

Interreg



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NEXT Black Sea Basin

BSB01005 AGRICOOOP CORPORATE IDENTITY GUIDE



TRABZON TİCARET BORSASI



Varna Economic
Development Agency



COLOR COMBINATIONS | COLOR PALETTE

#001689

C: 100 M: 84 Y: 0 K: 46
R: 0 G: 22 B: 137

#9EAE E5

C: 31 M: 24 Y: 0 K: 10
R: 158 G: 174 B: 229

#303B6A

C: 55 M: 44 Y: 0 K: 58
R: 48 G: 59 B: 106

#9ACA3C

C: 24 M: 0 Y: 70 K: 21
R: 154 G: 202 B: 60

#2C572A

C: 49 M: 0 Y: 52 K: 66
R: 44 G: 87 B: 42

#A08A67

C: 0 M: 14 Y: 36 K: 37
R: 160 G: 138 B: 103



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PROGRAM AND PROJECT LOGO

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Program Logo



Project Logo

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The Project Name or Logo must be used together with the Program/EU Logo. Attention must be paid to the size ratio in this use; it cannot exceed an area equivalent to the total width of the Interreg logo and the EU emblem, nor a height equivalent to the height of the EU emblem.

Detailed rules and examples regarding the use of colors, background, and contrast for logos can be accessed and reviewed in the Visual Identity Guidelines on the relevant Program Website.



FONTS | CORPORATE FONTS

The **Open Sans font** is used in all correspondence and printed materials of the Cooperation through Tech-Based Practices to Struggle Invasive Species and Climate Change for a Sustainable and Resilient Agriculture (AGRICOOOP) project to ensure consistency.

The **font size** in correspondence will be **11**.

In accordance with the Interreg NEXT Black Sea Basin Programme and AGRICOOOP Project Corporate Identity, this font and size will be used in all project communications.

Open Sans Light

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ

123456789

Open Sans

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ

123456789

Open Sans Semibold

abcçdefgğhijklmnoöprsştuüvyz

ABCÇDEFGĞHIJKLMNOÖPRSŞTUÜVYZ

123456789

Open Sans Extra Bold

abcçdefgğhijklmnoöprstuüvyz

ABCÇDEFGĞHIJKLMNOÖPRSTUÜVYZ

123456789





LETTERHEAD

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Lorem Ipsum

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Name Surname

Title





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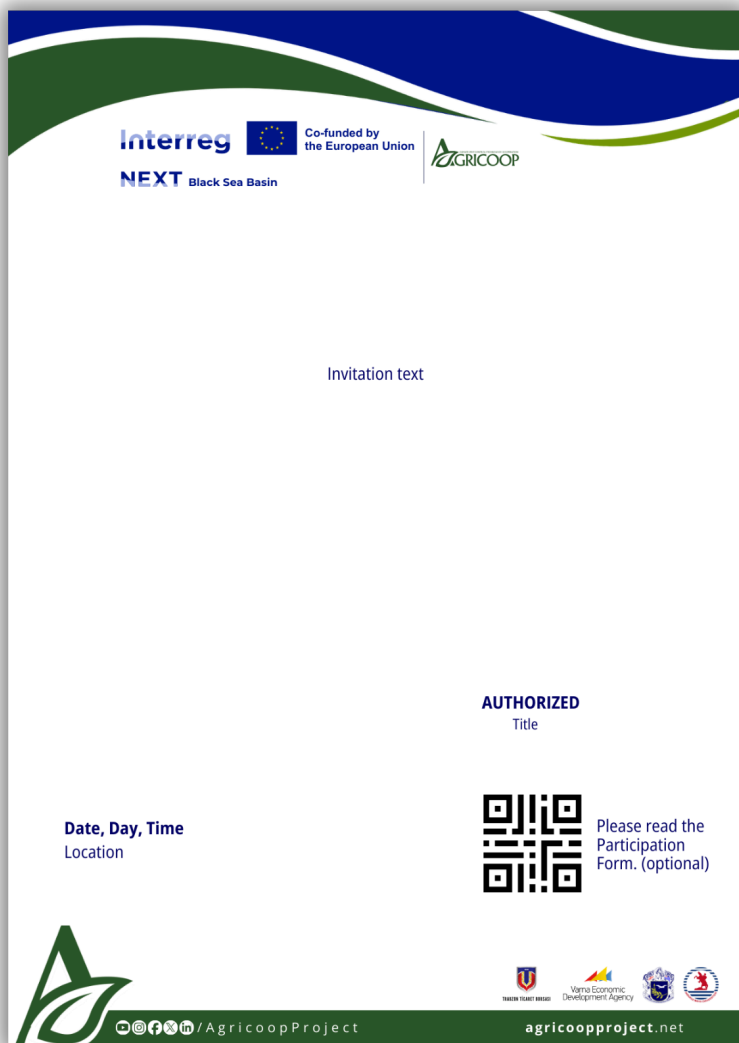


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HORIZONTAL AND VERTICAL LETTERHEAD DOCUMENTS



INVITATION



The invitation document must include the full name and title of the authorized person, the date and day of the invitation, and the location of the event. Optionally, a QR code with a link to the participation form can be added to enable pre-registration.

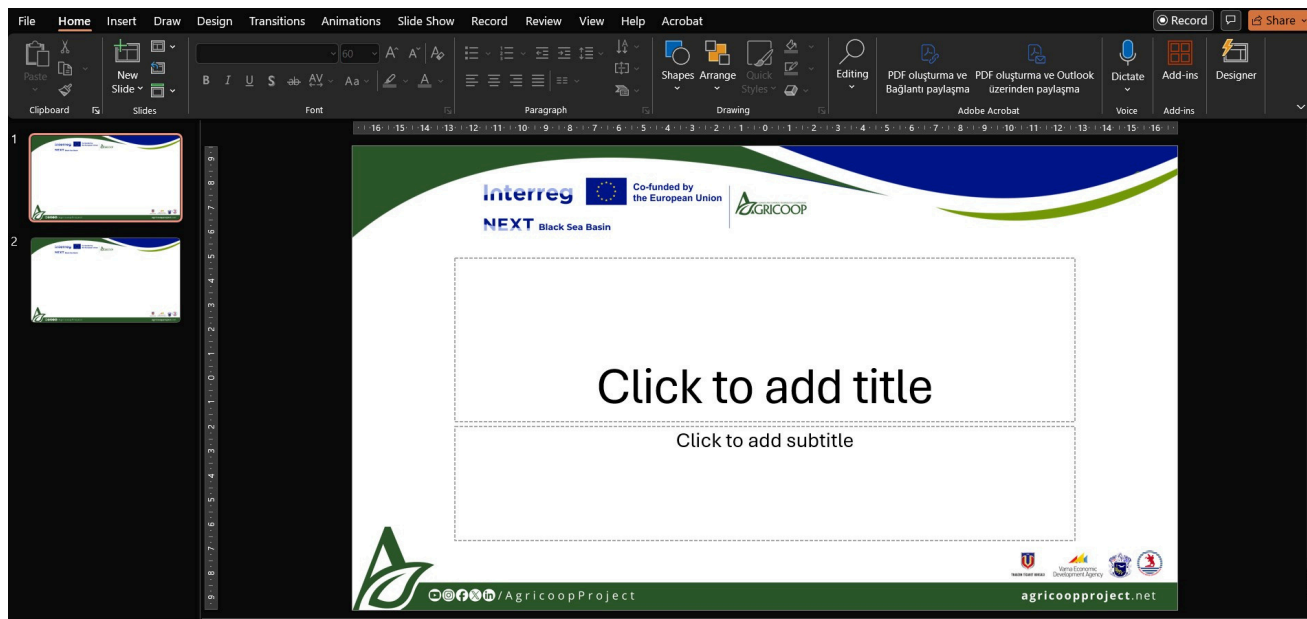
The font, point size, and page layout in the invitation design must comply with corporate standards; the placement of visuals and text should be arranged to support readability and a professional appearance.

When referring to the project in correspondence, posts, and announcements made within the scope of the project, the following statement should be added:

“Within the scope of the “Cooperation through Tech-Based Practices to Struggle Invasive Species and Climate Change for a Sustainable and Resilient Agriculture (AGRICOOOP)” project, reference number BSB01005, supported under the Interreg NEXT Black Sea Basin Programme”



PRESENTATION TEMPLATE



There are two different corporate presentation template formats available: standard (4:3) and widescreen (1920x1080). When preparing a presentation, the format appropriate for the content structure should be selected.





FOLDER LABEL

Only the “PP No” and “Folder Name” fields can be updated in the folder spine design.

The PP No field should be formatted as LP1-TCE, PP2-VEDA, PP3-BSU, PP4-OMU.

The titles to be used in the Folder Name field are defined in the “Folder Label” document in the Corporate Identity Guide to be shared with partners. Only the titles specified in the relevant document should be used in this field.

The font, point size, and layout measurements defined in the Word file are fixed; no changes in size, proportion, or typography should be made.



TRAINING-MEETING PARTICIPATION FORM

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Date: / /

TRAINING/MEETING NAME

No	Name Surname	Organization/Company (if applicable)	Title	Phone Number	E-Mail	Signature
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

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The Training/Meeting Participation Form is used to record employee training and meeting attendance. The date and event name fields on the form can be updated; other fields must be preserved in accordance with corporate standards in terms of design and layout.

There are 10 participation lines on each page. If needed, multiple copies of the form can be made while maintaining the page layout.

The information on the form must be filled out completely and accurately for event tracking, reporting, and internal company records.



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Cooperation through Tech-Based Practices to Struggle Invasive Species and Climate Change for a Sustainable and Resilient Agriculture
 BSB01005-AGRICOOOP
MEETING MINUTE

MEETING NO		PP NO		DATE	.../.../.....
NO	PARTICIPANTS	NAME/SURNAME	TITLE	SIGNATURE	
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
MEETING TOPIC(S)					
MEETING SUMMARY					

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MEETING MINUTE

The Meeting Minute document is used to record the topics discussed, decisions made, and participant information during meetings.

The PP No field will be numbered as LP1-TCE, PP2-VEDA, PP3-BSU, PP4-OMU.

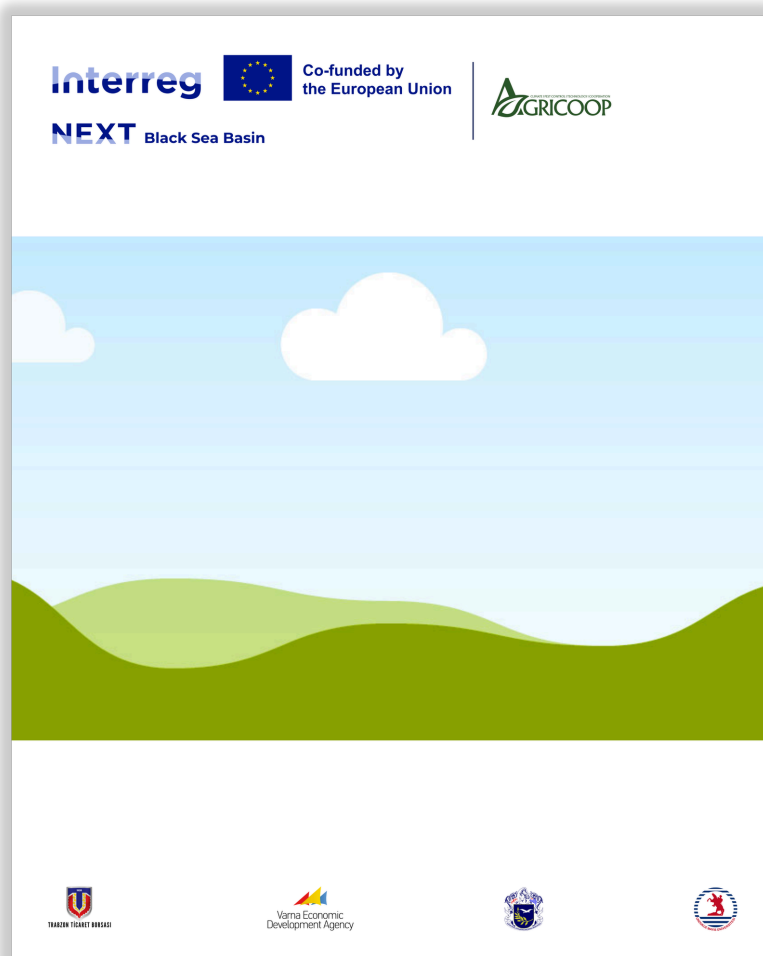
The number of participant rows can be reduced or increased as needed.

The table structure can be expanded according to the scope of the meeting.

The font in the document must comply with corporate standards. All information must be filled in completely and accurately.



SOCIAL MEDIA BACKGROUND



Visuals prepared for social media posts must be created in accordance with the specified background and size standards.

The created visuals will be sent to LP1 via email prior to posting, and the posting process will be managed by LP1.

The #interreg hashtag will be used in social media posts, and the photo will be tagged with @blackseabasincbc.





NAME BADGE

Only the participant's name, surname, title, event name, and date can be updated on the badge.

The badge dimensions are set at 11x14 cm and must be maintained. The font, point size, and layout in the badge design must comply with corporate standards.





BLOCK NOTE





ROLL-UP

Project partners are free to make changes to visual content in accordance with their own organizational needs.

Project logos and text content must be preserved exactly as they are in all roll-up designs; no changes should be made. This is important to ensure visual and content consistency across the entire project.

The roll-up is designed to be 85x200 cm. However, the dimensions may be adjusted depending on the design.



BROCHURE

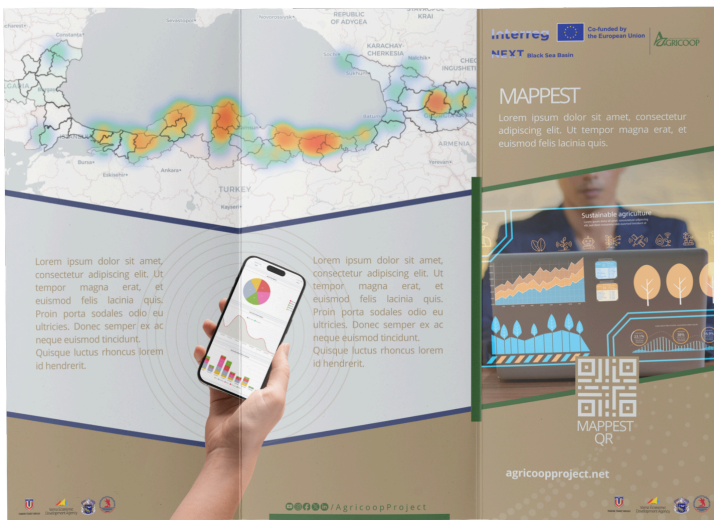
Project partners have the flexibility to adapt the brochure design and the images used to suit their own needs.

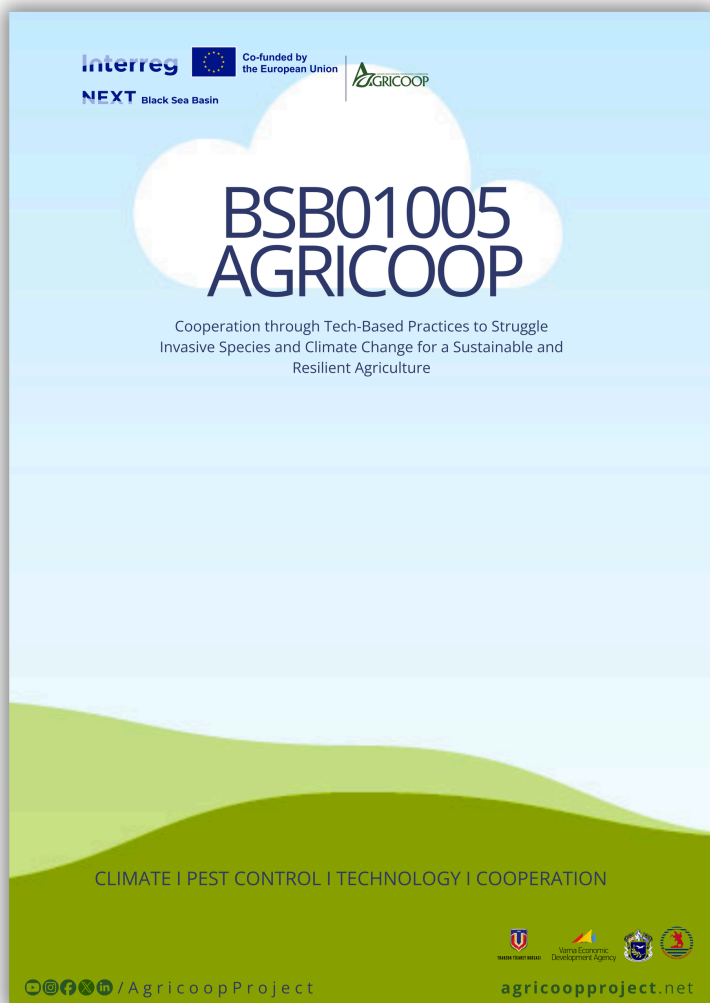
However, the following elements must remain consistent across all designs:

The placement of the European Union and project logos at the top of the right-hand page must not be altered.

The partner organization logos, social media accounts and program disclaimer at the bottom of the pages must be used in the same way across all designs.

The Open Sans font family must be used for all text in the brochure designs. This is important to ensure visual consistency across the project. A draft version is available in the corporate identity guidelines document.





POSTER

Project partners are free to make changes to visual content in accordance with their own organizational needs.

However, the project logos, project name, and project code must remain unchanged in all poster designs; no modifications should be made. This is important to ensure visual and content consistency across the entire project.

Poster designs must be prepared in A2 size.

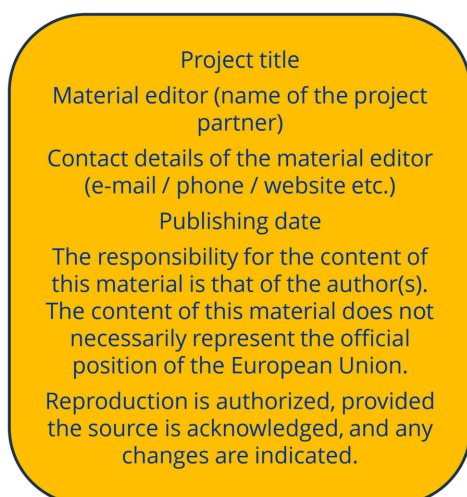
The Open Sans font family must be used for all designs.



PROGRAMME DISCLAIMER AND LOGO

Programme disclaimer

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



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

Project title

Material editor (name of the project partner)

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

Publishing date

The responsibility for the content of this material is that of the author(s). The content of this material does not necessarily represent the official position of the European Union. Reproduction is authorized, provided the source is acknowledged, and any changes are indicated.

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If the background image creates low contrast with the programme logo, please choose an alternative image or use a version of the programme logo that ensures better visibility and readability.

For all visual materials (such as posters, brochures, and roll-ups), please ensure that the programme logo is clearly visible:

https://blacksea-cbc.net/images/jpeg_format.zip

Visual Identity Manual:

<https://blacksea-cbc.net/images/Visual Identity Manual NEXT BSB REV 1.pdf>

