



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA

# Visual Identity Manual

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



Common borders. Common solutions

December 2013

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# 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 Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 (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 a 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 management structures of the Romania-Bulgaria Cross Border Cooperation 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.

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.

RO-BG Programme VIM is part of the contracts concluded under the Romania-Bulgaria Cross Border Cooperation Programme 2007-2013. The Managing Authority of the RO-BG Programme, the NA, 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 depends on the consistency of applying these rules.

## Name

The complete identification name is Romania-Bulgaria Cross Border Cooperation Programme 2007-2013/Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013/Програма за трансгранично сътрудничество Румъния-България 2007-2013.

The short name is RO-BG Programme/Programul RO-BG/Програмата Румъния-България.

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 including parts of it must not be recreated or used in any circumstances. All 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 from this manual.

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

If the documents are edited in English language the English version of the logo will be inserted accordingly.

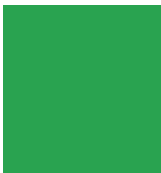
The English logo will be also used at project level for joint activities / events.

The Romanian/Bulgarian logo will be inserted on the materials edited in Romanian/ Bulgarian language.



# Colours

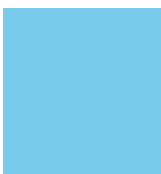
CMYK colour codes will be used for all printed materials.  
 RGB will be used on the web site and other electronic applications.



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

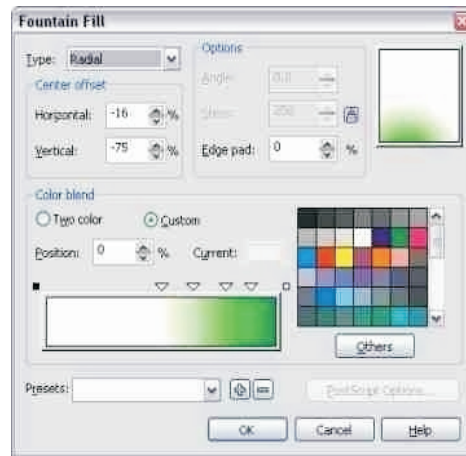
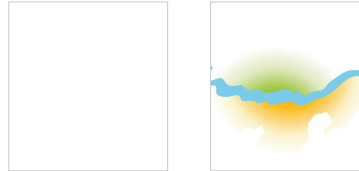


C: 40, M: 0, Y: 0, K: 0  
 R: 117, G: 197, B: 240  
 PANTONE 2905 C

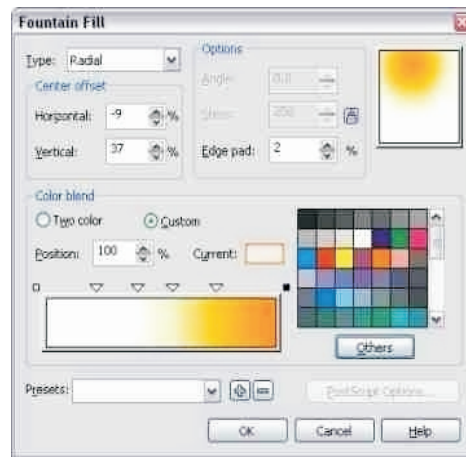
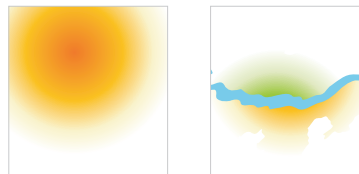


C: 100, M: 100, Y: 0, K: 0  
 R: 40, G: 22, B: 111  
 PANTONE Violet C

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 colors ensure maximum visibility of the logo used on the background.



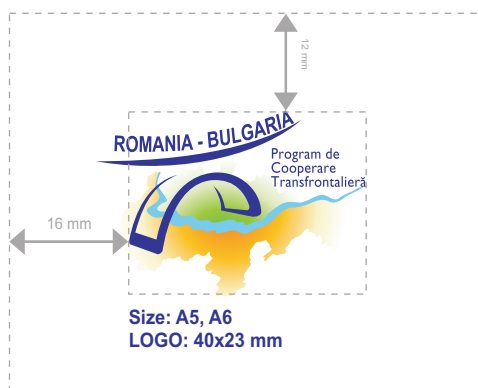
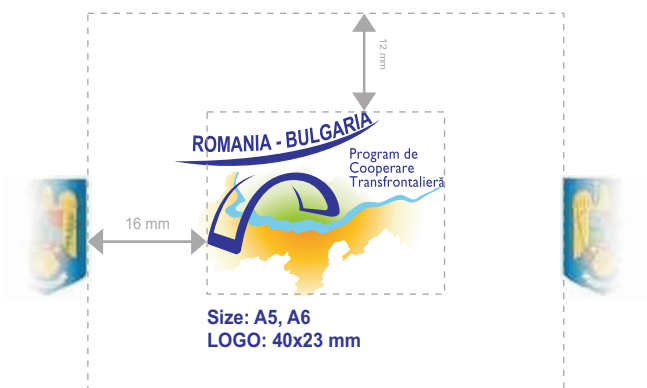
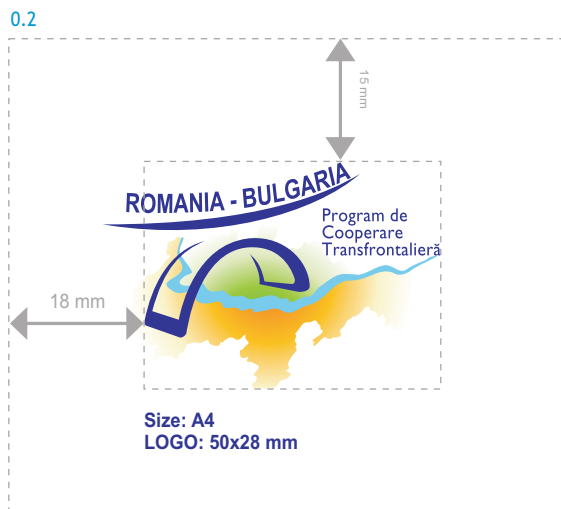
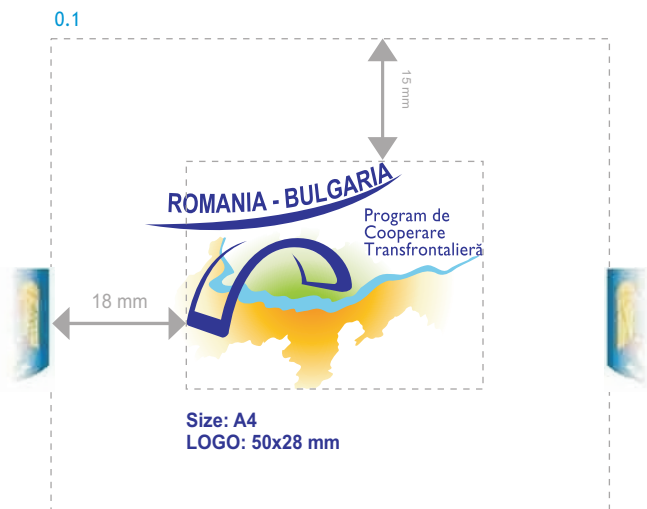
# Spacing

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.





# Recommendations on using the EU logo

The European Union's 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 for all printed materials are:

PANTONE YELLOW is obtained by using 100% "Process yellow".

PANTONE REFLEX BLUE is obtained by mixing 100% "Process Cyan" and 80% "Process Magenta".

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 EU black and white 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.

It is compulsory that the EU logo were placed on the first page / cover of any document. It will be positioned up on the left side of the page.



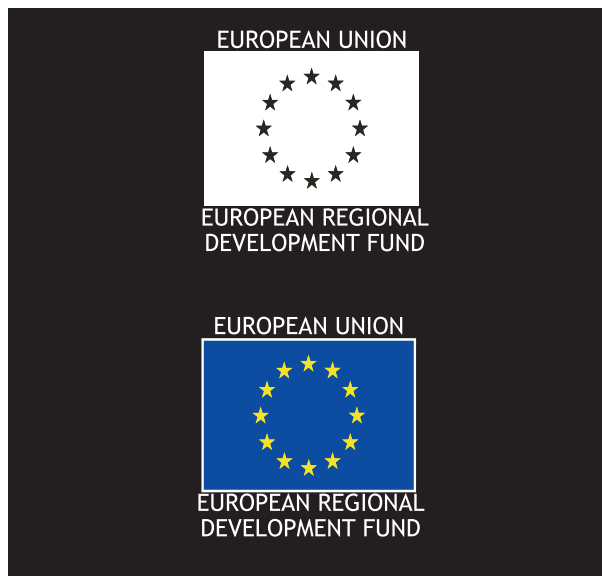
Backgrounds:



C: 0, M: 0, Y: 100, K: 0  
PANTONE Yellow  
R: 255, G: 204, B: 0



C: 100, M: 80, Y: 0, K: 0  
PANTONE Reflex Blue  
R: 0, G: 0, B: 153



## Recommendations on using Romanian Government logo

Romania co-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.



GVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО



GVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО



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: 236, G: 28, B: 36  
PANTONE 485 C



C: 0, M: 18, Y: 100, K: 0  
R: 255, G: 206, B: 0  
PANTONE 7406 C



C: 100, M: 60, Y: 0, K: 0  
R: 0, G: 102, B: 178  
PANTONE 293 C

# Recommendations on using the Bulgarian Government logo

Bulgaria co-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.



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 Public 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. For the materials edited in Romanian language, the Structural Instrument's logo will be inserted.

If the material is edited in English language and will be delivered only on the Romanian territory, the Structural Instruments logo' will be inserted if the dimension allows its presence.

Among the logos, the logo of the Structural Instruments will be the last on the right.



Structural Instruments  
2007 - 2013



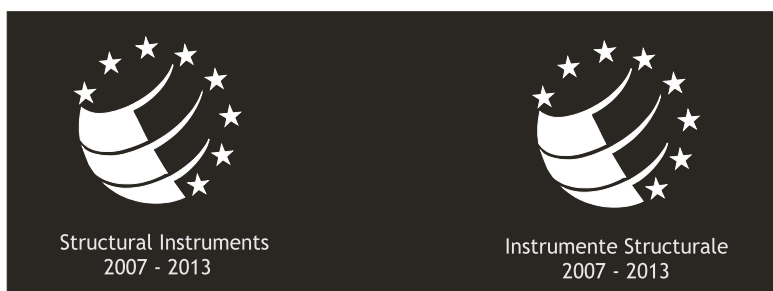
Instrumente Structurale  
2007 - 2013



Structural Instruments  
2007 - 2013



Instrumente Structurale  
2007 - 2013



C: 0, M: 18, Y: 100, K: 0  
R: 255, G: 206, B: 0  
PANTONE 7406 C



C: 0, M: 100, Y: 100, K: 0  
R: 236, G: 28, B: 36  
PANTONE 485 C



C: 100, M: 60, Y: 0, K: 0  
R: 0, G: 102, B: 178  
PANTONE 293 C



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

# Compulsory information \*

1. 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 and Structural Instruments logo will be placed on the documents / materials elaborated within the RO-BG Programme. RO-BG Programme's logo could be also inserted at the bottom of the page, according to the material's template presented in the current manual

2. The statement: "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" 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 last page, next to the technical box. see // 0.3

3. 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 // 0.4

Note: For the web page, the disclaimer in EN/RO/BG will be:

"The content of this website does not necessarily represent the official position of the European Union. The initiators of the site are the sole responsible for the information provided through the site." / "Acest website nu reprezintă în mod necesar poziția oficială a Uniunii Europene. Întreaga răspundere asupra corectitudinii și coerenței informațiilor prezentate revine inițiatorilor website-ului." / "Съдържанието на тази интернет страница не представлява непременно официалната позиция на Европейския Съюз. Отговорност за съдържанието на тази страница носят единствено нейните автори."

4. The Programme's web page ([www.cbcrromaniabulgaria.eu](http://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 // 0.5

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

*\*On the small promotional objects shall be included EU's logo at least.*

0.3 A

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

0.3 B

Investim în viitorul tău!  
Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională

0.3 C

Инвестираме във вашето бъдеще!  
Програмата за Трансгранично Сътрудничество Румъния-България 2007-2013 е съфинансирана от Европейския Съюз чрез Европейският Фонд за Регионално Развитие

0.4 A

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.

0.4 B

Titlul proiectului  
Editorul materialului  
Data publicării  
Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene.

0.4 C

Име на проекта  
Издател на материала  
Дата на публикуване  
Съдържанието на този материал не представлява непременно официалната позиция на Европейския Съюз.

0.5

[www.cbcrromaniabulgaria.eu](http://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.

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ*

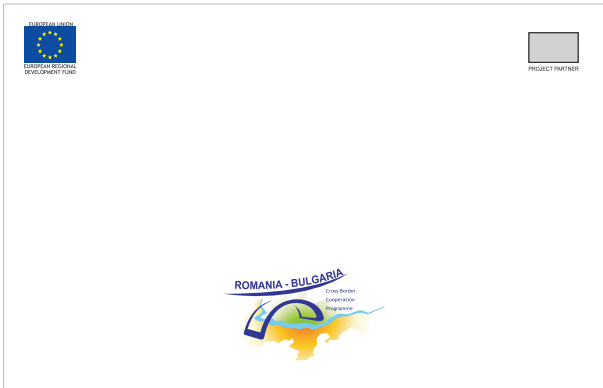
***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN**OP**QRSTU**VW**XYZ***

## Envelopes type

DL, C5, C4 see //0.6

Pens see //0.7

0.6 A



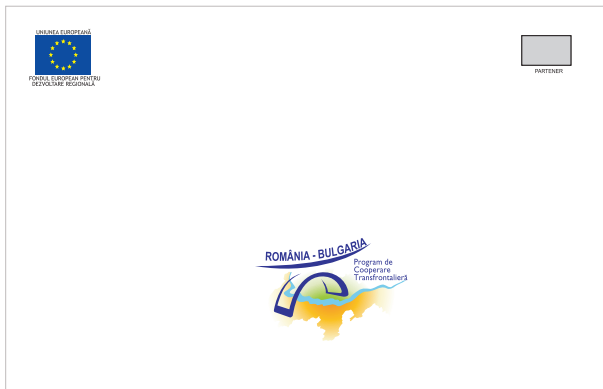
0.7 A



0.7 B



0.6 B



USB Sticks see //0.8

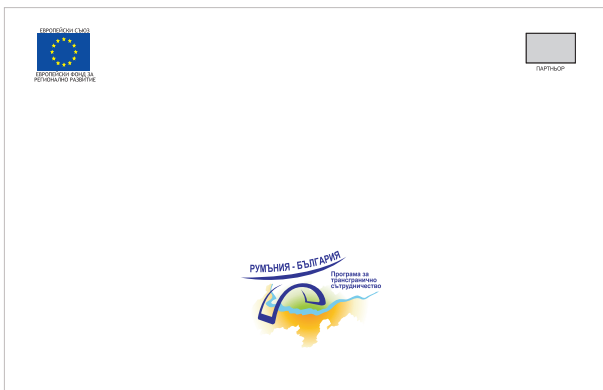
0.8 A



0.8 B



0.6 C



# Electronic banners

The electronic banner will include the Programme's visual identity elements (logo, slogan, etc) see //0.9

The electronic banner may be dynamic, using successively these visual identity elements.

Both coloured lines used in the template are only indicative.

## 0.9 C

**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

## 0.9 A

**Investim în viitorul tău!**  
Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională

## 0.9 B

**Инвестираме във вашето бъдеще!**  
Програмата за Трансгранично Сътрудничество Румъния-България 2007-2013 е съфинансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие

# Banner-up see //1.0

Both coloured lines used in the template are only indicative.

## 1.0 A

**www.cbcmromaniabulgaria.eu**

Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene.  
Investim în viitorul tău! Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională.

## 1.0 B

**www.cbcmromaniabulgaria.eu**

Съдържанието на този материал не представлява непременно официалната позиция на Европейския Съюз.  
Инвестираме във вашето бъдеще! Програмата за Трансгранично Сътрудничество Румъния-България 2007-2013 е съфинансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие.

## 1.0 C

**www.cbcmromaniabulgaria.eu**

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.



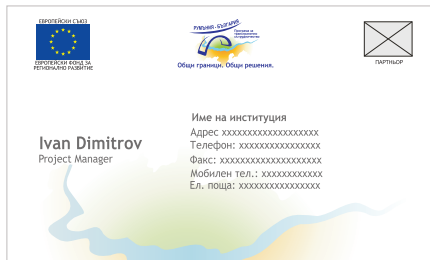
# Business cards // PowerPoint presentations

Business cards see // 1.1  
Power Point presentations see // 1.2

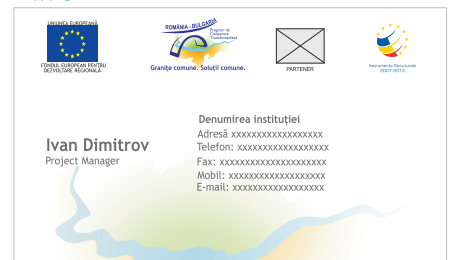
1.1 A



1.1 B



1.1 C



1.2 A



1.2 B



1.2 C

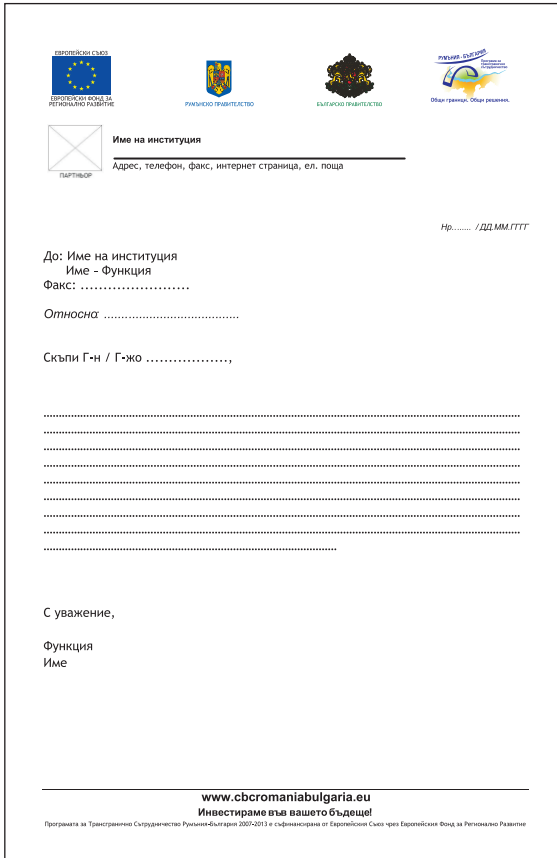



# Header and footer for correspondence


## Header and footer for correspondence

For the correspondence related to the project, lead partners and partners could use the template attached see // 1.3

### 1.3 C






**Име на институция**  
 Адрес, телефон, факс, интернет страница, ел. поща

Nr. .... / ДД.ММ.ГГГГ

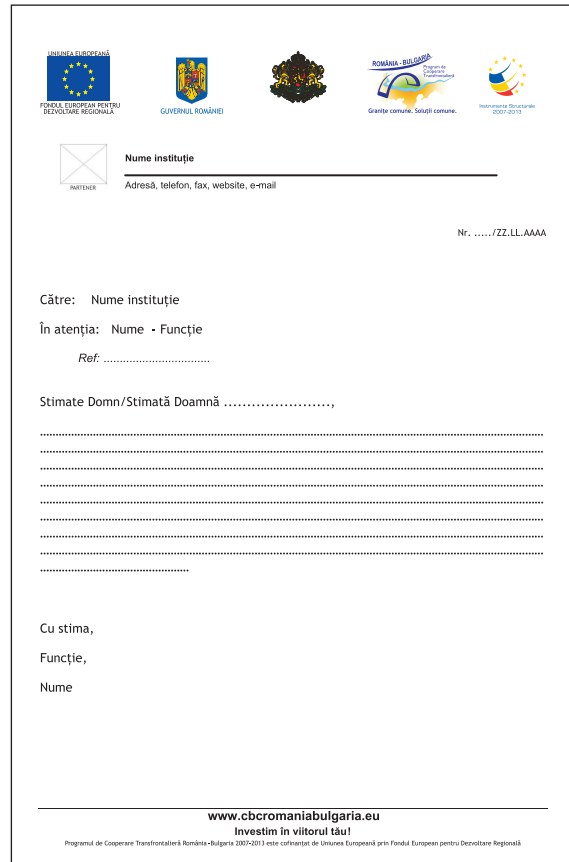
До: Име на институция  
 Име - Функция  
 Факс: .....  
 Относно: .....  
 Скъпи Г-н / Г-жо .....


.....  
 .....  
 .....  
 .....  
 .....


С уважение,  
 Функция  
 Име

**www.cbromaniabulgaria.eu**  
**Инвестираме във вашето бъдеще!**  
Програма за Трансгранично Сътрудничество Румъния-България 2007-2013 е финансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие

### 1.3 A






**Nume instituție**  
 Adresă, telefon, fax, website, e-mail

Nr. .... / ZZ.LL.AAAA

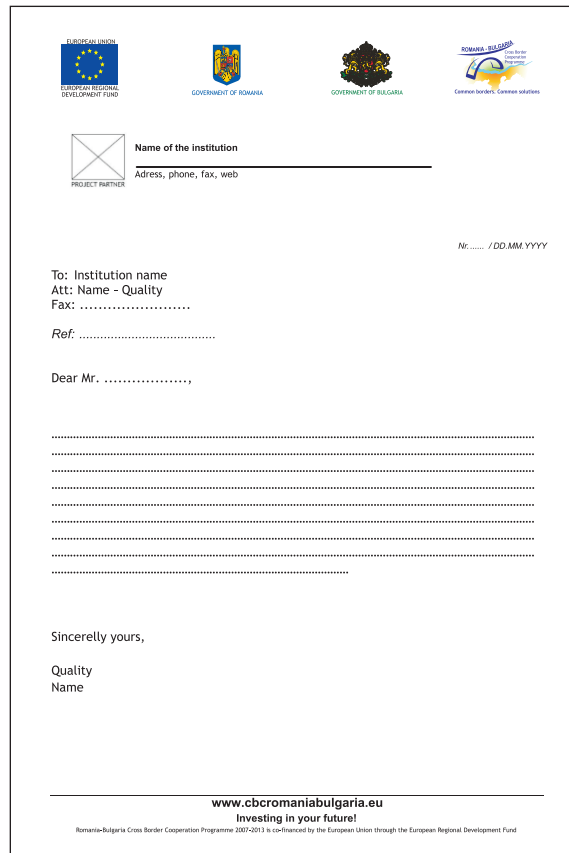
Către: Nume instituție  
 În atenția: Nume - Funcție  
 Ref: .....  
 Stimate Domn/Stimată Doamnă .....


.....  
 .....  
 .....  
 .....  
 .....


Cu stima,  
 Funcție,  
 Nume

**www.cbromaniabulgaria.eu**  
**Investim în viitorul tău!**  
Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională

### 1.3 B






**Name of the institution**  
 Address, phone, fax, web

Nr. .... / DD.MM.YYYY

To: Institution name  
 Att: Name - Quality  
 Fax: .....  
 Ref: .....  
 Dear Mr. ....

.....  
 .....  
 .....  
 .....  
 .....

Sincerely yours,  
 Quality  
 Name

**www.cbromaniabulgaria.eu**  
**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

# Invitation /Agenda for events

For the invitation and agenda for events organized within the projects, the following templates could be used:

Invitation see // 1.4

Agenda for events see // 1.5

## 1.4 A

Name instituție  
Adresă, telefon, fax, website, e-mail

Nr. ....ZZ.LL.AAAA

Către: Nume instituție  
În atenția: Nume - Funcție  
Ref: .....

**INVITAȚIE**

Stimate Domn/Stimată Doamnă .....

.....  
.....  
.....

În dată de ZZ.LL.AAAA începând cu ora XX:XX  
Loc de desfășurare, adresă

Așați puteți găsi Formularul de confirmare participare. Vă rugăm să confirmați participarea la Domnului/Domnișii ..... e-mail ..... sau fax +XX.XXX, până în data de ZZ.LL.AAAA

Cu stima,  
Funcție,  
Nume

[www.cbcrromaniabulgaria.eu](http://www.cbcrromaniabulgaria.eu)  
Investing in your future!

Programa de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este finanțată de către Guvernul României și Guvernul Bulgariei prin Fondul European pentru Dezvoltare Regională

## 1.4 B

Name of the institution  
Address, phone, fax, web

Nr. ....DD.MM.YYYY

To: Institution name  
Attn: Name - Quality  
Fax: .....  
Ref: .....

**INVITATION**

Dear Mr. ....

.....  
.....  
.....

on DD.MM.YYYY, starting with XXX:XX a.m.,  
In: ..... the location, address

Attached you can find the template for the Confirmation of Participation. Please confirm your participation to Mr./Mrs. .... e-mail ..... or fax +XX XXX XXX XXX, not later than DD.MM.YYYY

Yours Sincerely,  
Quality  
Name

[www.cbcrromaniabulgaria.eu](http://www.cbcrromaniabulgaria.eu)  
Investing in your future!

Инициативата за Гранично Сътрудничество România-Bulgaria 2007-2013 е финансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие

## 1.4 C

Име на институция  
Адрес, телефон, факс, интернет страница, ел. поща

№...../DD.MM.YYYY

До: Име на институция  
Име - Функция  
Факс: .....  
Относно: .....

**ПОКАНА**

Скъпи Г-ни/Г-жо .....

.....  
.....  
.....

на DD.MM.YYYY, с начало XXX:XX.,  
на локация, адрес

Приложено можете да откриете Заявлението за участие. Моля потвърдете вашето участие на Г-ни/Г-жа ..... e-mail ..... или fax +XX XXX XXX XXX, не по-късно от DD.MM.YYYY

С уважение,  
Функция  
Име

[www.cbcrromaniabulgaria.eu](http://www.cbcrromaniabulgaria.eu)  
Инвестиции във вашето бъдеще!

Програма за Трансгранично Сътрудничество România-Bulgaria 2007-2013 е финансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие

## 1.5 A

Name instituție  
Adresă, telefon, fax, website, e-mail

**Agenda zilei**

Titlul evenimentului  
ZZ.LL.AAAA  
Loc de desfășurare

10:00 – 10:30 Deschidere reuniunii. Prezentare participanți.  
10:30 – 11:30 .....  
10:30 – 11:45 Pauză de cafea  
11:45 – 12:30 .....  
12:30 – 13:30 Prânz  
13:30 – 14:30 .....  
14:30 – 14:45 Pauză de cafea  
14:45 – 15:30 .....  
15:30 – Închidere reuniunii.

[www.cbcrromaniabulgaria.eu](http://www.cbcrromaniabulgaria.eu)  
Investing in your future!

Programa de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este finanțată de către Guvernul României și Guvernul Bulgariei prin Fondul European pentru Dezvoltare Regională

## 1.5 B

Име на институция  
Адрес, телефон, факс, интернет страница, ел. поща

**Дневен ред**

Наименование на събитието  
DD.MM.YYYY.  
Локация на събитието

10:00 – 10:30 Откриване на срещата. Представяне на участниците.  
10:30 – 11:30 .....  
10:30 – 11:45 Кафе пауза  
11:45 – 12:30 .....  
12:30 – 13:30 Обяд  
13:30 – 14:30 .....  
14:30 – 14:45 Кафе пауза  
14:45 – 15:30 .....  
15:30 – Заврешване на срещата

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## 1.5 C

Name of the institution  
Address, phone, fax, web

**Agenda**

Name of the event  
DD.MM.YYYY  
Location of the event

10:00 – 10:30 Opening of the meeting. Introduction of the participants .  
10:30 – 11:30 .....  
10:30 – 11:45 Coffee break  
11:45 – 12:30 .....  
12:30 – 13:30 Lunch break  
13:30 – 14:30 .....  
14:30 – 14:45 Coffee break  
14:45 – 15:30 .....  
15:30 – Closure of the meeting

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# Confirmation of participation / Participant list

For the confirmation of participation and participant list for events organized within the projects, the following templates could be used:

Participant list see // 1.6

Confirmation of participation see // 1.7

1.6 C

**PRISÛSTVEN SPISÛK**  
 DD.MM.YYYY.  
 Локация на събитието  
 Наименование на събитието

X	ИМЕ	DÛLÛKNOÛT	ИНСТИТУÛИЯ	ДАНИИ ЗА КОНТАКТ					ПОДПИС
				Телефон	Факс	Адрес	Ел. поща		
1									
2									
3									
4									
5									
6									

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 Инвестираме във вашето бъдеще!  
 Програма за Трансгранично Сътрудничество Румъния-България 2007-2013 в рамките на Европейски Кооперативен Механизъм за Регионално Развитие

1.6 A

**List of participants**  
 DD.MM.YYYY  
 Location of the event  
 Name of the event

No.	Name	Quality	Institution	Contact Details			Signature
				Phone	Fax	E-mail	
1.							
2.							
3.							
4.							
5.							

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 Romanian-Bulgarian Cross Border Cooperation Programme 2007-2013 in the framework of European Cross-Border Co-operation Mechanism for Regional Development Fund

1.6 B

**LISTA DE PREZENÛIA**  
 ZZ.LL.AAAA  
 Loc de desfaşurare, adresă  
 Titlul evenimentului

NR. CRT.	NUME	FUNÛIA	INSTITUÛIA	DETAÛII DE CONTACT				SEMNAÛURA
				Telefon	Fax	Adresă	E-mail	
1								
2								
3								
4								
5								
6								

www.cbromaniabulgaria.eu  
 Investim in viitorul tău!  
 Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 în cadrul mecanismului pentru România-Bulgaria pentru Dezvoltarea Regională

1.7 A

**FORMULAR DE PARTICIPARE**  
 Invitație de participare la întâlnirea .....  
 Programului de Cooperare Transfrontalieră România-Bulgaria 2007-2013  
 ZZ.LL.AAAA

Nume: .....  
 Prenume: .....  
 Denumirea institutiei: .....  
 Adresa: .....  
 Functia: .....  
 E-mail: .....  
 Telefon mobil: .....

Confirmările se vor transmite prin fax la XXXX.XXX.XXXX sau prin e-mail: ..... până în data de DD.MM.YYYY ora .....

Persoană de contact: .....  
 Funcție .....  
 Tel. XXXXXXXXXX

www.cbromaniabulgaria.eu  
 Investim in viitorul tău!  
 Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 în cadrul mecanismului pentru România-Bulgaria pentru Dezvoltarea Regională

1.7 B

**ФОРМУЛАР ЗА УЧАСТИЕ**  
 Име на срещата  
 Програма за Трансгранично Сътрудничество Румъния-България 2007-2013  
 DD.MM.YYYY

Име: .....  
 Презиме: .....  
 Наименование на Институцията: .....  
 Адрес: .....  
 Функция: .....  
 Ел. поща: .....  
 Мобилен телефон: .....

Потвърждението ще се изпрати чрез факс на XXXX.XXX.XXXX или чрез ел. поща: ..... до DD.MM.YYYY, .... ч.

Лице за контакт: .....  
 Функция .....  
 Тел. XXXX.XXX.XXX

www.cbromaniabulgaria.eu  
 Инвестираме във вашето бъдеще!  
 Програма за Трансгранично Сътрудничество Румъния-България 2007-2013 в рамките на Европейски Кооперативен Механизъм за Регионално Развитие

1.7 C

**CONFIRMATION OF PARTICIPATION**  
 Meeting regarding the .....  
 Romania-Bulgaria Cross Border Cooperation Programme 2007-2013  
 DD.MM.YYYY

Name: .....  
 Surname: .....  
 Institution/Body: .....  
 Address: .....  
 Position: .....  
 E-mail: .....  
 Mobile phone: .....

The confirmations will be send via fax at XXXX.XXX.XXXX or via mail to: ..... until DD.MM.YYYY, .... AM/PM

Contact person  
 .....  
 Position  
 Phone: XXXX.XXX.XXX

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 Investing in your future!  
 Romanian-Bulgarian Cross Border Cooperation Programme 2007-2013 in the framework of European Cross-Border Co-operation Mechanism for Regional Development Fund

# Brochures // Folders

RO-BG Programme's logo is placed in the middle, at the bottom of the first cover of the brochure, folders, etc.  
 Within the project, the first cover may contain the logo of the project Lead Partner inserted after the Bulgarian coat of arms and the logos of the partners in the project may be added on the last page (cover 4). **see // 1.8**  
 The strip with information/pictures from the middle of the page is indicative only.






1.8 A

 INSTITUTION NAME Address: xxxxxxxxxxxxxxxxxxxxxxxx Phone: xxxxxxxxxxxxxxxxxxxxxxxx Fax: xxxxxxxxxxxxxxxxxxxxxxxx Mobile: xxxxxxxxxxxxxxxxxxxxxxxx E-mail: xxxxxxxxxxxxxxxxxxxxxxxx	    
<h2>Project title</h2>	
	
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	 Common borders. Common solutions.

1.8 B

 Denumirea instituției Adresă: xxxxxxxxxxxxxxxxxxxxxxxx Telefon: xxxxxxxxxxxxxxxxxxxxxxxx Fax: xxxxxxxxxxxxxxxxxxxxxxxx Mobil: xxxxxxxxxxxxxxxxxxxxxxxx E-mail: xxxxxxxxxxxxxxxxxxxxxxxx	     
<h2>Titlu proiectului</h2>	
	
Investiții în viitorul tău! Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională	 Granițe comune. Soluții comune.


1.8 C

 Име на институция Адрес: xxxxxxxxxxxxxxxxxxxxxxxx Телефон: xxxxxxxxxxxxxxxxxxxxxxxx Факс: xxxxxxxxxxxxxxxxxxxxxxxx Мобилен тел.: xxxxxxxxxxxxxxxx Ел. поща: xxxxxxxxxxxxxxxx	    
<h2>Име проект</h2>	
	
Инвестиции във вашето бъдеще! Програмата за Трансгранично Сътрудничество Румъния-България 2007-2013 е съфинансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие	 Общи граници. Общи решения.


# Agenda // Note book

see // 1.9




1.9



PARTNER




PARTNER

LEAD PARTNER

Institution name  
 Address: xxxxxxxxxxxxxxxxxxxxxx  
 Phone: xxxxxxxxxxxxxxxxxxxxxx  
 Fax: xxxxxxxxxxxxxxxxxxxxxx  
 Mobile: xxxxxxxxxxxxxxxxxxxxxx  
 E-mail: xxxxxxxxxxxxxxxxxxxxxx

## Project title




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

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.

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Common borders. Common solutions.

www.cbromaniabulgaria.eu



DAY / MONTH

08

09

10

11

12

13

14

15

16

17

18

19

20

2011

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

08

09

10

11

12

13

14

15

16

17

18

19

20

2011

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	MTWTFSS - 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31










# Leaflets

Predominant colours used on the leaflets could be identical to those in the RO-BG Programme's 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. **see // 2.0**

The strip with information/pictures from the middle of the page is indicative only










2.0 A

 		    
<b>Titlu proiectului</b>		
Denumirea instituției Adresă xxxxxxxxxxxxxxxxxxxx Telefon: xxxxxxxxxxxxxxxxxxxx Fax: xxxxxxxxxxxxxxxxxxxxxxxx Mobil: xxxxxxxxxxxxxxxxxxxxxx E-mail: xxxxxxxxxxxxxxxxxxxxxx		
<b>Investim în viitorul tău!</b> <small>Proiectul este finanțat prin Fondul European pentru Dezvoltare Regională.</small> Nu se permite utilizarea conținutului acestui material în scopuri comerciale sau de promovare a unor produse sau servicii. <a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>		 Program de Cooperare Transfrontaliară <b>Granițe comune. Soluții comune.</b>
<a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>		<a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>

2.0 B

 		    
<b>Име проект</b>		
Име на институция Адрес xxxxxxxxxxxxxxxxxxxx Телефон: xxxxxxxxxxxxxxxxxxxx Факс: xxxxxxxxxxxxxxxxxxxxxxxx Мобилен тел.: xxxxxxxxxxxxxx Ел. поща: xxxxxxxxxxxxxxxxxxxx		
<small>Кметство на община Русия</small> <small>Булевард на Св. Кирил и Методије, Русия, Булевард 102, 5813, Русия</small> Не се permite utilizarea conținutului acestui material în scopuri comerciale sau de promovare a unor produse sau servicii. <a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>		 Program de Cooperare Transfrontaliară <b>Общи граници. Общи решения.</b>
<a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>		<a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>

2.0 C

 		    
<b>Project title</b>		
Institution name Address xxxxxxxxxxxxxxxxxxxx Phone: xxxxxxxxxxxxxxxxxxxxxx Fax: xxxxxxxxxxxxxxxxxxxxxxxx Mobile: xxxxxxxxxxxxxxxxxxxxxx E-mail: xxxxxxxxxxxxxxxxxxxxxx		
<b>Investing in your future!</b> <small>Proiectul este finanțat prin Fondul European pentru Dezvoltare Regională.</small> Nu se permite utilizarea conținutului acestui material în scopuri comerciale sau de promovare a unor produse sau servicii. <a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>		 Program de Cooperare Transfrontaliară <b>Common borders. Common solutions.</b>
<a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>		<a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a>

# 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 can be inserted at the bottom of the page.

see // 2.1

The strip with information/pictures from the middle of the page is indicative only

## 2.1 A



UNIUNEA EUROPEANĂ  
FONDUL EUROPEAN DE DEZVOLTARE REGIONALĂ



GUVERNUL ROMÂNIEI



GUVERNUL BULGARIEI



PARTENER LIDER



Instrumente Structurale  
2007-2013

### Titlu proiectului

**PROGRAMUL DE COOPERARE TRANSFRONTALIERĂ ROMÂNIA BULGARIA 2007-2013**

Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este unul dintre Programele Operaționale din perioada 2007-2013, derulate în cadrul Obiectivului „Cooperare Teritorială Europeană” al politicii de coeziune a Uniunii Europene. Scopul acestui program este de a întări cooperarea în zona de graniță a celor două țări vecine prin activități comune ce conduc la interconectarea teritoriilor și promovarea unei dezvoltări socio-economice coerente, corelate și durabile a regiunii de graniță.

**CARE SUNT OBIECTIVELE ACESTUI PROGRAM OPERAȚIONAL?**

Obiectivul strategic general al programului este de a reuși oamenii, comunitățile și agenții economici din zona de graniță româno - bulgară în vederea dezvoltării în comun a zonei de cooperare, prin utilizarea în comun a resurselor și avantajelor umane, naturale și de mediu. Strategia de bază are în vedere depășirea barierelor fizice și socio-culturale, încă prezente, promovarea unei dezvoltări teritoriale care respectă normele de mediu, precum și o creștere durabilă pe termen mediu și lung a întregii zone, prin eforturi comune.



PARTENER



ROMÂNIA - BULGARIA  
Program de Cooperare Transfrontalieră

Granițe comune. Soluții comune.

[www.cbromaniabulgaria.eu](http://www.cbromaniabulgaria.eu)  
Investim în viitorul tău!



PARTENER

Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013 este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională

## 2.1 B



EUROPEAN UNION  
EUROPEAN REGIONAL DEVELOPMENT FUND



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



LEAD PARTNER

### Project title

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

The Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is one of the Operational Programs in period 2007-2013, undertaken in Objective „European Territorial Cooperation” of EU cohesion policy. The purpose of this program is to strengthen the cooperation in the border area between the two neighboring countries through joint activities leading to interconnection territories and promoting socio-economic development consistent, linked and sustainable border region.

**WHICH ARE THE OBJECTIVES OF THESE OPERATIONAL PROGRAMME?**

Overall strategic goal of the Programme is to bring together the people, communities and economies of the Romanian-Bulgaria border area to participate in the joint development of a cooperative area, using its human, natural and environmental resources and advantages. The basic strategy is to overcome the physical and socio-cultural barriers still present, promote regional development which observe environmental standards as well as a sustainable growth in the medium and long term, of the whole area, through joint efforts.



PARTNER



ROMÂNIA - BULGARIA  
Program de Cooperare Transfrontalieră

Common borders. Common solutions.

[www.cbromaniabulgaria.eu](http://www.cbromaniabulgaria.eu)  
Investing in your future!



PARTNER

Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 is co-financed by the European Union through the European Regional Development Fund

## 2.1 C



ЕВРОПЕЙСКИ СЪЮЗ  
ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ



ROMÂNIA  
GUVERNUL ROMÂNIEI



БЪЛГАРСКО ПРАВИТЕЛСТВО



ВОДЕЩ ПАРТНЪР

### Име проект

**ПРОГРАМА ЗА ТРАНСГРАНИЧНО СЪТРУДИЧЕСТВО РУМЪНИЯ - БЪЛГАРИЯ 2007-2013**

Програмата за трансгранично сътрудничество Румъния-България 2007-2013 е една от Оперативните Програми в периода 2007-2013, провеждани спрямо Обективна „Териториално Европейско Сътрудничество” на политиката за приземяване към ЕС. Целта на програмата е да затвърди сътрудничеството в граничната зона на двете страни съсредноточено в общи дейности които водят взаимно създаване на териториите и промоването на съответното социално-икономическо развитие, свързани и устойчиви на граничния регион.

**КОИ СА ОБЕКТИВИТЕ НА ОПЕРАТИВНАТА ПРОГРАМА?**

Общата стратегическа цел на програмата е да събира хора, общности и икономически агенти от граничната румъно-българска зона в смисъла за общо развитие на зоната за сътрудничество, чрез съвместно използване на човешките си ресурси и предимствата, както и природните и екологични. Базовата стратегия цели преодоляване на все още съществуващите физически и социално-културни бариери, промоването на териториалното развитие, което създава надмощие за околната среда, както и устойчив растеж в среден и дългосрочен план на цялата зона, чрез съвместни усилия.



ПАРТНЪР



ROMÂNIA - BULGARIA  
Program de Cooperare Transfrontalieră

Общи граници. Общи решения.

[www.cbromaniabulgaria.eu](http://www.cbromaniabulgaria.eu)  
Investimare în via voastră бъдеще!



ПАРТНЪР

Програмата за Трансгранично Сътрудничество Румъния-България 2007-2013 е съфинансирана от Европейския Съюз чрез Европейския Фонд за Регионално Развитие



# CDs/DVDs and Covers for CDs / DVDs

Moreover, the CDs / DVDs carried out within the projects will also contain the logo of the project Lead Partner, which will be placed only after the Bulgaria's coat of arms. **see // 2.2**

2.2 A



2.2 B



2.2 C



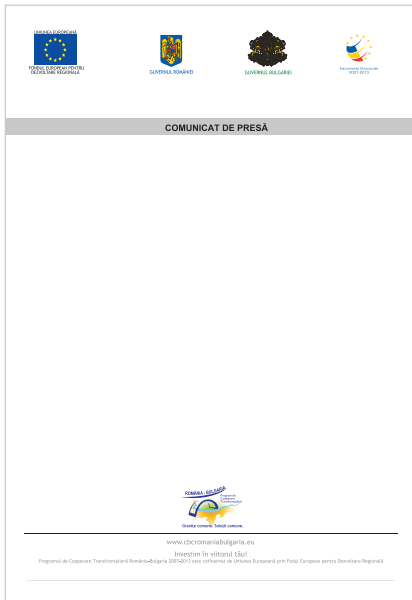
# Press release for the RO-BG Programme

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

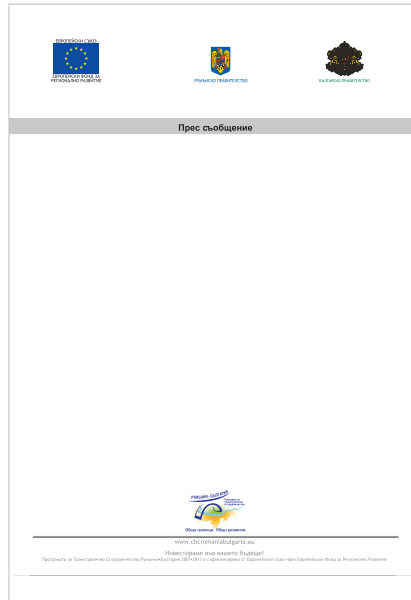
The press release issued by the Managing Authority/ National Authority must be of **type A**. The **type B** press release will be used if the lead partner / partner issues it.

## TYPE A

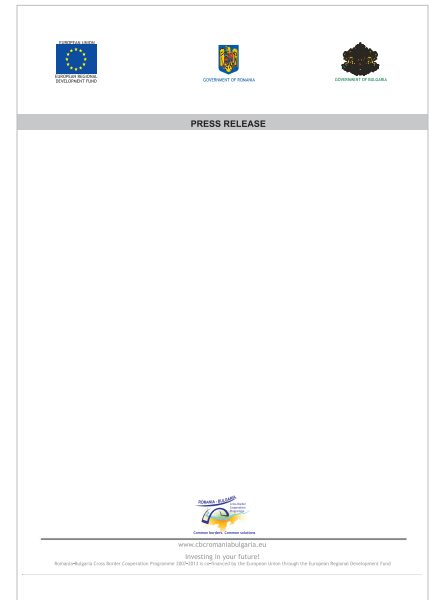
2.3 A



2.3 B

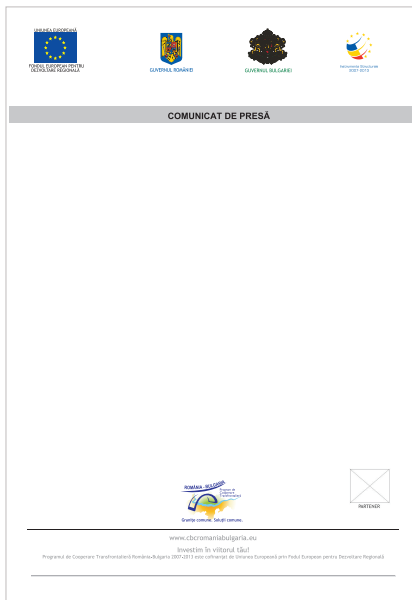


2.3 C

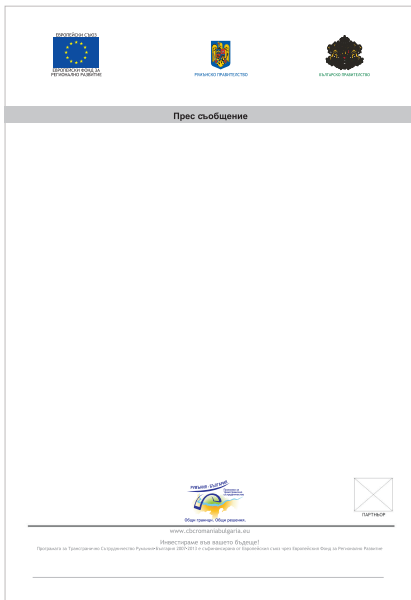


## TYPE B

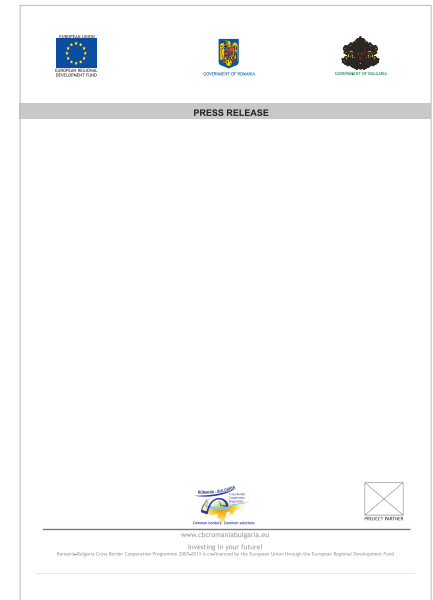
2.4 A



2.4 B



2.4 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.

see // 2.5

2.5A




ANUNȚ DE PRESĂ

Titlu proiectului : .....

1. MIS ETC Code: .....
2. Data de publicare: MM.YYYY
3. Program: Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013
4. Autoritate de contractare: .....
5. Alte informații .....

Mențiuni:



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[www.cbromaniabulgaria.eu](http://www.cbromaniabulgaria.eu)  
 Investim în viitorul tău!  
 Programul de Cooperare Transfrontalieră România –Bulgaria 2007-2013 este cofinanțat de  
 Uniunea Europeană prin Fondul European pentru Dezvoltare Regională

2.5 B



ОБЯВА ЗА ПРЕСАТА

Име проект: .....

1. MIS ETC Code: .....
2. Дата на публикуване: MM.YYYY
3. Програма: Програма за трансгранично сътрудничество Румъния-България 2007-2013
4. Възложител: .....
5. Други информации: ....


Забележки:



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[www.cbromaniabulgaria.eu](http://www.cbromaniabulgaria.eu)  
 Инвестираме във вашето бъдеще!  
 Програмата за Трансгранично Сътрудничество Румъния - България 2007-2013 е съфинансирана от  
 Европейския Съюз чрез Европейския Фонд за Регионално Развитие.

2.5 C




PRESS AD

Project title : .....

1. MIS ETC Code: .....
2. Date of publishing: MM.YYYY
3. Programme: Romania-Bulgaria Cross Border Cooperation Programme 2007-2013
4. Contracting authority: .....
5. Other information .....

Notes:



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[www.cbromaniabulgaria.eu](http://www.cbromaniabulgaria.eu)  
 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

## 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 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 non-reimbursable public financing. 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 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 Cross- Border Cooperation Programme 2007-2013 and it is co-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 2007-2013 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 (ERDF and national co-financing);
- 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 beneficiary must choose the proper size of the billboards according to the place of the site.

**The material for billboard should be made to be weather resistant. In case of damage it should be replaced in 10 days.**

# Billboards


Recommended sizes:

1. 4000 mm x 2500 mm **see // 2.6**
2. 2000 mm x 1200 mm


2.6

4000 mm

EUROPEAN UNION



EUROPEAN REGIONAL DEVELOPMENT FUND




GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA

ROMANIA - BULGARIA



Cross Border Cooperation Programme  
Common borders. Common solutions.

<b>Project:</b>	[PROJECT TITLE]
<b>Lead Partner/Partner:</b>	[NAME]
<b>Project value:</b>	[AMOUNT]
<b>Project starts:</b>	[DATE]
<b>Project ends:</b>	[DATE]

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  
[www.cbcrromaniabulgaria.eu](http://www.cbcrromaniabulgaria.eu)

25%

50%

25%

2500 mm

## Permanent explanatory plaques

When completing the project which consisted in procuring certain goods or in financing the infrastructure or construction works but no later 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 Regulation (EC) 1828/2006, Chapter II, Part I, putting up the permanent explanatory plaques is compulsory for the projects exceeding EUR 500,000 of the total public contribution. For the projects financed by less than EUR 500,000, putting up the 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 the 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!"
- The Romania-Bulgaria Cross Border Cooperation Programme 2007-2013 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 (ERDF and national co-financing);
- 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 Plaque

The template for permanent explanatory plaque is recommended to be use for drafting a Panel with Project information. As regards the dimensions, these must be visible enough so that passers-by could read and understand the nature of the project.

see // 2.7

2.7

700 mm

 <p>EUROPEAN UNION EUROPEAN REGIONAL DEVELOPMENT FUND</p>	 <p>GOVERNMENT OF ROMANIA</p>	 <p>GOVERNMENT OF BULGARIA</p>	 <p>ROMANIA - BULGARIA Cross Border Cooperation Programme Common borders. Common solutions</p>
<b>Project:</b>	<b>[PROJECT TITLE]</b>		
<b>Lead Partner/Partner:</b>	<b>[NAME]</b>		
<b>Project value:</b>	<b>[AMOUNT]</b>		
<b>Project starts:</b>	<b>[DATE]</b>		
<b>Project ends:</b>	<b>[DATE]</b>		
<p>Investing in your future!</p> <p>Romania - Bulgaria Cross Border Cooperation Programme 2007-2013 is co-financed by the European Union through the European Regional Development Fund</p> <p><a href="http://www.cbcrromaniabulgaria.eu">www.cbcrromaniabulgaria.eu</a></p>			

450 mm

# Stickers

When equipments are purchased through the RO-BG Programme, bearing a visible sticker containing the following compulsory information: European Union's logo, Romania's coat of arms, Bulgaria's coat of arms, project title, project value and Programme's logo.

A sticker should be added on each purchased 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.

2.8 A



100x100mm

2.8 B



2.8 C



90x50mm

2.9 A



2.9 B



2.9 C



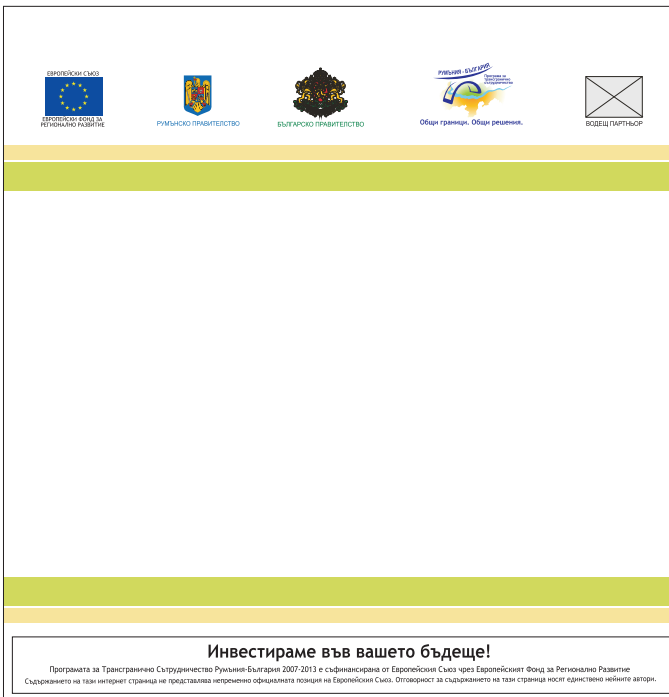


# Web site

The Web site template will be used if the lead partner / partner issues it. **see // 3.0**

The strip with information/pictures from the middle of the page is indicative only

3.0 B



3.0 A



3.0 C



## Promotional products (T-shirt, cap etc.)

Lead partners/partners may produce all type of promotional product (like T-shirt, cap, balloon, calendar, textile bag, pocket book etc.), as a support material for information and promotion activities.

3.1 A



3.2 B



3.3 C



## 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



## TV/Radio spot

For TV spots, EU's logo, Romania's coat of arms, Bulgaria's coat of arms, RO-BG Programme's logo will be inserted for a sufficient time for them to be visible.

The text "Programme/project co-financed by the European Union through European Regional Development Fund" will be read/heard within the TV/radio spots.

## Other materials

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

During the Programme implementation, the most visible promoting instrument of the RO-BG 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 / beneficiaries.

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 Romania - Bulgaria Cross Border Cooperation Programme 2007 - 2013, please contact:

[robg@mdrap.ro](mailto:robg@mdrap.ro)

[jtsrobg@calarasicbc.ro](mailto:jtsrobg@calarasicbc.ro)

**Phare Project**  
**Regional Operational Programme Awareness Campaign**  
Cod contract services: RO 2004/016-772.04.03.01.03.05  
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