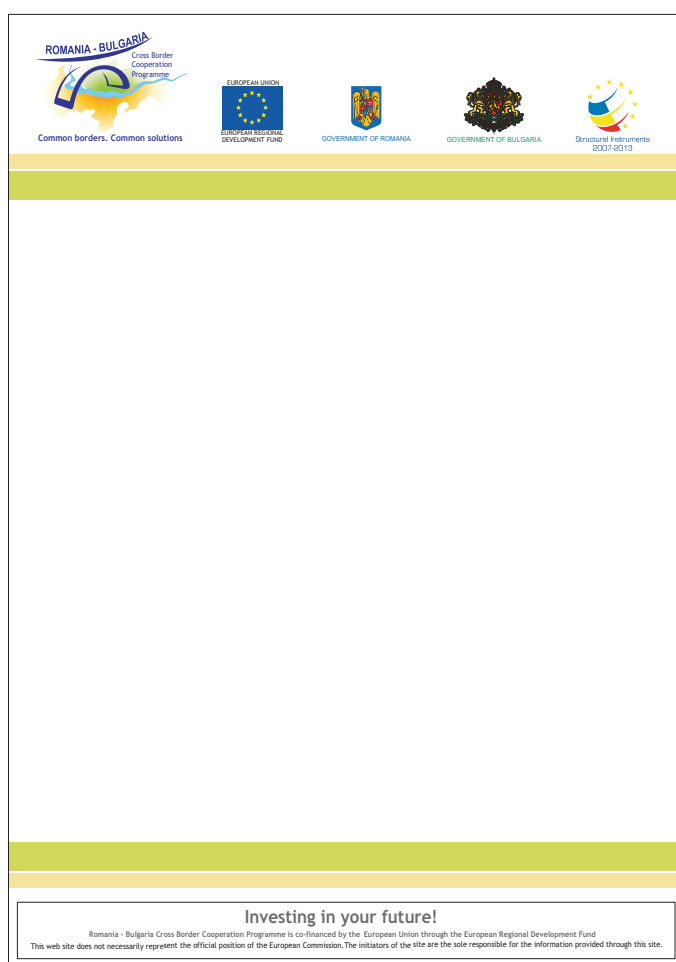


Site (template)

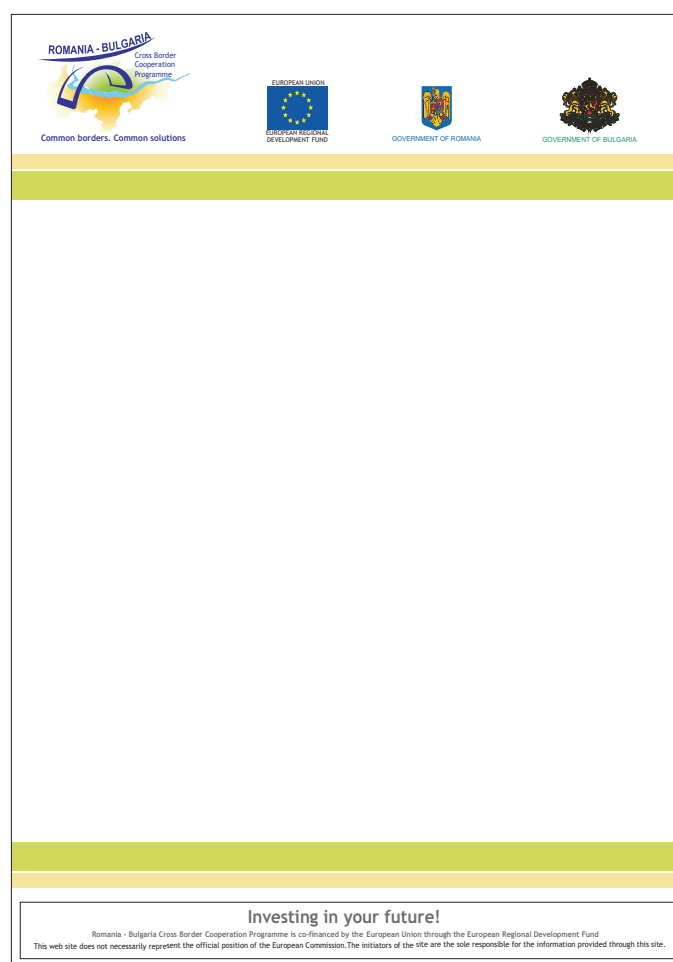
The **type A** will be used only for the **Romanian** lead partners / partners.

The **type B** will be used only for the **Bulgarian** lead partners / partners.

TYPE A



TYPE B



Forbidden situations

The programme's logo will never be used in one of the four colours making up the logo.

The programme's logo will never be written using another font.

The programme's logo will not be shaded.

The programme's logo will not be distorted.

The letters in the programme's logo will not be written in different colours.

The programme's logo will not be subject to 3D effects.

The programme's logo will never be rotated.
The minimum distance between logos will be preserved, the logos will be used only horizontally or vertically



Other materials

During the programme implementation, the most visible promoting instrument of the Romania-Bulgaria Programme will be the concrete results of the investments.

Regarding the information process on the financial assistance granted to Romania and Bulgaria by the European Union and observing the transparency and coherence objectives, other auxiliary innovative communication means may be integrated, at direct initiative of the local authorities.

For any project financed under RO-BG Programme the beneficiaries and the management structures are recommended to ensure carrying out professional photos, both before starting the process and after closing the works.

These photos will make up an important database for the press conference and other events that the beneficiaries organize in order to promote the project results. At the end, this will become a national database testifying the transformations of the border area between 2007 and 2013.

For questions and suggestions on using the identity of the Cross Border Cooperation Romania - Bulgaria Programme 2007 - 2013, please contact:

robg@mdrt.ro
magda.neculae@calarasicbc.ro
svetoslav.kyosev@calarasicbc.ro

Phare Project
Regional Operational Programme Awareness Campaign
Cod contract services: 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 necessarily represent the official position of the European Union