Interreg
Co-funded by the European Union
NEXT Black Sea Basin
AGRICOOP

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

# BSB01005 AGRICOOP

# CORPORATE IDENTITY GUIDE

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# COLOR COMBINATIONS | COLOR PALETTE

| | |
|---|---|
| #001689<br>C:100 M:84 Y:0 K:46<br>R:0 G:22 B:137 | #9EAEE5<br>C:31 M:24 Y:0 K:10<br>R:158 G:174 B:229 |
| #303B6A<br>C:55 M:44 Y:0 K:58<br>R:48 G:59 B:106 | #9ACA3C<br>C:24 M:0 Y:70 K:21<br>R:154 G:202 B:60 |
| #2C572A<br>C:49 M:0 Y:52 K:66<br>R:44 G:87 B:42 | #A08A67<br>C:0 M:14 Y:36 K:37<br>R:160 G:138 B:103 |





# PROGRAM AND PROJECT LOGO

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*Program Logo*



AGRICOOP CLIMATE | PEST CONTROL | TECHNOLOGY | COOPERATION

*Project Logo*

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 (AGRICOOP) project to ensure consistency.

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

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

Open Sans Light
abcçdefgğhıijklmnoöprsştuüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
123456789

Open Sans
abcçdefgğhıijklmnoöprsştuüvyz
ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ
123456789

**Open Sans Semibold**
**abcçdefgğhıijklmnoöprsştuüvyz**
**ABCÇDEFGĞHIİJKLMNOÖPRSŞTUÜVYZ**
**123456789**

**Open Sans Extra Bold**
**abcçdefgğhıijklmnoöprstuüvyz**
**ABCÇDEFGĞHIİJKLMNOÖPRSTUÜVYZ**
**123456789**

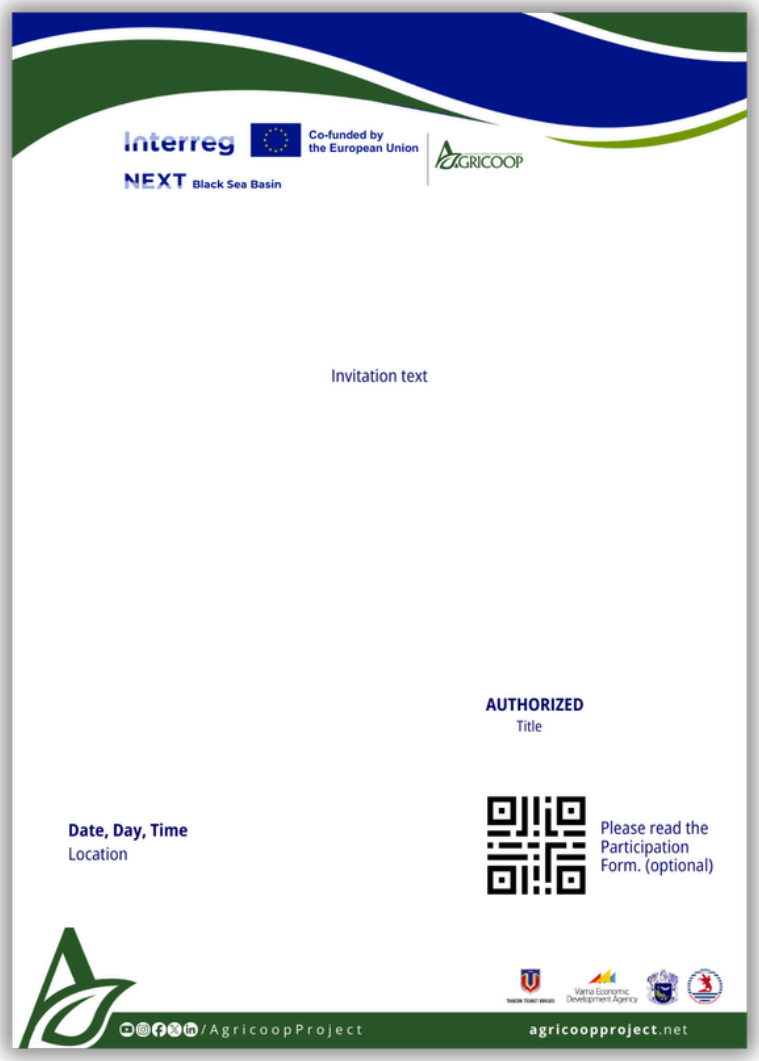
# LETTERHEAD


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Lorem Ipsum
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat
Name Surname
Title
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# HORIZONTAL AND VERTICAL LETTERHEAD DOCUMENTS



# INVITATION



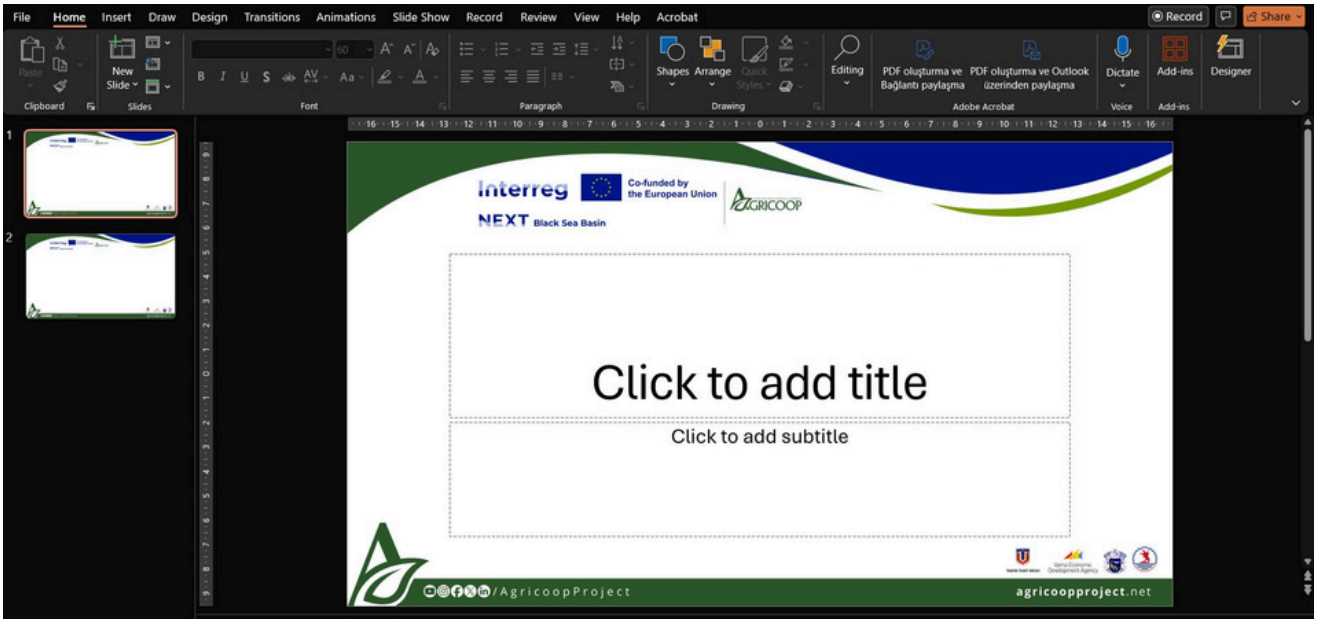

The invitation document must include the full name and title of the authorized person, the date and day of the invitation, and the location of the event. Optionally, a QR code with a link to the participation form can be added to enable pre-registration.

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 (AGRICOOP)" 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.





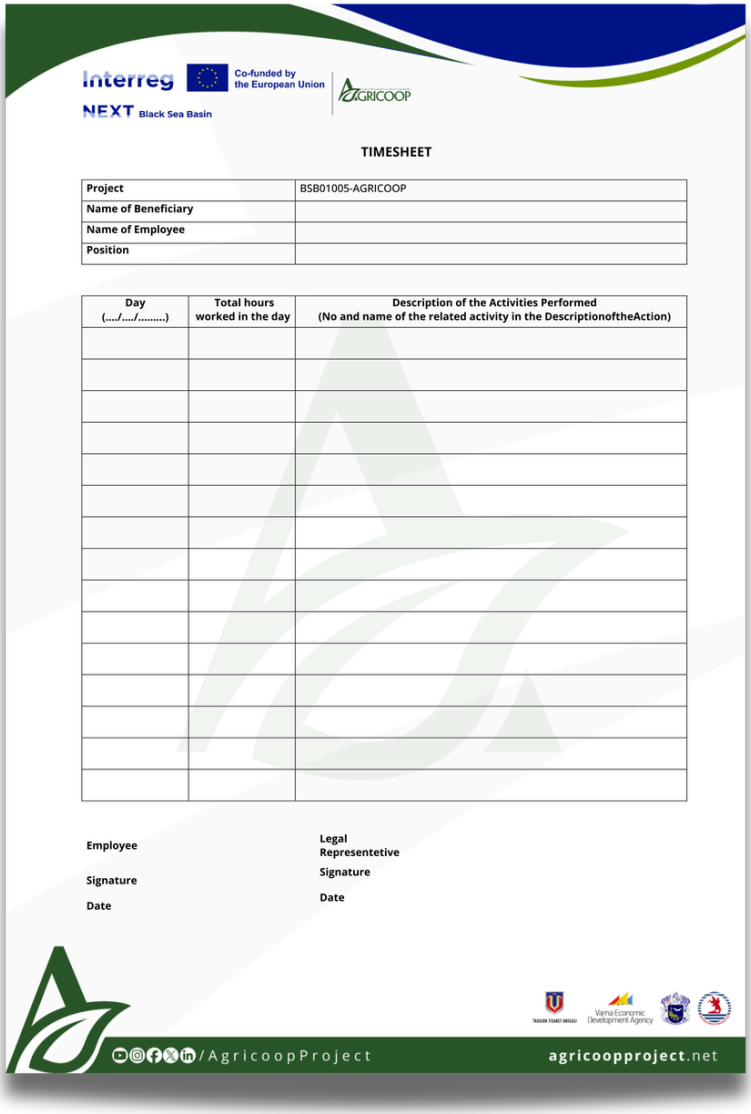




# FOLDER LABEL

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.



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TIMESHEET

| | |
|---|---|
| Project | BSB01005-AGRICOOP |
| Name of Beneficiary | |
| Name of Employee | |
| Position | |

| Day (..../..../.....) | Total hours worked in the day | Description of the Activities Performed (No and name of the related activity in the DescriptionoftheAction) |
|---|---|---|
| | | |
| | | |
| | | |
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| | | |
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| | | |
| | | |
| | | |

Employee
Signature
Date

Legal Representetive
Signature
Date

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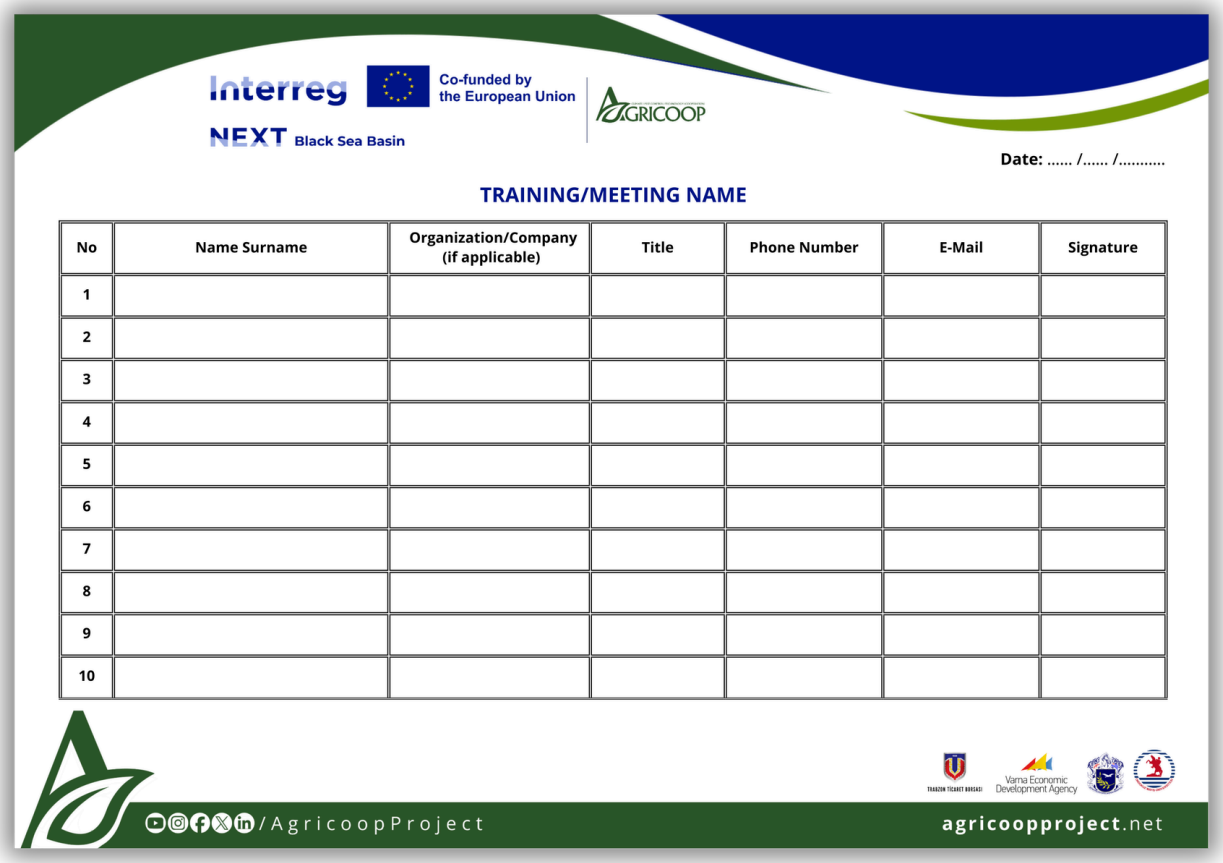
# TIMESHEET

The timesheet document is used to record project and task-based working hours.

Beneficiary information, employee information, position, working dates, hourly working hours, and work description must be filled in completely and accurately. All data entered must be consistent with the scope of the project.

The font, point size, table structure, and page layout defined in the document are fixed. The rows on the form can be increased or decreased as needed.
After the relevant document is signed by the employee, it must also be signed by the legal representative(s).

# TRAINING-MEETING PARTICIPATION FORM



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Date: ..... /..... /.....

TRAINING/MEETING NAME

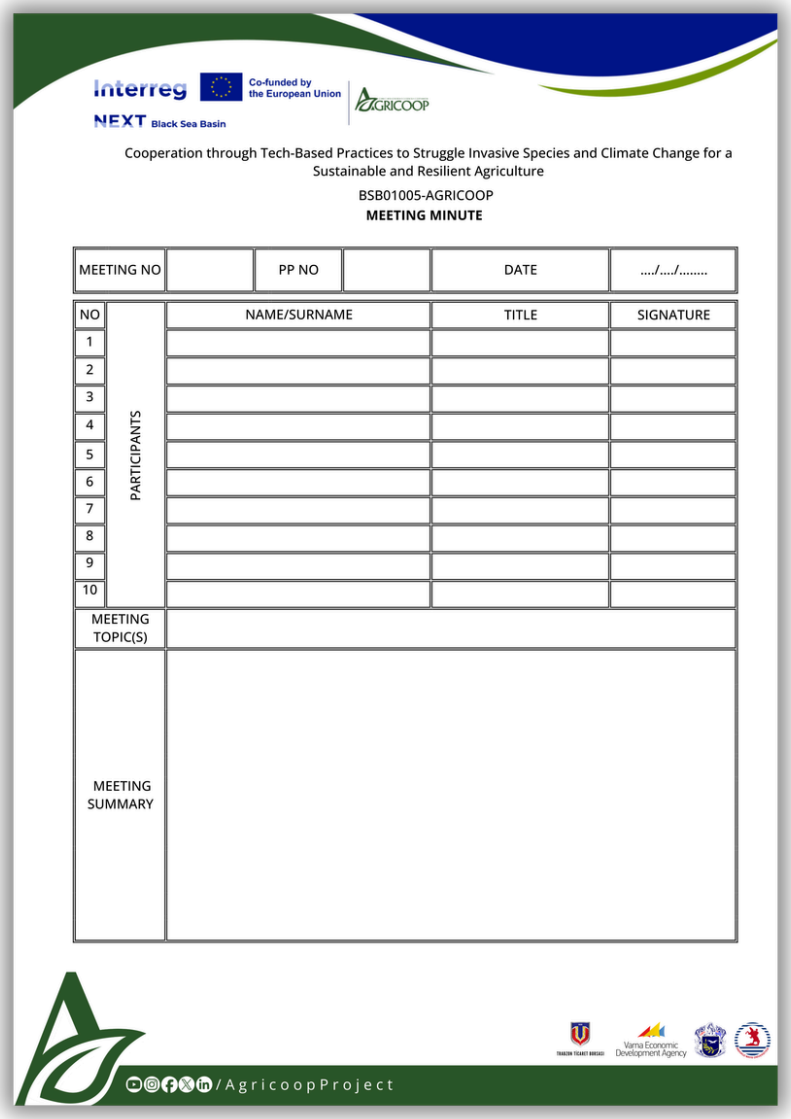
| No | Name Surname | Organization/Company (if applicable) | Title | Phone Number | E-Mail | Signature |
|---|---|---|---|---|---|---|
| 1 | | | | | | |
| 2 | | | | | | |
| 3 | | | | | | |
| 4 | | | | | | |
| 5 | | | | | | |
| 6 | | | | | | |
| 7 | | | | | | |
| 8 | | | | | | |
| 9 | | | | | | |
| 10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

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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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BSB01005-AGRICOOP

**MEETING MINUTE**

| MEETING NO | | PP NO | | DATE | ..../..../..... |
|---|---|---|---|---|---|

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

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# MEETING MINUTE

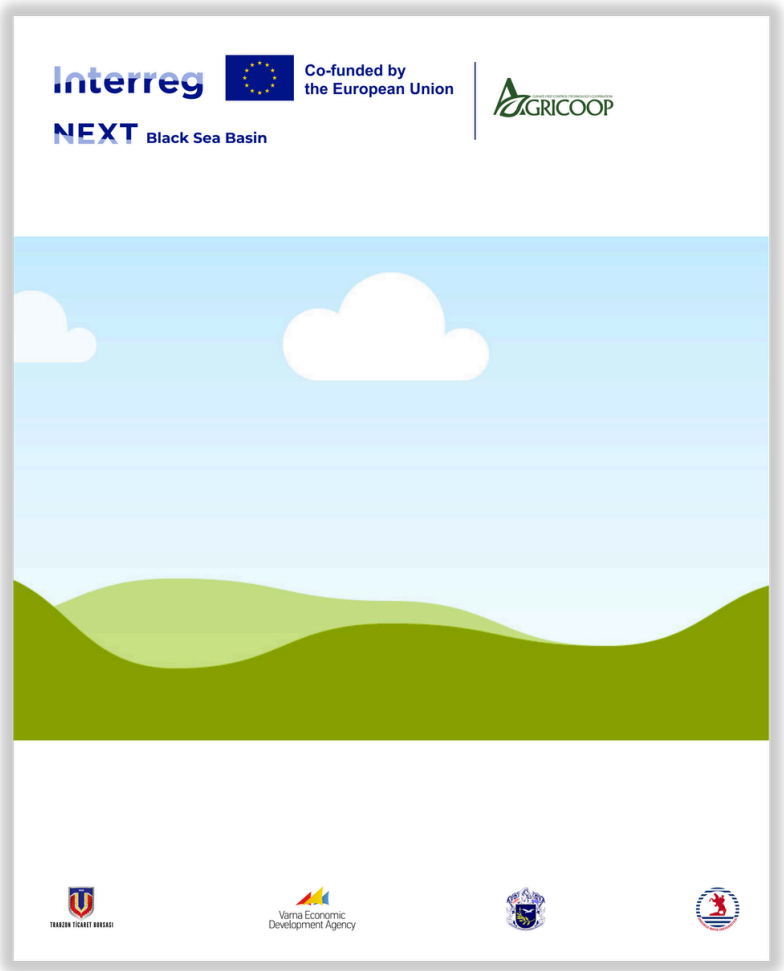
The Meeting Minute document is used to record the topics discussed, decisions made, and participant information during meetings.

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


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# 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



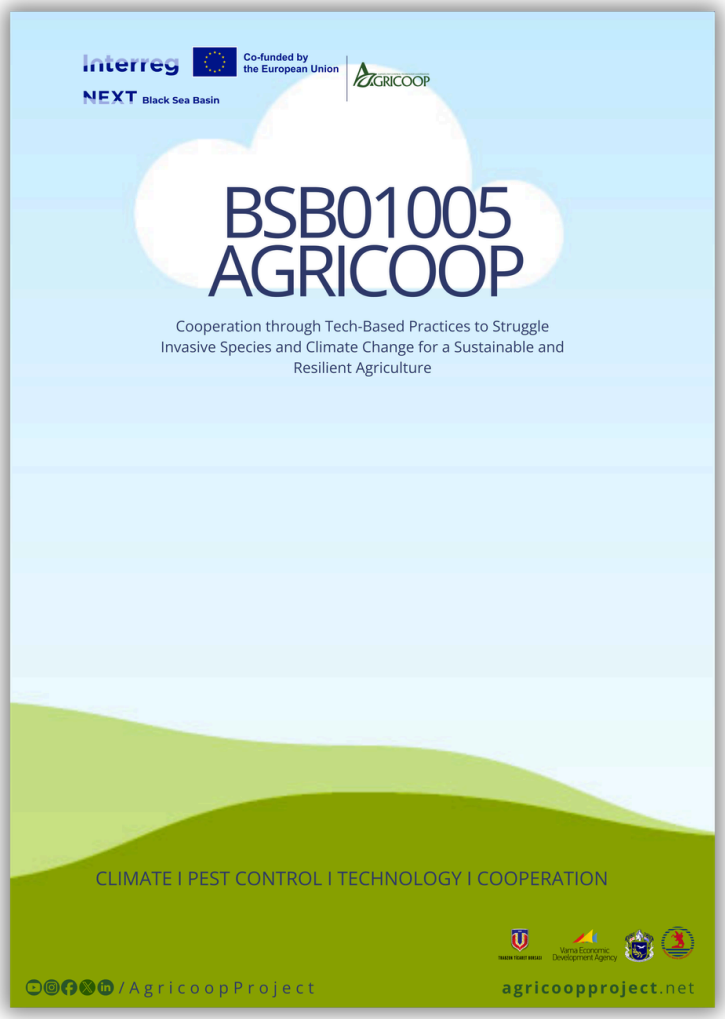




Project partners have the flexibility to adapt the brochure design and the images used to suit their own needs.
However, the following elements must remain consistent across all designs:

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




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.



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