



UNIFIED MANUAL

of the beneficiary on
following the information and
communication rules for
2014-2020



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1. Purpose

The present Unified Manual is aimed at providing operational programmes' beneficiaries with clear guidelines on the implementation of information and communication activities and on introducing single standards when visualizing the support from European Funds. This manual will facilitate the beneficiaries' implementation of projects under the various programmes and will reduce the amount of technical errors in the visualization of the activities under the projects.

This manual is a common instrument and an information source regarding the mandatory requirements concerning EU information and communication measures, the ways and methods for their implementation on the level of a specific project, as well as the effective presentation of information for the projects co-funded by the European Regional Development Fund, the European Social Fund, the EU Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund.

The planned unified measures are based on Regulation (EU) No. 1303/2013 laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund and repealing Council Regulation (EC) No 1083/2006.

The manual's technical specifications are in conformity to Commission Implementing Regulation No 821/2014 of 28 July 2014 laying down rules for the application of Regulation (EU) No 1303/2013 of the European Parliament and of the Council as regards detailed arrangements for the transfer and management of programme contributions, the reporting on financial instruments, technical characteristics of information and communication measures for operations and the system to record and store data.

2. Beneficiaries' responsibilities in the process of mandatory information and communication.

2.1. For all information and communication measures undertaken by the beneficiary there must be an express indication of the project's co-funding under EU funds by placing:

- ☞ EU's emblem in accordance with the technical characteristics specified in the implementation act adopted by the European Commission, with the European Union indicated
- ☞ An indication of the fund or funds supporting the project. When a given information and communication measure concerns several activities co-funded by more than one fund, this indication may be replaced with an indication of the European Structural and Investment Funds;
- ☞ The common logo of 2014-2020 programming period in accordance with the graphic requirements and visual identity rules.

2.2. During the implementation of a given project the beneficiary must inform the public of the support obtained from the funds, by:

- ☞ Getting involved in the website – when there is one – a short description of the project, including its goals and results with an accent on the European Union's Financial support;
- ☞ Placing, in relation to the projects not concerning funding infrastructure or construction works, at least one poster displaying information about the project (at least in A3 size) which identifies the European Union's financial support, at a visible public location, such as the entrance of a building.

2.3. As regards the activities co-funded by EU funds the beneficiary shall implement the necessary communication measures so that the participants in a given project get informed of that funding.

2.4. Each document related to the implementation of a project used for the public or the participants, including every list of participants or any other evidence shall indicate that its funding operational programme shall be implemented with the support of that fund or those funds.

2.5. During the implementation of an activity supported by the ERDF or the Cohesion fund, the beneficiary shall place a temporary large-size billboard in a visible public place for each project funding the purchase of a material object, the building of infrastructure or construction activities and for which the total public support exceeds EUR 500 000.

2.6. No later than three months after a given project has been finalized the beneficiary shall place a permanent plaque or a large-size billboard on a visible public place for each project that meets all of the following criteria:

- ☞ The total public support for the project exceeds EUR 500 000, and
- ☞ The project consists in the purchase of a material object or in funding infrastructure or construction works.

2.7. The plaque or the billboard shall indicate the name and the main purpose of the project. They shall be made in accordance with the technical characteristics adopted by the European Commission.

3. Rules for the technical resources for information and communication

All the logos and the requirements for their use may be downloaded from www.eufunds.bg. EU's emblem and the logo of 2014-2020 programming period shall always be displayed in the same size.

IMPORTANT: If, apart from the Union emblem there are other logotypes, the Union emblem shall be at least the same size in terms of height or width as the largest one of the other logotypes.

3.1. Internet page of the beneficiary

When the project co-finances the creation of a webpage, EU emblem and the programmes' logo shall be depicted in colour pursuant to the requirements of the Regulation and the present manual. The emblems, the writing of the European Union as well as the reference to the respective fund/s must be visible as soon as the page is opened, in the visible zone of the digital device, without the user having to scroll down the page. Admissible prints and colours are specified in Regulation 821/2014 and in the present guidelines.

3.2. Billboard

The beneficiary should erect a billboard if the project meets all of the following conditions:

- ☞ The total public support for the project exceeds EUR 500 000, and
- ☞ The project consists in the purchase of a material object or in funding infrastructure or construction works.

IMPORTANT: The minimum size of billboards for projects related to infrastructure and construction is **4 x 3 m**. The minimum size of billboards for projects related to the purchase of some material object is **50 x 70 cm**.

The billboard must indicate the contribution of the European Union and of the national budget, as well as the following textual and visual information:

- ☞ The EU emblem and the European Union indication;
- ☞ The title of the co-financing fund;
- ☞ The common logo of 2014-2020 programming period with the respective title of the financing programme;
- ☞ The name of the project;
- ☞ The total value of the project as well as the amount of the European and the national co-financing presented in BGN;
- ☞ The start and end date of the project implementation.

IMPORTANT: The name of the project and the main purpose of the activity, the EU emblem, the indication "European Union" and the name of the financing fund must take up a minimum of 25% of the billboard's surface.

It is admissible to visualize on the billboard also the logo/emblem/coat of arms of the beneficiary, as well as the value of the co-financing provided by the beneficiary, in case such has been provided.

The billboard should be placed in a suitable place on or near the construction site where it will be easily seen by the public. It must be installed before the formal ceremony "First Sod" and/or upon the start of the implementation of the project activities.

The beneficiary should inform the managing authority of the respective programme of the design and the location of the billboard. A minimum requirement is the installation of one billboard. In case of linear sites whose financing exceeds EUR 500 000 it is necessary to install minimum two billboards at different locations.

The billboards shall be removed no later than three months after the project works are finished and shall be replaced with permanent informational plaques.

3.3. Permanent explanatory plaque

The beneficiaries must place Permanent explanatory plaque at a visible place that is accessible to the general public (in accordance with the size of the building or the place), if the project meets the following conditions at the same time:

- ☞ the total public funding under the project exceeds EUR 500 000;
- ☞ the project includes purchase of a material object or funding infrastructure or construction works.

The plaque must contain the same basic elements specified above concerning billboards, except for the starting and end dates of the project. Plaque must be installed within one week after the removal of the billboard. The beneficiary shall notify the managing authority of the respective programme of the design of the plaque.

The installation of one billboard is a minimum requirement. In case of linear sites whose financing exceeds EUR 500 000 it is necessary to install minimum two billboards at different locations. The minimum admissible size of the plaque is 50 x 70 cm, and it must be conformed to the amount of the total public funding and the site's possibilities. The plaque shall be made of any suitable material that is resistant to unfavourable weather conditions.

3.4. Posters

In order for all the participants and the public to be informed of the role of the European Union and of the state, all beneficiaries (except the ones defined in 3.2 and 3.3) must place at least one poster with information about the project that mentions the European Union's financial support, at a publicly visible location, such as the entrance of a building. The minimum admissible size of the poster is A3 format.

- ☞ The poster should contain the following textual and visual information:
 - ☞ The EU emblem and the European Union indication;
 - ☞ The title of the co-financing fund;
 - ☞ The common logo of 2014-2020 programming period with the respective title of the financing programme;
 - ☞ The name of the project and its main objective;
 - ☞ The total value of the project as well as the amount of the European and the national co-financing presented in BGN;
 - ☞ The start and end date of the project implementation.

3.5. Public events (this measure is neither mandatory for projects under RDP, nor for projects under priority axis "Technical assistance" of the programmes). The beneficiary should organize a minimum of two public events if the amount of the total value of the public financing exceeds EUR 500 000. The appropriate formats are hosting press conferences and/or information days for the presentation of the project.

The public events must be announced in advance in a suitable manner by sending press releases to the mass media and/or by publishing an advertising informational box in a regional or national printed media. The selection of the media coverage (regional or national) shall be determined by the project's specificity and whether it is locally or nationally relevant. Preliminary information about the event shall

also be published on the beneficiary's webpage. The preliminary information about the public event shall be sent to the MA and to the closest office of the 28 information centers' network.

Posters and/or an informational banner should be placed at suitable places to serve as information sources about the name of the project, the total budget, the amount of EU support under the respective fund and the co-funding from the state budget. Any opportunity of hoisting the European Union or the Republic of Bulgaria's flags should be utilized.

It is recommended that for projects amounting to more than EUR 50 mln. the beneficiary annually organize a public event (an information day or a press conference) concerning the progress on the project.

After the events' end a press release shall be issued and distributed containing a summary of the project information. The text shall also be published on the webpage of the beneficiary. MA of the respective programme shall be notified of the date of the public event.

3.6. Formal ceremonies

The beneficiary shall organize formal ceremonies for the effective start of the project – "First Sod" and for the opening of the site, if the project meets the following conditions:

- ☞ the total public funding under the project exceeds EUR 500 000;
- ☞ the project includes funding infrastructure or construction works.

The ceremonies' preparation and organization must be prepared following the methodology described in the previous clause. MA shall be notified of the date of the event.

3.7. Printed information materials

Brochures, fliers, leaflets, newsletters, posters, diplomas and certificates from trainings should contain:

- ☞ EU's emblem;
- ☞ the name "European Union"
- ☞ the name of the co-financing fund;
- ☞ the common logo for programming period 2014-2020 with the respective name of the financing programme;
- ☞ the name of the project;
- ☞ the address of the Single informational portal.

Invitations, folder, books, notebooks, writing sheets and other products must contain:

- ☞ EU's emblem;
- ☞ the name "European Union"
- ☞ the name of the co-financing fund;
- ☞ the common logo for programming period 2014-2020 with the respective name of the financing programme;
- ☞ the address of the Single informational portal.

3.8. Promotional materials

Glasses, t-shirts, conference bags, etc. should contain:

- ☞ EU's emblem;
- ☞ the name "European Union"
- ☞ the name of the co-financing fund (where technically feasible);
- ☞ the common logo for programming period 2014-2020 with the respective name of the financing programme;

Pens, pencils, flash-memory /USB/, badges and other promotional materials:

- ☞ the EU emblem;
- ☞ the writing "European Union";
- ☞ the common logo for programming period 2014-2020 with the relevant name of the funding programme (when technologically possible);

3.9. Banners and advertising panels

The banners and advertising panels design should include:

- ☞ the EU emblem;

- ☞ the writing “European Union”;
- ☞ the name of the fund;
- ☞ the common logo for programming period 2014-2020 with the relevant name of the funding programme;
- ☞ the name of the project;
- ☞ the project cost (including the European co-financing) in BGN.

3.10. Internet

Beneficiary is obliged to publish on appropriate place on their internet page – when such exists – detailed information for the project approved for funding. The publication should be made within two days of the date of conclusion of the grant agreement. The material should contain a minimum of the following information:

- ☞ the EU emblem;
- ☞ reference to the European Union;
- ☞ the name of the fund;
- ☞ the common logo for programming period 2014-2020 with the relevant name of the funding programme;
- ☞ the name of the project;
- ☞ the project cost as well as the proportions of the EU and the national funding, represented in BGN.

3.11. Promotional videos (optional measure)

The beneficiary may organize the filming and producing of promotional video on the project. At the beginning and the end of the video, with a cue or other appropriate form, a text explaining that the production is filmed with funding from the relevant EU fund must be written and sound-screened. The vision should include the EU emblem and reference to the European Union, the name of the fund, the common logo of the programmes. The minimum broadcast time for each cue shall be 5 seconds. It is recommended for the beneficiary to arrange broadcast of the completed production on regional or national television. MA may, by its own discretion, to assist for the arranging of the broadcast of the promotional video.

3.12. Promotional stickers

When buying machines and/or equipment, intended for permanent installation related to the project implementation or as a result of it, the beneficiary should attach a sticker (sticking plaster) on appropriate place on the equipment’s surface. The sticker should include visualization of the EU emblem, reference to the European Union, the name of the cofinancing fund, the common logo for the next programming period 2014-2020 and the number of the grant agreement.

3.13. Public statements, presentations and interviews

In cases of public appearances and interviews of representatives of the beneficiary related to the project, the statements and speeches should emphasize on the role of the Community for the project implementation through the respective programme. It is also recommended to mention the amount of the provided grant.

3.14. Paid publications and broadcasts

All paid publications and broadcasts /advertising spots, advertising slots, cues, reporting pieces, videos, etc.) should contain a minimum of the following information:

- ☞ the EU emblem;
- ☞ the writing “European Union”;
- ☞ the name of the cofinancing fund;
- ☞ the common logo for programming period 2014-2020 with the relevant name of the funding programme;
- ☞ the name of the beneficiary.

In cases of radio forms there must be a reference to the European Union and the relevant programme.

3.15. PR publications (prepared from beneficiary materials sent to the media)

PR publications should contain a minimum of the following information:

- ☞ the writing “European Union”;

- ☞ the name of the cofinancing fund;
- ☞ the name of the programme;
- ☞ the name of the beneficiary.

3.16 . Additional activities related to publicity and information

If a competent authority or a beneficiary decides to place billboards or permanent explanatory plaques to make publications or to undertake other information activities for projects with total volume less than EUR 500 000, they should point the EU contribution in a similar manner.

4. Report on the information and communication measures

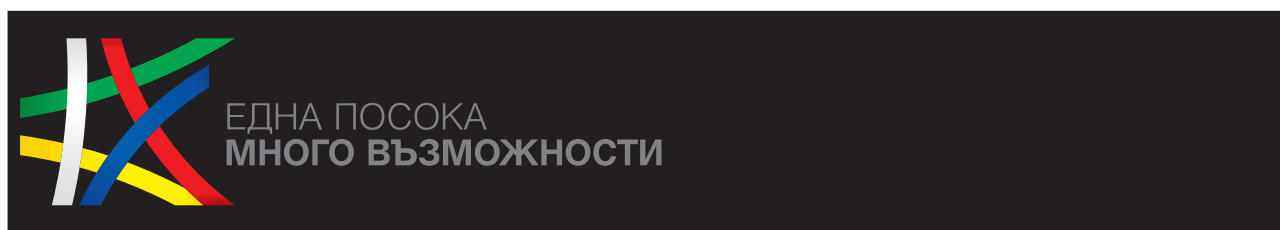
When reporting on the project implementation, as well as in cases of on-site audit, beneficiaries shall provide to the MA/CA of the programmes evidentiary materials for the undertaken information and communication measures. The evidence may include photographs, audiovisual materials, published news, press clipping, copies of articles, links to websites, samples from produced and disseminated information materials (leaflets, newssheets, posters, etc.), attendance lists from public events and other appropriate evidentiary materials.

5. Non-fulfilment

When ascertained that a beneficiary did not fulfil the requirements regarding information and communication measures, MA/CA shall notify them on the identified weaknesses and shall require immediate undertaking of the necessary steps. In cases of further non-fulfillment of the obligations on behalf of the beneficiary, MA/CA may terminate the agreement by requesting reimbursement of the grant already provided.

6. Logo and slogan of ESIF in Bulgaria

6.1. Logo and slogan

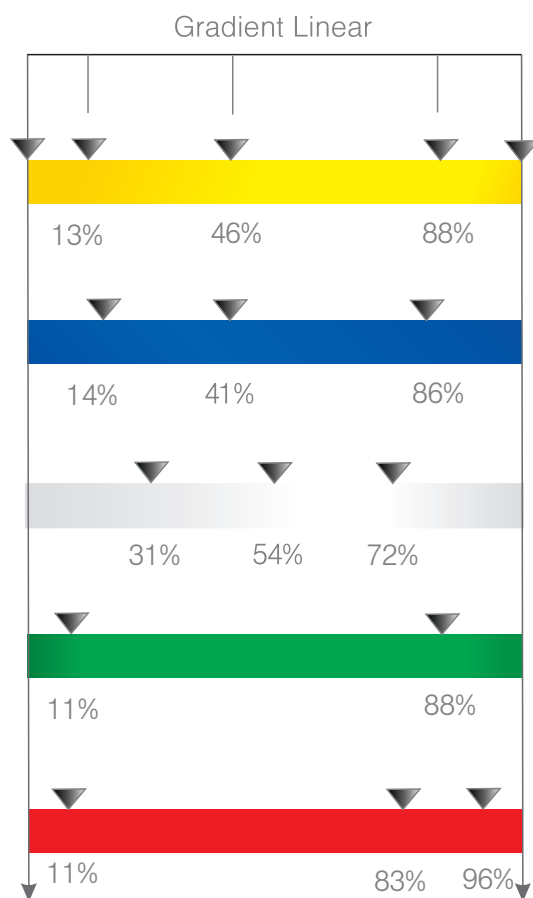


As a Member State in the European Union, there were a total of 7 functioning operational programmes in the Republic of Bulgaria during the first programming period 2007-2013. They all used and promoted different symbols and messages in order to promote the EU contribution in the respective sector. At the end of the period, an assessment was made of the achieved level of recognisability of the programmes and the EU contribution. Besides the registered good level of knowledge of the individual instruments among the beneficiaries, it was established that the existing different graphic symbols and messages create possibilities for confusion among the general public. In the course of preparation of the country for the programming period 2014-2020, the European Commission recommended for the establishing of uniform vision of the European funds for the new financial framework.

As a result, in July 2013 during a session of the Council of Ministers it was decided to use a common logo and slogan valid for all programmes in the Republic of Bulgaria cofinanced by EU funds. A national contest was carried out and the current graphic composition of uniform logo and slogan for the programming period 2014-2020 was selected among over 150 different proposals.

It is comprised of five arcs in the colours of the European Union flag and the Bulgarian national flag forming a stylized star. The symbol is accompanied by the slogan "One Direction, Many Opportunities".

6.2 Colours and proportions



Colours used in logo reproduction

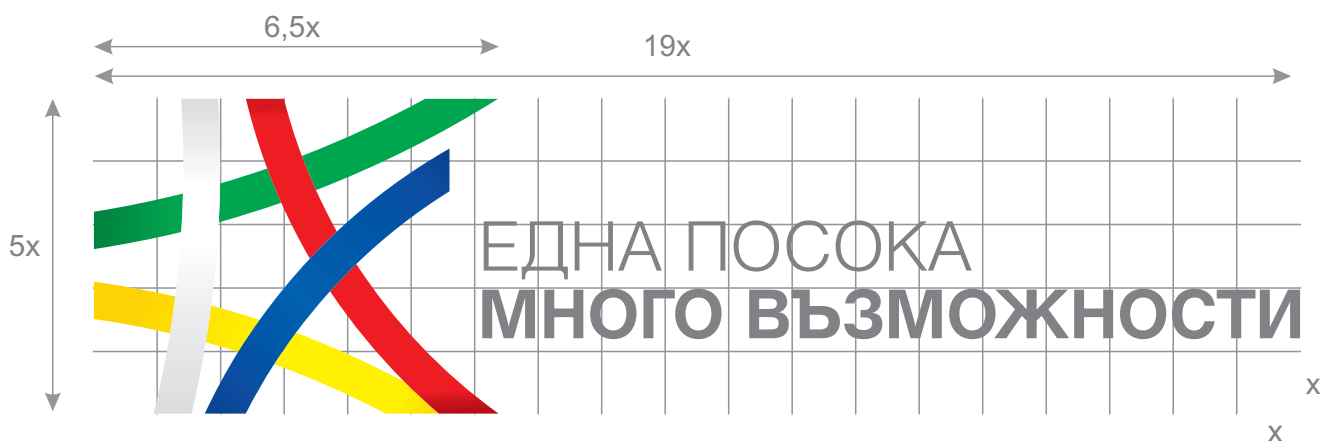
Colour	Value 1	Value 2	Value 3	Value 4	Value 5
CMYK	0,15,100,0	0,15,100,0	0,0,100,0	0,15,100,0	0,15,100,0
PANTONE	PANTONE 7406 C	PANTONE 7406 C	PANTONE Process Yellow C	PANTONE 7406 C	PANTONE 7406 C
CMYK	100,80,0,16	100,80,0,0	100,64,0,0	100,80,0,0	100,80,0,20
PANTONE	PANTONE 280 C	PANTONE Reflex Blue C	PANTONE 293 C	PANTONE Reflex Blue C	PANTONE 280 C
CMYK	0,0,0,15	0,0,0,8	0,0,0,0	0,0,0,0	0,0,0,15
PANTONE	PANTONE 420 C	PANTONE Cool Gray 1 C	PANTONE Trans. White	PANTONE Trans. White	PANTONE 420 C
CMYK	100,0,100,25	100,0,100,0	-	100,0,100,0	100,0,100,15
PANTONE	PANTONE 356 C	PANTONE 355 C	-	PANTONE 355 C	PANTONE 355 C
CMYK	0,100,100,11	0,100,100,0	0,100,100,0	0,100,100,28	0,100,100,28
PANTONE	PANTONE 1795 C	PANTONE 485 C	PANTONE 485 C	PANTONE 180 C	PANTONE 180 C

Colours used in slogan reproduction

ЕДНА ПОСОКА МНОГО ВЪЗМОЖНОСТИ

CMYK: 0,0,0,60 PANTONE Cool Gray 9 C

Proportions



The logo and slogan reproduction should be made according to the requirements stated in this instruction. They are obligatory both for co-financed by EU programmes' Managing Authorities and their beneficiaries.

6.3. Logo and slogan reproduction

6.3.1. Logo and slogan reproduction in English language version

The graphic image shall not be changed, the only transformation is that of the slogan which is written as “ONE DIRECTION, MANY OPPORTUNITIES”

6.3.2. Logo and slogan reproduction in other language versions

The use of logo and slogan in other language versions is also admissible in the event of strict following of the reproduction requirements and correct translation of the slogan.

Logo and slogan in English language, colour image

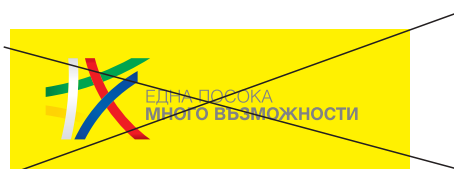


6.3.3. Logo and slogan reproduction against background

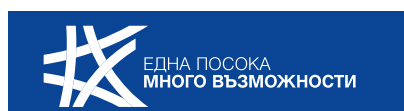
It is recommended to use the full-colour version of the logo and slogan against white or black base



The reproduction of the full-colour version of the logo and slogan against a background identical to any of the component colours is not admissible:



In case it is necessary to use the logo and slogan against backgrounds stated as inadmissible, the combination should be reproduced in monochrome



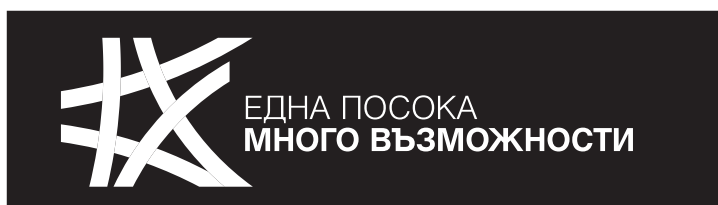
6.3.4. Logo reproduction in monochrome

It is recommended to use the colour version of the logo and the slogan. In case of technical impossibility or incompatibility of the colour image with the surrounding elements or the base against which it will be placed, the use of the following options for its reproduction is admissible.

One-colour black logo – appropriate for use against light colour base.



Negative logo – appropriate for use against dark base.



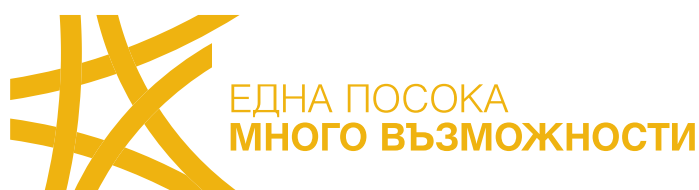
Contour – applicable against any base.



One-colour logo with gradient – for print of work documents



One-colour – gold/silver – appropriate for print of luxurious advertising materials, record folders, etc.



6.4. Fonts

The used font is Hellen BG in two of its varieties – light and bold, respectively for writings “ONE DIRECTION” and “MANY OPPORTUNITIES”. Both writings are written only in uppercase.

ЕДНА ПОСОКА → Hellen BG - light
МНОГО ВЪЗМОЖНОСТИ → Hellen BG - bold

Hellen BG - light АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЬЮЯ
абвгдежзийклмнопрстуфхцчшщъьюя
0123456789

Hellen BG - bold АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЬЮЯ
абвгдежзийклмнопрстуфхцчшщъьюя
0123456789

The stated requirements are also valid for the English version logo and slogan reproduction

ONE DIRECTION → Hellen BG - light
MANY OPPORTUNITIES → Hellen BG - bold

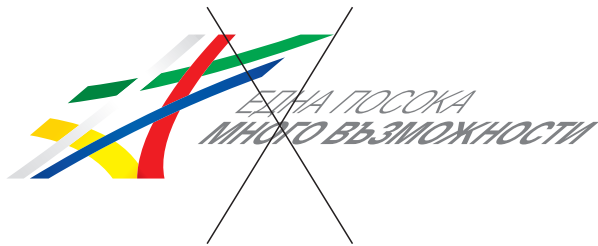
Hellen BG - light ABCDEFJHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Hellen BG - bold ABCDEFJHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

6.5. Inadmissible use

When resizing the whole composition, its aspect ratio should be maintained!

Any change of the image aspect ratio impacts its design and reduces its recognisability.



7. Visualization of the ESIF funded programmes in combination with the logo – writing of the name of the programme next to the logo and under it.

In this case, there is no reproduction of the programmes' common slogan "One Direction, Many Opportunities". It is recommended in cases of second use of the logo (on the next page of document, leaflet, presentation, etc.) to use the main vision of the logo (with the common slogan – see p. 8.5. and 8.6.)



8. Examples for use:

8.1. Sample vision of billboard under a project co-financed by the European Regional Development Fund (obligatory minimum content and visualization requirements)

White background

1/4

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

OPERATIONAL PROGRAMME
REGIONS IN GROWTH

Project and main objective:

.....

.....

Total amount: BGN..., of which BGN... European and BGN... national cofinancing

Launched on: date

Completed on: date

Colour background

1/4

Total amount: BGN..., of which BGN... European and BGN... national cofinancing

Launched on: date

Completed on: date

Project and main objective:

.....


.....

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND


OPERATIONAL PROGRAMME
REGIONS IN GROWTH

8.2. Sample vision of permanent explanatory plaque (obligatory minimum content and visualization requirements)

For multi-fund financing



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND
COHESION FUND



OPERATIONAL PROGRAMME
ENVIRONMENT

Project and main objective:

.....

.....

or



EUROPEAN UNION
EUROPEAN STRUCTURAL AND
INVESTMENT FUNDS



OPERATIONAL PROGRAMME
ENVIRONMENT

Project and main objective:

.....

.....

For mono-fund financing



EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND



OPERATIONAL PROGRAMME
**INNOVATIONS AND
COMPETITIVENESS**

Project and main objective:

.....

.....

8.4. Sample vision of poster under a project co-financed by the European Social Fund (obligatory minimum content and visualization requirements)



EUROPEAN UNION
EUROPEAN SOCIAL
FUND



OPERATIONAL PROGRAMME
**HUMAN RESOURCES
DEVELOPMENT**

Project and main objective:
.....
.....

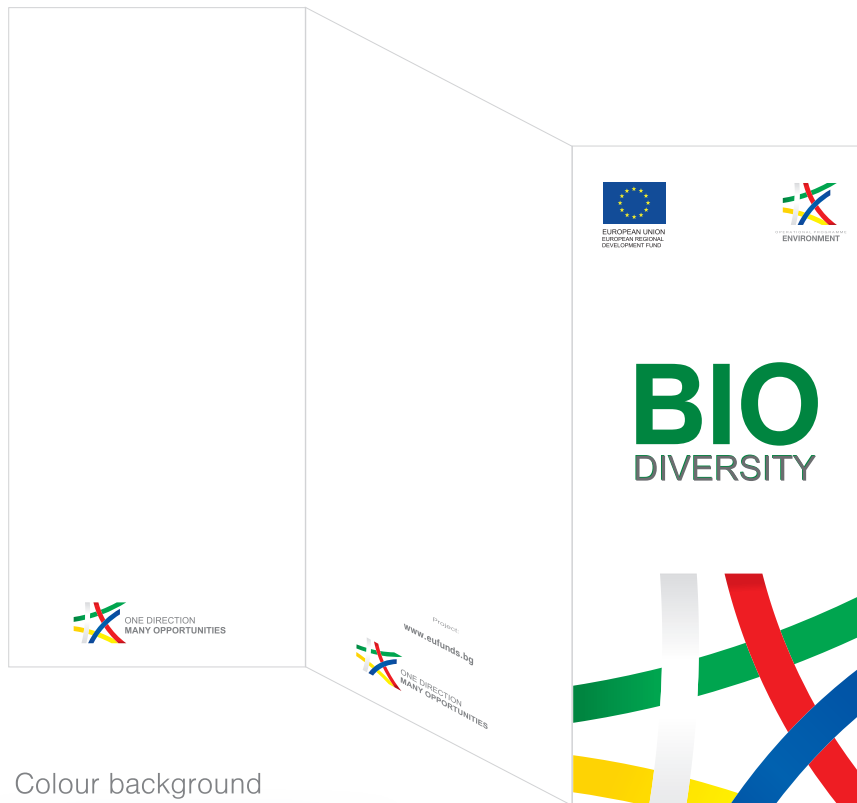
Total amount: BGN..., of which BGN... European and BGN... national
cofinancing

Launched on: date

Completed on: date

8.5. Sample vision of printed information materials under projects – leaflet:

White background



Colour background



8.6. Sample visions of printed information materials under projects – folders and notebooks:



8.7. Sample visions of promotional materials under projects:

White background



Colour background



Front



Back



Front



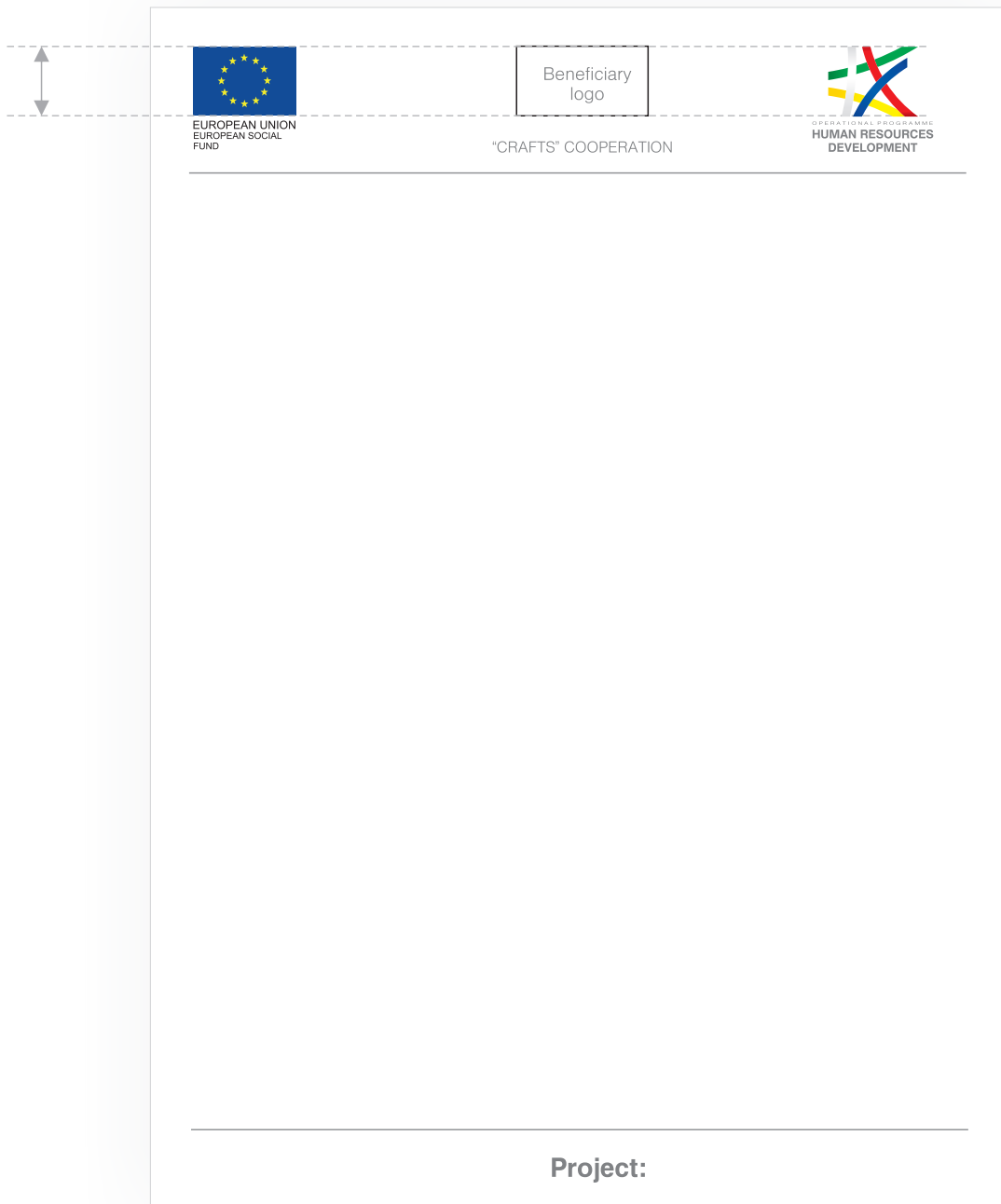
Back



8.8. Sample visions of information stickers under projects



8.9. Sample vision of letterheads under project:





COUNCIL OF MINISTERS

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Programming of EU Funds Directorate

www.eufunds.bg



EUROPEAN UNION