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EU Local and Regional
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VISUAL IDENTITY GUIDELINES

Local and Regional Competitiveness Project | LRCP |

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Version: May 2019

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INTRODUCTION

The Local and Regional Competitiveness Project (LRCP) is a four-year investment operation (2016 - 2019) financed with a grant from the European Union (IPA II) and managed as a Hybrid Trust Fund. The Project consists of four components, one executed by the World Bank and three components by the Government of the Republic of North Macedonia (Cabinet of the Deputy Prime Minister in Charge of Economic Affairs and Coordination of Economic Departments (CDPMEA)).

The LRCP aims to enhance the contribution of tourism to the local economic development and improve the capacity of the Government and public entities to foster tourism growth and facilitate destination management.

The following Visibility Guidelines were designed to assist sub-project beneficiaries in planning and implementing their communication and promotional activities by following a common visual identity, designed to assist in creating an image of the LRCP as the leading project for tourism development in the Republic of North Macedonia, securing jobs and growth through targeted investments in the ten tourist destinations.

The present Visibility Guidelines were developed in the framework of the Visibility and Promotional Strategy of the LRCP and are fully consistent with the Visibility Note of the LRCP and the European Commission's own "Communication and Visibility Manual for EU External Actions".

In case you need support in using any of the visual elements, or you need a confirmation whether your materials comply with the Visibility Guidelines of the LRCP, please contact Ms Mirjana Kocoska - Stojanovic - Monitoring and Evaluation and Communication Specialist (mirjana.stojanovic@lrmp.org.mk).

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VISUAL OVERVIEW

Visual basics

Logos



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Basic Colour



C 100
M 80
Y 0
K 40

Curves

Header

**ПРОЕКТ ЗА ЛОКАЛНА
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| ПЛРК |**



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Typography

FuturaFuturisC.ttf

Normal

FuturaFuturisC.ttf

Bold

Footer

Проект за локална и регионална конкурентност
Проектот е финансиран од страна на Европската Унија



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LOGOS

MAIN LOGOS

The proposed logo consisting of the EU logo, the World Bank logo and the logo and the name of the Project should be used for all communication activities related to the financing.



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LOGOS



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ACCEPTED VERSIONS

The logo must only be used on a white background. In some cases (e.g. when using black and white printing or when printing quality is limited) the logos may be used in solid black and halftone.



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DO's AND DON'Ts

THE LOGOS **SHOULD NOT** BE:

- Modified proportions
- Rotated versions
- Cropped versions
- Used on other background than white (accept for the cases listed above)
- With Effects (shadows, glow, transparency, etc.)
- Divided and used separately



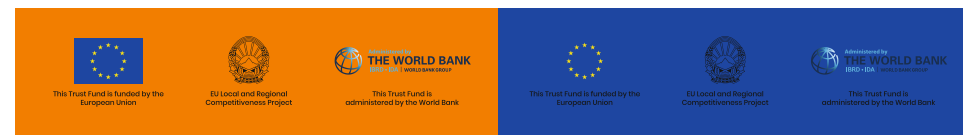
1. Do not modify proportions.

2. Do not rotate the logos.

3. Do not crop the logos.

4. The logo must only be used on a white background.

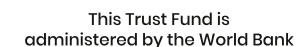
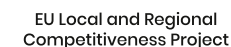
5. Do not apply any effect.



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| LRCP |



To ensure the clarity of the logos a **minimum size** of 50mm (in case a larger one is not possible), is to be applied.



The area where the logos are placed should be clear of any words, additional logos (except for the co-branding), symbols, etc.
Please allow more space wherever possible.



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EU FOR YOU LOGO

In addition to the main logo, the official Logo of the EU FOR YOU Campaign should be incorporated in all communication materials. Depending on the language of the communication material, the EU for You logo could be used in English or Macedonian. The same requirements apply, i.e. the logo must only be used on a white background, except when using black and white printing or when printing quality is limited. In this case the logo may be used in solid black and halftone.



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CO-BRANDING

The provided communication templates have been designed to integrate the logo(s) of the sub-project beneficiaries.
The beneficiary (s) logo (s) should not be larger than the LRCP logo.

See attached **Templates** and **Examples of Communication materials**.



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**MUNICIPALITY OF
KRUSHEVO**

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TYPOGRAPHY

The visual identity of the LRCP project incorporates a standard font to be utilised in communication materials. It is available for free download.

FuturaFuturisC.ttf

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?;:)

Aa Bb Cc

FuturaFuturisC.ttf

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (!@#\$%&.,?;:)

Aa Bb Cc



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MANDATORY TEXT AND DISCLAIMERS

NAME OF THE PROJECT

The name of the project inscribed in full should be used in all communication materials together with the logo. Depending on the language of the material the name of the project could be written in English or Macedonian. Provided below are examples of the name of the project inscribed in various scenarios.

Abbreviations in both languages, respectively “**LRCP**” and „**ПЛРК**” are also allowed in certain communications (i.e. web banners, social media, etc.).

< **LOCAL AND REGIONAL COMPETITIVENESS PROJECT** >

< **ПРОЕКТ ЗА ЛОКАЛНА И РЕГИОНАЛНА КОНКУРЕНТНОСТ** >

**LOCAL AND REGIONAL
COMPETITIVENESS PROJECT
| LRCP |**

**ПРОЕКТ ЗА ЛОКАЛНА
И РЕГИОНАЛНА КОНКУРЕНТНОСТ
| ПЛРК |**

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DISCLAIMERS

All written and digital publications produced by beneficiaries of sub-projects implemented under the LRCP should include the following disclaimers:

MAIN DISCLAIMER

In English: "Local and Regional Competitiveness Project. The project is funded by the European Union"

In Macedonian: "Проект за локална и регионална конкурентност. Проектот е финансиран од страна на Европската Унија"

FOR PUBLICATIONS IN PRINT OR ELECTRONIC FORMAT:

'This publication was produced with the financial support of the European Union.

Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union';

FOR WEBSITES AND SOCIAL MEDIA ACCOUNTS:

'This <website/account> was created and maintained with the financial support of the European Union.

Its contents are the sole responsibility of <name of the author/partner> and do not necessarily reflect the views of the European Union'

FOR VIDEOS AND OTHER AUDIO-VISUAL MATERIAL:

'This <video/film/programme/recording> was produced with the financial support of the European Union.

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COLOR PALETTE

MAIN COLOR

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C 100
M 80
Y 0
K 40

R 15
G 45
B 125

OTHER COLOR VARIATIONS

Additional colors are also
allowed, provided that they
comply with the visibility
guidelines.

LOCAL AND REGIONAL
COMPETITIVENESS PROJECT
| LRCP |

C 85
M 10
Y 80
K 25

R 5
G 130
B 85

LOCAL AND REGIONAL
COMPETITIVENESS PROJECT
| LRCP |

C 0
M 35
Y 90
K 0

R 250
G 175
B 45

LOCAL AND REGIONAL
COMPETITIVENESS PROJECT
| LRCP |

C 5
M 100
Y 100
K 10

R 200
G 35
B 35

LOCAL AND REGIONAL
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C 65
M 65
Y 0
K 0

R 120
G 100
B 170

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TEMPLATES

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- > Promotional materials

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- > Web banners

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LETTERHEAD TEMPLATE

This is a template for a letterhead.

Format: A4, available in Portrait and Landscape versions.

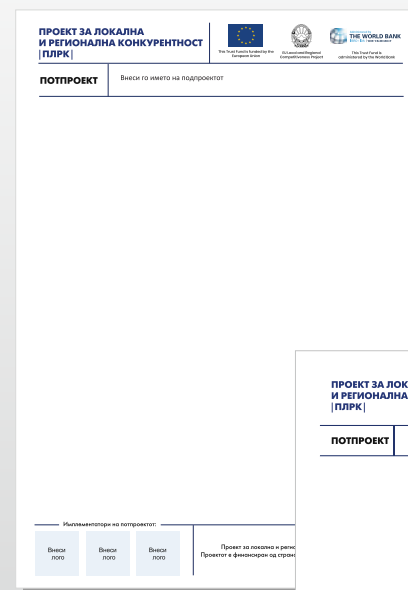
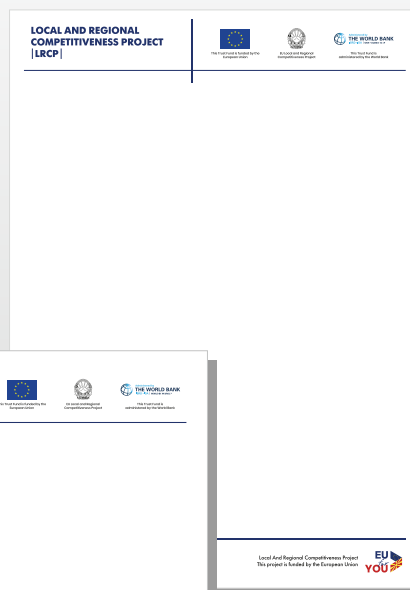
Language: English and Macedonian.

> Basic version

> Version with sub-project title and beneficiary (s) logos



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POWERPOINT PRESENTATION

The template includes various designs of slides to use for your presentations.
Remember to download and install the fonts used in the template.
Format: PowerPoint

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THIS IS YOUR TITLE

Date/location/venue

{Logo}
Sub-project beneficiary

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**ПРОЕКТ ЗА ЛОКАЛНА
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| ПЛРК |**

{Logo}
Sub-project beneficiary

**THIS IS A
SLIDE TITLE**

- Here you can have a list of items
- ...and some text

Remember, you would want your audience to pay
attention to what you present!

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Проектът е финансиран от страна на Европейската Уния

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Thank you for your time!

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**ПРОЕКТ ЗА ЛОКАЛНА И РЕГИОНАЛНА КОНКУРЕНТНОСТ
ПРОЕКТЪТ Е ФИНАНСИРАН ОД СТРАНА НА ЕВРОПСКАТА УНИЈА**

{Logo}
Sub-project beneficiary

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COMMEMORATIVE PLAQUE

The Commemorative plaque should be used for acknowledging the support of the European Union and in particular the LRCP to the construction of permanent structures such as buildings, infrastructure, etc.



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INFORMATION STICKER

The information sticker should be used for acknowledging the support of the European Union and in particular the LRCP for the delivery and usage of vehicles, supplies or equipment.

For rain or sunshine protection, when an outdoor application is envisaged, a PVC sticker with UV polishing is recommended.



{ 90 x 50 mm }

Suitable for small-scale equipment and supplies



{ 250 x 250 mm }

Suitable for vehicles and larger equipment and supplies



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PROMOTIONAL ITEMS

When producing various promotional items such as bags, mugs, t-shirts, pens, pen-drives, key rings, etc. they must include the following mandatory elements:

1. The EU flag in full color or monochrome.
2. The Name of the LRCP written either in full or abbreviated.
3. The EU for YOU logo in full color or monochrome.

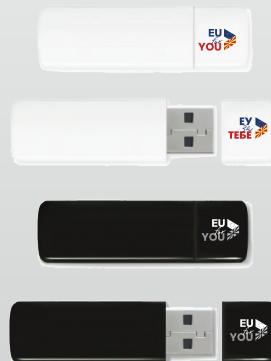
The inclusion of the sub-project beneficiary's logo and/or the name of the sub-project is not mandatory.

For very small promotional items, where limited space is available, i.e. on pens, pen drives, lanyards, etc. displaying only the EU flag with the text "Local and Regional Competitiveness Project", written either in full or abbreviated is sufficient.

Side A



Side B



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WEB BANNERS

A collection of web banners that sub-project
beneficiaries could utilise for online promotion and
digital marketing purposes.



300x250



300x200



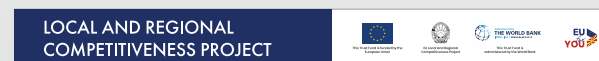
250x140



250x250



300x100



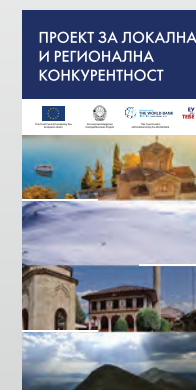
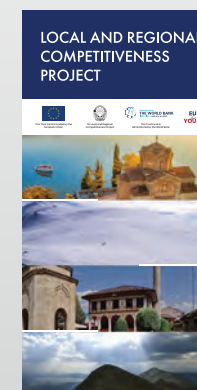
940x90



240x240



700x60



300x600



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OTHER EXAMPLES OF COMMUNICATION MATERIALS

This section provides a series of layouts for different communication materials in line with the visibility guidelines. The list of examples is not exhaustive. Sub-project beneficiaries are encouraged to produce other materials based on the nature of the sub-project and the planned activities. All examples are available on the LRCP website in section **Visibility Rules**.

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POSTER LAYOUT



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BROCHURE



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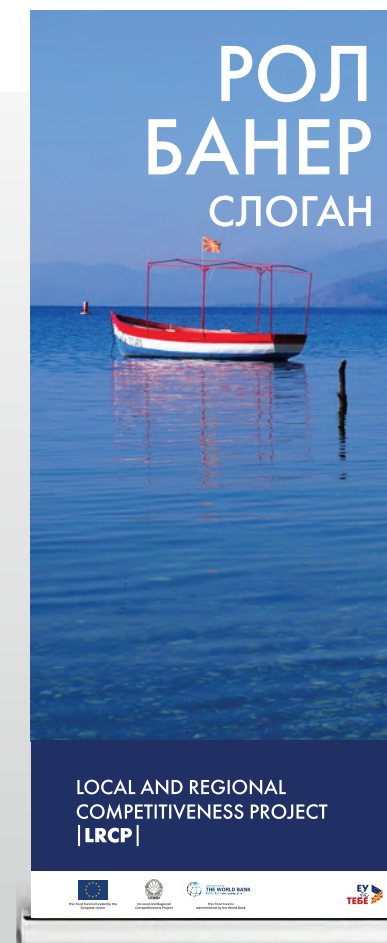
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ROLL BANNER



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NEWSLETTER

NEWSLETTER

ISSUE 001
APRIL 2019

LOCAL AND REGIONAL COMPETITIVENESS PROJECT



LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

NEWS

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AGENDA

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LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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INFOGRAPHICS



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INFOGRAPHICS

ПРОЕКТ ЗА ЛОКАЛНА И РЕГИОНАЛНА КОНКУРЕНТНОСТ



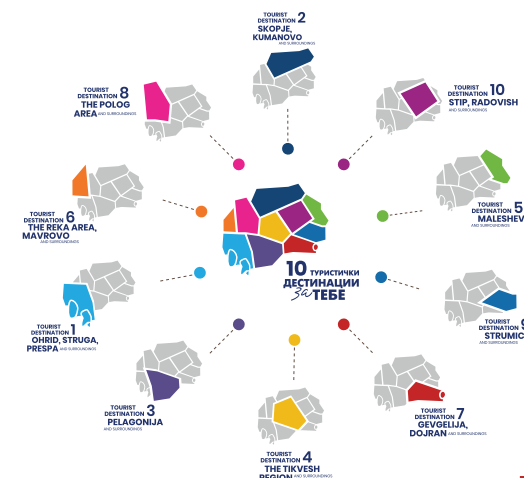
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FACTSHEET

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TITLE

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KEY FACTS AND FIGURES

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ТУРИСТИЧКИ
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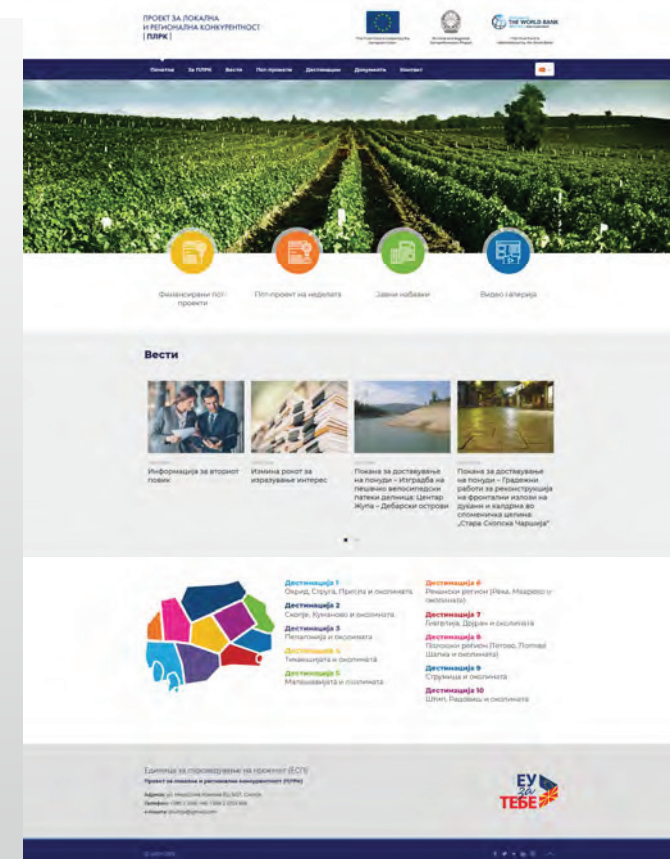
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