



# Prespa Park Visibility Guidelines

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Communications Consultant

March 2009

UNDP - GEF Prespa Regional Project

Integrated Ecosystem Management in the Prespa Lakes Basin  
of Albania, FYR of Macedonia and Greece



THREE COUNTRIES, TWO LAKES, ONE FUTURE  
ТРИ ДРЖАВИ, ДВЕ ЕЗЕРА, ЕДНА ИДНИНА  
ΤΡΕΙΣ ΧΩΡΕΣ, ΔΥΟ ΛΙΜΝΕΣ, ΕΝΑ ΜΕΛΛΟΝ  
TRE VENDE, DY LIQENE, NJË E ARDHME

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The Prespa Park Visibility Guidelines are part of the Final Report submitted within the frame of Communications Consultancy, conducted for the UNDP/GEF Prespa Regional Project in the period September 29, 2008 - March 2, 2009.

The Consultant thanks the Prespa team for kind support and cooperation, and remains available for further information if required.

**Sonja Seizova**  
Communications Specialist

March 2, 2009  
Belgrade

# 1. Visibility guidelines and branding

Branding means consistent use of organization's symbols that represent its identity. It is a marketing concept that aims to wide recognition of the owner of these symbols. The more often and on larger scale those symbols are used - alone or in relation to specific activities - the higher is organization's visibility.

Visibility in its basic form means recognition of the organization's symbols: its logo and visual identity. On the next level, these are connected to the organization's mission, expressed through its slogan and activities.

To achieve maximum impact of these elements, it is crucial that they are **used at all times and in consistent way**, be it on publications, public events or other.

There are four basic modalities in the use of the branding elements. They depend on the relationships of the actors involved and should always be carefully examined and applied on the case-by-case basis:

1. PPCC acts as sole publisher and/or event organizer;
2. PPCC acts in partnership with other bodies/organizations;
3. PPCC activities/publications are supported by other bodies/organizations;
4. PPCC supports activities/publications by other bodies/organizations.

Currently, only modalities 2 and 3 are in place.

In the future case of PPCC supporting another implementing organization, PPCC should seek that its basic branding and editorial standards are respected, through contract or other means depending the PPCC legal status.

## 1.1. Branding and visibility checklist

1	Publications	
2	Posters	
3	Banner posted behind the head desk/speakers	
4	Desk flag with logo	
5	Desk stand with logo	
6	Name tags with logo	
7	Multi-purpose roll-up banner	
8	Hand-outs (folder with leaflets, maps, notebook, pen, ad-hoc information for workshops or the media)	
9	Video-loop	
10	Power-point	

11	T-shirts, caps, pens etc.	
12	PPCC e-mail address (with the web site domain name)	
13	e-mail signatures	
14	Stationery (letterheads, envelopes etc.)	
15	Signposts marking Prespa Park boundaries or locations	
16	Tourist and Protected areas maps outlining Prespa Park boundaries	

## 1.2. Logo



Prespa Park logo is used at all times, on all publications, workshops, public events, promotional material etc. in any of the four modalities listed above.

The logo can under no circumstances be changed in shape or colour, neither can it be used as part of an illustration or of a sentence.

## 1.3. Positioning of the logo



**MAIN PPCC USE (left):** When standing alone on material published solely by PPCC, logo is always placed top center of the front cover.

**PPCC in PARTNERSHIP (below):** When used on publications or for the events published/organized in partnership with other organizations or bodies, all logos are placed along the top of the front page (or a banner or similar), and all are of equal size and equal visibility. Prespa Park logo is placed top left, UNDP logo top right, GEF and other logos between them.

This is most often the case for the UNDP/GEF Prespa Project publications/events.



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## TRANSBOUNDARY MONITORING SYSTEM

### Tri-lateral thematic workshops

20 February 2009, Hotel Grand, Korca, Albania

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GEF/UNDP regional Project Integrated ecosystem management in the Prespa Lakes Basin of Albania, FYR of Macedonia and Greece

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**PPCC is SUPPORTED:** When a publication or an event are conducted by and for the PPCC, and supported/ financed by another entity, the other logo(s) are placed bottom center on the back cover, and/or on the imprint page. In the cases of PPCC publications below, the UNDP/GEF project supports maturation and sustainability of the PPCC, and does not act as partner (as opposed to the example above).



## 1.4. Colours, fonts and symbols

Two main **brand colours** and another nine colours and their tints (nuances, 20%, 40%, 60% saturation) are used for eight thematic areas and for child-friendly publications in all modalities: for PPCC publications, for the UNDFP/GEF project material and reports, as well as for the third parties' publications supported by PPCC.

For use in **Word documents**, copy/paste the title, or adjust R(ed) G(reen) B(lue) color code in drop-down menu Font/Colors/Custom.

**Brand fonts** to be used for publications and reports are MyriadPro for titles, and Trebuchet for text body.

### PRIMARY BRAND COLOUR



Pantone 3025 U  
**C 100 M 17 Y 0 K 51**  
**R 0 G 89 B 132**

### SECONDARY BRAND COLOUR



Pantone 105 U  
**C 0 M 3 Y 100 K 50**  
**R 157 G 142 B 0**

## GOVERNANCE



Pantone 717 U  
**C 0 M 53 Y 100 K 2**  
**R 240 G 139 B 29**

## BIODIVERSITY



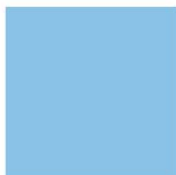
Pantone 583 U  
**C 23 M 0 Y 100 K 17**  
**R 175 G 189 B 34**

## TOURISM



Pantone 484 U  
**C 0 M 95 Y 100 K 29**  
**R 179 G 35 B 23**

## WATER



Pantone 292 U  
**C 49 M 11 Y 0 K 0**  
**R 121 G 189 B 232**

## AGRICULTURE



Pantone 5767 U  
**C 15 M 0 Y 68 K 39**  
**R 148 G 156 B 81**

## MAKING A LIVING



Pantone 131 U  
**C 0 M 32 Y 100 K 9**  
**R 231 G 166 B 20**

## FISH AND FISHERIES



Pantone 7461 U  
**C 78 M 28 Y 0 K 0**  
**R 0 G 149 B 211**

## FORESTS





Pantone 364 U  
**C 65 M 0 Y 100 K 42**  
**R 56 G 124 B 44**

## CHILD FRIENDLY



Pantone 122 U  
**C 0 M 17 Y 80 K 0**  
**R 255 G 210 B 79**



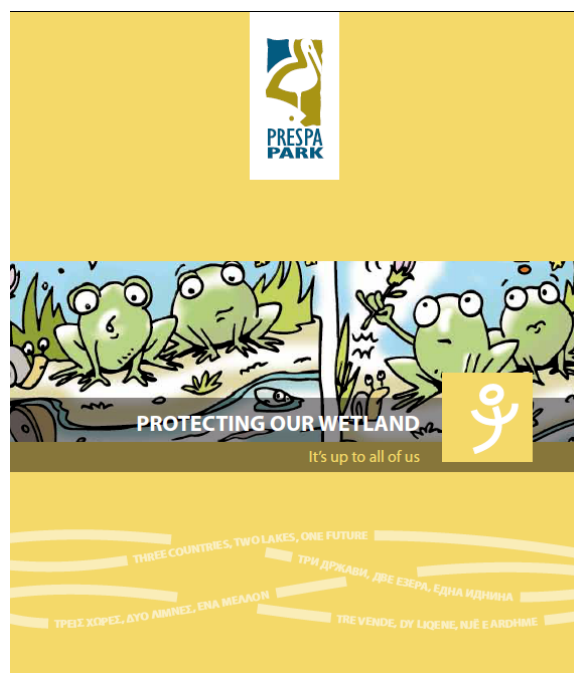
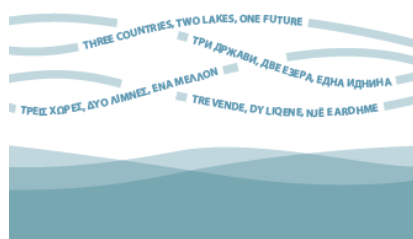
## 1.5. Slogan

Prespa Park slogan is **always used in the full, multilingual form** as it demonstrates the transboundary character of Prespa Park. It should be used in e-mail signatures, letterheads, and other documents as it is the basic identification of the transboundary Prespa Park objectives.

Three Countries, Two Lakes, One Future - Τρεις Χώρες, Δύο Λίμνες, Ένα Μέλλον -  
Три Држави, Две Езера, Една Иднина - Tre Vende, Dy Liqene, Një e Ardhme



When used on publications' front page, it has the form of four interwoven waves, and it is placed towards the bottom of the page.



## 1.6. Optional branding elements

This optional multilingual element (Prespa Park in four languages) can be used when the space is limited for the use of full slogan, or on inside pages depending on graphic design.

Prespa Park  
Преспа Парк  
Parku i Prespës  
Πάρκο Πρεσπών

Another optional graphic design element are light blue waves placed at the bottom of a page. This can be used for graphic design purposes, but it does not replace the multilingual slogan on interwoven waves.



## 1.7. Mission statement

Vission and Mission statement complements slogan, and should be used on all occassions.

Our **vision** is Prespa lakes basin managed jointly by the three countries, for the preservation of natural and cultural heritage and the wellbeing of its peoples.

Our **mission** is to offer ways to restore and keep this balance.

**Prespa Park Coordination Committee**

## 1.8. Core message

The purpose of the Core Message is to present facts about Prespa Park in a standardized way. It is a kind of expanded Prespa Park I.D., used on publications, newsletters, as background information on media advisory or other information material and ad-hoc handouts.

The Prespa Lakes basin (Southeast Europe) is a globally significant ecological and cultural landscape comprising four National Parks and several protected areas with unique habitats, flora and fauna.

In 2000 the Governments of Albania, FYR Macedonia and Greece agreed to work together to maintain the natural values of the area and introduce environmental management practices in the Prespa Park by integrating ecological, economic and social goals.

Two Wetlands of International Importance, designated under the Ramsar Convention on Wetlands, lie within the Transboundary Prespa Park boundaries. The area has been acknowledged as a Gift to the Earth by WWF-International, and European Union has included Prespa Lakes in its policies on water and species protection.

The Prespa Park Coordination Committee is a trilateral body representing governments, local authorities and civil society. It supports environmental protection and sustainable development in the Prespa Park for the preservation of natural and cultural heritage and the wellbeing of its peoples.

Since 2006 a GEF/UNDP Prespa Regional Project supports Integrated Ecosystem Management in the transboundary Prespa Lakes Basin, to last until 2011.

Depending on the occasion or the available space, shorter versions of core message can be used:

The Prespa Park Coordination Committee (PPCC) is a trilateral body representing governments, local authorities and civil society. It supports environmental protection and sustainable development in the Prespa Park for the preservation of natural and cultural heritage and the wellbeing of its peoples.

## 1.9. Imprint page

All publications should have an imprint page with the information below as a minimum. All quotes, photos etc should be properly credited in fine print/italics along the side of the photo. If certain material is used with permission from other source: *Courtesy of XY*.

Title:

Author/s: (or Compiled by:)

Editor:

Edition: (if applicable)

Published by:

Graphic design: (if applicable)

Printed by: (or: designed and printed by)

Location, year

Front page photo: Title, photo by (or Photo PPCC archives)

© This publication is copyright. It may be reproduced by any method without fee or prior permission for education purposes, with credits to the Publisher, but not for resale. The Publisher shall be notified of any such use.

For publications supported by UNDP/GEF Prespa Regional Project:

The production of this publication was supported by GEF and UNDP within the regional project *Integrated ecosystem management in the Prespa Lakes Basin of Albania, FYR of Macedonia and Greece*.

Disclaimer:

The views expressed herein are those of the authors and do not necessarily reflect the official position of the United Nations Development Programme (or ...of the Prespa Park Coordination Committee).

## 2. Publications

All PPCC publications and UNDP/GEF project publications belong to one of the thematic areas that bear own symbol and colour. Back cover is used for Core Message, a map, contact information and UNDP/GEF project information.

Depending on their purpose and size, they belong to one of three categories:

**Leaflet:** (A4 folded in three), with illustrations/photos and little text. It is the most simple information material that can be easily produced for various occasions, such as campaigning, information on various projects within Prespa Park, briefs on new publications or manuals etc. Different leaflets can be compiled and included in the folder with information on Prespa Park, depending on target audience.

**Brochure:** (18 cm x 21 cm) More elaborate publication targeting both general public and stakeholders.

**Reports/Manuals:** Book size.

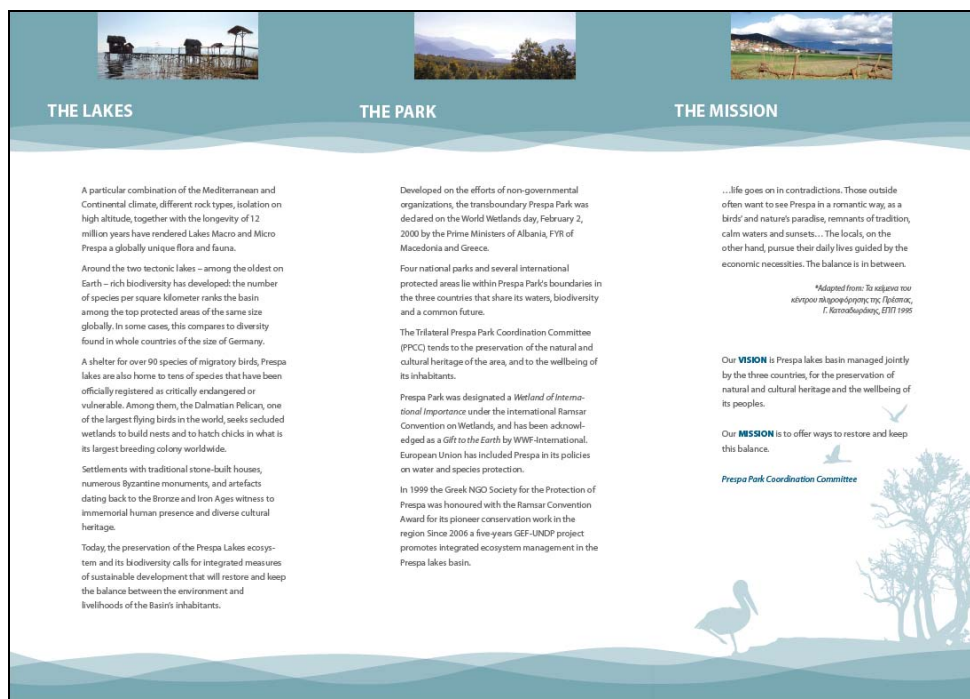
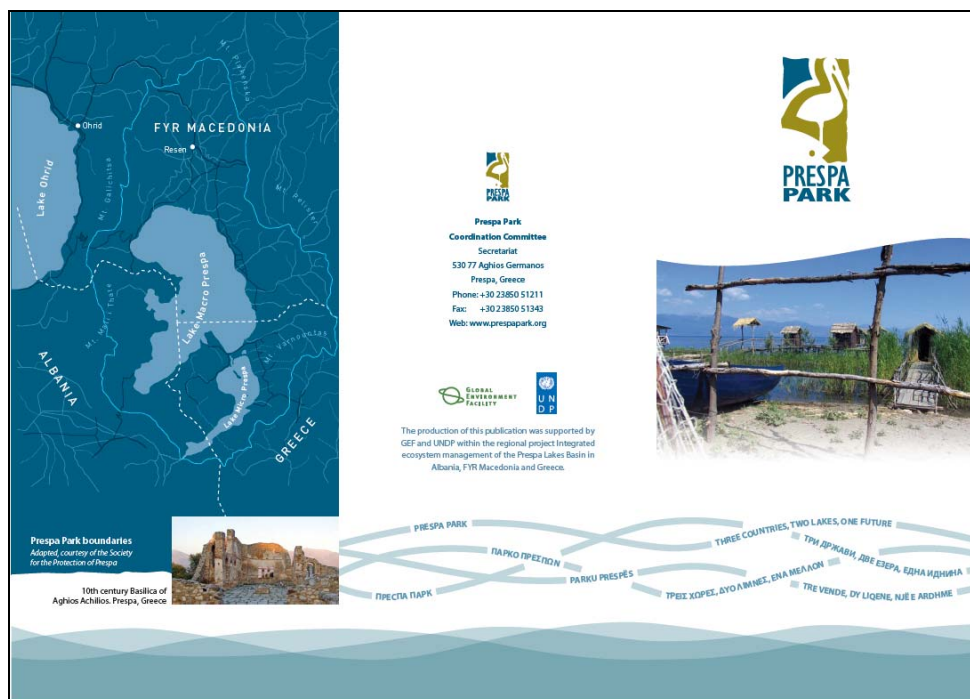
The following information and publicity material has been developed and printed under the Consultancy. A selection of full versions is available at

<http://www.prespapark.org/resources1>.

1. Leaflet with basic information: The Lakes, The Park, The Mission
2. Prespa Facts&Figures info-kit: 10 thematic brochures
3. Wall calendar
4. Desk calendar
5. Pocket diary
6. A4 folder
7. Notebook
8. Three thematic posters
9. Newsletter
10. Electronic holidays greeting card
11. Banners and stationary

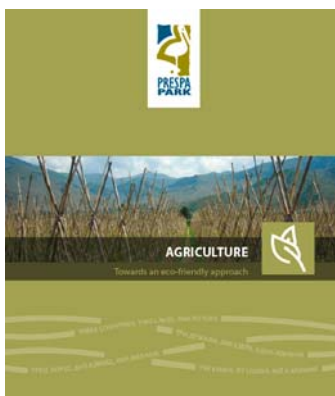
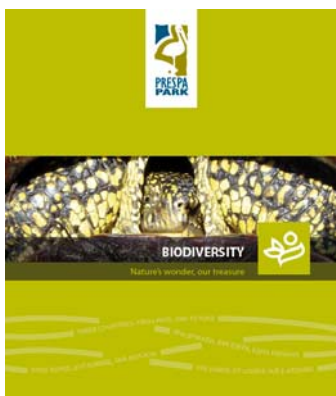
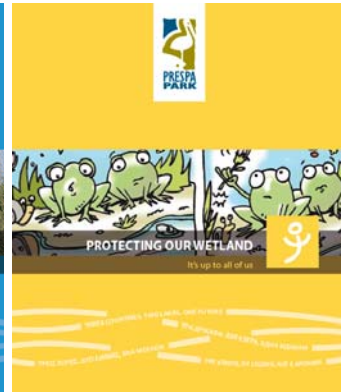
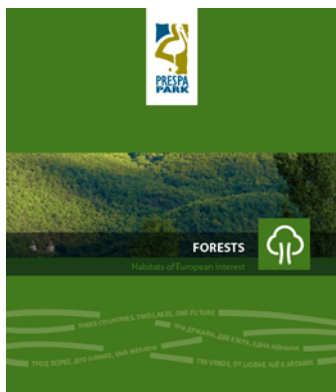
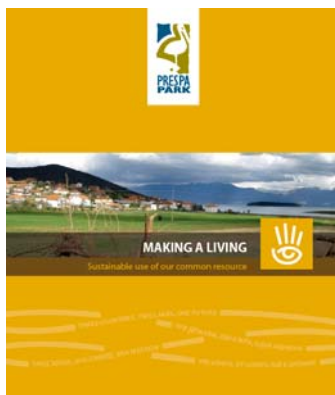
## Integrated Ecosystem Management in the Prespa Lakes basin of Albania, FYR of Macedonia and Greece

### Leaflet





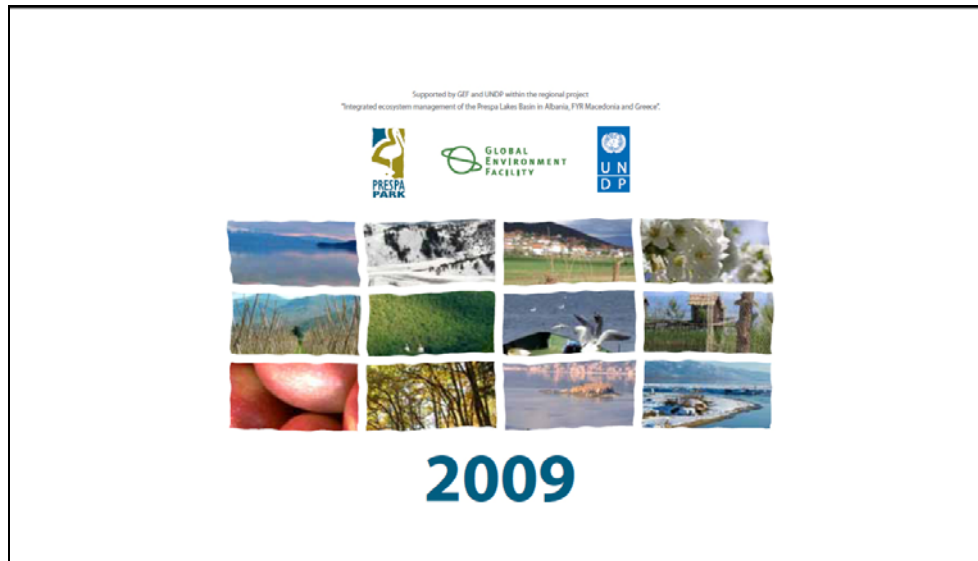
## Prespa Facts&Figures





## Integrated Ecosystem Management in the Prespa Lakes basin of Albania, FYR of Macedonia and Greece

### Desk/wall calendars



## Pocket diary



Prespa Lakes Basin (Southeast Europe) is a wetland of international importance, comprising of four National Parks and several protected areas with globally unique habitats, flora and fauna.

In 2000 the Governments of Albania, FYR Macedonia and Greece have agreed to work together to reduce pollution in the lakes, and introduce environmental management practices in the Prespa Park, by integrating ecological, economic and social goals.

Transboundary Prespa Park was designated a Wetland of International Importance under the international Ramsar Convention on Wetlands. It has been acknowledged as a Gift to the Earth by WWF-International, and European Union has included Prespa Lakes in its policies on water and species protection.

Prespa Park Coordination Committee (PPCC) is a trilateral body representing governments, local authorities and civil society. It supports environmental protection and sustainable development in Prespa Park for the preservation of natural and cultural heritage and the wellbeing of its peoples.

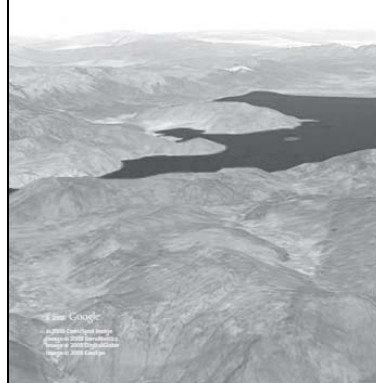
**Prespa Park Coordination Committee Secretariat**  
530 77 Aghios Germanos  
Prespa, Greece  
Phone: +30 23850 51211  
Fax: +30 23850 51343  
Web: [www.prespark.org](http://www.prespark.org)

Prespa Park / ПРЕСПА ПАРК / PARKU PRESPE / ПАРКО ПРЕЗНО

Our **VISION** is Prespa lakes basin managed jointly by the three countries, for the preservation of natural and cultural heritage and the wellbeing of its peoples.

Our **MISSION** is to offer ways to restore and keep this balance.

**Prespa Park Coordination Committee**

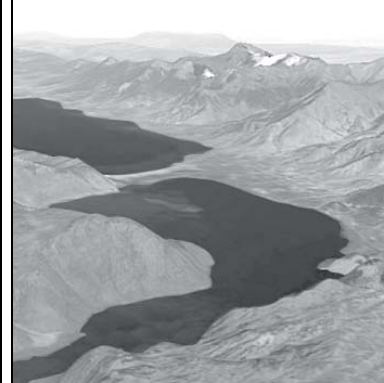


Elber Kovchev  
Aghios Germanos Regional  
Development Authority  
Prespa Park Coordination Committee  
Secretariat - 530 77 Aghios Germanos

Prespa Park / ПРЕСПА ПАРК / PARKU PRESPE / ПАРКО ПРЕЗНО

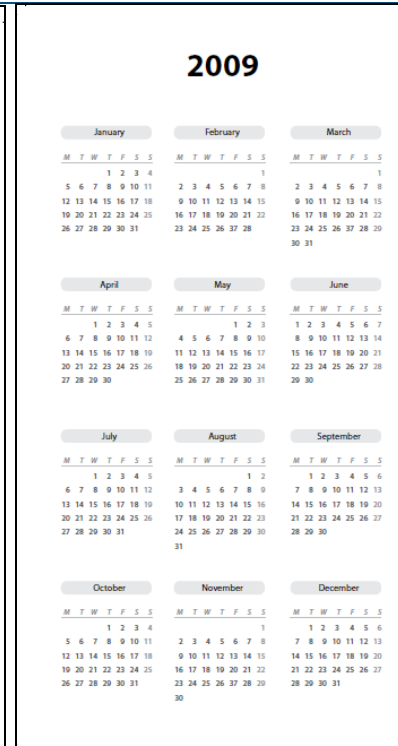
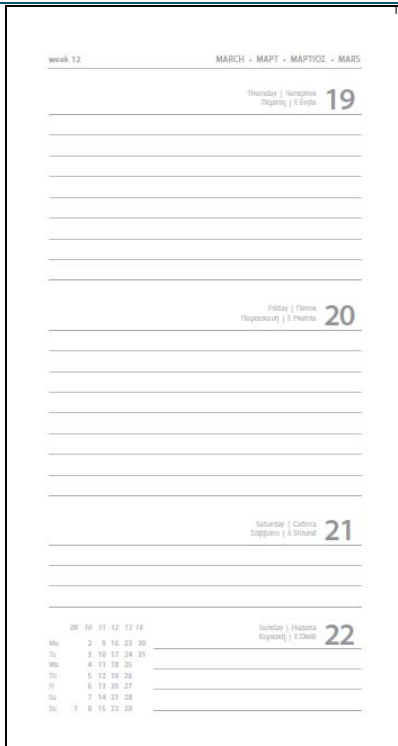
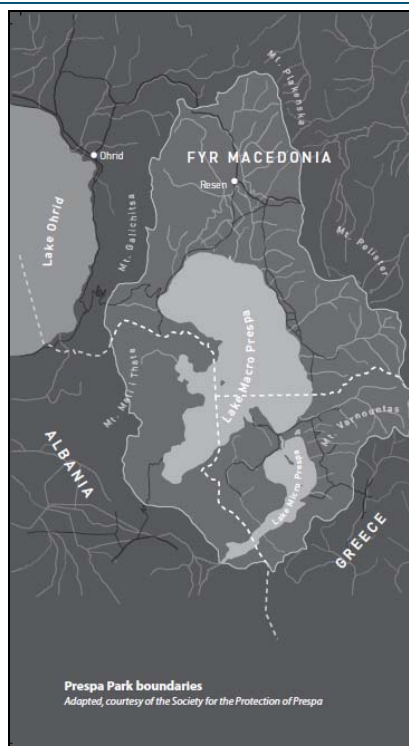
Prespa Park / ПРЕСПА ПАРК / PARKU PRESPE / ПАРКО ПРЕЗНО

Three Countries, Two Lakes, One Future  
Тρεις Χώρες, Δύο Λίμνες, Ένα Μέλλον  
Три Држави, Две Езера, Една Иднина  
Tre Vende, Dy Liqene, Një e Ardhme



Prespa Park / ПРЕСПА ПАРК / PARKU PRESPE / ПАРКО ПРЕЗНО

## Integrated Ecosystem Management in the Prespa Lakes basin of Albania, FYR of Macedonia and Greece



## Notebook



## Folder





## Posters



**PRESPA PARK**

Small Pelicans, Prespa National Park, Albania  
Photo by Andy Karamanlidis

**PRESPA BIODIVERSITY**

*Nature's wonder, our treasure*

THREE COUNTRIES, TWO LAKES, ONE FUTURE

ТРИ ДРЖАВИ, ДВЕ ЕЗЕРА, ЕДНА ИДНИНА

ΤΡΕΙΣ ΧΩΡΕΣ, ΔΥΟ ΛΙΜΝΕΣ, ΕΝΑ ΜΕΛΛΟΝ

TRE VENDE, DY LIQENE, NJË E ARDHME

 GLOBAL  
ENVIRONMENT  
FACILITY



Supported by GEF and UNDP within regional project  
Integrated ecosystem management in the Prespa Lakes basin (Balkan, FYR Macedonia and Greece)

Our **VISION** is Prespa lakes basin managed jointly by the three countries, for the preservation of natural and cultural heritage and the wellbeing of its peoples.

Our **MISSION** is to offer ways to restore and keep this balance.

*Prespa Park Coordination Committee*



**PRESPA  
PARK**

Thespa  
Photo: UNDP/Prespa



**MAKING A LIVING IN PRESPA**

*In harmony with the environment*

THREE COUNTRIES, TWO LAKES, ONE FUTURE

ТРИ ДРЖАВИ, ДВЕ ЕЗЕРА, ЕДНА ИДНИНА

ΤΡΕΙΣ ΧΩΡΕΙΣ, ΔΥΟ ΛΙΜΝΕΙΣ, ΕΝΑ ΜΕΛΛΟΝ

TRE VENDE, DY LIQENE, NJË E ARDHME

Supported by GEF and UNDP within regional project  
Integrated ecosystem management in the Prespa Lakes basin of Albania, FYR of Macedonia and Greece

Our **VISION** is Prespa lakes basin managed jointly by the three countries, for the preservation of natural and cultural heritage and the wellbeing of its peoples.

Our **MISSION** is to offer ways to restore and keep this balance.

*Prespa Park Coordination Committee*





## COMMON FUTURE IN PRESPA

### PRESPA PARK PROTECTED AREAS

-  Gackovica NP
-  Pelister NP
-  Central Strict Ornithological Reserve - Ruzica site
- Prespa National Park - NP**
-  Zone I - strictly protected area
-  Zone II - managed area
-  Zone III - development zone
- Prespa National Forest Park - NP** (G11540001)
-  Parkland zone
-  Core zone / Buffer zone
-  Core zone / Buffer zone
-  Mt. Varnountas NATURA 2000 site G11540002
-  Other sites of interest


Prepared by:  
SOCIETY FOR THE PROTECTION OF PRESPA, Ohrid, Macedonia, 2004

Scale: 0 2 4 6 8 Km

Adapted, Courtesy of the  
Society for the Protection of Prespa



## Newsletter



# The Park News

The Prespa Park Coordination Committee NEWSLETTER

Our vision is Prespa lakes basin managed jointly by the three countries, for the preservation of natural and cultural heritage and the wellbeing of its peoples.

Our mission is to offer ways to restore and keep this balance.

**Prespa Park Coordination Committee**

March 2009

Published quarterly

Supported by the  
UNDP/GEF Prespa regional project

UNDP  
GEF

GLOBAL  
ENVIRONMENT  
FACILITY

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Editor: Sonja Seizova


### PPCC on crossroads?

#### Third Extraordinary meeting in April

The 11<sup>th</sup> Regular Meeting of the trilateral Prespa Park Coordination Committee (PPCC), held November 21-22 in Pyli, Greece, brought to focus the process of the Committee's institutional maturation, and discussions over its operation and financing. These issues will be further explored on the Third Extraordinary Meeting of the PPCC in early April 2009.

A parallel meeting of the authorities managing the protected areas in the Prespa Lakes basin will be held to exchange information and discuss issues of joint concern. The last such trilateral meeting of the PNFMB, the Korça Forestry/PNP, the Ezerani Reserve, the Galicica NP and the Pelister NP took place five years ago.

The Third Extraordinary PPCC meeting is organized and hosted by the Prespa National Forest Management Body (PNFMB), and the working document prepared with contributions from the Chair of the PPCC, its Secretariat and the International Transboundary Advisor of the UNDP/GEF project. →p2



#### News in Brief

- Trilateral experts on Transboundary Monitoring System
- Children celebrate World Wetlands Day in Prespa Park
- High UNDP mission visits Prespa regional project
- Ecosystem-oriented

### Heading for a new Strategic Action Programme

#### Transboundary Diagnostic analysis rolls-out

Within the frame of the Transboundary Diagnostic Analysis, an international team led by the Regional Environmental Centre (REC) in Hungary, completed a series of national workshops

in Florina (Greece), Korça (Albania) and Resen (FYR Macedonia) in early February.

The views and concerns of stakeholders voiced during the meetings represent one of the first stepping stones in updating the 2003 Strategic Action Plan (SAP) for the

transboundary Prespa Park, an important part of the UNDP/GEF Prespa Regional Project.

All three meetings identified similar environmental issues of concern and a good awareness of activities in their neighbouring countries. Even more important -