

**SOUTH EAST  
EUROPE**

Transnational Cooperation Programme

# VISUAL IDENTITY GUIDELINES

Jointly for our common future





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## Introduction

The communication activities about the South East Europe Transnational Cooperation Programme 2007-2013 have as a fundamental purpose raising the information, awareness, and transparency levels as regarding the aim of programme as a part of the European Territorial Cooperation objective of EU regional policy.

The communication has to reflect the global objective of the South East Europe Transnational Cooperation Programme (South East Programme) of developing transnational partnerships on matters of strategic importance and contributing to cohesion, stability and competitiveness, as well as the particular content of the activities developed under the programme, involving national, regional and local authorities and other relevant actors.

In this respect, the Visual Identity of SEE will contribute towards building a coherent image of the programme which will help achieving the awareness and transparency goals.

The Visual Identity Manual of the South East Europe Transnational Cooperation Programme provides guidance for developing various communication materials such as: business cards, power point presentations, posters, publications, advertising announcements, audio-video productions, websites, press releases and other informative materials (including CDs and DVDs).

The purpose of this manual is to present:

- the elements which have to be used for the promotion of the visual identity of the programme;
- the usage rules of these elements;
- the forbidden situations in which the elements are incorrectly used;
- the situations in which exceptions to the rules are allowed.

The relevant authorities from the countries participating in the SEE Programme, the programme management bodies, as well as the beneficiaries of the programme, under the contractual terms, are responsible for promoting the visual identity of the programme and have to allocate the financial resources necessary to apply the visual identity rules. The visual identity rules will be respected as well in the case of other partner organizations whenever they are using the programme logo.

# ***Chapter 1***

## ***Visual Identity Elements***

Jointly for our common future



# The SEE Programme Logo

## Naming

The complete identifying denomination is **South East Europe Transnational Cooperation Programme**.

The short denomination is either **South East Programme** or **SEE Programme**.

All the three versions of the name are correct and can be used alternatively for lexical diversity.

The correct usage of the programme's name, in the complete version or in the short ones, is compulsory in all the official documents as well as in the advertising materials, as it plays an essential role in building up a strong brand.

## Logo

The logo of the programme plays a role of utmost significance in creating brand association regarding visual communication.

The logo of South East Europe Transnational Cooperation Programme should not be recreated in any circumstance. Only the logo version presented in this manual is the correct one and it and only it should be used. The minimum admitted dimensions of the full-color logo is 40mm.

The logo of the programme should be used on all materials issued by the authorities / beneficiaries only in English.



## Slogan

Due to the length of the name of the programme included in the logo, it is advisable that the slogan “Jointly for our common future” should appear in the same environment of the graphic identity of SEE, but not as a body of it.

The slogan can be placed towards the bottom of the page, written in grey (CMYK 0.0.0.50), whereas the logo is placed either on top or on the bottom of the page.

Jointly for our common future

## Colors of the Logo

The chromatic scale is light and multicolored, using gradients of colors.

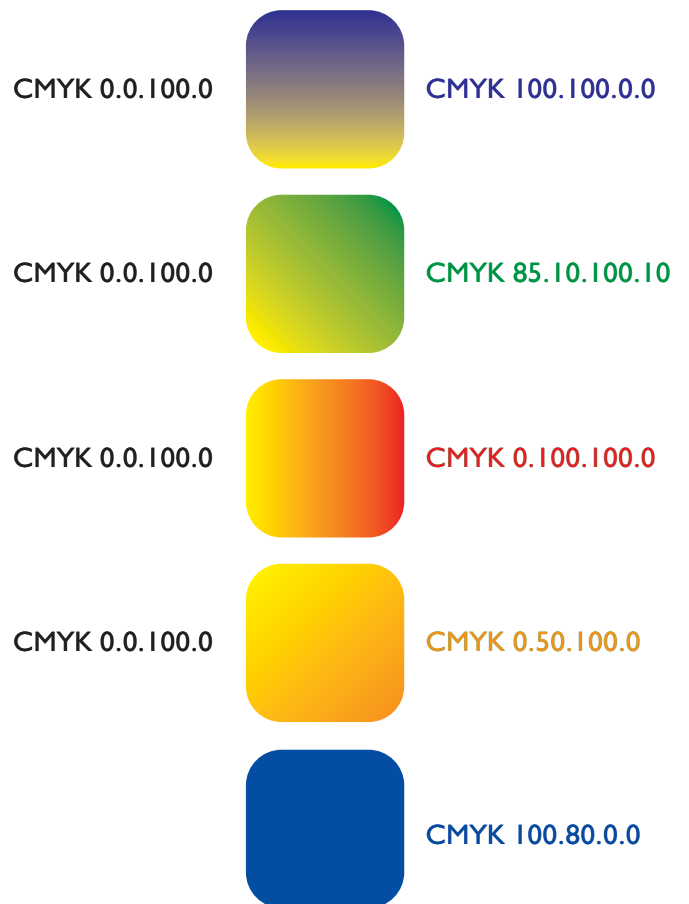
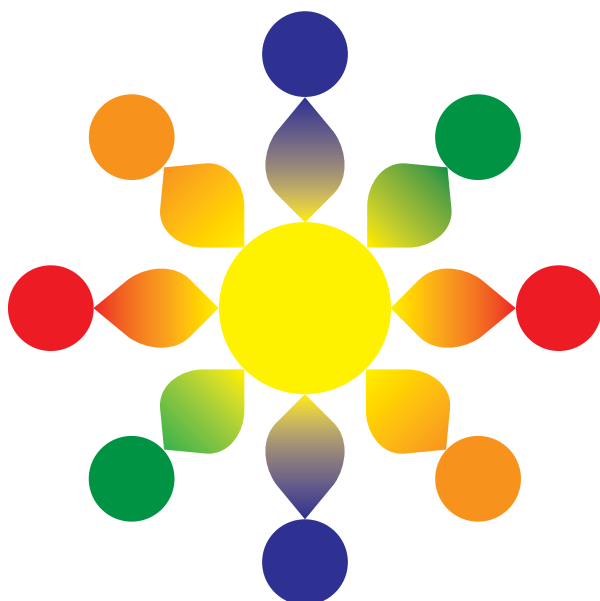
The CMYK colors code will be used for all printed materials.

For special printing, the PANTONE color scale will be used.

On the website and other electronic applications, the RGB color scale, created through graphic software color conversion, will be used.



Diagram of the color gradients





## Logo Versions & Backgrounds

The chromatic versions of the logo are:

- Full color version. This version is highly recommended when there are no restriction imposed by the texture and color of the material (white background) on which the visual identity of the programme is applied.
- Black & white versions with the two subversions: compact and outlined logos. These versions are 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.

For South East Europe Transnational Cooperation Programme, a white background is recommended.

The black & white versions of the logo (either compact or outlined) will be used only on a colored background or on a photo.

The “word-mark only” version of the logo is especially designed to admit small dimensions and is recommended for visibility purpose on specific types of materials.



## Spacing

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.).

The free space should observe the minimum indication shown in the next image – one “petal” of the logo equals  $\frac{1}{2}$  height of the graphic symbol.

The distance between the margins and the logo are different from one page to another.



## Fonts

Humanist 521 Roman

**AaBbCcDdEeFfGgHh**

Humanist 521 Italic

*AaBbCcDdEeFfGgHh*

Humanist 521 Bold

**AaBbCcDdEeFfGgHh**

Humanist 521 Bold Italic

***AaBbCcDdEeFfGgHh***

Corbel Regular

AaBbCcDdEeFfGgHh

Corbel Italic

*AaBbCcDdEeFfGgHh*

Corbel Bold

**AaBbCcDdEeFfGgHh**

Corbel Bold Italic

***AaBbCcDdEeFfGgHh***

The corporate font type of the logo is Humanist 521, designed by Eric Gill, letterform design inspired from Gill Sans family fonts.

For diversity's sake, the Corbel font will be used as well in all communication materials, including the electronic environment, especially in larger sizes (for headlines), where the details and styles of the shapes are more visible.

The Corbel font should not be used in body texts.

## Page Layouts (Master page)

On the first cover of any document, the logo of the South East Programme will appear on the left top of the page, while the logo of the European Union will be positioned on the right side.

For activities which involve a third party, all the materials will contain, besides the European Union and the South East Programme logos, the graphic identity of the third party.

The logos will be placed on the page, from left to right, as follows:

South East Europe logo, third-party logo, European Union logo.

The slogan “Jointly for our common future” will also appear on the first cover of the document, written on the centre bottom of the page, under the logos.

Our suggestion is that a grey (CMYK 0.0.0.50) big version of the logo to be used in completing the design style of the programme visual identity.

The grey petal flower can be accompanied by the slogan and will appear at the bottom page, on the left side, (see next image).

Regardless of the size of the layout, the grey-petal flower’s height is up to  $\frac{1}{2}$  of the page length. It should be placed only on the bottom right of the page.

The slogan “Jointly for our common future” should also appear on the first cover of the document, written on the bottom centre of the page, (see the image below), even if the grey flower is not used.



# The EU Logo

## Usage Recommendation of the European Union Logo

The logo of the European Union is a blue rectangular flag whose length is one and a half times the height. The 12 stars, spaced equally, form an imaginary circle whose center is placed at the intersection of the rectangle's diagonal lines. The radius of the circle is equal to a third of the flag's height.

**Within the South East Europe Transnational Cooperation Programme, the logo of European Union will be always used on the right side, top of the page (see page 10 from the manual), together with a textual reference to the European Union, as follows:**

a. **“Programme co-funded by the European Union”**

The general mention of the EU co-funding has been chosen as the SEE Programme actively seeks the full participation of non-Member States in the Programme area, who are benefitting from the external **Pre-Accession Assistance and the European Neighbourhood Policy** funding. This version is also recommended in the case of small promotional objects and publications.

b. **“Programme co-funded by the European Regional Development Fund “**

In the case when the beneficiaries will receive the financing exclusively through ERDF, the textual reference to the EU co-financing **must include the European Regional Development Fund** (see example).



Programme co-funded by the  
**EUROPEAN UNION**



Programme co-funded by the  
**EUROPEAN REGIONAL  
DEVELOPMENT FUND**

## Colors

The CMYK colors code will be used for all printed materials. For special printing, the PANTONE color scale will be used. On the website and other electronic applications the RGB color scale will be used.



Programme co-funded by the  
EUROPEAN UNION



Programme co-funded by the  
EUROPEAN UNION

## Backgrounds

The placement of the logo on a white background is recommended. If a multi-colored backgrounds will be used, the logo will have a white outline with a thickness equal to 1/25 of the rectangle height.





Programme co-funded by the  
EUROPEAN UNION



Programme co-funded by the  
EUROPEAN UNION



	CMYK	RGB	PANTONE
	C 4 M 0 Y 93 K 0	R 255 G 204 B 0	PMS PANTONE YELLOW
	C 100 M 72 Y 0 K 6	R 0 G 0 B 153	PMS REFLEX BLUE

For further information as to the usage of UE logo, please check up the UE identity manual on [http://europa.eu/abc/symbols/emblem/graphics1\\_en.htm](http://europa.eu/abc/symbols/emblem/graphics1_en.htm)

## ***Chapter 2***

# ***Visual Identity Guidelines for Projects***

## Requirements for the beneficiaries of the SEE Programme regarding the use of the logo and textual references

All project outputs must have a clear reference to the SEE Programme and to the EU co-financing of the Programme. In line with the new requirements set in Commission Regulation (EC) No 1828/2006, all information and publicity measures shall include the following\*:

**(a) The logo of the SEE Programme**, according to the specifications set out in the manual (see chapter 1, pages 4 to 9), together with the slogan chosen by the managing authority, highlighting the added value of the intervention of the Community: “Jointly for our common future”.

**(b) The logo of the European Union**, in accordance with the graphic standards set out in the manual (see chapter 1, page 11), together with a textual reference to European Regional Development Fund”: “Programme co-funded by the European Regional Development Fund”.

Please note that in case the project financing comes from other funds (IPA or ENPI), in addition to ERDF, or in case of small promotional objects and publications, the reference “Programme co-funded by the EU” is sufficient.

**(c) The logo of the project**, when available. We strongly recommend the creation of projects’ own logos in order to increase their visibility and recognition.



Jointly for our common future



Programme co-funded by the  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



Programme co-funded by the  
EUROPEAN UNION

\* see footnote from next page



## Observations

The list of information and publicity measures includes but is not limited to: publications (such as studies and brochures, word-, pdf, .ppt- or similar documents), promotional materials (such as flyers, leaflets or banners), press releases etc. The requirements mentioned at points a, b, c are applicable as well to all online communication as well as electronic and audio-visual materials, (such as project website, online newsletters etc.).

The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions, in connection with the implementation of operations in the framework of the SEE programme should display the above mentioned elements on the documents, publications, presentations, or other materials made available during the events.

The required elements will be placed in a central and visible position (for publications: cover pages, for electronic/audio-visual material the principle shall be applied by analogy).

The size of SEE logo and EU emblem shall be equal to other logos displayed on the same page or surface, including project's logo.

Other specific requirements mentioned in Commission Regulation (EC) No 1828/2006 refer to the display of plaques and billboards and they have been detailed in chapter 4 of this manual\*.

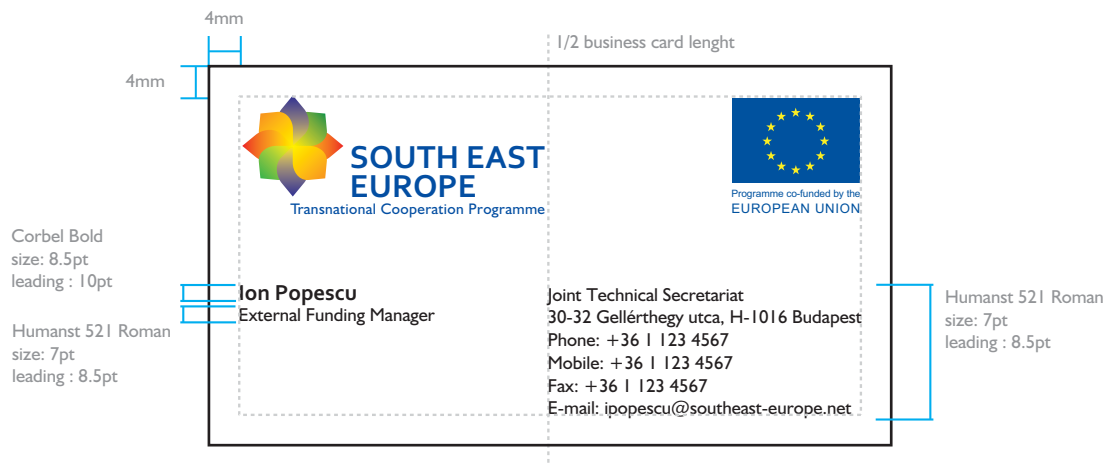
If in doubt regarding any of the visual identity requirements please contact the JTS.

\* All information contained in this document is referring to the beneficiaries of the ERDF funds and applies the rules set in COMMISSION REGULATION (EC) No 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund. The beneficiaries of IPA and ENPI funds should refer to the specific regulations, in particular COMMISSION REGULATION (EC) No 2499/2007 of 12 June 2007 implementing Council Regulation (EC) No 1085/2006 establishing an instrument for pre-accession assistance (IPA ).

## ***Chapter 3***

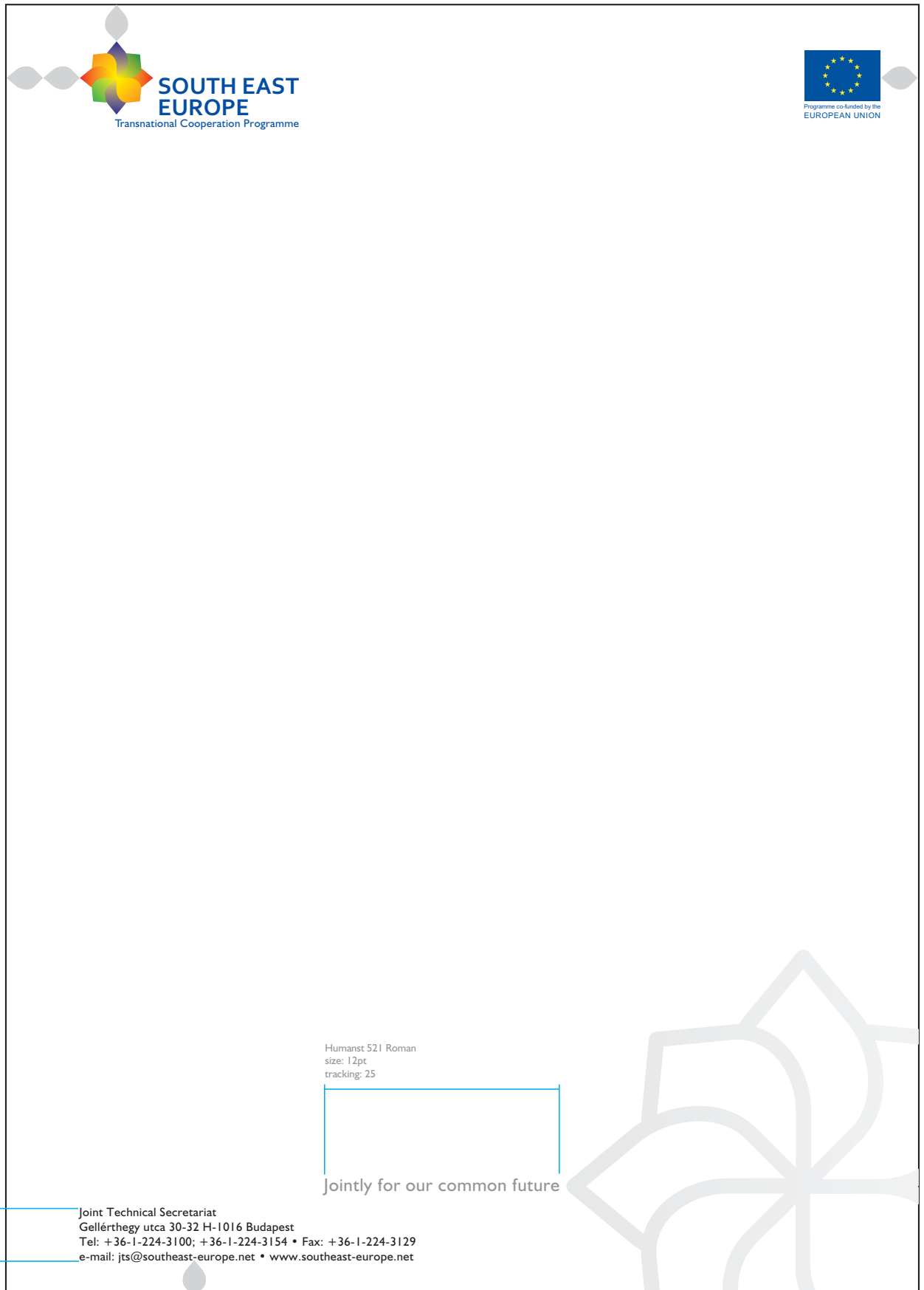
# ***Application of the Visual Identity***

# Business cards



# Letterhead

Variants of letterhead:  
full color and black & white.





Jointly for our common future

Joint Technical Secretariat  
Gellértheagy utca 30-32 H-1016 Budapest  
Tel: +36-1-224-3100; +36-1-224-3154 • Fax: +36-1-224-3129  
e-mail: [jts@southeast-europe.net](mailto:jts@southeast-europe.net) • [www.southeast-europe.net](http://www.southeast-europe.net)

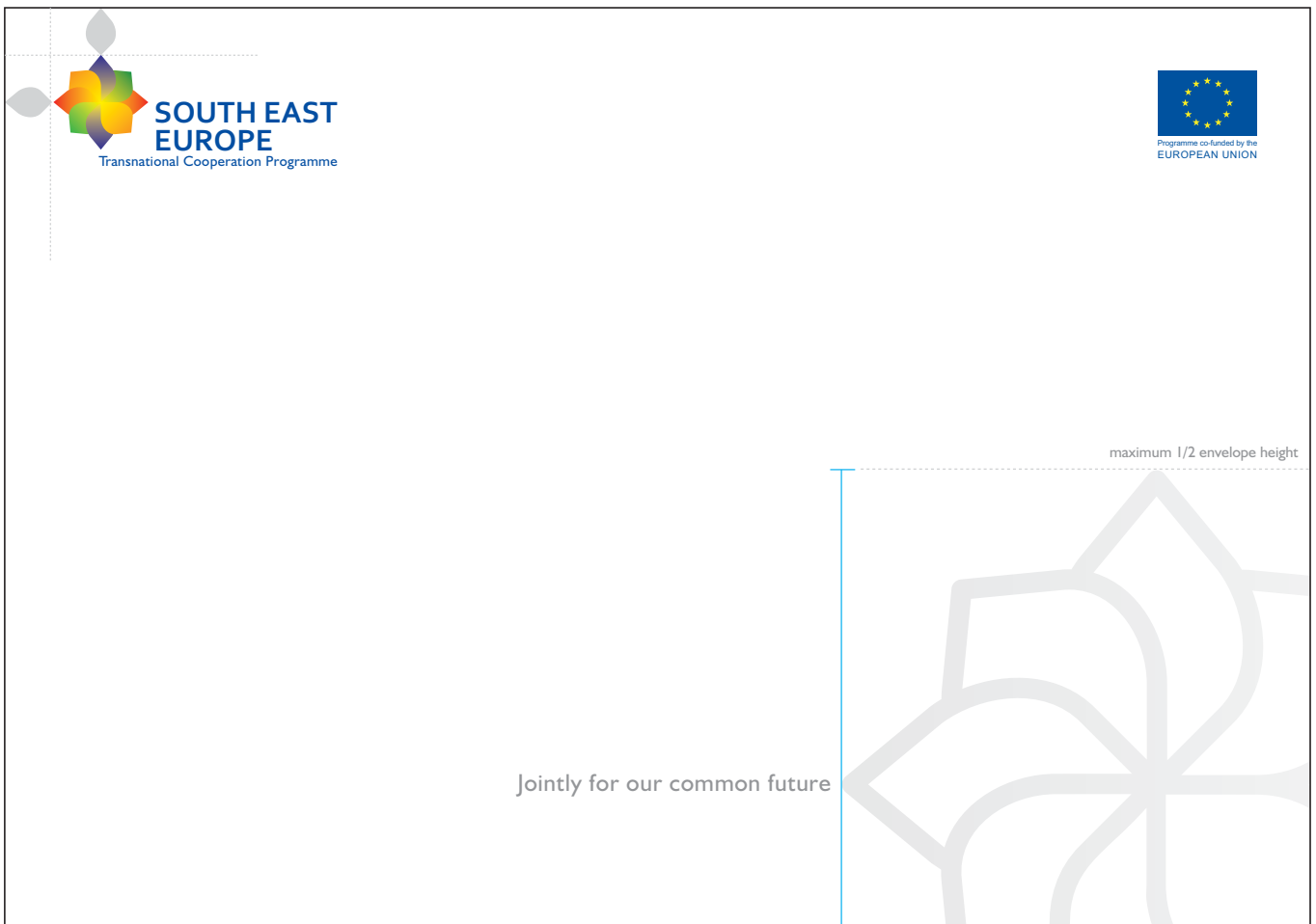


# Envelopes (DL, A4)

DL Envelope



A4 Envelope



# Folders



# Press Releases

The stripe on which “Press Release” is written is 50% Black.

**SOUTH EAST EUROPE**  
Transnational Cooperation Programme

THIRD PARTY LOGO

Programme co-funded by the EUROPEAN UNION

10mm

**PRESS RELEASE**

**Title**

Humanst 521 Bold  
size: 18pt  
leading: auto  
tracking: 25

Humanst 521 Roman  
size: 8pt  
leading: 9.5pt  
tracking: 25

Joint Technical Secretariat  
Gellérthegy utca 30-32 H-1016 Budapest  
Tel: +36-1-224-3100; +36-1-224-3154 • Fax: +36-1-224-3129  
e-mail: jts@southeast-europe.net • www.southeast-europe.net

Humanst 521 Roman  
size: 12pt  
tracking: 25

Jointly for our common future



# Press Announcements

The stripe on which “Press Announcement” is written is Blue (CMYK : 100.80.0.0).

**SOUTH EAST EUROPE**  
Transnational Cooperation Programme

THIRD PARTY LOGO

Programme co-funded by the EUROPEAN UNION

**PRESS ANNOUNCEMENT**

**Project Title**

Humanst 521 Bold  
size: 18pt  
leading: auto  
tracking: 25

Humanst 521 Roman  
size: 12pt  
tracking: 25

Jointly for our common future

Humanst 521 Roman  
size: 8pt  
leading: 9.5pt  
tracking: 25

Joint Technical Secretariat  
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e-mail: [jts@southeast-europe.net](mailto:jts@southeast-europe.net) • [www.southeast-europe.net](http://www.southeast-europe.net)

## Leaflets & Brochures

There is no prescription as to the format or size of either leaflets or brochures.

The correct usage of the logos on top of the front page should be observed.

The background of the cover pages can be blue and all the other colors applied will be the exact ones in the South East Programme logo.

The background of the cover pages can be blue or any other color used in the South East Programme logo.

It is advisable that the background should not be black.

**KEY FACTS AND FIGURES**

16 participating countries: Albania, Austria, Bosnia and Herzegovina, Bulgaria, Croatia, former Yugoslav Republic of Macedonia, Greece, Hungary, Italy, Republic of Moldova, Montenegro, Romania, Serbia, Slovakia, Slovenia and Ukraine.

**Funds available**

- The budget of the programme, coming from the European Regional Development Fund (ERDF) and national public funds is Euro 245.1 million.
- The programme also benefits from IPA funds, for the countries having the candidate or potential candidate status for the EU membership and from ENPI funds for the countries of the European Neighbourhood Policy.

**How to apply**

Calls for project proposals are launched every year.

For more information related to the programme, the calls as well as for instructions on how to apply go to: [www.southeast-europe.net](http://www.southeast-europe.net).



**SOUTH EAST EUROPE**  
Transnational Cooperation Programme




**SOUTH EAST EUROPE**  
Transnational Cooperation Programme  
*Jointly for our common future*  
[www.southeast-europe.net](http://www.southeast-europe.net)

**CONTACT**

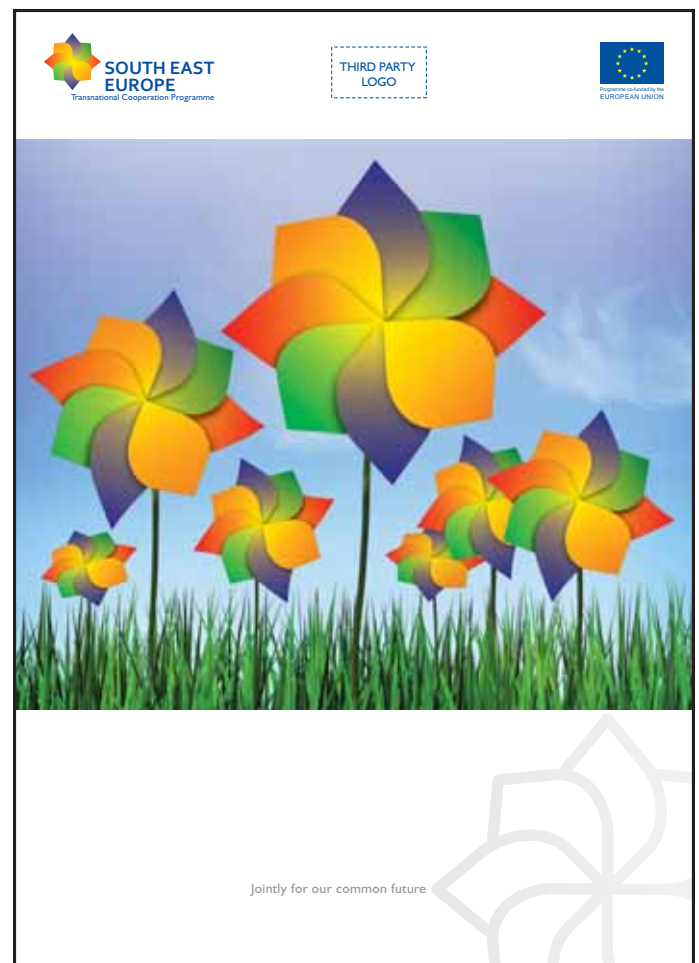
Joint Technical Secretariat  
South East Europe  
Transnational Cooperation Programme  
30-32 Gellérthegy utca Budapest H-1016, Hungary  
Tel.: +36-1-224-3154  
Fax: +36-1-224-3129  
E-mail: [its@southeast-europe.net](mailto:its@southeast-europe.net)  
[www.southeast-europe.net](http://www.southeast-europe.net)

## Posters

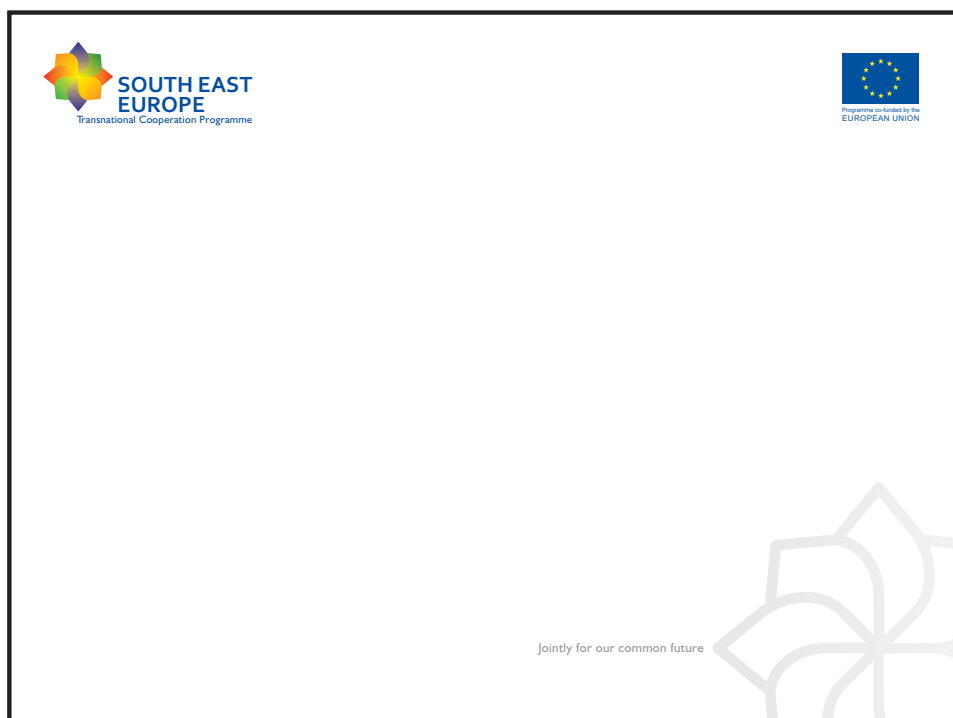
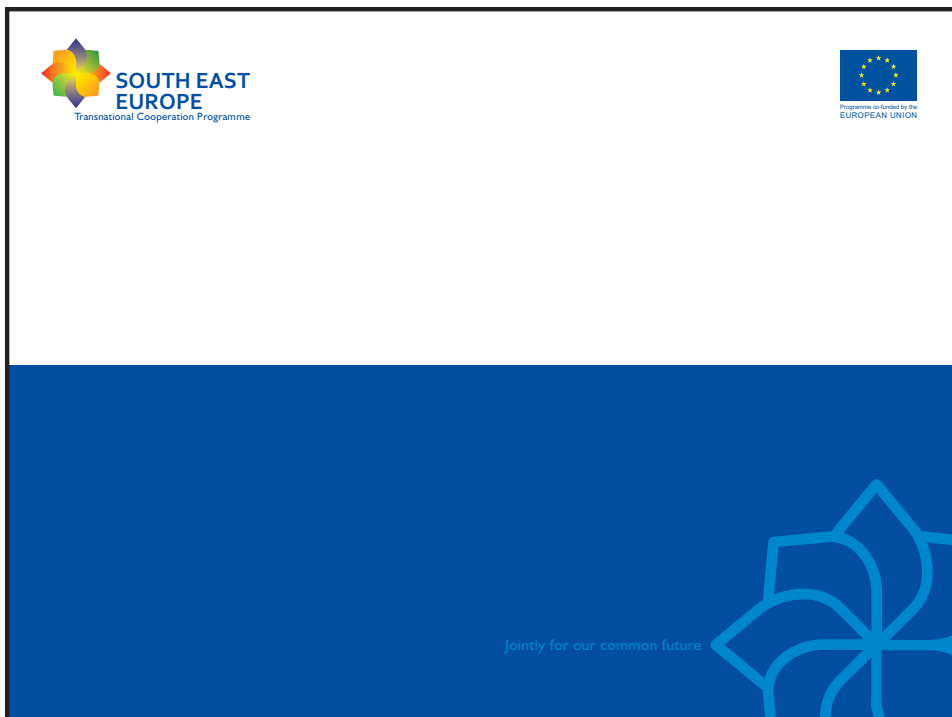
The images used should be clear and representative for the projects developed by the South East Programme.

The key-visual representing a grassland full of multicolored-petals flowers – similar to the logo's – will be easily recognizable and appropriate for this communication item.

The photos should be bright and should avoid any negative dramatic content and grey tones.



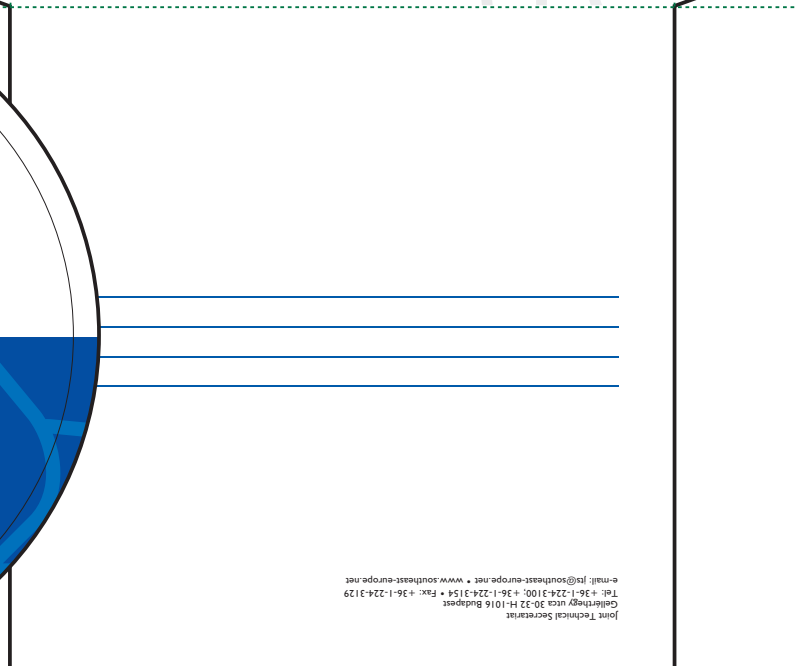
# Power Point Presentations



# CD Covers

interior

Variants of cover, DVD/CD and CD inscription.



exterior



## CD Covers

Variants of cover, DVD/CD and CD inscription.



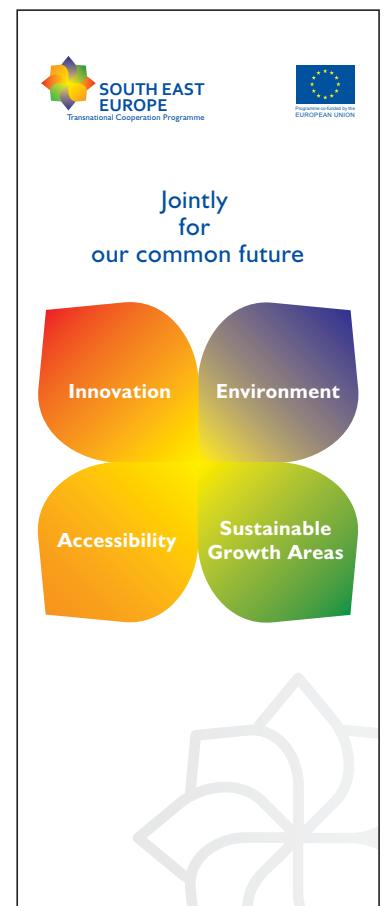
## Event materials

The beneficiaries who organise or participate in events such as conferences, fairs and exhibitions, in connection with the implementation of operations in the framework of the SEE programme should display the EU flag and the Programme logo on the documents, publications, presentations, or other materials made available during the conference.

### Banner example



### Roll-up examples



## Pop-up stand example





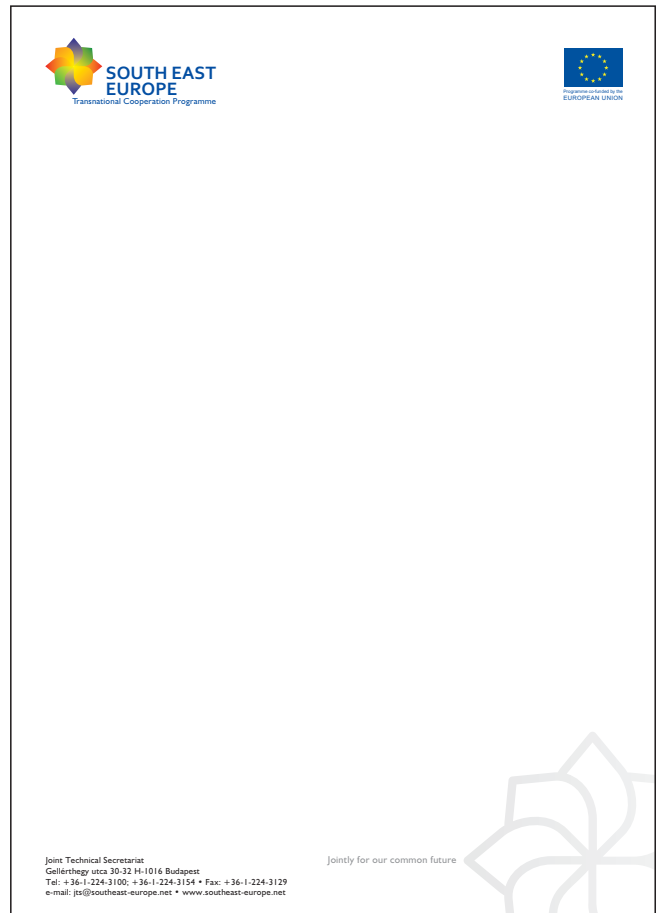
## Promotional Items

Promotional items should be distributed when specified in the communication strategy of a project. All kinds of promotional items (such as T-shirts, caps, pen etc.) can be produced by implementing partners or contractors as supporting material for their information and communication activities in the framework of their programme and/or project.

The promotional items should be clearly identified with the South East Programme's and European Union's logos and, if possible, carry the words "European Union".



# Notebooks



## Online communication

The general requirements mentioned in chapter 3 of this manual are applicable to all online communication (such as the project website, newsletters etc.). In case of the websites, the information needs to appear on the home page. In addition to the general requirements, the beneficiaries need to make available the links to the following websites:

- the SEE Programme website : [www.southeast-europe.net](http://www.southeast-europe.net)
- the website dedicated to EU Regional Policy (Inforegio) [http://ec.europa.eu/regional\\_policy/index\\_en.htm](http://ec.europa.eu/regional_policy/index_en.htm)

## Newsletters

Newsletters will be issued when specified in the communication strategy of a project. A regular newsletter is a key tool to inform the relevant target audiences about the evolution of a project developed under the authority of the South East Transnational Cooperation Programme.

Newsletter can also be mailed in electronic form or be posted on the website.

Templates for newsletters can vary according to the subject covered, but the cover page should clearly identify the project as being part of the EU-funded South East Programme.

The upper banner of the newsletter will be designed as below.



## Billboards

Infrastructure-related projects funded by the South East Programme and the European Union must be clearly identified as such by means of billboards describing the project.

The billboard shall be put up for any project that fulfils the following conditions:

- the total public contribution to the operation exceeds EUR 500,000;
- the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

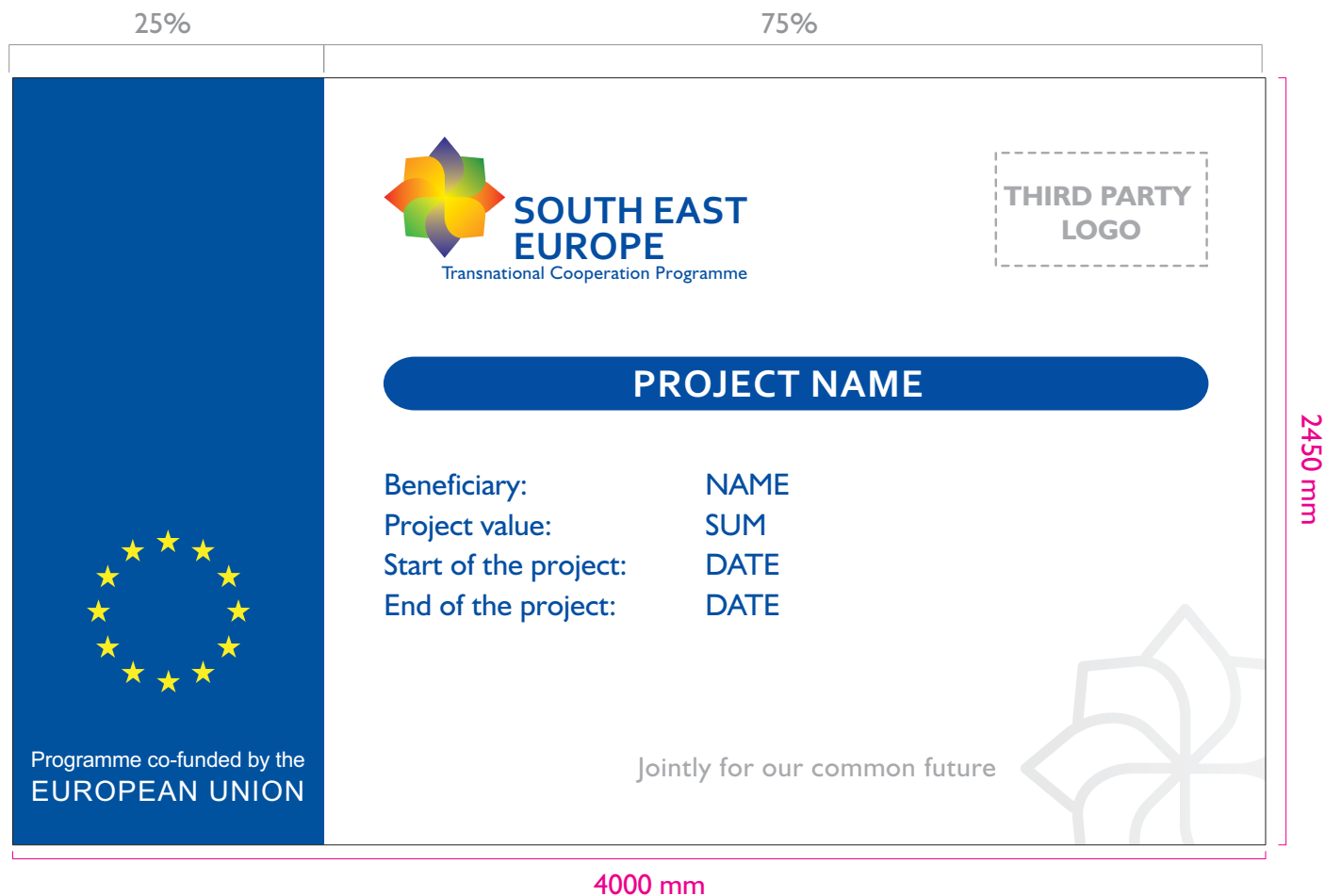
According to the European Commission Regulation (EC) No 1828/2006, the usage of a billboard is mandatory for a project-value which amounts to more than EUR 500,000.

We highly recommend the display of the billboard even if the total public contribution to the operation is below EUR 500,000 in order to increase Project, Programme and EU awareness.

Every billboard must mention: project title, value, and beneficiary, must include the South East Europe Programme's logo and the project's logos, as well as the European Union's identity\*.

At least 25% of the surface of the display panel should be covered with the information detailed above (see the image below).

\* All information contained in this document is referring to the beneficiaries of the ERDF funds and applies the rules set in COMMISSION REGULATION (EC) No 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund. The beneficiaries of IPA and ENPI funds should refer to the specific regulations, in particular COMMISSION REGULATION (EC) No 2499/2007 of 12 June 2007 implementing Council Regulation (EC) No 1085/2006 establishing an instrument for pre-accession assistance (IPA ).



In addition, the number and size of the display panels should be commensurate with the scale of operation and be clearly readable and understandable for those passing by.

The display panels are erected by access routes to the site where the project works are taking place and should remain in place from the starting day until six months after completion of the project. Then the display panel shall be replaced by the commemorative plaque referred to in the next section.

The size and dimensions of the panels can vary depending on the amount of information which needs to be conveyed, and whether the panel is permanent or portable.

Regular dimensions of a panel: 4000x2450mm

## Plaques

After the completion of the project works, but not later than six months after that, a permanent explanatory plaque will be placed in a very visible position in order to be clearly read by the visitors. The plaque shall be put up for any project that fulfils the following conditions:

- the total public contribution to the operation exceeds EUR 500,000;
- the operation consists in the purchase of a physical object or in the financing of infrastructure or of construction operations.

According to the European Commission Regulation (EC) No 1828/2006, the usage of a commemorative plaque is mandatory for a project-value which amounts to more than 500,000 Euro. We highly recommend the display of the billboard even if the total public contribution to the operation is below EUR 500,000 in order to increase Project, Programme and EU awareness.

Every plaque mentions the project type and name, value, and beneficiary, the South East Europe Programme's logo and the project's logos, as well as the European Union's identity\*.

At least 25% of the surface of the display panel should be covered with the information detailed above (see the image below).

The size of the font used to write the body message (beneficiary, project value, start of the project, end of the project, intermediary authority, management authority) should be no smaller than 50% of the Project Title' font size.

The plaques should be manufactured of resistant material (metal is recommendable).

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The form is a rectangular template with a total width of 700 mm and a total height of 450 mm. It is divided into three vertical sections: a top section (25% height), a middle section (50% height), and a bottom section (25% height).

**Top Section (25% height):**

- Top center: "Jointly for our common future"
- Top left: SEE logo (a stylized flower) and text "SOUTH EAST EUROPE Transnational Cooperation Programme"
- Top right: A dashed rectangular box labeled "THIRD PARTY LOGO"

**Middle Section (50% height):**

- Center: A dark rounded rectangle containing the text "PROJECT NAME"
- Below: A table with four rows of project details, each with a label on the left and a horizontal line on the right for input:

Beneficiary:	NAME
Project value:	SUM
Start of the project:	DATE
End of the project:	DATE

**Bottom Section (25% height):**

- Center: The European Union flag (a circle of 12 stars)
- Right: "Programme co-funded by the EUROPEAN UNION"



## Stickers

In case of equipment purchasing, stickers will be applied in a visible place; these will contain the following mandatory information: the Programme's logo and website address, the European Union's logo, the value of the project, the title of the project/investment.

A sticker should be placed on every piece of equipment.

Recommended dimensions: minimum 1/16 of the most visible surface of the equipment.

For rain or sunshine protection, a PVC sticker with UV polishing is recommended.



## Photos

Appropriate contractors and implementing partners should take pictures to document the progress of projects and events related to these, such as their launch, visits by UE officials, and so on.

If possible, photos should be included in all communication materials.

- The picture's background should always be appealing and pertinent.

4. A picture in which there is action is preferable to one that is static.

5. "Before and after" pictures documenting the history of the project should be taken, as should pictures of special events, and project tours by officials.

### Guidelines of picture selection:

1. The photos chosen should be those which best illustrate the project.

2. Pictures should contain an obvious link to the project.

- The subject(s) in the picture should either illustrate the spirit of the project or be of an important person involved in the project.

3. Pictures should whenever possible have people in them.

- The photos should be of people's faces or upper body rather than entire body. Also people should look nice and smiling.

- A usable picture should contain up to 3 people.

- When possible, pictures should contain a recognizable project and the programme logo somewhere in the background. Often the hint of a name or logo may be sufficient to suggest a full identity.

### Picture specifications:

1. Both vertical and horizontal pictures should be taken to adapt as insertions to any space available in publications.

2. Make sure the pictures are not blurred or too dark. The images should be sharp, colorful, and correctly contrasting (allow black & white photocopying).

### Picture information:

1. Never forget to include a caption: tell people what they are looking at.

2. Always mention the name of the organization or person that owns the copyright alongside the picture.

# ***Chapter 4***

## ***Forbidden Situations***

# Forbidden Situations

The logo should never appear on one of the colors which compose the logo.



The logo should never be written with another true-type.



No shadow effects should be applied to the logo.



The logo should not be in any way distorted.



The letters of the logo should not appear in different colors.



No element of the logo should change its prescribed position.



The logo should not be rotated.



The minimum distance should be observed between the logos. These appear horizontally or vertically.





Jointly for our common future

