



European Union
European Structural
and Investment Funds

England 2014 to 2020 European Structural and Investment Funds (ESIF) Growth Programme

Interim Branding and Publicity Guidance

January 2015

PLEASE NOTE:

This document provides an interpretation of applicable EU Regulations in relation to branding and publicity requirements for the England 2014 – 2020 ESIF Programme pending approval of the Operational Programme by the European Commission. This document only addresses the minimum requirements of the Regulations with regards to the use of logos. It is the potential beneficiaries' sole responsibility to ensure that they, and any applicable partners, fully understand and comply with the Regulations. If potential beneficiaries or their partners are unclear about any aspect of the publicity requirements, they are strongly advised to seek independent advice.

This document specifically relates to ERDF and ESF funding – separate publicity requirements are available in relation to the European Agricultural Fund for Rural Development. Please contact the relevant local Rural Development Team.

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Section 1 – Introduction to the requirements

1. Introduction to the Interim Branding and Publicity Requirements

This interim branding and publicity guidance (**Guidance**) aims to provide an interpretation of relevant regulations in relation to the use of the Union emblem together with the words 'European Union' and reference to the relevant fund (the **Logo**) by potential beneficiaries, and any applicable partners, under the England 2014 to 2020 European Structural and Investment Funds (**ESIF**)¹ Growth Programme (the **Programme**) pending approval of the Operational Programme by the European Commission.

Once the Operational Programme is launched and Funding Agreements awarded, successful beneficiaries **must** refer to the full Branding and Publicity Requirements.

Background

To help promote and publicise the activities and impact of the Programme, the European Commission have published branding and publicity requirements which are detailed in EU Regulation 1303/2013, articles 115-117 and Annex XII, EU 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/information/legislation/index_en.cfm

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

(together the **Regulations**).

¹ The ESIF Growth Programme funds comprise the European Regional Development Fund (ERDF), the European Social Fund (ESF) and the European Agricultural Fund for Rural Development (EAFRD).

Section 2 – Where to use the logo

The information below sets out the minimum requirements under the Regulations with regards to use of the Logo. This Guidance is only intended to address the types of branding and publicity activities which potential beneficiaries, and any applicable partners, may wish to undertake at their own risk pending approval of the Operational Programme by the European Commission.

2.1 Electronic and Hardcopy Materials

Potential beneficiaries may wish to produce the following publicity materials and documents in preparation for the Programme:

- Advertisements and job descriptions
- Promotional materials e.g. leaflets, brochures, posters, newsletters
- Event, conference, seminar or workshop materials e.g. invitations, tickets, press releases, exhibition stands, presentation slides
- General paperwork e.g. reports and papers
- Social media tools e.g. Facebook, Twitter and SMS Messages
- Audio visuals materials including films, video, DVDs and CD Roms
- Websites

Under the Regulations, successful beneficiaries will be required to ensure that all electronic and hard copy materials acknowledge and reference the funding received under the Programme by displaying the relevant Logo in a prominent position. Any press releases should also include a text reference to the European Programme in the main body of the release.

Successful beneficiaries will also be required to place a full colour version of the Logo on their website (on the homepage and/or the activity specific pages) which should be visible without requiring a user, upon landing on the page(s), to scroll down the page (whether the user is on a desktop, laptop or other digital device).

2.2 Evidencing Publicity Activities

If successful beneficiaries wish to class publicity activities they have delivered as eligible expenditure, they will need to produce evidence demonstrating how the publicity requirements in the Regulations were met. Electronic and hard copies of any activities delivered by potential beneficiaries should therefore be kept in case of future monitoring and audit activities.

It is important to remember that any publicity materials produced and services used must also adhere to European Commission procurement rules and regulations.

Section 3 –Logos

3.1 The Logo

In order to ensure a harmonised visual identity for information and communication measures for operations under the Programme, successful beneficiaries will be required to display the 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 (ERDF) Logo - for use when **only** in relation to ERDF funding.
- European Social Fund (ESF) Logo - for use when **only** in relation to ESF funding.
- European Structural and Investment Funds Logo – for use in relation to the whole European Structural and Investment Funds Growth Programme.

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.

The ERDF and European Structural and Investment Funds Logos are available in various formats and can be obtained by emailing esif@communities.gsi.gov.uk.

The ESF Logo is also available in a variety of formats and can be obtained by emailing esf.feedback@dwp.gsi.gov.uk.

3.2 The Rules

It is mandatory that the Logo is used and applied correctly, prominently and consistently.

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 Funds 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 ESIF funding stream – European Regional Development Fund, European Social Fund and for where more than one fund is covered - European Structural and Investment Funds.

3.3 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.

3.3.1 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 EU 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.

3.4 Location and Size

The Logo should be placed in a prominent and suitable position, on all materials (for examples of potential materials see Section 2.1). 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



3.5 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.

3.6 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



X Do not squash/stretch

3.7 Visual examples of the Logos available

There are two Logo options (portrait and landscape) available to use for ERDF, ESF and ESIF 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 3.3](#)); 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 3.3.1](#)).

Option 1 – Landscape Logos

ERDF



ESF



ESIF



Option 2 – Portrait Logos

ERDF



ESF



ESIF



Section 4 – Contacts and Reference Sources

4.1 Contact information

For clarification on these interim guidelines please email esif@communities.gsi.gov.uk.

4.2 Reference sources

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 for print production (eps)

The ERDF and European Structural and Investment Funds Logos can be obtained by emailing esif@communities.gsi.gov.uk.

The ESF Logo can be obtained by emailing ESF.2014-2020@DWP.GSI.GOV.UK.

- [European Union Regulation No 1303/2013](#)
- [European Union Regulation No 1304/2013](#)
- [European Commission Implementing Regulation EU No 821/2014](#)