

VISUAL IDENTITY MANUAL

Title of the Programme

The complete identifying title of the Programme, to be used in all communication activities, is “**Interreg NEXT Black Sea Basin Programme**”.

Principles

Efficient communication is the key to ensuring the transparency of the use of the EU funds, as well as the dissemination of project results.

Successful Programme communication relies on good project results to showcase how each project has an impact and improves the life of citizens in the Black Sea Basin. It also relies on a relevant community of projects that demonstrates the added value of transnational cooperation.

Project partners have to follow the visibility requirements for all co-financed visibility, transparency and communication activities. In this way, project partners properly acknowledge the support received from the Programme and communicate the role and achievements of Interreg. Visibility requirements apply to all co-financed printed and digital products, publications, websites (including their mobile views), online, offline and on-site activities and events, physical investments and purchase of equipment by the project partners.

Compliance with Programme visibility rules will be checked throughout the project implementation.

Projects risk adverse financial consequences if disregarding the visibility requirements. If amendments to violated visibility requirements are not possible, the MA may **cancel up to 2% of the support** from the Programme co-financing. The financial cuts take into account the principle of proportionality.

Transparency and communication legal requirements

According to *Article 36 of Regulation (EU) No. 2021/1059* **project partners should acknowledge the support received from the Interreg NEXT Black Sea Basin Programme by:**

1. providing on the **partner's official website, or social media sites**, where such sites exist, a short description of the operation (project's aims and results, and the Programme financial support included);
2. providing a **statement highlighting the support from the Programme funds** in a visible manner on **documents and communication materials** relating to the implementation of the operation, intended for the general public or for participants;
3. displaying **durable plaques or billboards*** clearly visible to the public, presenting the emblem of the Union in accordance with the technical characteristics laid down in *Annex IX of Regulation (EU) 2021/1060*, as soon as the physical implementation of an operation involving physical investment, or the purchase of equipment starts, or purchased equipment is installed, the total cost of which exceeds EUR 100.000;
4. for operations not falling under point 3, publicly displaying at least one **poster* of a minimum size A3 or equivalent electronic display** with information about the operation, highlighting the support from Programme funds.

* For creating posters, billboards and plaques, you may use the **Online Generator**, available at:
https://ec.europa.eu/regional_policy/policy/communication/online-generator_en

Logo of the Programme - DESIGN

Always use the digital logo files provided on <https://blacksea-cbc.net/interreg-next-bsb-2021-2027/programme-documents> and do not try to recreate or modify them in any way.
For the EU emblem and funding statements, visit the **Download centre for visual elements** at https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Standard

logo is the full color version and shall be used whenever possible:



Alternative

logos are to be used whenever the use of the standard logo is not possible (see next page):



Colors

(Reflex Blue and Yellow) are derived from the EU flag official colors and must not be changed

Color
Reflex Blue
Pantone
Reflex Blue
CMYK
100 / 80 / 0 / 0
HEX
003399
RGB
0/51 /153

Color
Light Blue
Pantone
2716
CMYK
41 / 30 / 0 / 0
HEX
9FAEE5
RGB
159/174/229

Color
Yellow
Pantone
Yellow
CMYK
0 / 0 / 100 / 0
HEX
FFCC00
RGB
255 /204/0

PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from “00” to “FF” (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

Logo of the Programme - USE

Apart from the Programme logo, no other visual identity or logo must be used to highlight the support from the EU

General

The minimum visibility element that must be included in all communication materials is the **Standard logo** of the Interreg NEXT Black Sea Basin Programme. The standard logo is the full color version in the color codes specified on previous page.

Alternative logos are to be used whenever the use of the standard logo is not possible, for example, because the background or context infringes on its readability. The monochrome versions may only be used in justified cases.

As a justified exception, where the promotional items/ equipments are too small to include the standard logo of the Programme, the minimum visibility element to be included is the **EU emblem** and the words **"Co-funded by the European Union"**. If the items/equipments are still too small, they will have to include at least the EU emblem.



Background color

Ideally, the logo should be used on white, or light backgrounds only.

If the logo needs to be placed on a dark background, it must be in a white background rectangle box.

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & color version. In that case, the logotype, EU emblem border and statement must be in white using the following color codes:

Colour White
Pantone/
CMYK 0/0/0/0
HEX fffff
RGB 255/255/255

The size of the EU emblem border must be 1/25 of the height of the emblem.

Projects Names

Project names/logos are not a part of the Programme logo, but rather should be considered as an annexed element. As such, the Programme logo should always appear any time the project name or logo is used.

Projects are free to develop their own logo. Alternatively, they should simply use their name written in **Montserrat Bold**, using the Reflex Blue color, or the color of their thematic objective (see next page).

The project name cannot exceed the **width** of an area equivalent to the width of the Interreg logotype and EU emblem combined and the **height** equivalent to the height of the EU emblem.



The **standard placement** for project names/logos is below the Interreg NEXT logo, separated by a thin straight line. The project name/logo is positioned against the top left corner of the custom area.

Alternatively, project names/logos may be used in a **horizontal placement**, to the left or right side of the Programme logo, as long as the two are separated by a thin straight line.

Project names/logos shall never be positioned above the Programme logo.



Policy objectives icons

Whenever Programme objectives are communicated, the following system of colors and icons will be used

Color

scheme was developed to clearly label the policy objectives:

PO 1 - A more competitive and smarter Europe

CMYK 72 / 0 / 43 / 0
HEX #18BAA8
RGB 24 / 186 / 168

PO 2 - A greener Europe

CMYK 48 / 0 / 89 / 0
HEX #9ACA3C
RGB 154/202/60

Standard icons: positive

are used either with a transparent, or a white background



Monochrome icons: positive

to be used whenever is not possible to use the colored version



Standard icons: negative

to be used when the use of the original icons is not possible - for example, because the background or context infringes on their readability



Monochrome icons: negative

should be used as the last option when other solutions are not possible, or desired, such as printing purposes when placed on a dark or busy background



PANTONE
Spot colours

CMYK
Process-colour printing
C = Cyan, M = Magenta, Y = Yellow, K = Black
(Cyan / Magenta / Yellow / Black)

HEX
System similar to RGB, however with gradations from “00” to “FF” (hexadecimal) per channel.
This system is preferably employed for designing websites

RGB
Colour sample for monitor display
with 256 gradations per channel
R = Red, G = Green, B = Blue
(Red / Green / Blue)

Primary typeface: Open Sans

The generic typeface to be used for all communication materials, from body text to headlines, is **Open Sans**.

Typefaces are available for free, including web font kits and can be downloaded, for instance here: <http://www.fontsquirrel.com/fonts/open-sans>

Headline 1 Open Sans Bold 20/24	ABCDEFGHIGhijklmn 1234567890 !@#\$%^&*()
Headline 2 Open Sans Bold 12/16	ABCDEFGHIGhijklmn 1234567890 !@#\$%^&*()
Headline 3 Open Sans Bold 8/12	ABCDEFGHIGhijklmnOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890@%~^&*()
Headline 4 Open Sans Semibold 8/12	ABCDEFGHIGhijklmnOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890@%~^&*()
Text body Open Sans Regular 8/12	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy cras mattis ullamcorper velit. Ut elit sed amet nonummy cras mattis ullamcorper velit.
Quote/remark/emphasis Open Sans Bold 8/12	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy cras mattis ullamcorper velit.
Footnote Open Sans Bold 6/8	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy cras mattis ullamcorper velit.

Secondary typeface: Vollkorn

As an alternative serif typeface to Open Sans, **Vollkorn** was chosen. It can be used alone or in combination with Open Sans.

Typefaces are available for free, including web font kits and can be downloaded, for instance here: <https://www.fontsquirrel.com/fonts/vollkorn>

Headline 1 Vollkorn Bold 20/24	ABCDEFGHIGhijklmn 1234567890 !@#\$%^&*()
Headline 2 Vollkorn Bold 12/16	ABCDEFGHIGhijklmn 1234567890 !@#\$%^&*()
Headline 3 Vollkorn Bold 8/12	ABCDEFGHIGhijklmnOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890@%~^&*()
Headline 4 Vollkorn Regular 8/12	ABCDEFGHIGhijklmnOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890@%~^&*()
Text body Vollkorn Regular 8/12	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy cras mattis ullamcorper velit. Ut elit sed amet nonummy cras mattis ullamcorper velit.
Quote/remark/emphasis Vollkorn Bold 8/12	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy cras mattis ullamcorper velit.
Vollkorn Italic 6/8	Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy cras mattis ullamcorper velit.

Alternative typefaces

If neither Open Sans or Vollkorn are available, you must use the universal fonts family “**Arial, sans-serif**” or “**Georgia, serif**”.

These typefaces are available for free, including web font kits: Arial can be downloaded for instance here: <https://freefontsfamily.com/arial-fontfamily-free-download/> Georgia can be downloaded for instance here: <https://freefontdownload.net/free-georgiafont-33927.htm>

Open Sans Bold Open Sans Semibold Open Sans Regular <i>Open Sans Italic</i>	Vollkorn Bold Vollkorn Regular <i>Vollkorn Italic</i>
↓	↓
Arial Bold Arial Regular <i>Arial Italic</i>	Georgia Bold Georgia Regular <i>Georgia Italic</i>

Programme disclaimer

Communication materials with content, for example videos, brochures and leaflets, developed within a project funded should include the a technical section containing:

Project title

Material editor (name of the project partner)

Contact details of the material editor (e-mail / phone / website etc.)

Publishing date

The responsibility for the content of this material is that of the author(s). The content of this material does not necessarily represent the official position of the European Union.

Reproduction is authorized, provided the source is acknowledged, and any changes are indicated.

EXAMPLES for the correct use of the logo

The standard logo is the full color version, in the color codes specified on page 3.

Ideally the logo should be used on white, or light backgrounds only.



If the logo needs to be placed on a dark background, it must be in a white rectangle.

When using a white background box is not possible due to space restrictions, context, or because it would cover an important element of the background image, you may use a white & color version.



For single color reproductions, when absolutely necessary for printing or specific usage in a document, a monochrome version of the logo should be used.



EXAMPLES of templates

prepared with the **Online Generator**, available at: https://ec.europa.eu/regional_policy/policy/communication/online-generator_en

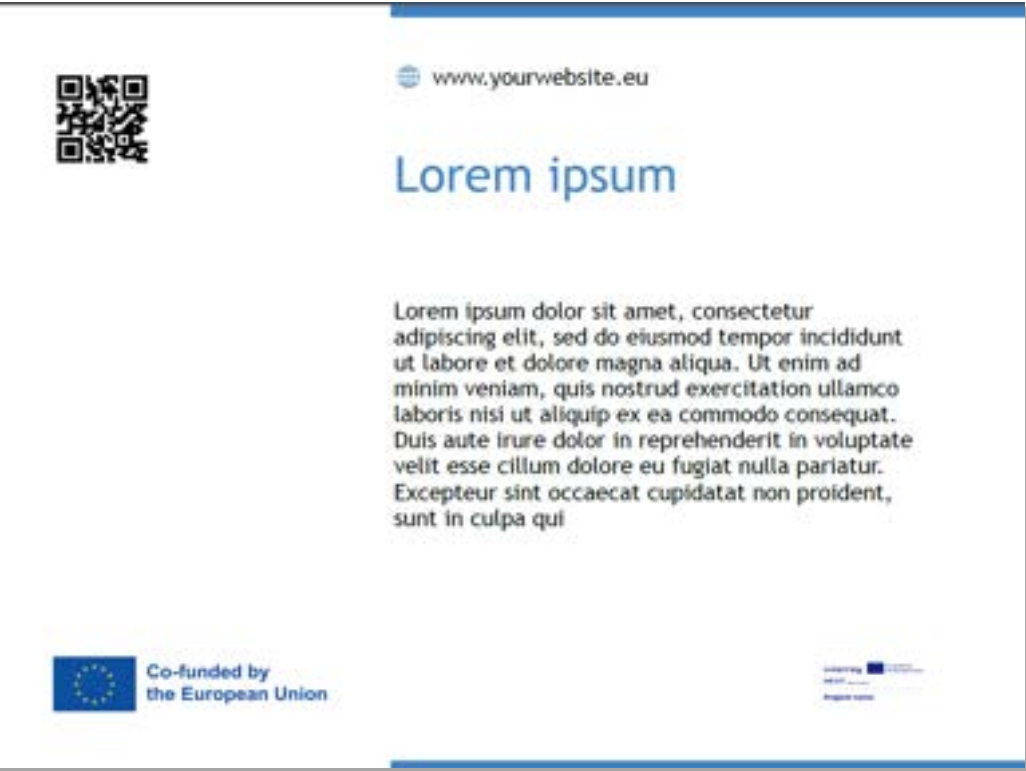
Poster



Billboard



Plaque



It is highly recommended that project partners consult the JS communication officer in case they have questions regarding the application of these visibility rules.

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