



ReSPA activities are funded  
by the European Union

# ReSPA Visibility Guidelines

## 1. ReSPA Visual Identity

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### ReSPA Logo

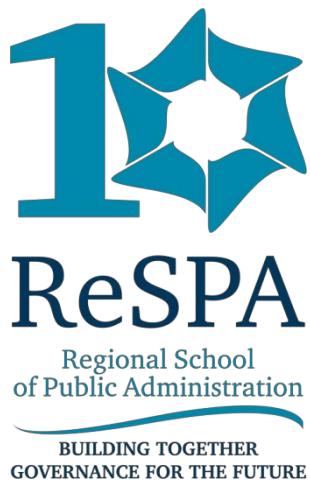
Vertical



Horizontal



### ReSPA 10<sup>th</sup> Anniversary Logo



One color version – Blue-green



One color version – Black



## ReSPA Typography

### Main Type Family

Charter BdBT

**ABCDEFGHIJKLMNOPRSTUVZXYW**  
**abcdefghijklmnoprstuvzxyw 0123456789 ()!=?:;-+\***

Charter BT

**ABCDEFGHIJKLMNOPRSTUVZXYW**  
**abcdefghijklmnoprstuvzxyw 0123456789 ()!=?:;-+\***

### Second Type Family

Arial

**ABCDEFGHIJKLMNOPRSTUVZXYW**  
**abcdefghijklmnoprstuvzxyw 0123456789 ()!=?:;-+\***

Arial Bold

**ABCDEFGHIJKLMNOPRSTUVZXYW**  
**abcdefghijklmnoprstuvzxyw 0123456789 ()!=?:;-+\***

## Color specification

### Primary Logo Color



**CMYK:** C100% M0% Y19% K19%  
**RGB:** R0 G146 B175  
**#:** #0092af  
**Pantone:** 3145 C

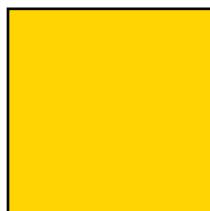


**CMYK:** C100% M70% Y30% K40%  
**RGB:** R0 G57 B92  
**#:** #00395c  
**Pantone:** 2955 C

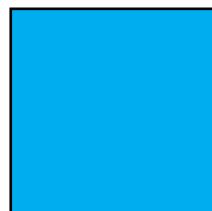
### Secondary Logo Colors for design elements



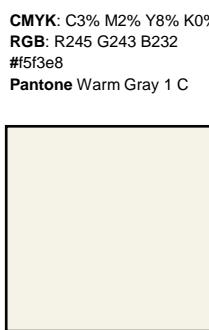
**CMYK:** C0% M0% Y0% K30%  
**RGB:** R187 G189 B191  
**#:** #bbbdbf  
**Pantone:** 442 C



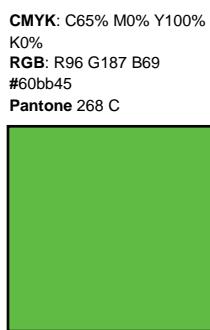
**CMYK:** C0% M15% Y100% K0%  
**RGB:** R225 G212 B0  
**#:** #ffd400  
**Pantone:** 116 C



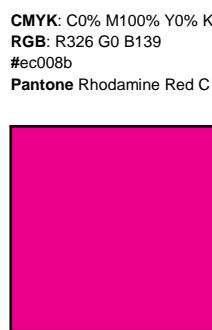
**CMYK:** C100% M0% Y0% K0%  
**RGB:** R0 G173 B239  
**#:** #00adef  
**Pantone:** 312 C



**CMYK:** C3% M2% Y8% K0%  
**RGB:** R245 G243 B232  
**#:** #f5f3e8  
**Pantone:** Warm Gray 1 C



**CMYK:** C65% M0% Y100% K0%  
**RGB:** R96 G187 B69  
**#:** #60bb45  
**Pantone:** 268 C



**CMYK:** C0% M100% Y0% K0%  
**RGB:** R326 G0 B139  
**#:** #ec008b  
**Pantone:** Rhodamine Red C

## 2. ReSPA Visual Identity follows the rules on the EU Visibility

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ReSPA activities are funded  
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Regional School for Public Administration (ReSPA), as an international institution funded by the European Union, follows the Communication and Visibility Manual for European Union External Actions: [https://ec.europa.eu/international-partnerships/comm-visibility-requirements\\_en](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en)

The visual identity of ReSPA is required to be accompanied by the EU emblem with the following caption "ReSPA activities are funded by the European Union"

The graphic guide to the EU emblem is the default visual brand used to acknowledge and advertise the Union's financial support for an external action:

<http://publications.europa.eu/code/en/en-5000100.htm>

Download the European Flag: [https://europa.eu/european-union/about-eu/symbols/flag\\_en](https://europa.eu/european-union/about-eu/symbols/flag_en)

### Basic rules

The minimum height of the EU emblem shall be 1 cm. The name of the European Union shall always be spelt out in full. The typeface to be used in conjunction with the EU emblem is in Arial. Italic and underlined variations and the use of font effects are not allowed. The positioning of the text with the EU emblem is not prescribed in any particular way but the text should not interfere with the emblem in any manner. The font size used should be proportionate to the size of the emblem. The color of the font should be reflex blue (same blue color as the EU flag), black or white depending on the background. The typeface used in conjunction with the EU emblem must be one of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, or Verdana. The use of italics, underlining and font effects is not permitted.

### Online (Website and Social media)

Information about EU financial support is disseminated through the ReSPA official website [www.respaweb.eu](http://www.respaweb.eu) and social media accounts, with the EU emblem accompanied by text acknowledging the support of the Union as a prominent feature.

Also, the website and social media contain a disclaimer: 'This website (social media account) was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of ReSPA and do not necessarily reflect the views of the European Union' as well as

Copyright notice: Information about copyright ownership are presented both on the website and social media accounts "© — year — Regional School for Public Administration. All rights reserved. Licensed to the European Union under conditions."

### **Audio-Visual Material**

ReSPA retains full ownership of, and industrial and intellectual property rights to, all communication and visibility (C&V) materials and products developed in support of EU-financed external actions covered by these requirements.

In the case of using images of natural persons, their voices or any other private personal attributes which feature recognizably in the communication and visibility results of an EU-financed external action, ReSPA obtains statements from the persons concerned giving their consent for the specified use of their image, voice or other private personal attributes.

### **Video**

Videos produced by ReSPA are previously approved by the EU before they are screened, broadcast or distributed. They feature the EU emblem at the beginning and/or end of the production, accompanied by the following text: 'This [film/video/...] was produced with the financial support of the European Union.'

### **Audio**

Radio and other audio productions produced by ReSPA are previously approved by the EU before they are broadcast or distributed. They include the following phrase: 'This [programme/...] was produced with the financial support of the European Union.'

### 3. ReSPA Documents

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#### ReSPA Memo



ReSPA activities are funded  
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#### Memo

Insert the date

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## ReSPA Memo -10<sup>th</sup> Anniversary



ReSPA activities are funded by the European Union

### Memo

November 23 2020

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Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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 ☈ [www.respaweb.eu](http://www.respaweb.eu)



## ReSPA Promotional Materials

in print and electronic format (leaflets, newsletters, etc.) clearly indicate that the contents of these documents not necessarily reflect the view of the European Union by disclaimer: "This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of ReSPA and do not necessarily reflect the views of the European Union".

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*Disclaimer translated into Albanian language:*

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In addition, any ReSPA publication shall be developed by following technical aspects:

**1 page = 2.800 signs incl. spaces; British English:** The language setting should be British English

**Style:** Currencies: € after numbers (10,000 €); Numbers with comma: 10,000; Bullet points: use “-“ as bullet point sign (as in this bullet point/document); Footnotes: same formatting for all footnotes – same fonts, size; full stop at end of each footnote; Paragraphs: one line between each paragraph; Emphasis: only in bold letters (not italics or underlined); Quotations: italics; Quotations (longer than 2 lines): unified formatting – indent left and right, italics; other quotations not italics and in the text; Law, article: use small letters if not at beginning of sentence; No double spaces between words; Abbreviations: introduce full wording in the text first time an abbreviation is used with the abbreviation in brackets behind (For example: The United Nations (UN) have decided...); Avoid passive voice and use only in rare exceptions. Why? – Sentences in passive voice don't tell the reader who is acting, and thus leave question marks when reading the text. An example: “The Ethics Commission asked the Tax Office to conduct an investigation. Following the investigation, it was concluded that the declaration was correct.” – Who concluded this? The Commission, the Tax Office, or somebody else, such as a judge?

**Footnotes:** If there is a source for your information, such as a website, media report, or court decision etc., this needs to be included in the text or in footnotes (court, case number, date of decision, journal of publication, weblink if available; similar with other references).

## 4. ReSPA Partner Network

# Communication & Visibility Guidelines

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Guidelines for Creating CV Materials with ReSPA or using ReSPA CV Elements are intended for use by eligible ReSPA Partners and will help to build engaging CV collateral that follows ReSPA guidelines and achieve the results Partners want. All marketing collateral produced by ReSPA Partners must comply with these guidelines.

### Guiding Principles for Marketing Collateral

Implementing ReSPA logo and other visual materials, follow ReSPA visual identity guidelines. Ensure the content and presentation will resonate with your target audiences' needs.

Whenever you communicate collaboration with ReSPA or any implementation of ReSPA's outcomes (recommendation, analyses, workshop, etc.) you are obliged to interpret and indicate ReSPA's support in the realization of concrete activity by covering the written and visual identity of ReSPA prominently.

ReSPA logo may only be used in promotional materials (print, online, social media, press releases, etc.) with express permission from ReSPA.

Review and approval are required. Please work with your ReSPA Representative and follow the guidelines outlined above.

### Guiding Principles for Public Relations Collateral

We are more than happy to support our Partners' press releases or any other promotional activity, hence we are ready to prepare a joint approach with our Partners related to a concrete Event/Occasion.

We will work closely with PR departments of our Partners' institutions in the preparation of all materials that will be used before/during the event or sent to the media.

ReSPA and Partners should equally promote the Event/Occasion and the achieved results. Additionally, we should define common key messages related to the results achieved or knowledge to be shared together with our Partners.

Media announcement of the Event should be prepared and sent to the media 5 working days before the Event.

Press releases should include quotes which will highlight the results from each perspective as well as the accomplishments related to target audiences.

Drafts of the press releases (without quotes) should be prepared and approved by each party 2 working days before the Event. Press releases should be finalized during the Event with the quotes included, and to be approved by each party. After the final approval, press releases should

be sent out to the media right after the Event (with photos/website links included and any other relevant info sheets).

Also, all parties are obliged to promote the Event on the website and social media accounts - to announce the Event at least 7 working days before the Event, as well as to prepare the report from the Event (with promotional material and pictures included) which should be posted on the same day of the Event.

### **Additional Points to keep in mind on ReSPA Requirements:**

- The release should highlight a clear benefit of ReSPA's results (recommendations, analyses, etc.) for different target audiences you communicate with;
- ReSPA requires attention to be paid to expressing collaboration related to specific activities especially by using the words "will be working together". It is strongly recommended to precise the scope of work done by ReSPA and its impact on the final outputs;
- It is not allowed to use statements that could be interpreted to imply that ReSPA is not relevant, professional, secure or stable, etc. within its area of expertise;
- ReSPA strongly recommends including testimonials and storytelling in press release submissions

For more information please contact the Communication & Visibility Officer  
Milena Drača  
[m.draca@respaweb.eu](mailto:m.draca@respaweb.eu)