

Communication and Visibility Guidelines

Bulgaria-Serbia IPA Cross-border Programme



The Programme is co-funded by the European Union.



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Introduction

About the Guidelines:

The following guidelines have been prepared by the Joint Technical Secretariat (JTS) of the Bulgaria-Serbia IPA Cross-border Programme 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” rules. They also incorporate the rules and recommendations of the European Commission, published in the “Communication and Visibility Manual for European Union External Actions”:

http://ec.europa.eu/europeaid/work/visibility/index_en.htm

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 at the Programme website:

www.ipacbc-bgrs.eu

- **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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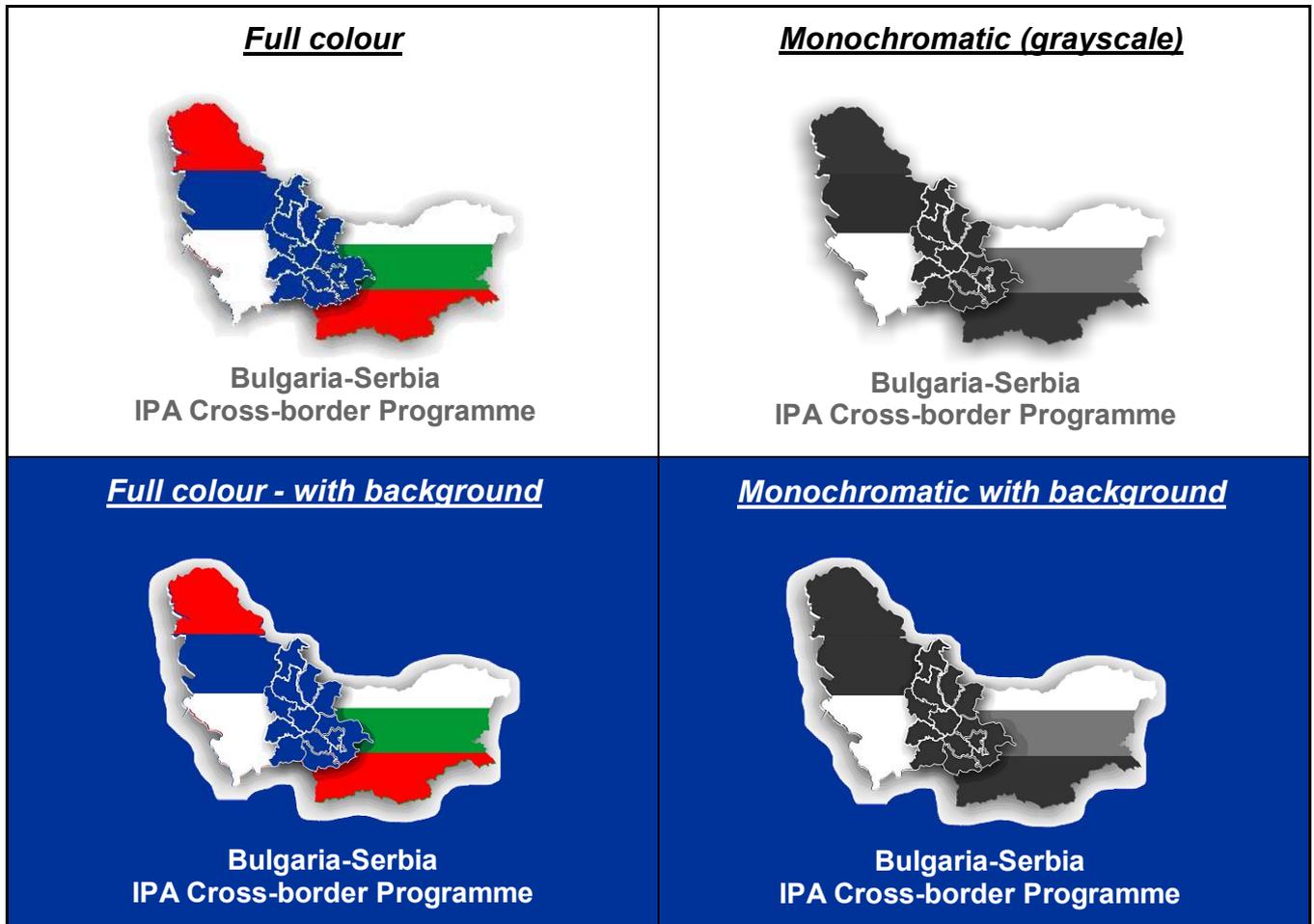
Key visibility elements

The key visibility elements are:

- Project name (with project logo - if available),
- Programme logo,
- European union flag,
- The co-financing statement,
- The content disclaimer (when applicable).

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 website. The Programme logo show the real maps of Bulgaria and Serbia, 'covered' by their respective national flags, where the eligible cross-border area is displayed in the same blue colour, thus symbolizing the cross-border cooperation idea. Programme logo must always be displayed in its entirety, including the Programme name written in English.





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Full colour version: This version is highly recommended when there are no restrictions imposed by the texture and colour of the material on which the visual identity of the Programme is applied. It is recommendable that the full colour version be displayed, whenever possible, on a white background.

Monochromatic version: The monochromatic version (either standard monochromatic or outlined version) is recommended when applied through serigraphy and engraving procedures or/and on restrictive surfaces of certain materials - fax, stickers – whenever the full-color version of the logo cannot be applied.



Monochromatic on paper



Monochromatic outline on textile



Monochromatic outline on plastic

Important note: The logo should not be oversized. In order to create the maximum impact and visibility, the presence of a white space around the graphic signature is very efficient. This space individualizes the logo by separating it from the surrounding elements (margin of the page, other logos or graphic elements, etc.). Within the logo, the Programme name should be written in “Arial” font.

Examples of incorrect reproduction:



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Logo proportions are distorted



Bulgaria-serbia
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Use of different than original colours



Missing Programme name



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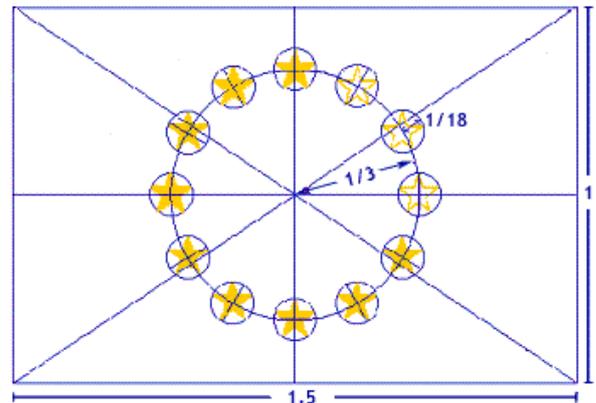


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The European union flag:

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 center 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.



The emblem is in the following colours:

PANTONE REFLEX BLUE for the surface of the rectangle; **PANTONE YELLOW** for the stars. The international **PANTONE** range is very widely available and easily accessible even for non-professionals.

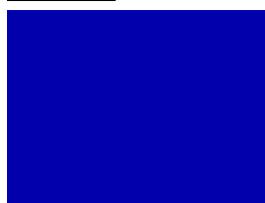
Four-color process:

If the four-color process is used, it is not possible to use the two standard colours. It is therefore necessary to recreate them by using the four colours of the four-color process. The **PANTONE YELLOW** is obtained by using 100% "Process Yellow". By mixing 100% "Process Cyan" and 80% "Process Magenta" one can get a colour very similar to the **PANTONE REFLEX BLUE**.

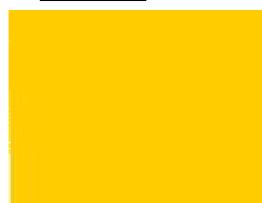
Internet:

PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and **PANTONE YELLOW** corresponds in the web-palette colour RGB:255/204/0 (hexadecimal: FFCC00).

PANTONE REFLEX BLUE



PANTONE YELLOW





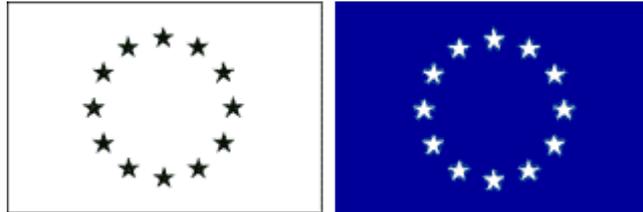
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Reproduction in monochrome technology:

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.



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. More detailed requirement on the flag creation and utilization (including: geometry, colours, background etc.), as well as the **electronic version of the EU flag** can be seen and downloaded from the following EU web page:

http://europa.eu/abc/symbols/emblem/download_en.htm



Examples of incorrect reproduction:



The emblem is upside-down



The stars are not upright



The stars are wrongly positioned



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The co-financing statement and the content disclaimer:

The co-financing statement:

The co-financing statement is one of the basic visibility elements, along with the Programme logo and the European flag. The statement should be displayed **on all printed materials** aimed at the general public such as (but not limited to): brochures, leaflets, flyers, booklets, catalogues, posters, banners, billboards, folders, notebooks, newspaper advertisements and publications as well as various kinds of online publications. In other words, the fact that the project is co-financed by the EU through the Programme should be highlighted whenever possible and appropriate. The co-financing statement should be clearly visible on the promotional materials but it should also be mentioned verbally during public interviews and any other public project events.

The correct form of the co-financing statement in the three languages:

In Bulgarian: Проектът е съфинансиран от Европейския съюз чрез Програмата за трансгранично сътрудничество по ИПП България–Сърбия.

In Serbian: Овај пројекат се кофинансира од стране Европске уније кроз ИПА Програм прекограничне сарадње Бугарска-Србија.

In English: The project is co-funded by EU through the Bulgaria–Serbia IPA Cross-border Programme.

The content disclaimer:

The mandatory text that should be included **in all publications** containing the European flag and the Programme logo is known as “the content disclaimer”. The term “publications” refers to (but is not limited to): flyers, brochures, leaflets, catalogues, booklets, newspaper articles and various kinds of online publications. The content disclaimer does not have to be displayed on the front cover of the printed materials and is most commonly displayed on the inside or the back cover.

The correct form of the content disclaimer in the three languages:

In Bulgarian: Тази публикация е направена с подкрепата на Европейския съюз, чрез Програмата за трансгранично сътрудничество ССИ No 2007CB16IPO006. Съдържанието на публикацията е отговорност единствено на <име на автора / бенефициента> и по никакъв начин не трябва да се възприема като израз на становището на Европейския съюз или на Управляващия орган на Програмата.

In Serbian: Ова публикација је направљена уз помоћ средстава Европске уније кроз “ИПА Програм прекограничне сарадње Бугарска-Србија” под бројем ССИ No 2007CB16IPO006. Јединствено одговорно лице за садржај ове публикације је <име аутора / корисника> и ни на који начин не може бити тумачен као став Европске уније или Управљачког тела програма.

In English: This publication has been produced with the assistance of the European Union through the Cross-Border Programme CCI No 2007CB16IPO006. The contents of this publication are the sole responsibility of <Name of the author / beneficiary> and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.



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Development and implementation of the visibility activities

Communication Plan:

It is advisable, but not obligatory, that the project management team prepares a Project Communication Plan at the beginning of the project implementation cycle. The plan does not have to be approved by the MA/JTS. The communication plan should highlight the general objectives of the project, the respective target groups, the specific activities and tools that will be used during the implementation of the project, the expected indicators of achievement aimed by the communication strategy, as well as the human and financial resources envisaged for the implementation of the above mentioned plan.

For beneficiary's convenience, a **template** to be used for the preparation of the Communication plan is available in the *Project Implementation Manual* (annex 9).

When developing the communication plan, the beneficiaries should take account of the following:

- Methods of communication selected and messages given should be compatible with prevailing social or religious norms in the place where the communication activity is carried out,
- Activities should respect the local environment,
- In all communication activities, the local language/s of the target groups should be used as far as possible.

In any event, the resources (human, financial, etc.) needed for implementation of specific communication activities should be carefully assessed during the design of the communication and visibility plan. The activities should be timely planned and executed.



In the final PPR, the beneficiaries should include detailed information on the execution of all activities and indicators set up in the Communication plan.



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Main communication and publicity activities:

There is a variety of communication and publicity activities that could be used for project promotion purposes. The following are suitable and applicable for all types of projects or activities:

- info-days, information campaigns/events
- small promotional items, stickers
- business cards, envelopes, folders, invitations
- websites, e-bulletins, e-magazines, blogs
- brochures, bulletins, leaflets, newsletters, catalogues
- articles, publications
- press-releases, advertisements, audio & video materials



However, some visibility tools are more suitable for a particular type of project or activity. Here is an indicative list of visibility tools according to the type of project/activity:

Type of activity	Recommended visibility tools
Investment activity (works and repairs related to small scale infrastructure development)	<ul style="list-style-type: none"> • Information boards, billboards, plaques and posters on the construction/repair sites, • Signs and info boards concerning roads, bridges, tourist routes and paths, historical and cultural monuments, libraries and community centers, business-related infrastructure, social centers, etc.
Supply	<ul style="list-style-type: none"> • Signs/ stickers on the purchased vehicles, equipment and other items, related to the project activities
“Soft” measures	<ul style="list-style-type: none"> • Conferences, seminars • Distribution of promo materials, (incl. invitations, programs, training materials) • Exhibition stands, fairs etc. • Banners • Brochures, bulletins, leaflets, newsletters, catalogues • CDs, audio and video materials



Large banner at a project event.



Directional sign on a project bike trail.



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Promotional materials

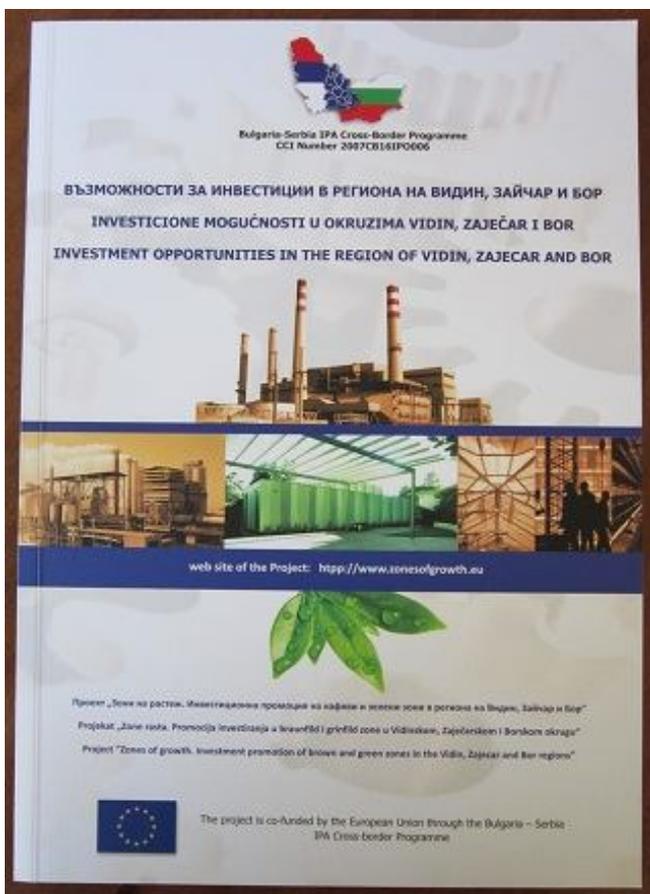
General rules and recommendations:

Basic rules:

- Use the key visibility elements: Project name (together with project logo - if available), Programme logo, EU flag, the co-financing-statement, and the disclaimer (when applicable)

Recommendations:

- Use vector format images of the project logo, Programme logo, EU flag, and other logos/image files (such as logos of the project partners). 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.



Three-lingual brochure in A4 format



Three-lingual leaflet in A3 format



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- Typeface (font) - Use Calibri, Arial 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. Avoid using clip art images.



Clip Art image



Actual photo from a project event

- 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 Technical Secretariat communication officer if you have any questions concerning the communication and visibility issues, including the design of your promo materials.



Professionally designed project poster



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Publications:

The publications such as newsletters, brochures, leaflets, etc. **must include** at least the following visual elements:

On the front cover:

- The European Union flag
- The Programme logo
- The project name
- The co-financing sentence

And,

- The **content disclaimer**, which can be placed on the back cover or other visible place within the publication.



Example of a brochure cover (disclaimer is on the back cover)



Example of a leaflet with all the necessary visibility elements on the cover page



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Posters and banners

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.

One of the most popular and practical types of banners is the so-called “quick banner”. Quick banners are the types of vinyl banners that are mounted on a light and compact frame (usually made from aluminum) and can be displayed without the need to attach to other stable object or walls. They are also very easy to transport. It is essential to use the best quality image files (vector files if possible) when designing posters and banners due to the size of this type of visibility materials.



Professionally designed project poster



A good example of the proper use of banners for increasing the project visibility during an event. A “quick banner” is visible on the left, while two standard banners are visible attached to the backdrop curtain.



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Display panels and commemorative plaques:

Display panels are usually used for the infrastructure projects. The display panels should be clearly visible so that those passing are able to read and understand the nature of the action/project. The display panels should be erected beside access routes to the site where the action is taking place and should remain in place from the start of the action until six months after its completion. Contractors, implementing partners or international organizations should also produce a display panel with which to promote their EU-funded action 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.

Important note: Make sure also to follow the national legislation concerning the on-site display panels and their content.

Display panels for projects implementing under the Bulgaria-Serbia IPA Cross-border Programme should have at least the following elements:

- Project name,
- Programme logo,
- EU logo,
- The co-financing statement,
- Total amount of funding by the Programme,
- Start and end dates of the construction/renovation.

After the completion of the project a permanent commemorative plaques could be used to acknowledge the contribution of the Bulgaria-Serbia IPA Cross-Border Programme in the planning or construction/reconstruction of a building, road, bridge, other small scale infrastructure site or cultural site. In such cases, the co-financing statement should be written in past tense.



An example of a project commemorative plaque.



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T-shirts, and bags:

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.



Project participants wearing project t-shirts.



Project paper bag



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Small promotional materials:

Promotional materials such as pens, USBs, key chains, 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.

Plastic pens are very cheap and popular for distribution along with the brochures and leaflets while metal pens are much more expensive but suitable for engraving. There are also biodegradable pens available on the market. Biodegradable pens tend to be a bit more expensive but are a lot more environmentally friendly than the plastic pens.

USB flash memory sticks come in various shapes and sizes and are very practical promotional gift because they can include a lot of multimedia materials uploaded on them (as an alternative to the promotional CDs and DVDs which are becoming more and more obsolete). Their price varies depending on the brand and memory capacity.

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.



Small Programme promotional materials.



Project plastic pen



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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 Bulgaria-Serbia IPA Cross-border Programme*” 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 Bulgaria-Serbia IPA Cross-border Programme*” 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.



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Project logo

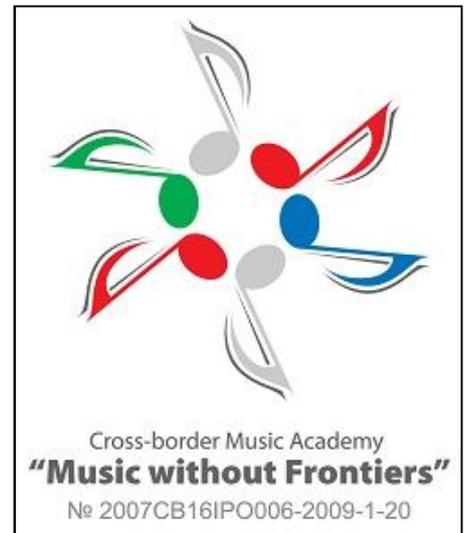
Design tips:

- 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:



Project no. 53 under the First Call: "Assessment of flood risk - a base for sustainable development in upper part of Nishava catchment"



Project no. 20 under the First Call : "Music without frontiers"



Project no. 85 under the First Call: "Energy efficiency in households - a long road or just a step away"



Project no. 3 under the First Call: Centre for Exchange of information on cross-border economic cooperation



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Visibility at the 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 Technical 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 logo, the logo of the Bulgaria – Serbia IPA Cross-border Programme and the name of the project.

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).



Visibility items, such as project banners, should be visible on the event photos as well.



Registration desk is a good place to distribute the promotional materials



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Project visibility in the Mass media

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. When possible some selected photos could also be included.

The press releases and other printed publications should incorporate the EU flag, the Programme logo, the name of the project (with the project logo - if available) 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 banner about the project 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.



Project press conference



Programme press conference



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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:

- Project name (and project logo - if available),
- EU flag,
- Programme logo,
- The co-financing statement,
- 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 (see example below),
- 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, Serbian and English languages,
- The following sections can enrich your project website content: “useful links”, “events calendar”, “multimedia gallery”, “project events”,
- 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.



An screenshot of an interactive project web site - <http://greenambassadors.eu/>
As noticeable from the illustrations and colors, the web site is designed for younger audience



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Useful links

For further information on the Programme and the visibility rules

- Bulgaria-Serbia IPA Cross-border Programme web site:
<http://www.ipacbc-bgrs.eu>
- European Commission *Communication and Visibility manual*:
http://ec.europa.eu/europeaid/work/visibility/index_en.htm

For the European Union flag

- *Europa* web site
http://europa.eu/abc/symbols/emblem/download_en.htm

For the national symbols of Bulgaria and Serbia

- The official web site of the Serbian government:
<http://www.srbija.gov.rs/pages/article.php?id=5412>
- The official web site of the Bulgarian Council of ministers:
<http://www.government.bg/fce/index.shtml?s=001&p=0023>