



European Union
European Structural
and Investment Funds

England 2014 to 2020 European Structural and Investment Funds Growth Programme

Branding and Publicity Requirements

March 2015

PLEASE NOTE:

This document sets out the minimum requirements for branding and publicity in relation to European Structural and Investment Funds project development or delivery further to Commission Regulations No 1303 / 2013, No 1304 / 2013 and No 821 / 2014 and provides an interpretation of the Regulations in relation to branding and publicity for the European Structural and Investment Funds Programme. This document is only intended to set out the requirements and provide beneficiaries with guidance as to the requirements based on the Managing Authority's interpretation of the Regulations. It is the beneficiaries' sole responsibility to ensure that they fully understand and comply with the publicity requirements and they must ensure that any applicable partners that are also obliged to produce publicity materials do so in compliance with the Regulations. If beneficiaries are unclear about any aspect of the publicity requirements they are strongly advised to seek independent advice.

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This document specifically relates to European Regional Development Fund and European Social Fund funding – separate publicity requirements will be available in relation to the European Agricultural Fund for Rural Development.

Section 1 – Introduction to the requirements

1. Introduction to the Publicity and Branding Requirements

This branding and publicity guidance (**Guidance**) aims to:

- set out the minimum requirements for branding and publicity in relation to European Structural and Investment Funds development or delivery;
- provide an interpretation of the applicable EU regulations in relation to branding and publicity for the European Structural and Investment Funds Programme; and
- set out recommendations for use of the Logos used within the European Structural and Investment Funds Programme

To help promote and publicise the activities and impact of the England 2014 to 2020 European Structural and Investment Funds¹ Growth Programme (the **Programme**), the European Commission have published branding and publicity requirements which are detailed in European Union Regulation 1303/2013, articles 115-117 and Annex XII, European Union Regulation 1304/2013, article 20 for the Youth Employment Initiative and Commission Implementing Regulation 821/2014, chapter II and Annex II:

http://ec.europa.eu/regional_policy/index.cfm/en/information/legislation/regulations/

http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=uriserv:OJ.L_.2014.223.01.0007.01.ENG

(together the **Regulations**).

These requirements **must** be followed by anyone developing and delivering projects, or managing the Programme. All activity that forms part of the Programme **must** also comply with the branding and publicity requirements set out in this Guidance. These obligations will also form part of the terms of the relevant funding agreements which will be issued to beneficiaries prior to the grant of funding. These terms are contractual provisions placed on beneficiaries, delivery partners and all sub-contractors that are involved in any European Structural and Investment Funds activity. Therefore the consequences of non-compliance may lead to clawback of funding.

¹ The European Structural and Investment Funds Growth Programme funds comprise the European Regional Development Fund, the European Social Fund and part of the European Agricultural Fund for Rural Development.

It is the responsibility of project beneficiaries funded by European Structural and Investment Funds to ensure that they meet these requirements and they must, therefore, ensure all parties producing any publicity materials regarding the project fully appreciate the extent of the Regulations.

Audits and verification checks will be carried out on projects by the appropriate Managing Authority in England. The Department for Communities and Local Government is the Managing Authority for the England European Regional Development Fund. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. In addition audits and checks are carried out on a selection of projects by the audit authority and by the European Commission. In many cases communications activities will be audited within this process. It is therefore vital that projects not only meet the requirements but also retain verifiable evidence of compliant communication activities undertaken.

Section 2 –Logos

2.1 The Logo

In order to ensure a harmonised visual identity for information and communication measures for operations under the Programme, beneficiaries must display the Union emblem together with the words ‘European Union’ and reference to the relevant fund (**Logo**) in the correct form and presentation in all correspondence and activity related to the Programme.

Visual examples of the Logos are available for each of the funding streams. The correct version of the Logo must be used.

- [European Regional Development Fund Logo](#) - for use when **only** in receipt of European Regional Development Fund funding.
- [European Social Fund Logo](#) - for use when **only** in receipt of European Social Fund funding.
- [European Structural and Investment Funds Logo](#) – **only** for use if in receipt of more than one European Structural and Investment funding stream.

Only one version of these Logos should be used on any piece of publicity material – all, however, can be used alongside those of other funding partners but must be at least as large as the biggest of the other Logos.

Where the UK Government is a funding partner the ‘Funded by UK Government’ logo displayed below must also be used. This is available, with guidance for its use, from marketing@communities.gsi.gov.uk.



A zip file containing all versions of these Logos in various formats can be found via the following link: www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials

2.2 The Rules

It is mandatory that the Logo is used and applied correctly, prominently and consistently on all websites, publicity materials and project documentation produced by a project supported by any of the European Structural and Investment Funds funds.

Each Logo version is specifically designed to include the mandatory requirements set out in the Regulations which include:

- The standard European Union emblem which is the primary visual representation used for the European Structural and Investment Fund Growth Programme. The emblem consists of 12 five-pointed gold stars in a circle on a blue background.
- Reference to the European Union in appropriate font.
- The font typeface to be used in conjunction with the Union emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu.
- Reference to the specific European Structural and Investment Funds funding stream – European Regional Development Fund, European Social Fund and for where more than one fund is covered - European Structural and Investment Funds.

2.3 Rules on Colour

For the majority of cases, the colour version of the Logo with the standard colours **must** be used:

- Pantone Reflex Blue – 100% process cyan and 80% process Magenta
- Pantone Yellow – 100% process yellow

If the material is printed only in black (on a white background) or for other justified cases, the black and white version of the Logo may be used.

2.3.1 Background page colour

The Logo works best in colour on a white background. However, if it appears on a dark or coloured background the black text of the Logo may be hard to read. By exception, in those cases it is permitted to use the white out version of the Logo.

When using the white out version, the European Union emblem itself must not change colour.



In all cases it is important that the background should be uncluttered and provides enough contrast to ensure clarity.

2.4 Location and Size

The Logo should be placed in a prominent and suitable position, on all materials (for examples of potential print materials see page 13). If used alongside other Logos, then the fund Logo has to be at least equal in size to the largest of the other Logos and appropriate to the scale of the material and documents being used.

As a minimum, the Logo, including the emblem and the wording, should be used at 40mm width (landscape Logo) and 25mm height (portrait Logo)

Portrait Logo



Landscape Logo



For use on small items such as business cards or promotional items, it is permissible to just include the EU emblem and reference to the European Union.

There are separate size requirements for use of the Logo on [plaques](#) and [billboards](#) – see separate section for details.

2.5 Clearance Zone

To prevent any visual interference the Logo must be positioned in its own clear space, with a suitable 'clearance zone' left clear around its edges. Also, it should not be placed immediately against a document edge.

2.6 Incorrect use of the Logo

- The Logo must not be stretched, squashed, broken up or reproduced in colours other than those stated in this guidance.
- The Logo must not be reproduced in a different typeface or be rotated.
- The Logo must not have any other wording or illustration added to it.
- The Logo must not use Italic, underlined variations or font effects.
- The Logo font must not deviate from the font types listed in section 2.2.
- The positioning of the text in relation to the Union emblem must not interfere with the Union emblem in any way.
- When resizing the Logo it **must** stay in proportion and **must not** become distorted.
- Pixilation or blurring of the Logo resulting from the use of an incorrect format/ insufficient resolution must be avoided.



X Do not rotate Logo
Logo



European Union
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X Do not squash/stretch

2.7 Visual examples of the Logos available

There are two Logo options (portrait and landscape) available to use for European Regional Development Fund, European Social Fund and European Structural and Investment Funds in colour, black and white or white-out which can be used to suit your document.

Black and white versions are only to be used when colour reproduction is not an option (see [section 2.3](#)); a white-out version is also available, and is for use on dark backgrounds however this must feature the Reflex blue flag with yellow stars (see [section 2.3.1](#)).

Option 1 – Landscape Logos

European Regional Development Fund



European Social Fund



European Structural and Investment Funds



Option 2 – Portrait Logos

European Regional Development Fund



European Union
European Regional Development Fund



European Union
European Regional Development Fund

European Social Fund



European Union
European Social Fund



European Union
European Social Fund

European Structural and Investment Funds



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Section 3 – Publicity

The table below shows the specific publicity activity that you **must** comply with for European Regional Development Fund and European Social Fund funded activity as part of the European Structural and Investment Funds Growth Programme.

	European Regional Development Fund	European Social Fund
<u>Plaques</u>	✓ **	
<u>Billboards</u>	✓ **	
<u>Posters</u>	✓ *	✓
<u>Print and Publications</u>	✓	✓
<u>Electronic Materials</u>	✓	✓
<u>Media and PR Activity</u>	✓	✓
<u>Events, Conferences, Seminars and Workshops</u>	✓	✓
<u>Informing Beneficiaries / Participants</u>	✓	✓
<u>Description of Activity on website (List of Operations)</u>	✓	✓
<u>Evidencing Publicity Activities</u>	✓	✓

*For European Regional Development Fund projects where the total public contribution is €500,000 or less

**For European Regional Development Fund projects where the total public contribution is more than €500,000
The total public contribution is the total contribution from all public sources.

3.1 Plaques

European Regional Development Fund projects are required to put up a permanent plaque in a location readily visible to the general public, no later than three months after completion of the project. This is applicable where the total public contribution to the project exceeds €500,000 and the project consists in the purchase of a physical object or in the financing of infrastructure or of construction projects.

Plaques should be of a significant size (at least 300mm x 300mm) and include a space reserved for the European Regional Development Fund Logo as acknowledgement of the role played by the fund in part-financing the project.

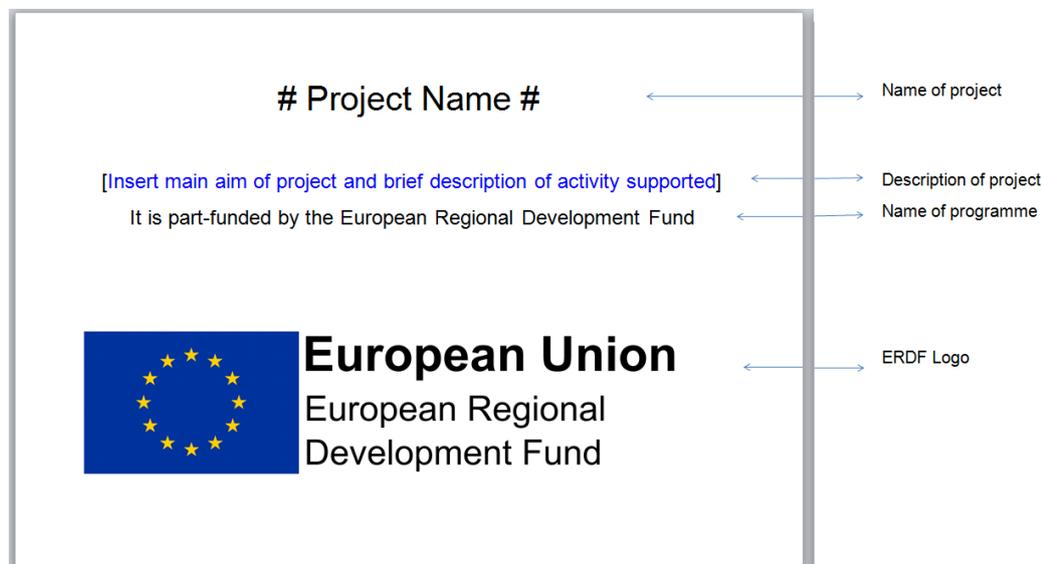
Plaques must include the following information:

- Name of the project.
- Name of the funding stream: 'European Regional Development Fund'.
- Description of the activity supported by the project.
- Display the full relevant Logo

This information should take up at least 25% of the total plaque size.

All plaques must be produced and funded by the project. Costs for this should be considered when developing and planning the project.

Below is an example to show how the requirements could be presented.



3.2 Billboards

Billboards must be erected on the sites of projects where infrastructure or construction projects are being financed by the European Regional Development Fund and the total public contribution to the project exceeds €500,000.

A billboard must be erected at the start of the works. Billboards should be sited to maximise the opportunities for it/them to be seen by the public and include a space reserved for the European Regional Development Fund Logo as acknowledgement.

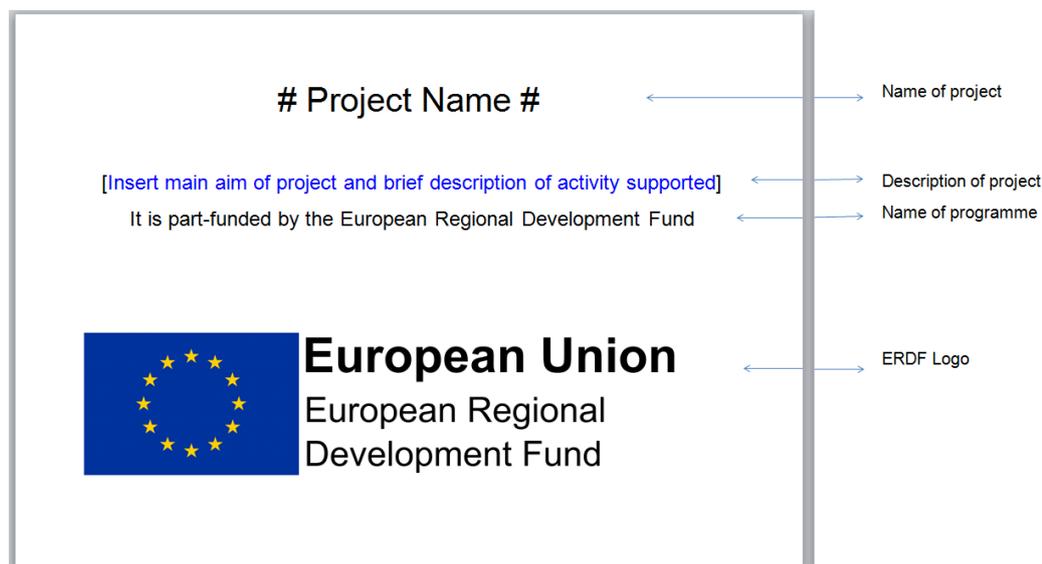
When the project is completed, the billboard should be replaced by a permanent plaque no later than 3 months of project completion (see section 3.1).

Billboards must include the following information:

- Name of the project.
- Name of the funding stream: 'European Regional Development Fund.'
- Brief description of the activity supported by the project.
- Display the full relevant Logo

This information should take up at least 25% of the total billboard size.

Below is an example to show how the requirements could be presented.



3.3 Posters

Beneficiaries of European Structural and Investment Funds funding that are not required to display a plaque or billboard (see 3.1 and 3.2 above) **must** display at least one poster with information about the project, including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

Beneficiaries include, but are not restricted to:

- All European Social Fund (and match) providers and their subcontractors delivering the project, who must display at least one poster at their main delivery locations. A main delivery location is defined as “the most commonly attended location by participants at each European Social Fund provider (and each of their sub-contractors)” during the lifetime of the project. For each project, providing the criteria set out in this guidance are met, the content of the poster can be the same irrespective of the posters’ location or whether it is displayed by a provider or sub-contractor.
- European Regional Development Fund projects where the total public contribution to the project is less than €500,000
- Any other beneficiary not covered by the bullets above or the billboard/plaque requirements in sections 3.1 and 3.2.

The poster **must** be at least A3 size (portrait or landscape) and must include the following information:

- Name of the project.
- Name of the Funding Stream: ‘European Social Fund’ or ‘European Regional Development Fund’
- Brief description of the activity supported by the project including (for European Social Fund) if it receives any support through the Youth Employment Initiative.
- the full Logo for the relevant fund (see Logo and Contact Us section of this guidance)

Example poster templates are available but projects can develop their own designs so long as EC regulations are met.

Example poster templates that (European Social Fund and European Regional Development Fund) projects can use can be found via the link below. The European Social Fund poster template applies to European Social Fund and match provision.

www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials

3.4 Print and Publications

All printed documents and publications produced by projects supported by one or more of the funds must acknowledge and reference the funding received by displaying the correct Logo and ensuring it is visible in a prominent position. This extends to a variety of materials and documents including, but not restricted to:

- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards

- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation - for example timesheets, induction material etc.
- Procurement material
- Job descriptions

For small promotional items, such as pens, the European Union emblem and words 'European Union' can just be used. See Logo requirements (see [section 2](#)) for more details.

Where Youth Employment Initiative funding is being used with European Social Fund - any document containing the Logo and issued for the public or for participants, including an attendance or other certificate, shall include a statement to the effect that the operation was supported under the Youth Employment Initiative.

Please ensure you keep electronic and hard copies of all your materials as evidence.

3.5 Electronic Materials

All electronic materials produced by projects must acknowledge and reference the funding received by displaying the appropriate Logo. This extends to a variety of materials including, but not restricted to:

- Websites
- E-Newsletters
- Presentation slides
- Press notices
- Email footers and signatures
- Audio visual material including films, video, DVDs, CD Roms
- Social media tools including Facebook, Twitter and SMS Messages

The full colour version of the Logo must be placed on the beneficiaries' website (on the homepage and/or the project specific pages) and must be visible without requiring a user, upon landing on the page(s), to scroll down the page. This applies to the use of desktops, laptops and other digital devices.

During the implementation of a project, beneficiaries must provide on their website a short description of the project, including its aims and results, and highlighting the financial support from the European Union – including a reference to Youth Employment Initiative funding where used as part of European Social Fund funding.

Please ensure you keep electronic and hard copies of all your materials as evidence.

3.6 Media and PR Activity

A cost effective way to promote projects is through the local media and trade press. It is good practice to develop press releases for the launch of the project, and subsequently to announce key milestones and achievements. In some circumstances (particularly for the European Regional Development Fund programme) the Managing Authority may produce a press release.

All press releases relating to projects supported by European funding streams must include:

- A text reference to the European programme support in the main body of the release;
- The 'notes to editors' (see para 3.6.1) for the relevant funding stream; and
- The Logo of the relevant funding stream.

Quotes to show the support for the project from the Department for Communities and Local Government (as the Managing Authority for European Regional Development Fund), may also be available for significant announcements – contact your local communications representative within the Managing Authority – see page 18.

Please note that the European funding agreements for the project should be in place and completed before any media or PR activities are completed.

If a project is interviewed by the media (print, tv or radio), with the aim to produce a news story about funded activity, or produces a radio or TV advertisement to promote the project, reference should be made to the European funding stream support provided. A reference to Youth Employment Initiative funding should also be included where used as part of European Social Fund support.

Projects should retain original copies of press releases and copies of any coverage obtained as a result of the press release.

3.6.1 Notes to editors (select the correct one)

European Regional Development Fund

The project (**either** has received **or** is receiving up to) £[INSERT AMOUNT] of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, European Regional Development Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

European Social Fund

The project (**either** has received **or** is receiving up to) £[INSERT AMOUNT] of funding

from the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. Established by the European Union, European Social Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, skills development, job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

European Social Fund – Youth Employment Initiative version

The project (**either** has received **or** is receiving up to) £[INSERT AMOUNT] of funding from the European Social Fund and Youth Employment Initiative as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions is the Managing Authority for the England European Social Fund programme. Established by the European Union, European Social Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, skills development, job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

European Structural and Investment Funds

The project (**either** has received **or** is receiving up to) £ [INSERT AMOUNT] of funding from the England European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government and the Department for Work and Pensions are the managing authorities for European Regional Development Fund and European Social Fund funding through the Growth Programme, funds established by the European Union to help local areas stimulate their economic development. By investing in projects the funds will help to support innovation, businesses, skills and employment to improve local growth and create jobs. For more information visit <https://www.gov.uk/european-growth-funding>

3.7 Events, Conferences, Seminars and Workshops

Conferences, seminars, exhibitions and events are an ideal way to promote a project supported by European funding. All materials and documents produced for an event in advance, on the day and after the event including invitations, tickets, press releases, exhibition stands, and presentation slides must acknowledge and reference the funding received by displaying the appropriate Logo.

Projects funded by European Regional Development Fund should notify your local communications representative within the Managing Authority about the event in order to give them a chance to attend and/or provide programme exhibition stands. In some circumstances it may be possible to provide a Minister or a representative from the Programme to speak at an event.

3.8 Informing Beneficiaries/Participants of European Programme Funded Projects

All beneficiaries/projects (including match-funded provision) must inform all participants who are taking part in activities associated with the project about the support from the specific fund and the European Union at the start of their activity.

Projects must ensure that they have provisions in place to notify those taking part in the project activity that it benefits from the fund. Ways to ensure this is achieved include:

- Mention during induction sessions as part of a training course.
- Note the support in any contracts or paperwork given to beneficiaries/participants.
- State the support in internal newsletters and bulletins.
- Provide the beneficiary/participant with a leaflet explaining European programme investment in your project.
- Ensure that plaques and posters are used in line with this guidance.
- Use of the relevant funding stream Logo on publications and electronic media, in line with this guidance.

Youth Employment Initiative and European Social Fund - where European Social Fund is supporting an operation that is receiving funding from the Youth Employment Initiative, projects must ensure that:

- Those taking part are specifically informed of the Youth Employment Initiative support provided through the European Social Fund funding and the specific Youth Employment Initiative allocation.
- Any document relating to the implementation of that operation and issued for the public or for participants, including an attendance or other certificate, shall include a statement to the effect that the operation was supported under the Youth Employment Initiative.

3.9 List of Operations

The Department for Communities and Local Government and Department for Work and Pensions are required to publish online a 'List of Operations' that have received support from European funds. Please be aware that acceptance of your Funding Agreement is also an acceptance of inclusion on the list.

3.10 Evidencing Publicity Activities

Regular monitoring and audits can take place a long time after the project has been completed. Therefore ensure all evidence is kept until advised by the Managing Authority that it is safe to dispose of it. Guidance about document retention is available from your local Programme team.

If a project is unable to evidence adherence to the publicity requirements, it can result in a financial penalty. When fulfilling the publicity requirements it is important to remember that

any publicity materials produced and services used, must adhere to the European Union procurement rules and regulations.

Failure to provide appropriate evidence is identified as one of the most common audit failings and is subject to a high degree of attention from UK and European Commission verification and audit visits.

Section 4 – Contact Us

4.1 Contact information

If you require any further clarification on the correct application of these guidelines please contact

European Regional Development Fund communication contact by emailing

esif@communities.gsi.gov.uk

European Social Fund communication contact by emailing

ESF.2014-2020@dwp.gsi.gov.uk

For European Agricultural Fund for Rural Development publicity guidance, projects should contact DEFRA

For European Agricultural Fund for Rural Development publicity guidance, projects should contact their local Defra Rural Development team.

For Greater London Authority – The Greater London Authority, in its role as Intermediate Body, will require documents at a programme level in London (such as Opt-In Organisation procurement documents) - to include the “supported by Mayor of London” logo lock-up and will need to be approved by the Greater London Authority prior to distribution. This requirement applies to Opt-In organisations and does not apply to general beneficiaries of European Structural and Investment Funds funding. For further information and ‘logo lock-up’ approval, please contact the Greater London Authority at esf@london.gov.uk or erdf@london.gov.uk.

Section 5 – Reference sources

- **Logos** – www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials

Logo formats available are:

- Low resolution images suitable for most web applications (png)
- Low resolution images suitable for small scale print (jpeg)
- High resolution images suitable print production (eps)

- **Publicity Templates** – www.gov.uk/government/publications/european-structural-and-investment-funds-project-requirements-and-publicity-materials

The toolkit contains a series of individual documents and templates required to meet publicity requirements.

- Poster templates
- Press release template - including editors notes
- [European Union Regulation No 1303/2013](#)
- [European Union Regulation No 1304/2013](#)
- [European Commission Implementing Regulation EU No 821/2014](#)
- [Greater London Authority](#)