



COMMUNICATION AND DESIGN MANUAL

Romanian Research Programme

TABLE OF CONTENTS

INTRODUCTION

Communication Guidance	4-5
Communication Plan	6-7
Slogan	8-9
Acknowledgement	10-11
Print and publications	12-13
Photo Material & Audiovisual	14-15
Social Media	16-17
Events	18-19
Dealing with Journalists	20-21
Press release	22-23

VISUAL IDENTITY

Logos	26-29
Typography	30-31
Colour Palette	32-33
Grid	34-35
Promo Materials	36-37
Commemorative Plaque	38-39
Website	40-41
Powerpoint	42-43
Video	44-45
Information	47

Introduction

The objective of the **Communication and Design Manual** for the **Research Programme** under the EEA and Norway Grants 2014 – 2021 is to guide the Project Promoters and their partners to get the best results and value from their communication activities and to ensure coherence in the EEA and Norway Grants visual identity of their funded projects.

Through this approach is offered the possibility to raise the visibility of the collaboration between researchers from donor countries (Iceland, Liechtenstein and Norway) along with their Romanian parties, to highlight their research, results and achievements, making the general public aware of the existence of the EEA and Norway Grants.

Promoting and disseminating the project outputs is a guarantee of the durability of the project results, being, also, a chance of inspiring and motivating others under the slogan **Working together for a green, competitive and inclusive Europe.**

We hope that this manual is a handy tool to all participants involved in the implementation of the funded research projects, providing practical examples of communication tools and activities.

Be creative and inspired!

01 | Communication Guidance

The information and communication requirements provided in the Annex 3 of the Regulations on the implementation of the EEA and Norwegian Financial Mechanisms 2014-2021, complemented by the Communication and Design Manual EEA and Norway Grants 2014 – 2021 and this manual offer a complete

This manual is a helpful tool for the beneficiaries of the Research Programme funded under the EEA and Norway Grants 2014-2021, providing information and guidelines in order to create a consistent message, in accordance with the requirements of the regulations, that contribute to increase the visibility for the donor countries (Iceland, Liechtenstein and Norway) and their contribution to reduce social and economic disparities and to strengthen bilateral relations between the donor countries and the



02 Communication

Plan

The current Communication Plan refers to the Research Programme according to Memoranda of Understanding between Romania and the Donor States on the implementation of the EEA & Norwegian Financial Mechanisms 2014-2021.

The Principal Investigator (PI) shall ensure that the information and communication measures are implemented in accordance with the Communication Plan and that they aim to reach the widest possible audience, including key stakeholders at the appropriate territorial level (s).

The communication plan shall include

- **Objectives** overall and specific;
- **Target groups** identify your audience and take care of each category need when design
- your message communication dissemination activities;
Messages present the information in a comprehensive manner in order to be understood by the public, integrate the overarching narrative of the EEA and Norway Grants (Working together for a green, competitive and inclusive Europe);
- **Tactics** channels;
Timeline associate to each objective a time frame;
 Budget include a budget for communication activities;
- **Evaluation** make sure to continuously evaluate your activities and take the appropriate measures to achieve your objectives;
- **Contact person** delegate a person from your team to be in charge with all the communication activities.

Furthermore, the Communication Plan must integrate clear messages that highlight the Donor States contribution.

The Principal Investigator (PI) shall ensure that the project members are informed regarding the funding source of the project and they know all the prerogatives of the contractual agreement and the communication and design manual. The events organized within the project such as conferences, workshops, seminars etc shall display explicitly and visibly the support of Iceland, Liechtenstein and/or Norway through the EEA and Norway Grants.

03 Slogan

The slogan is a memorable motto or phrase that summarizes the main ideas of a project, having as goal to raise the interest of the audience.

In the communication actions integrate the overarching narrative “Working together for a green, competitive and inclusive Europe”, this will contribute to a consistently communication of the EEA and Norway Grants 2014 -2021. The overarching narrative may be used in black, white or with the colours green, competitive and inclusive.

Recommendations

- try to find a short and simple slogan that can be easily remembered;
- focus on what makes you project different;
- choose wording that can stand the test of time;
- tell your audience the essential about your project without any additional information.

The slogan can be used on the webpage, social media, videos, publications, presentations, posters. It can be in Romanian or English depending on your audience.

04 Acknowledgement

In accordance with the Contractual Agreement, the publications realized within the project shall integrate the following sentence, in the acknowledgement/funding section:

For EEA Grants calls:

„The reasearch leading to these results has received funding from the EEA Grants 2014-2021, under Project contract no. XXXX”.

For Norway Grants calls:

„The reasearch leading to these results has received funding from the Norway Grants 2014-2021, under Project contract no. XXXX”.



05 Print & Publications

In order to increase the awareness of the project it is recommended to design leaflets, infographics, brochures, fluid books. There are two types of materials: ones that present the project, generally used in the early stage of its implementation and the others elaborated during the entire period of the implementation presenting the achievements and results.

Recommendations

- target very good the audience in order to select the appropriate information;
- use representative photos of the project;
- try to adopt a common language not a scientific one, the purpose being to attract people to science (use the scientific details only for scientific papers);
- if the publication is printable, always create an online version;
- ensure visibility for the donor countries (Iceland, Liechtenstein and Norway) and their contribution to reduce social and economic disparities and to strengthen bilateral relations between the donor countries and the beneficiary countries;
- include information on what your project aims to achieve, who will benefit, who is managing it, details on the grant support (amount, funding period, Programme Operator etc);
- bear in mind the cost of producing the publications and try to reduce production costs by designing and printing in house (if possible);
- pay attention to the printing and distribution of the publications, try to learn about green printing practices, use one of the various types of recycled papers.

06

Photo &

Audiovisual

Nowadays, due to the rapid growth of technology, the promotional materials that include visual elements are ranked in the top of the audience preferences. So, try to catch the most relevant stages of the project, the team of the project on short videos, this will help drawing the attention of the audience, having an immense advantage over those that rely on simple text.

Recommendations

- take plenty of photos during the implementation phase of the project (team, infrastructure, lab daily activities, events, results etc)
- use the most common instruments such as a phone for recording and the online tools/programmes for editing, if you want to have qualitative material work with professionals;
- pay attention to GDPR when using people identity/materials;
- be sure to get written permission to use photos, figures and graphs if they aren't yours;
- ensure visibility for the EEA or Norway Grants 2014-2021;
- include, at the end of the video, details on the grant support (amount, funding period, Programme Operator etc);
- remember to share your photos and audio visual material with your Programme Operator (UEFISCDI) and National Focal Point (Romanian Ministry of European Funds).

07

Social
Media

Nowadays, due to the rapid growth of technology, the promotional materials that include visual elements are ranked in the top of the audience preferences. So, try to catch the most relevant stages of the project, the team of the project on short videos, this will help drawing the attention of the audience, having an immense advantage over those that rely on simple text.

Recommendations

- use short messages with link to the website for details;
- post constantly, don't let the people to forget you;
- choose those platforms that you are familiar with;
- try to find where your audience is, don't be optimistic and select too many platforms, it is important to manage all the pages in due time;
- pay attention to GDPR when using people identity materials;
- ensure visibility for the EEA or Norway Grants 2014-2021;
- include in the message details on the grant support amount, funding period, Programme Operator etc;
- remember to link the posts with your Programme Operator and/or National Focal Point pages.

Facebook: is one of the most popular platforms, is easy to reach a targeted audience and can be easily administrated;

Google+: is a good option in order to make more visible your project in Google search;

YouTube: videos are on trend, keep up with the trend;

Twitter: at the international level is a very used platform, if you want to be in contact with the international community and raise the awareness of your research tweet;

Instagram: if your project is visual oriented (produce a lot of pictures) is recommendable to choose this platform;

LinkedIn: connecting people, creating connections, debating on your research area on dedicated groups.

National Focal Point (Romanian Ministry of European Funds) is active on:

Facebook www.facebook.com/Granturisee

Programme Operator (UEFISCDI) is active on:

Facebook <https://www.facebook.com/uefiscdi/>

Google+ <https://plus.google.com/101592554730832260023>

YouTube <https://www.youtube.com/channel/UCcwWeLtY5VHJIFy9hzi68QA>

Twitter <https://twitter.com/uefiscdi>

08 Events

Connecting with people, debating on your research, showing the progress of the project are only a few reasons why organising events are a good choice.

All the events (conferences, seminars, workshops, meetings etc) in connection with implementation of the EEA or Norway Grants shall display explicitly and visibly the support of Iceland, Liechtenstein and Norway through the EEA or Norway Grants.

Recommendations

- organise a launching and a final results event;
- make your research and project visible, talk science, organise press/lab visits for journalists/bloggers;
- take part at national/international events on your domain and promote the project.



09 Dealing with Journalists

It is important to be in contact with journalists/bloggers in order to raise the awareness of your research and project.

Recommendations

- make a database with journalists/bloggers specialised on your domain;
- send periodically information related to the implementation stages of the project and help journalists to understand your research in order to simplify their work to speed the news;
- invite the journalists/bloggers to your events;
- organise lab visits for journalists/bloggers;
- build long term relationships with journalists/bloggers.



10 Press Releases

Are useful tools of announcing something ostensibly newsworthy.

Recommendations

- send concise press releases, the highlight information on top and the details the least;
- choose an attractive title for the press release;
- add audiovisual materials to sustain the information and include a link to digital content;
- don't forget to add the logo and the acknowledgement of the support from Iceland, Liechtenstein and Norway through the EEA and/or Norway Grants and the value of the support.



Visual Identity



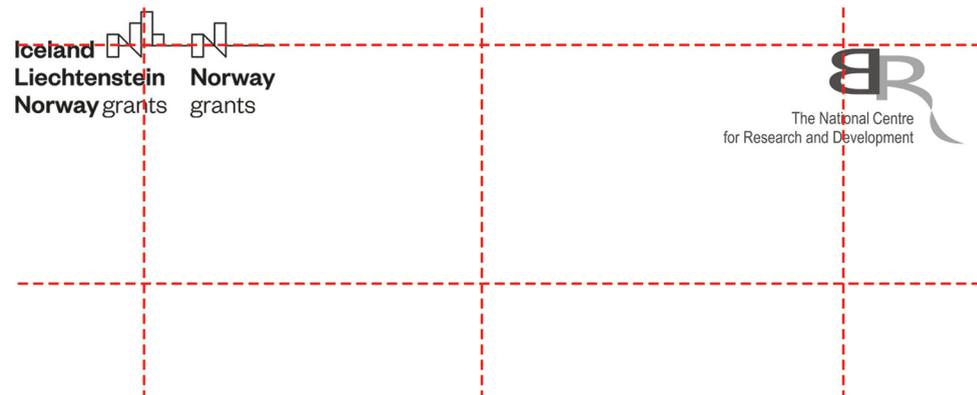
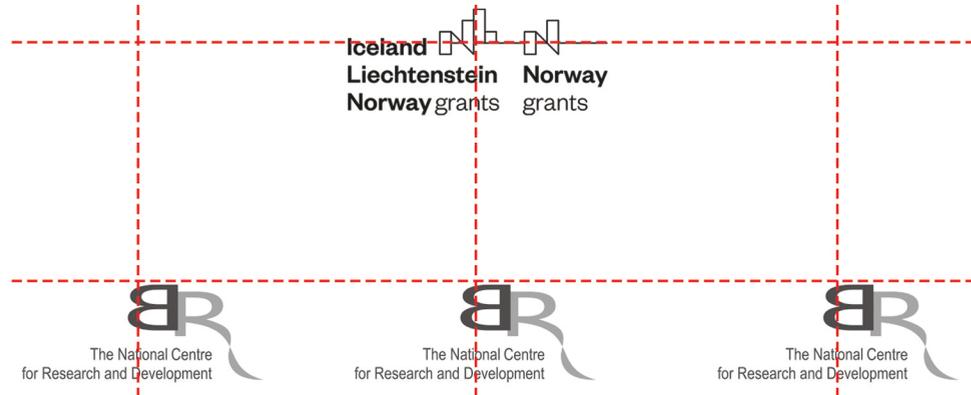


01 | Logos

Using the logo in combination with other logos (co-branding)

The guiding principle for use and placement of the logo on your material is that the EEA and Norway Grants logo is superior. The logo(s) is an important element when making visible the contributions from Iceland, Liechtenstein and Norway through the EEA and Norway Grants. For co-branding, the principle is that there should be a clear separation between the funding level and other organisations involved in the operation and implementation.

Guidelines on how the logos can and cannot be used together with other partners' logo(s) (co-branding) with examples are presented on the following pages.



Using the logo in combination with other logos (co-branding)

When the logo is used together with other partners' logo(s), the volume of the different logos must be balanced, i.e. the size should be the same (example a). The typography in the logos should always be horizontally aligned at the top and vertically centered to each other. If used together with other logos, the EEA and Norway Grants logo should be placed to the left (example b) and/or alone on top (example a, example c).



Iceland
Liechtenstein
Norway grants

Norway
grants

02 Typeography

The font used is Founders Grotesk, it should only be used in the weights "regular" and "semibold. Semibold for titles and regular for body text.

The font size for stationery is set to 22 pt for titles, 12 pt for section titles, 9 pt for body text and 9 pt for straplines. Sizes should be adjusted for larger formats to ensure legibility. Colours in titles are used to create a more playful and recognizable appearance.

Founders Grotesk

LIGHT / Uppercase

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ

BOLD / Lining numerals

0123456789

BOLD / Lowercase

abcdefghi
jklmnopqr
stuvwxyz

LIGHT ITALIC / Lowercase

abcdefghg
hijklmnopq
rstuvwxyz

03

Color

Palette

Red, blue and green are the main colours in the visual identity and the only colours to use with the logos (see below). You may use other colours when you are making brochures, publications, videos, etc., as well as on your website, on social media and in presentation of the project.

Only use the following colour combinations when displaying the logos. Do not overlap red, blue and green as this will decrease legibility due to low contrast between the colours.

CMYK
0/0/0/0

RGB
255/255/255

LAB
100/-0/-0

CMYK
0/0/0/100

RGB
29/29/27

LAB
11/-1/1

CMYK
100/75/0/20

RGB
0/48/150

LAB
26/6/-45

CMYK
0/100/97/0

RGB
255/0/22

LAB
49/73/55

CMYK
70/0/67/0

RGB
32/209/127

LAB
73/-59/28

Possible colour combination

Iceland
Liechtenstein Norway
Norway grants grants

Wrong use of colour combination

Iceland
Liechtenstein Norway
Norway grants grants

04 Grid

See below an example of how the grid system is used on a set of stationery items. The grid helps to create a consistent visual appearance across different surfaces. The spacing between the columns and the margins is only set for stationery and needs to be adjusted for bigger surfaces.



05 Promo materials

All the promotional materials must have EEA or Norway Grants logo visible. Each promotional material must integrate the EEA or Norway Grants logo (depending the call source of funding), together with UEFISCDI's logo (as Programme Operator). The project identification number (code), the project website, the national EEA or Norway Grants website (www.eeagrants.ro) and the Programme Operator website are also elements that are required on the materials.

The communication plan shall include

- add shorts and catchy texts;
- use relevant picture of the project;
- pay attention to the visual impact, use a suitable type size;
- try not to overfill the materials with text;
- the logos must be visible;
- ensure visibility for the donor countries Iceland, Liechtenstein and Norway and their contribution to reduce social and economic disparities and to strengthen bilateral relations between the donor countries and the beneficiary countries;
- include information on what your project aims to achieve, who will benefit, who is managing it, details on the grant support (amount, funding period, Programme Operator etc).

<https://uefiscdi.ro/eea-norway-grants>



example of sticker

06

Commemorative

Plaque

The Principal Investigator (PI) shall, during the implementation of the project, put a billboard at the site of each operation that integrates the EEA or Norway Grants logo (depending the call source of funding).

Recommendations

- mention of the total public contribution;
- the recommended size of the commemorative plaque is 200 x 300 mm, printed on a suitable material;
- the bottom line of the text is in Romanian language;
- it must be on a white background with the logo and text in black;
- the billboard is replaced with a permanent commemorative plaque that is visible, of significant size, in line with this manual, no later than six months after completion of the project.



07 Website

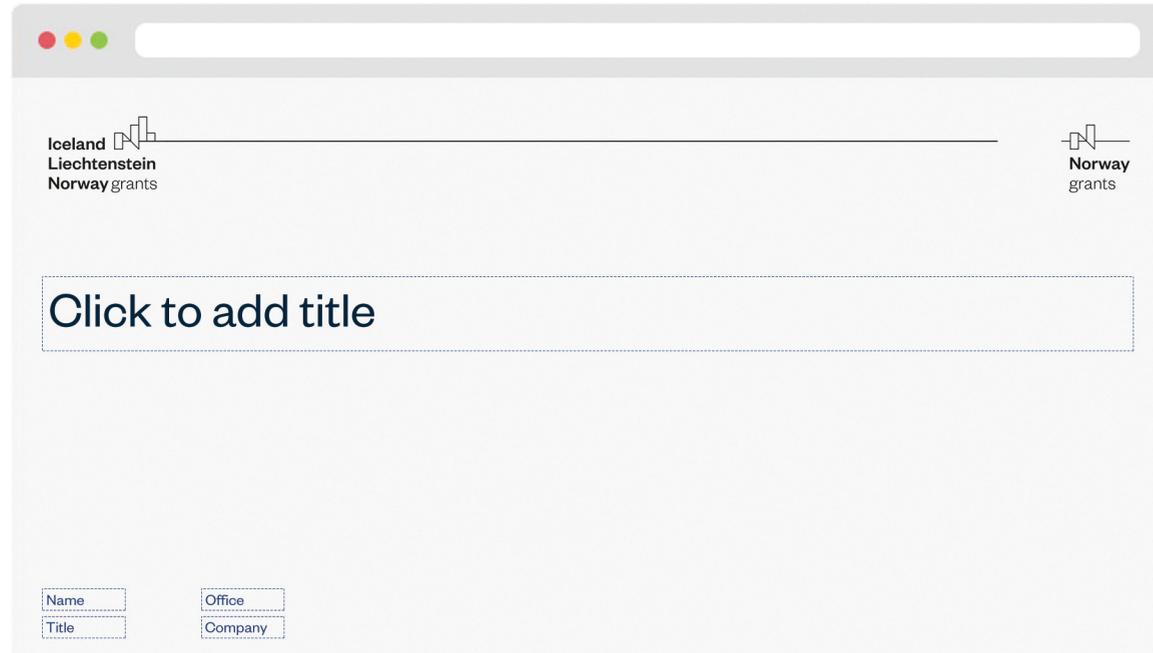
There are different options for creating a website: use professional help or chose from the available online solutions.

Recommendations

- register a domain name and find a web-hosting provider for your site;
- add the logos on the homepage, in a visible area;
- create different categories to present the information (ex: about the project, objectives, team, results, events/communication);
- add essential information;
- use relevant picture/videos of the project;
- ensure visibility for the donor countries Iceland, Liechtenstein and Norway and their contribution to reduce social and economic disparities and to strengthen bilateral relations between the donor countries and the beneficiary countries;
- mention the details on the project support (programme, Programme Operator, the project identification number (code), amount, funding period, etc);
- try not to overfill the with text.

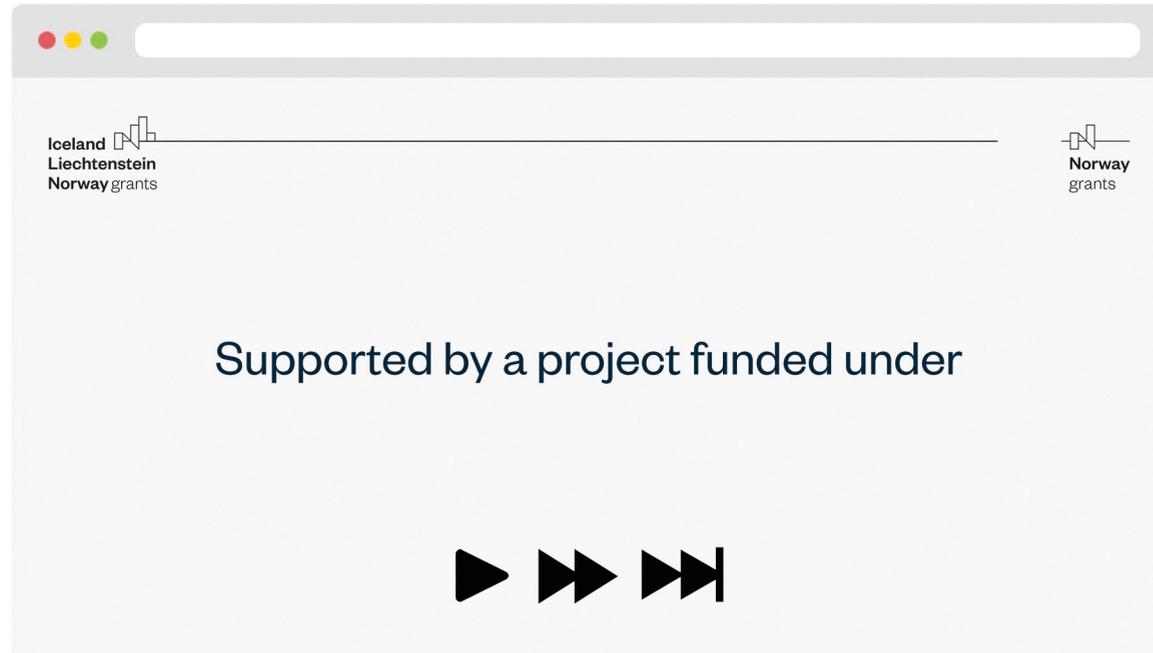
08 Powerpoint

This is a template for making PowerPoint presentations. The EEA Grants or Norway Grants logo(s) should be placed on the top of the page while your logo(s) can be placed on the bottom.



09 Video

There are different options for making a video: use professional help or chose from the available online solutions.



Romanian Research Programme EEA & Norway Grants

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Implementation Unit for EEA&Norway Financial Mechanisms

Iceland
Liechtenstein
Norway grants

Norway grants