



## CONTRACT DE PRESTARI SERVICII

Nr. 39/ROBG464/19.07.2019 [Beneficiar]

*NR 144/19.08.2019.*

### PARTILE:

**ASOCIATIA CENTRUL ECOLOGIC GREEN AREA**, cu sediul social in Sos. Bucuresti-Alexandria 162, Ghimpati, Giurgiu, tel. 0723.172.100, fax: 031.817.52.35, CIF: 25653307, cont IBAN RO70BTRLRONCRT0V09600301 deschis la BANCA TRANSILVANIA, reprezentata prin doamna BETINA ROXANA ROSIAN - PRESEDINTE, in calitate de **Beneficiar**, pe de o parte

si:

**S.C. Libra Studio S.R.L** cu sediul social in Sos. Gheorghe Ionescu Sisesti, nr.225B, et. 3, ap. 7, sector 1, Bucuresti, inmatriculata la O.R.C sub nr. J40/979/2003, avand CIF: RO15151478, tel. +40 744 311 688, cont RO62RNCB0085005785090001, deschis la BCR filiala WTC, reprezentata de administrator, Ligia Bradean, in calitate de **Prestator**, pe de alta parte

denumiti in cele ce urmeaza, impreuna "Partile", si fiecare separat "Parte", in temeiul prevederilor Ordinului Ministrului Fondurilor Europene - MFE nr. 1284/2016, au agreeat incheierea prezentului contract („Contractul”) in urmatoarele conditii:

### 1. OBIECTUL CONTRACTULUI

- 1.1. In conformitate cu prevederile prezentului contract Prestatorul se angajeaza sa realizeze activitati constand in organizarea de conferinte de presa si productia de materiale publicitare (roll-up) in cadrul proiectului "Managementul verde pentru protejarea Parcului Natural Rusenski Lom si Parcului Natural Comana" cod e-Ms RO-BG 464 ("Proiectul")
- 1.2. Serviciile care urmeaza a fi prestate de catre Prestator sunt descrise in Specificatiile Propuse elaborate si transmise de Beneficiar prin Cererea de oferta nr. 997/ROBG464/12.07.2019 si acceptate de Prestator prin oferta transmisa nr. 140/16.07.2019.

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- 1.3. Documentele care alcatuiesc Contractul trebuie considerate ca documente care se expliciteaza reciproc. In scopul interpretarii, prioritatea documentelor care alcatuiesc Contractul va fi in conformitate cu urmatoarea ordine:
- Specificatiile propuse intocmite de Beneficiar in cadrul procedurii proprii de selectie a ofertelor de pret, Anexa 1
  - Oferta propusa de Prestator si acceptata de Beneficiar, Anexa 2
  - Manualul de identitate vizuala privind Programul Interreg V-A Romania-Bulgaria (August 2016), Anexa 3.
- 1.4. Receptia serviciilor si activitatilor se va face pe baza de procese verbale de receptie semnate de ambele parti. Procesele verbale de receptie vor fi insotite, dupa caz, de documente care sa probeze prestarea serviciilor, cum ar fi : rapoarte de eveniment, lista de semnaturi participanti la eveniment, documente de livrare materiale publicitare, etc. (enumerarea fiind exemplificativa, nu exhaustiva).
- 1.5. In ceea ce priveste calendarul exact al activitatilor, acesta va fi convenit de Parti pe masura derularii Proiectului, in raport de necesitatile din Proiect, dupa cum urmeaza:
- orice activitate/serviciu va fi convenita cu cel putin 5 de zile inainte de data inceperii derularii/prestarii

Cu acordul ambelor Parti se pot agreea derogari de la termenele mentionate.

## 2. DURATA CONTRACTULUI

- 2.1. Prezentul Contract intra in vigoare la data semnarii sale de catre ambele Parti si se va derula pe toata durata Proiectului sau pana la realizarea tuturor activitatilor de publicitate din Proiect asa cum sunt precizate in Specificatiile tehnice.

## 3. PRETUL CONTRACTULUI SI MODALITATEA DE PLATA

- 3.1. Pretul total al Contractului, agreat conform ofertei financiare a Prestatorului este de **3.800,00 LEI** la care se adauga TVA.
- 3.2. Pe baza preturilor asumate prin oferta financiara, Prestatorul va emite facturi fiscale pentru activitati prestate / materiale livrate, sub conditia aprobarii acestora. Aprobarea reprezinta receptionarea de Beneficiar fara obiectiuni si remedieri a materialelor livrate si / sau serviciilor prestate.
- 3.3. Facturile fiscale vor fi emise de Prestator dupa finalizarea fiecarei activitati si vor cuprinde activitatile/serviciile receptionate de Beneficiar.
- 3.4. Facturile fiscale vor fi achitate in termen de 5 de zile de la incasarea de catre Beneficiar de la Ministerul Dezvoltarii Regionale si Administratiei Publice a fondurilor FEDR autorizate, in baza cererilor de rambursare a cheltuielilor, aferente serviciilor prestate si facturate de catre Prestator.





#### 4. **OBLIGATIILE PARTILOR**

##### 4.1. **Prestatorul se obliga:**

- 4.1.1. sa realizeze activitatile care fac obiectul prezentului contract in conformitate cu prevederile Specificatiei tehnice si a ofertei financiare;
- 4.1.2. Sa respecte termenele de executie si de predare indicate la punctul 1.5. a prezentului contract;
- 4.1.3. sa semnaleze Beneficiarului orice incalcari ale Legii nr. 148/2000 privind publicitatea, din materialele furnizate de acesta;
- 4.1.4. sa respecte prevederile Manualului de identitate vizuala privind Programul Interreg V-A Romania Bulgaria (August 2016), pentru toate activitatile desfasurate sau materialele publicitare realizate.

##### 4.2. **Beneficiarul se obliga:**

- 4.2.1. sa puna la dispozitia Prestatorului, in timp util, toate documentele si/sau informatiile necesare acestuia pentru prestarea serviciilor ce fac obiectul prezentului contract;
- 4.2.2. sa includa in cererile de rambursare catre finantator, facturile fiscale emise de Prestator;
- 4.2.3. sa achite Prestatorului pretul contractului la termenele si in conditiile stabilite la art. 3.

#### 5. **DREPTURI DE AUTOR**

Drepturile patrimoniale aferente productiilor publicitare sau drepturilor legate de acestea, drepturile de autor si/sau orice alte drepturi de proprietate intelectuala si/sau industrială, obtinute in executarea sau ca urmare a executarii acestui Contract, apartin Beneficiarului.

#### 6. **FORTA MAJORA**

- 6.1. In caz de forta majora, Partile sunt exonerate de orice raspundere pentru neindeplinirea obligatiilor ca urmare a producerii acestui eveniment.
- 6.2. Forta majora este cauzata de un eveniment produs independent de vointa Partilor, imprevizibil si insurmontabil, intervenit dupa intrarea in vigoare a Contractului care impiedica Partile sa-si indeplineasca obligatiile asumate, total sau partial. Cazul de forta majora va fi certificat in conformitate cu legislatia in vigoare.
- 6.3. Partea aflata in caz de forta majora va notifica celeilalte Parti atat aparitia cat si incetarea evenimentului in termen de 15 zile. Lipsa notificarii in termen a evenimentului de catre Partea afectata de forta majora o exonereaza de raspundere, numai daca demonstreaza ca a fost in imposibilitate de a notifica evenimentul.





## 7. REZILIEREA CONTRACTULUI / RASPUNDERE CONTRACTUALA

- 7.1. Pentru neindeplinirea culpabila a oricarei obligatii prevazute in prezentul Contract, creditorul obligatiei neexecutate poate considera prezentul contract reziliat de plin drept si fara a fi necesara interventia unei instante judecatoresti, daca urmare a notificarii scrise a acestuia, partea in culpa nu si-a executat obligatiile in termen de maxim 15 de zile de la data comunicarii notificarii.
- 7.2. Toate obligatiile Partilor nascute anterior sau la data rezilierii Contractului vor deveni scadente de drept incepand cu aceasta data.
- 7.3. Pentru plata cu intarziere a sumelor datorate catre Prestator, Beneficiarul va putea fi obligat la plata de penalitati de intarziere in cuantum de 0,1% pentru fiecare zi de intarziere din suma datorata.
- 7.4. Pentru executarea cu intarziere a obligatiilor catre Prestatorului, acesta va putea fi obligat la plata de penalitati de intarziere in cuantum de 0,1% din valoarea serviciilor restante, pentru fiecare zi de intarziere.

## 8. LITIGII

- 8.1. Legea aplicabila prezentului Contract este legea romana.
- 8.2. Eventualele litigii ce decurg din interpretarea si/sau executarea Contractului vor fi solutionate pe cale amiabila, iar in caz de nerezolvare a acestora, Partile vor inainta diferendul spre solutionare instantelor de drept comun competente.

## 9. SUBCONTRACTARE

Prestatorul va putea subcontracta partial sau total serviciile ce fac obiectul contractului numai cu aprobarea Beneficiarului, fiind in continuare raspunzator fata de Beneficiar pentru calitatea serviciilor prestate.

## 10. INTERPRETARE

- 10.1. Fiecare dintre clauzele Contractului trebuie interpretata in sensul de a produce efecte in conformitate cu legea aplicabila. Daca oricare dintre prevederile acestui Contract devine nula ca urmare a modificarii legii aplicabile Contractului, restul clauzelor contractuale isi pastreaza valabilitatea.
- 10.2. In cazul in care oricare dintre prevederile Contractului devine inaplicabila sau nula, Partile vor conveni cu privire la modificarile necesare pentru a se putea realiza finalitatea urmarita de fiecare dintre ele la incheierea acestuia.

## 11. NOTIFICARI

- 11.1. Toate notificările si toata corespondenta dintre Parti in baza prezentului Contract vor fi in scris si vor fi considerate transmise, daca sunt inmanate personal sau prin scrisoare recomandata (cu confirmare de primire), prin fax sau email. Notificarile vor fi transmise Partii in cauza la urmatoarea adresa sau numere de fax (sau la o alta adresa sau numere de fax notificate conform prezentului Contract).





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Pentru Beneficiar: **ASOCIATIA CENTRUL ECOLOGIC GREEN AREA**  
Adresa sediu de proiect: Soseaua Bucuresti Alexandria nr.162, comuna Ghimpati, jud. Giurgiu, Romania  
Tel: 0723.172.100 / Fax: 031/817.52.35  
Email: [asociatiagreenarea@yahoo.com](mailto:asociatiagreenarea@yahoo.com)

Pentru Prestator: **SC Libra Studio SRL**  
Adresa: Sos. Gheorghe Ionescu Sisesti, nr. 225B, et. 3, ap. 7, sector 1, Bucuresti  
Tel. / Fax: 0744.311.688  
Email: [ligia.bradean@librastudio.ro](mailto:ligia.bradean@librastudio.ro)

## 12. DISPOZITII FINALE

- 12.1. Completarile si modificarile aduse Contractului nu sunt valabile si opozabile intre Parti decat daca sunt facute prin Act Adititional.
- 12.2. Neexercitarea de catre oricare dintre Parti a oricaror drepturi in temeiul prezentului Contract sau al legii sau neexercitarea la timp a dreptului respectiv nu va fi considerata o renuntare de catre acea Parte la dreptul respectiv.
- 12.3. Renuntarea sau prelungirea termenului acordat in orice situatie de oricare dintre Partile contractante celeilalte nu va constitui un precedent si nu se va trage nici o concluzie privind aplicabilitatea in alta situatie, similara si/sau diferita.
- 12.4. Cu exceptia unor prevederi contrare, in prezentul Contract, datele si termenele exprimate in zile vor fi interpretate drept zile calendaristice.
- 12.5. Data de la care Contractul produce efecte este data semnarii sale de catre ambele Parti.

Incheiat la Bucuresti, astazi, 19.07.2019 in 2 (doua) exemplare in limba romana, toate cu valoare de original, cate 1 (unul) exemplar pentru fiecare Parte.

### BENEFICIAR

ASOCIATIA CENTRUL ECOLOGIC GREEN AREA

Presedinte

BETINA - ROXANA ROSIAN



### PRESTATOR

S.C. Libra Studio S.R.L.

Administrator

LIGIA BRADEAN



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|                                                                                                                                                                                                                                                  |                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nr. de inregistrare:                                                                                                                                                                                                                             | 997/ROBG464 / 12.07.2019                                                                                                                                                                             |
| CATRE:                                                                                                                                                                                                                                           | Telefon/ Fax/ E-mail                                                                                                                                                                                 |
| S.C. Libra Studio S.R.L.<br>Adresa: Sos. Gheorghe Ionescu Sisesti, nr.225B,m<br>TR.1, et.3 ap.7, sector 1, Bucuresti                                                                                                                             | +40744.3110.688                                                                                                                                                                                      |
| DE LA:                                                                                                                                                                                                                                           | Telefon/ Fax/ E-mail                                                                                                                                                                                 |
| Asociatia Centrul Ecologic Green Area<br>Adresa sediu social: Strada Bucuresti-Alexandria nr.<br>162, comuna Ghimpati, judetul Giurgiu<br>Adresa sediu implementare proiect: Strada Dionisie<br>Lupu nr. 56, etaj 3, ap. 10, Bucuresti, Sector 1 | Tel.: 0723.172.100<br>Fax: 031 817 52 35<br>E-mail: <a href="mailto:office@greenarea.ro">office@greenarea.ro</a> /<br><a href="mailto:asociatiagreenarea@yahoo.com">asociatiagreenarea@yahoo.com</a> |
| Referitor la:                                                                                                                                                                                                                                    | Solicitare cerere de oferta CS04_Organizare<br>conferinte                                                                                                                                            |
| In atentia:                                                                                                                                                                                                                                      | Dnei Ligia Bradean                                                                                                                                                                                   |
| Pagini<br>3                                                                                                                                                                                                                                      | Data<br>12.07.2019                                                                                                                                                                                   |
| Subiect:                                                                                                                                                                                                                                         | Cerere de oferta                                                                                                                                                                                     |

### CERERE DE OFERTA

Asociația Centrul Ecologic Green Area, în calitate de potențial cumpărător, vă rugăm să ne trimiteți oferta dvs. pentru următoarele:

1. Organizarea unei conferințe de presa la începutul proiectului și unei conferințe de presa la finalul proiectului;
2. Realizarea unui roll-up: 1 buc.

Mai jos găsiți detaliile proiectului și specificațiile tehnice pentru serviciile / echipamentele solicitate.

### REZUMATULUI PROIECTULUI SI SPECIFICATIILE PROPUSE:

**Titlul proiectului:** Managementul ecologic pentru protecția parcului natural Rusenski Lom și parcul Natural Comana

**Codul eMS:** ROBG-464

**Prezentare generală:** Comunicarea obiectivelor proiectului și a rezultatelor așteptate este importantă pentru implicarea părților interesate în procesul de planificare strategică pentru



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dezvoltarea durabilă a unei zone. Comunicarea managementului verde va oferi oportunități pentru accesul deplin la resursele proiectului. Activitatea este importantă pentru comunicarea către publicul larg și pentru grupurile țintă specifice ale proiectului și pentru rezultatele proiectului. Managementul verde va comunica la fiecare eveniment public suportul programului Interreg VA România-Bulgaria. Scopul este de a prezenta obiectivele muncii comune, rezultatele așteptate și nivelul de implicare al fiecărui grup de părți interesate. La finalul proiectului, la conferințele de presă din partea bulgară și română a coridorului ecologic Comana-Rusenski Lom vor fi prezentate rezultatele și livrabilele proiectului.

**Metode de abordare:** Pentru a obține rezultate de comunicare, planificăm să organizăm conferințe de presă la începutul și la sfârșitul proiectului. La început este prevăzută prezentarea activităților viitoare. Evenimentele vor fi organizate în perioada săptămânii în care nu sunt planificate evenimente majore pentru a garanta participarea mass-mediei locale și regionale. Organizarea profesională a evenimentului va fi achiziționată pentru a transfera mesajul dorit grupurilor țintă.

**Descrierea activității:** Activitatea este necesară pentru implementarea proiectului pentru a oferi publicului larg și grupurilor țintă informații despre proiect. Este esențial pentru asigurarea vizibilității suportului Interreg VA ROBG.

DNP Rusenski Lom va stabili agendele pentru implementarea acestei activități. Conferințele de presă de la Ruse vor fi programate la începutul proiectului (*nu fac obiectul acestei cereri de ofertă*). Se vor prezenta obiectivele, activitățile și rezultatele așteptate ale proiectului. Vor fi invitați reprezentanți ai mass-media, instituții, organizații neguvernamentale și organizații educaționale.

**Obiectul cererii de oferta:**

1. Conferințele de presa din zona Comana urmează la scurt timp după cea de la Ruse. Se vor prezenta obiectivele, activitățile și rezultatele așteptate ale proiectului. Reprezentanții



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grupurilor locale interesate vor fi invitați să participe la evenimentele de început și final, care vor fi conforme cu organizarea conferințelor de presă, cod CVP 79952000-2.

**Numărul minim estimat de participanți pentru fiecare eveniment: 15**

2. Roll-upul va prezenta informații generale despre proiect și programul de sprijin și va respecta cerințele vizualizării programului, cod CVP 22459100-3, **roll up 80cm x 200cm.**

Acesta va fi folosit de ambii parteneri pentru evenimente publice. În plus, rezultatele vor fi poziționate în birourile ambelor organizații vizibile pentru toți vizitatorii.

**Estimarea valorii contractului: 3.806 lei la care se adauga TVA**

Pentru a achiziționa serviciile și echipamentele menționate mai sus, vă rugăm să ne trimiteți oferta dvs., în termen de 2 zile lucrătoare de la primirea prezentei cereri de oferta, și anume până marți, 16 iulie 2019, ora 18.00.

Oferta dvs. trebuie trimisă semnată, ștampilată și cu număr de înregistrare, prin e-mail la asociatiagreenarea@yahoo.com.

Cu stima,

**ASOCIATIA CENTRUL ECOLOGIC GREEN AREA**

Intocmit,  
Irina Urloiu  
Expert ecolog

Aprobat,  
Adina Stefanescu  
Expert achiziții publice



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Nr. Reg. Com J40/979/2003  
Șoseaua Gheorghe Ionescu Sisești 225B, et 3. Ap 7  
Sector 1, București

|                  |              |
|------------------|--------------|
| Nr. Inregistrare | 1007/2016464 |
| Intrare/iesire   |              |
| Zi               | 6            |
| Luna             | 07           |
| An               | 2019         |

Nr. 140/16.07.2019

Catre: Asociatia Centrul Ecologic Green Area

Proiect: Management ecologic pentru protectia parcului natural Rusenski Lom si parcul Natural Comana

## OFERTĂ

Stimată doamnă Betina Rosian,

Primiți vă rog mai jos oferta noastră pentru serviciile solicitate conform cererii nr. 997/ROBG464 din 12.07.2019:

|                                                                                                                                                        |                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| Organizarea unei conferinte de presa la inceputul proiectului si a unei conferinte de presa la finalul proiectului cu minim 15 participanti la fiecare | 3800 lei + tva |
| Realizarea si productia unui roll-up 80x200 cm                                                                                                         |                |

Valabilitatea ofertei: 90 de zile

Cu stimă,

Ligia Brădean  
Administrator







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# **VISUAL IDENTITY MANUAL**

for the  
**Interreg V-A Romania-Bulgaria Programme**



August 2016



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## Introduction

The communication activities on the use of the EU 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 Interreg V-A Romania-Bulgaria Programme and must guarantee a high degree of transparency in using EU Funds.

The Ro-Bg Programme Visual Identity Manual(VIM) is drawn up to support the management structures of Interreg V-A Romania-Bulgaria Programme and the beneficiaries of the projects financed under the Programme in fulfilling the requirement information and publicity measures.

The beneficiaries of Interreg V-A Romania Bulgaria 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 communication instruments:plaques or billboards, posters, publications, audio-video materials, websites, promotional materials, other publications, materials and documents etc.

For temporary billboards, permanent plaques or billboards and posters, the beneficiaries must take into consideration the requirements mentioned in section 2-Compulsory information. As for all other materials, the design patterns discussed in section 3-General information for publications/ materials/documents of the VIM must be used. If a certain design pattern is not foreseen, it may be designed subsequently, observing the indications in the manual.



## 1. Logos

For any kind of information and communication material, the project beneficiaries must use the following logos/illustrations combining the required indications given by the relevant regulations and the Programme.

### 1.1 Recommendation on using the Interreg V-A Romania-Bulgaria Programme logo

The complete identification name is Interreg V-A Romania-Bulgaria Programme. The short name is Interreg V-A RO-BG. Both titles are correct and may be used alternatively, for lexical variety.

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 must be not recreated in any circumstances. The minimum accepted dimension of the logo is 3 cm.



Please note that expenditures for information and communication activities that do not comply with the requirements described below will be considered as ineligible. All expenditures shall be verified by the Romanian/Bulgarian first level controllers.

For small promotional items, if the space dedicated to insertion does not allow a minimum accepted dimension of 3 cm, smaller dimensions are accepted, provided that the logo is fully visible.

The logo of the Interreg V-A RO-BG will be used on all the materials produced by the beneficiaries (press release, poster, leaflet etc.) and on all the equipments purchased.

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.





### 1.1.1 Logo colors for



CMYK colour codes will be used for all printed materials.

RGB will be used on the web sites 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

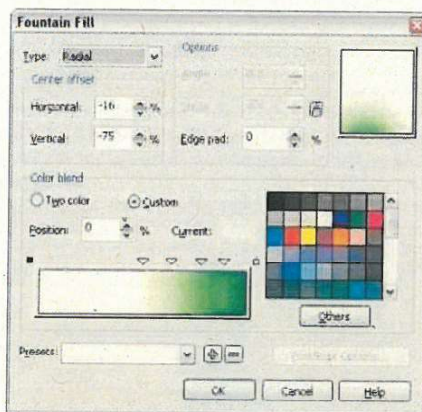
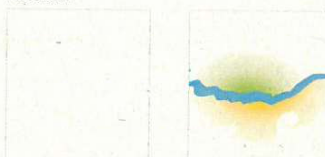


C: 40, M: 0, Y: 0, K: 0  
R: 117, G: 197, B: 240  
PANTONE 2905 C

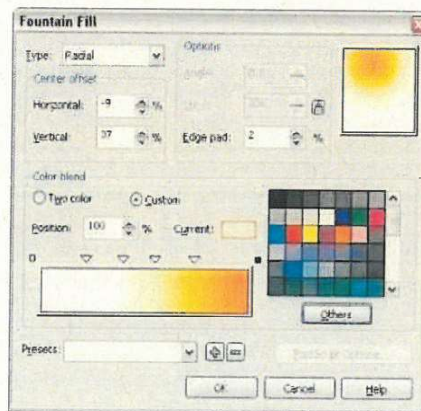
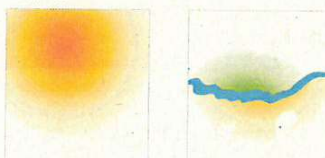


C: 100, M: 100, Y: 0, K: 0  
R: 40, G: 22, B: 111  
PANTONE Violet C

Radial



Radial





### 1.1.2 Logo colours for

**Interreg**



The logo colours from the European Flag must not be changed. They are also the central brand colours of the Interreg brand and are used to identify the brand beyond the logo in all visual communication. The colours are defined for all colour systems.

#### Explanation:

Pantone:  
*Spot colours*

CMYK:

*Process-colour printing, 100 colour gradations per channel*

*C = cyan, M = magenta, Y = yellow, K = black*

RGB:

*Colour sample for monitor display with 256 gradations per channel*

*R = red, G = green, B = blue*

Hex:

*System similar to RGB, however with gradation from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.*



C: 100, M: 80, Y: 0, K: 0 Reflex Blue  
R: 0, G: 51, B: 53  
Pantone Reflex Blue



C: 41, M: 30, Y: 0, K: 0 Light Blue  
R: 159, G: 174, B: 229  
Pantone 2716  
HEX: 9FAEE5



C: 0, M: 0, Y: 100, K: 0 Yellow  
R: 255, G: 204, B: 0  
Pantone Yellow  
HEX: 003399



### 1.1.3 Backgrounds and Spacing

The white background is recommended for the logo of the Interreg V-A RO-BG Programme.

The negative version of the logo will be used in case of colored background.

The simplified version of the logo (see 0.1) may be used when the shades cannot be reproduced exactly for technical reasons (e.g. specificity of the supporting material: textile bags, plastic objects etc.). The monochrome version of the logo may be used provided that the used colors ensure maximum visibility of the logo used on the background.

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.) The free space must observe the indications in the picture bellow (see 0.2.)

The distance between the edge and the logo depends on the size of the page (see 0.2.)

0.1



0.2





#### 1.1.4 Fonts

Trebuchet MS will be used on all communication materials, except for websites.

Trebuchet MS consists of four styles, installed with Windows.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

*abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ*

***abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ***



## 1.2 Recommendations on using the European Union Logo

Information and communication aimed at beneficiaries, potential beneficiaries and the public shall include: the emblem of the European Union and references to the European Union (EU), the Fund concerned "European Regional Development Fund" and the statement "Investing in your future!".

The emblem of the EU shall be displayed in color on websites. On all other media, color shall be given preference whenever possible. Only in justified cases, monochrome version may be used.

The minimum height of the EU emblem shall be 2 cm. For small promotional items, the minimum height of the emblem of the European Union shall be 5 mm.

The name of the European Union shall always be spelled out in full. The typeface to be used in conjunction with the EU emblem will be Trebuchet MS. Italic and underline variations and the use of font effects are not allowed. The positioning of the text should not interfere with the emblem in any way. The font size used should be proportionate to the size of the emblem.

If other logos are displayed, the emblem of the EU shall have at least the same size (measured in height or width) as the biggest of the other logos and be appropriate to the scale of the material or document being used.

The emblem of the EU shall be displayed in a prominent position. It is compulsory that the EU logo to be placed on the first page/cover of any document. It will be positioned up on the left side of the page.

When the emblem of the European Union and the reference to the Fund are displayed on a website, they shall be visible inside the viewing area of a digital device, without a user having the need to scroll down the page.



EUROPEAN UNION

EUROPEAN REGIONAL DEVELOPMENT FUND

INVESTING IN YOUR FUTURE!



UNIUNEA EUROPEANĂ

FONDUL EUROPEAN PENTRU DEZVOLTARE REGIONALĂ

INVESTIM ÎN VIITORUL TĂU!



ЕВРОПЕЙСКИ СЪЮЗ

ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ

ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!



## Instructions for creating EU emblem and definition of Standard Colours

The European Union 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 flags 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".

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



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INVESTING IN YOUR FUTURE!

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.



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### 1.3 Recommendations on using Romanian Government logo

Romania co-finances Interreg V-A Romania-Bulgaria Programme; therefore Romanian Government logo is a key element of all Government's visual communications.

Romanian Government logo uses a format easy to identify, with the main element of the coat of arms of Romania around which is disposed the text "Romanian Government" surrounded by concentric circles.

The Romanian Government logo will be used only on materials edited in Romanian language.



GUVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО



GUVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО



GUVERNUL ROMÂNIEI



GOVERNMENT OF ROMANIA



РУМЪНСКО ПРАВИТЕЛСТВО

#### 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.

#### Colors:

PANTONE 280C C:100 R:0  
M:72 G:73  
Y:0 B:144  
K:18



PANTONE 300C C:100 R:0  
M:44 G:121  
Y:0 B:193  
K:0

80% BLACK C:0 R:88  
M:0 G:89  
Y:0 B:91  
K:80



20% BLACK C:0 R:209  
M:0 G:211  
Y:0 B:212  
K:20

100% BLACK C:0 R:0  
M:0 G:0  
Y:0 B:0  
K:100



WHITE C:0 R:255  
M:0 G:255  
Y:0 B:255  
K:0



## 1.4 Recommendations on using Bulgarian Government logo

Bulgaria co-finances the Interreg V-A Romania Bulgaria Programme, therefore the country coat of arms will be present on the communication products of the Programme.

### Colours:

CMYK colours codes will be used on all printed materials. For special printed materials PANTONE code will be used.

RGB will be used on the websites and other electronic applications.

The Bulgarian Government logo will be used only on materials edited in Bulgarian language.

### Backgrounds:

The white background is recommended for the logo of the Government.

The negative logo will be used on 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



## 2. Compulsory information and communication measures for beneficiaries

Section 2.2. from the Annex XII to the Regulation (EU) No. 1303/2013 establishes the beneficiaries responsibilities, as follows:

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

(a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union;

(b) a reference to the Fund or Funds supporting the operation. Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

(a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

(b) placing, for operations not falling under points 4 and 5, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

3. For operations supported by the ESF, and in appropriate cases for operations supported by the ERDF or Cohesion Fund, the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the operational Programme was supported by the Fund or Funds.

4. During implementation of an ERDF or Cohesion Fund operation, the beneficiary shall put up, at a location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000.

5. No later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:

(a) the total public support to the operation exceeds EUR 500 000;

(b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations. The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).



## 2.1 Temporary billboard

During implementation of a ERDF operation, the beneficiary shall put up, at location readily visible to the public, a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction for which the total public support to the operation exceeds EUR 500 000.

The temporary billboard referred to in point 4 of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013, shall state the name of the operation and the main objective of the operation. This information shall take up at least 25% of the temporary billboard.

25% includes space for EU emblem, reference to European Union, European Regional Development Fund and financial contribution of the EU.

|                                                                                                                                                                             |                                                                                                              |                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| <br>EUROPEAN UNION<br>EUROPEAN REGIONAL<br>DEVELOPMENT FUND<br>INVESTING IN YOUR FUTURE! | <br>GOVERNMENT OF ROMANIA | <br>GOVERNMENT OF BULGARIA |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|

Name of the operation: \_\_\_\_\_

Main objective of the operation: \_\_\_\_\_

Project value (ERDF): \_\_\_\_\_

Lead Beneficiary/Beneficiary: \_\_\_\_\_

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



## 2.2 Permanent plaque or permanent billboard

No later than three month after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfills the following criteria:

- a) the total public support to the operation exceeds EUR 500 000;
- b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations;

The plaque or billboard shall state the name of main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115 (4).

The permanent plaque or permanent billboard referred to in point 5 of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013, shall state the name of the operation and the main objective of the activity supported by the operation. This information shall take up at least 25% of the permanent plaque or permanent billboard.

25% includes space for EU emblem, reference to European Union, The European Regional Development Fund.

Information on the EU contribution to the operation may be included and this information shall be counted towards the 25% referred to above.

Where it is not possible to place a permanent plaque on a physical object (e.g. because of restriction imposed by legislation on protected buildings), other appropriate measures shall be taken in order to promote the contribution of the Funds (e.g. information about the operation on leaflets, entrance tickets or displayed inside the entrance area of a public building).

Where an operation for which a temporary and permanent plaque or billboard shall be displayed, is implemented in several different locations, the billboard or plaque shall be displayed in at least two locations readily visible by the public. These locations shall be chosen by the Managing Authority of the Operational Programme in collaboration with the beneficiary of this operation.

Other appropriate measures shall be taken in order to promote the contribution (e.g. information about the operation on leaflets, entrance tickets etc.).



Name of the operation:

Main objective of the operation:

Project value (ERDF):

Lead Beneficiary/Beneficiary:





## 2.3 Poster

During implementation of an operation, for any operation below EUR 500 000 public support, the beneficiary shall inform the public about the support obtained from the European Regional Development Fund by placing at least one poster with information about the project (minimum size A3), including financial support from EU, at a location readily visible to the public, such as the entrance area of a building.

The poster referred to in point 2(b) of section 2.2. of Annex XII to the Regulation (EU) No 1303/2013 shall state the name of the operation, a description of the activity supported by the operation, the amount of EU contribution.

*Note: According to provision of point 2(a) of section 2.2 to the Regulation (EU) No. 1303/2013, during implementation of an operation, the beneficiaries shall inform the public about the support obtained from European Regional Development Fund by providing on the beneficiaries website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union.*

|                                                                                               |                                                                                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|              | UNIUNEA EUROPEANĂ<br>FONDUL EUROPEAN PENTRU<br>DEZVOLTARE REGIONALĂ<br>INVESTIM ÎN VIITORUL TĂU!                                                    |  |  |
| <b>Titlul proiectului</b><br><b>Valoarea contribuției UE</b>                                  |                                                                                                                                                     |                                                                                     |                                                                                     |
|             |                                                                                                                                                     |                                                                                     |                                                                                     |
| <b>Descrierea activităților desfășurate în cadrul proiectului</b>                             |                                                                                                                                                     |                                                                                     |                                                                                     |
|              | <br><a href="http://www.interregrobg.eu">www.interregrobg.eu</a> |  |                                                                                     |
| Conținutul acestui material nu reprezintă în mod necesar poziția oficială a Uniunii Europene. |                                                                                                                                                     |                                                                                     |                                                                                     |

|                                                                                                           |                                                                                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                        | EUROPEAN UNION<br>EUROPEAN REGIONAL<br>DEVELOPMENT FUND<br>INVESTING IN YOUR FUTURE!                                                                |  |  |  |
| <b>Name of the operation</b><br><b>Amount of EU contribution</b>                                          |                                                                                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|                        |                                                                                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| <b>Description of the activity supported by the operation</b>                                             |                                                                                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|                        | <br><a href="http://www.interregrobg.eu">www.interregrobg.eu</a> |  |                                                                                     |                                                                                     |
| The content of this material does not necessarily represents the official position of the European Union. |                                                                                                                                                     |                                                                                     |                                                                                     |                                                                                     |

|                                                                                                   |                                                                                                                                                       |                                                                                       |                                                                                       |
|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|                | ЕВРОПЕЙСКИ СЪЮЗ<br>ЕВРОПЕЙСКИ ФОНД ЗА<br>РЕГИОНАЛНО РАЗВИТИЕ<br>ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!                                                        |  |  |
| <b>Име на проекта</b><br><b>Стойност на финансиране от ЕС</b>                                     |                                                                                                                                                       |                                                                                       |                                                                                       |
|               |                                                                                                                                                       |                                                                                       |                                                                                       |
| <b>Описание на дейностите извършени в рамките на проекта</b>                                      |                                                                                                                                                       |                                                                                       |                                                                                       |
|                | <br><a href="http://www.interregrobg.eu">www.interregrobg.eu</a> |  |                                                                                       |
| Съдържанието на този материал не представлява непременно официалната позиция на Европейския съюз. |                                                                                                                                                       |                                                                                       |                                                                                       |



### 3. General information for publications/ materials/documents issued by beneficiaries

#### 3.1. Publications/materials/documents

The Interreg V-A Romania-Bulgaria Programme logo will be placed on the first page/cover/slide of each documents/materials/presentation elaborated within the Programme.

The logo must be placed on all materials published and documents/presentations illustrated to the public. This includes not only promotion materials, but also event invitations, presentations, agendas etc.

The last page/cover of each document/material will contain a technical box with the following information: the project title, the editor of the material, the date of publishing and the disclaimer "The content of this material does not necessarily represent the official position of the European Union."

For the last slide of the presentations or for the materials consisting of only one page, the disclaimer should be mentioned at the bottom of the material.

Note: For the website, the disclaimer will be:

EN: "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.

RO: Conținutul acestui site nu reprezintă în mod necesar poziția oficială a Uniunii Europene. Inițiatorii site-ului sunt singurii responsabili de informațiile prezentate în site.

BG: Съдържанието на тази интернет страница не представлява непременно официалната позиция на Европейския Съюз. Отговорност за съдържанието на тази страница носят единствено нейните автори.

As regards the font, Trebuchet MS will be used on all communication documents/materials, excepting the website.

The dedicated website of the Programme ([www.interregrobg.eu](http://www.interregrobg.eu)) will be placed on the first page/cover/slide on each documents/materials presentation elaborated within the Programme

at the bottom of the first page/cover/slide and will be the last information posted. A link to the dedicated website of the Programme will be added on the homepage of the projects funded by the Programme.

The following logos - according to this order: EU logo, Romanian Government logo (will be used only on materials edited in Romanian language), Bulgaria coat of arms, Interreg V-A Romania Bulgaria Programme logo will be placed on the documents/materials elaborated within the Interreg V-A Ro-Bg Programme. The Interreg V-A Romania-Bulgaria Programme logo could be also inserted at the bottom of the page, according to the templates presented in the current manual.

#### 3.2. Promotional materials

On regular promotional materials the logos and the dedicated website of the Programme shall be included. Referring to the logos order, please observe the remarks from point 3.1 Publications/ materials/documents.

On small promotional items (pen, USB stick, business card etc.) at least the EU logo and the dedicated website of the Programme shall be included. For these promotional items the emblem of EU will have only reference to the European Union. The logo of the Programme may be included with a dimension smaller than the minimum accepted dimension of 3 cm, provided that that the logo is fully visible.

For information and communication materials (for example: Flyer, Poster, Study, Brochure, Leaflet, Pen, Notepad, Book, Cap, T-shirt, Presentation CD/DVD, album etc.) produced involving expenditures from the project budget, Joint Secretariat may require a relevant number of items in order to promote projects/Programme results.



### 3.3. TV/Radio Spot

For TV spots, EU's logo, Romanian's coat of arms, Bulgarian's coat of arms, Interreg V-A RO-BG logo will be inserted for a sufficient time for them to be visible.

The text:

EN: Project "Title" is cofinanced by the European Union through European Regional Development Fund under the Interreg V-A Romania-Bulgaria Programme.

RO: Proiectul "Titlu" este cofinanțat de Uniunea Europeană prin Fondul European pentru Dezvoltare Regională în cadrul Programului Interreg V-A România-Bulgaria.

BG: Проект „Име“ е съфинансиран от Европейския Съюз чрез Европейския фонд за регионално развитие в рамките на Програмата Interreg V-A Румъния-България.

shall be read within the TV spots/videos/films and heard within radio spots/ads.

RO and BG full translation of the TV spots/videos/films and radio spots shall be inserted!

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*Note: Always harmonize the version of the logo that you use to that of the respective communication tool as well as the language version of the logo, slogan and disclaimer, if applicable.*

*The project website shall not include in any circumstances commercials!*

***In case of any doubt in using the logos/compulsory information or special layout requests (e.g. need to adapt the format), please contact the Joint Secretariat experts!***