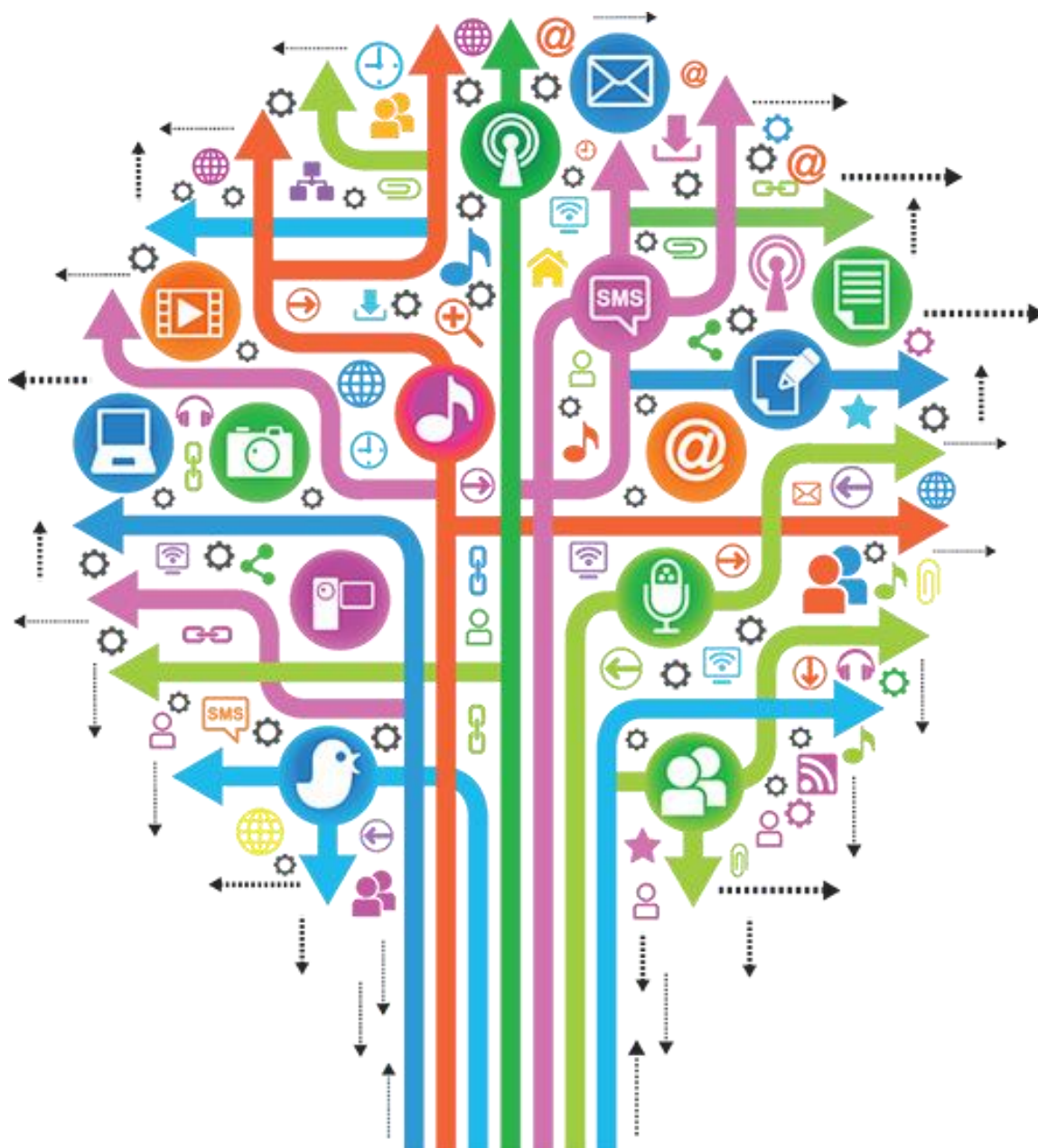



# Communication and Visibility Guidelines


Interreg - IPA CBC Programme Bulgaria - the former Yugoslav Republic of Macedonia 2014-2020



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## Introduction

### About the Guidelines:

The following guidelines have been prepared by the Joint Secretariat (JS) of the Interreg-IPA CBC Programme Bulgaria - The former Yugoslav Republic of Macedonia in order to help the beneficiaries in the process of project implementation, and specifically in the field of communication and visibility. The guidelines present a comprehensive collection of rules, recommendations and best practices from a variety of sources, and are strictly in line with the basic “Project Implementation Manual” (PIM) rules. They also incorporate the rules and recommendations of the European Commission, published in the “Communication and Visibility Manual for European Union External Actions”:

<https://ec.europa.eu/europeaid/node/17974>

### Purpose of communication activities:

The purpose of the project communication activities is raising awareness about the social importance of the project and dissemination of its results. Furthermore, they also have to underline the financial support from EU Funds. In other words, it is necessary that a project and its results are appropriately advertised to the public while underlining the fact that the project has been financially supported by the EU through the Programme.

### Key principles:

- **Principle of proactivity**


Communication and information strategy should be an integral part of the project's development and implementation from the very beginning. Preparation of a Communication Plan is not obligatory, but it is highly recommendable. A template for creating a Communication Plan is available in the PIM, Annex 9.

- **Principle of shared responsibility**

All project partners must be involved in communicating the project results. Still, the Lead Partner is responsible for coordination of all the project communication and visibility actions.

- **Principle of transparency**

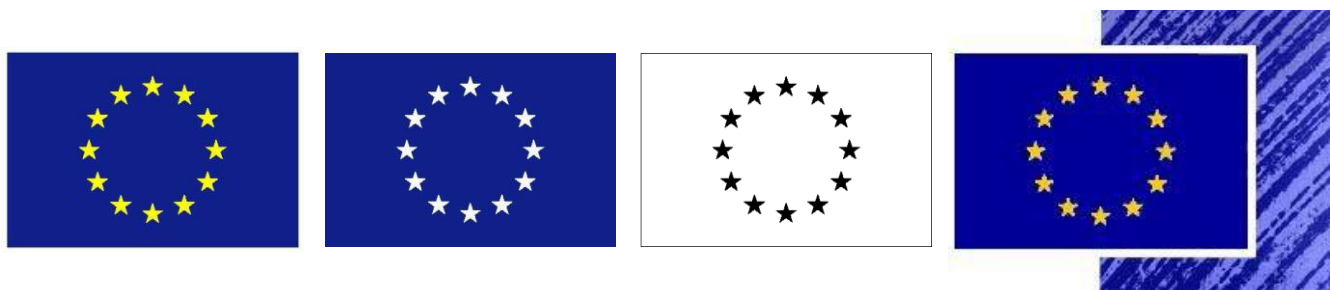
Full transparency must be ensured with regard to the project activities and to how the EU funds have been used.

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## The European Union flag:

### Description:

The flag has the form of a blue rectangular flag with a width of one and half times the height of the flag. Twelve golden five-pointed stars (which points do not touch each other) are properly allocated in an invisible circle whose centre is at the intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the flag. Each of the five-pointed stars is situated in an invisible circle whose radius is equal to one eighteenth of the height of the flag. All stars are upright, i.e. one of the rays pointing upwards and two beams resting on an invisible line at right angles to the flagstaff. Stars are positioned as clock dial numbers. Their number is invariable.



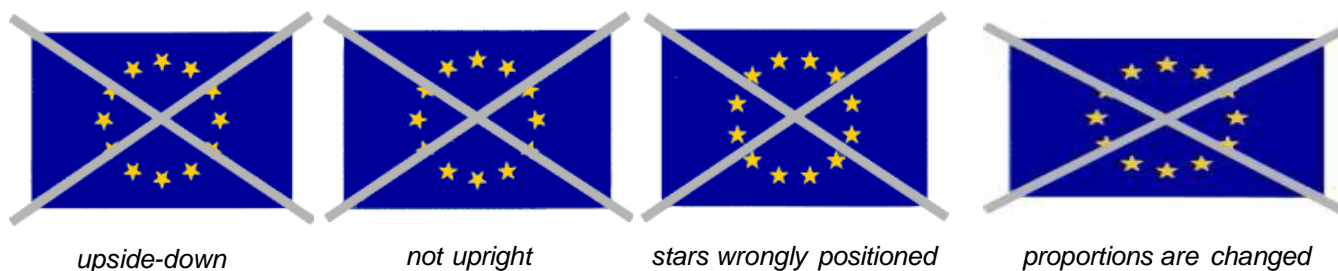
### Reproduction in monochrome technology:

If only black is available, outline the rectangle in black and print the stars in black with white background. In the event that blue is the only colour available (it must be Reflex Blue, of course), use it 100% with the stars reproduced in negative white and the field 100% blue.


### Background:

The emblem is reproduced for preference **on a white background**. Avoid a background of varied colours, and in any case one which does not go with blue. If there should be no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to 1/25 of the height of the rectangle.

### Examples of incorrect reproduction:



**Detailed requirements** on the flag creation and utilization as well as the electronic version of the EU flag can be seen and downloaded here: [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)

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## The Programme logo:

The Programme logo plays a role of utmost significance in creating brand association regarding visual communication. Thus, the logo of Programme should not be recreated in any circumstance. This means that the Programme logo proportions, colours, or any other design details must not be changed. Several format version of the Programme logo, including the vector format for professional design purposes, are available for download from the Programme web site on link:

<http://www.ipa-cbc-007.eu/legal-basis-implementation-stage-implementation-stage/logo-programme>

	<b>Full colour version</b>
	<b>Grayscale version</b>
	<b>Monochromatic version</b>

Examples of incorrect use of Programme logo:



*Altered proportions  
(most common error)*




*Altered colours*



*EU flag missing*



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## Project logo

It is not necessary for a project to have a logo. In fact, it is recommendable that the beneficiaries use the Programme logo in combination with the project name (or acronym, if appropriate) as project logo.



## Project name

In case you decide to produce a unique project logo, here are some design tips:

- Keep the design simple and clearly distinguishable even when depicted in small size and/or monochromatic;
- The logo may include the project name (if short), project acronym (if meaningful) or project slogan;
- Make sure to request from your designer to provide you with the various color versions of the logo (full color, black and white, monochromatic) as well as the vector format image;
- Project logo should symbolically represent the main project idea and/or purpose.

Examples of project logos from the previous programming period:



## Promotional materials

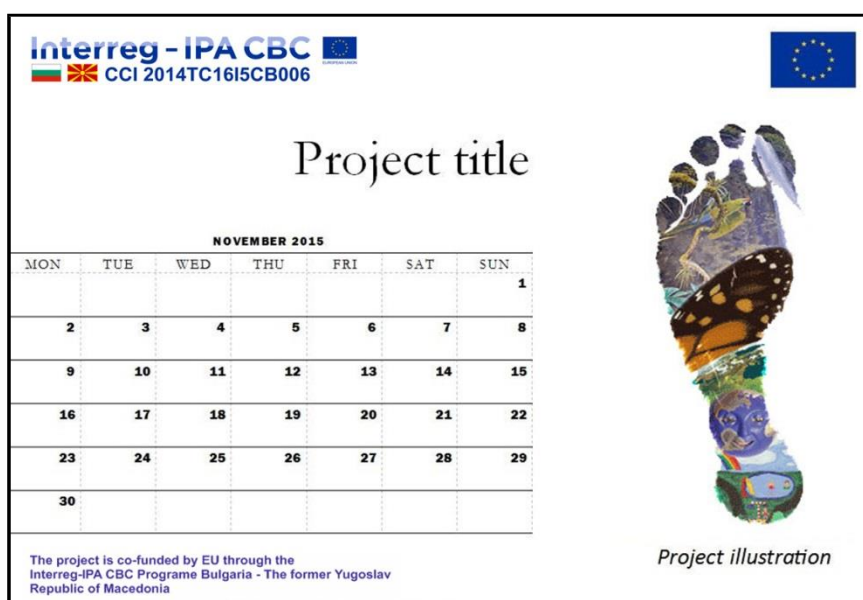
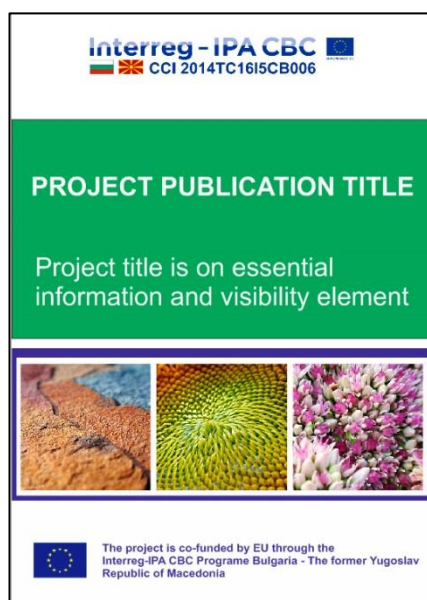
### General rules and recommendations:


- Use the key visibility elements: EU flag, Programme logo, the co-financing-statement, project title, and the disclaimer (when applicable);
- Use vector format images of the EU flag, Programme logo, project logo, and other illustrations. Vector format images are high quality images used for professional design purposes;
- Use local language whenever possible. Bi-lingual promotional materials, such as brochures, are also an option, but it is not recommendable to make three-lingual promotional materials because it is usually very difficult to include all the basic visibility elements in all the three languages on the cover. If you decide to make three-lingual materials, choose larger format such as A4;
- Typeface (font) - Use Arial, Calibri or Times New Roman font types. Do not use more than one type of font per publication;
- Illustrate your materials whenever possible with appropriate images and/or photos;
- Consult professional designers whenever possible, especially for the project logo design;
- For preparation of promotional materials such as brochures, leaflets, calendars, business cards, newsletters, etc. you can use Microsoft Office Publisher, which is much easier to use and has more design templates and options than Microsoft Office Word;
- Consult the Joint Secretariat communication officer if you have any questions concerning the communication and visibility issues, including the design of your promo materials.

### Publications and other printed materials:

The publications such as newsletters, brochures, leaflets, press releases/advertisements, etc. **must include** at least the following visual elements, primarily on the **front cover**:

1. The **EU flag** - on the front cover;
2. The **Programme logo** - on the front cover (examples show old Programme logo);
3. The **project name** - on the front cover;
4. The **co-financing sentence** - on the front cover;
5. The **content disclaimer**, which can be placed on the back cover or other visible place.



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### **Posters, banners, display panels, and information boards:**

Posters and banners are an inexpensive and very effective visibility materials. Posters in various formats can be effectively used for promoting project events while the various kinds of plastic and textile banners are intended to serve as a backdrop for special events such as conferences and festivals.

#### **The basic visibility elements on the items such as posters and banners are:**

1. EU flag;
2. Programme logo;
3. The co-financing statement;
4. The project title.

#### **Additionally, display panels and the information boards should include:**

5. Total amount of funding by the Programme;
6. Start and end dates of the construction/renovation.

**Note:** Make sure also to follow the national legislation concerning the on-site info boards/panels.



*Examples of project roll-up banner, display panel, and a commemorative plaque. Beneficiaries may use a different design, as long as the basic visibility elements are used according to the rules.*



### Small and unique promotional materials:

Promotional materials such as t-shirts, and bags (paper bags as well as conference bags) are popular as promotional gifts during project events and for wearing/carrying by the project team members. Paper bags in particular are very practical because their entire surface can easily be used for visibility purposes and because they can be used for preparation of various kinds of promotional gifts sets. Like other promotional materials, t-shirts, and bags also need to display the minimum visibility elements:

- The project name (along with the Project logo - if available);
- Programme logo;
- EU logo.


The co-financing statement can be excluded from the t-shirts and conference bags for practical printing reasons, but should be included on the paper bags.

**Tip:** Make sure that the paper quality of the bags is good enough for the bag purposes. A good standard for the paper quality is 150 gsm or better.

Small promotional materials such as pens, USBs, key chains, notepads, bookmarks, and badges are also very popular as promotional gift materials but are at times difficult to brand due to the limited printing/engraving space. **For such small promotional materials it is enough to display the Project name and the EU flag**, but whenever possible, include the Programme logo as well.

**Tip: Engraving** is more expensive but a more permanent method of branding small promotional materials due to the fact that the standard color printed images on such small surfaces tend to fade and get erased over time. **Hot stamping** can be used on agenda organizers and other similar items.



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### **Vehicles, supplies and equipment**

Any vehicles used in an Programme-funded action should be clearly identified, and visibly carry the EU flag, the Programme logo and the phrase “*Provided with the support of the EU through the Interreg-IPA CBC Programme Bulgaria-The former Yugoslav Republic of Macedonia*” in English and/or the local language. The company logos of the contractor, the implementing partner and other donors 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.

Unless otherwise agreed with the Managing authority and/or the European Commission, any supplies or equipment delivered under a Programme-funded action/project should be clearly identified and should feature prominently the EU flag, the Programme logo and the mention “*Provided with the support of the EU through the Interreg-IPA CBC Programme Bulgaria-The former Yugoslav Republic of Macedonia*” in English and/or the local language. Any vehicles used in actions supported by the Programme should carry vehicle panels.



*An example of a sticker that should be used for supplies or equipment delivered under a Programme funded action/project. The exact design of the sticker can be slightly adjusted to accommodate a longer project name and/or uniquely proportioned project logo.*

## Media and events

### Project events

Various public events could be organized during the course of a project implementation or to celebrate its successful completion: info-events, training courses, conferences, workshops, seminars, fairs. Organizing a public event (or participating in an event organized independently from the action, for example by the Joint Secretariat) may offer excellent opportunities for generating interest in a project's particular achievements.


**When such an event takes place, it is mandatory to display a special visual item (banner, poster, etc.) of the project – with the EU flag, Programme logo and project name.**

If possible the EU flag and the national flags of both neighboring countries could also be displayed. The invitation, the Programme, and all written materials from the event (incl. training materials) should also contain the name the above element. For the media representatives a special press release should be prepared by the communication expert and distributed to them before the event. At the end of the event interesting photos and the event summary should also be distributed to the journalists.

**Important note:** Whenever possible, and especially for specialized training events and conferences, keep a clear record of participants (including the journalists). Registration lists should contain at least the names and signatures of the participants and the basic contact information (telephone number and/or an e-mail address).





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## **Press releases and press conferences**

Press releases can be a very useful contribution to the communication activities around an action. As a general rule, a press release should be issued at the start of all actions. A newsworthy press release should contain: a heading, a strong leading paragraph summarizing the essential facts, the main body of the story, quotes, some background information, and contact details for further information.

The communication experts are advised to be proactive and to inform the media on a regular basis on the social goals and impact of their project, as well as on its progress. In this relation, special Press releases, summarizing the most important information on the project /or a special event/ should be distributed to the respective representative of the media.


**The press releases and other printed publications should incorporate the EU flag, the Programme logo, the name of the project and the co-financing statement. When a publication, displaying the EU logo and the Programme logo, contains study or research results or personal remarks/reflections the content disclaimer must be included as well.**

If a press conference is organized, the EU flag and a special project banner should be displayed.

The communication experts of the project could also organize visits for journalists to the project site (or invite them at a special project event) to make the project and the Programme more visible for the general public. The timing and the focus of such visits shall be well chosen.





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### **Visibility on internet - project web site and the social media pages**

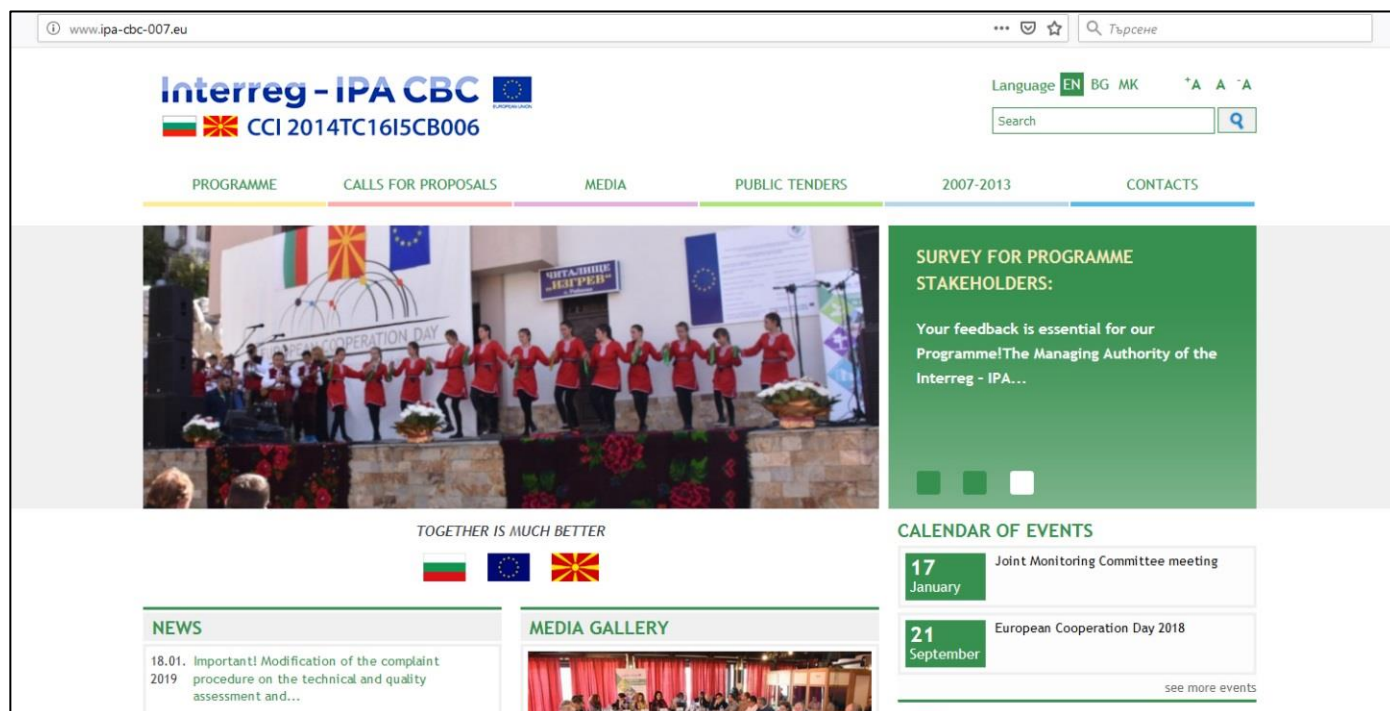
A project web site as well as the project social media pages (on *Facebook* for example) should contain at least the following visibility elements:


1. EU flag;
2. Programme logo;
3. Project name (and project logo - if available);
4. The co-financing statement;
5. The content disclaimer (the word “publication” to be replaced with the term “web site”).

**Important note:** The above mentioned elements must be visible at all times on the project web site, meaning on all the web site pages, not only on the home page.

### **Recommendations:**

- Adjust the web site design to the target audience ;
- Make sure the web site is adjusted for viewing on various internet search programs;
- The website interface should be user friendly;
- The website should have an option for viewing in all Bulgarian, Macedonian and English languages;
- Update the content of the project web site and social media pages on a regular basis;
- Include the project web site address on all your publicity and visibility materials.



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## Useful links

**For further information on the Programme and the visibility rules:**

<http://www.ipa-cbc-007.eu>

- European Commission *Communication and Visibility manual*:  
<https://ec.europa.eu/europeaid/node/17974>

**For the European Union flag**

- *Europa* web site [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)

**For the Bulgarian and Macedonian national symbols:**

- The official web site of the Bulgarian Council of ministers:  
<http://identity.egov.bg/wps/portal/identity/government-symbols>
- The official web site of the Macedonian Ministry of foreign affairs:  
[http://www.mfa.gov.mk/index.php?option=com\\_content&view=article&id=105:drzavni-simboli-narm&catid=60&Itemid=366&lang=en](http://www.mfa.gov.mk/index.php?option=com_content&view=article&id=105:drzavni-simboli-narm&catid=60&Itemid=366&lang=en)