

# Northern Ireland ESF Programme Investment for Jobs and Growth - 2014 to 2020

## Branding and Publicity Requirements

June 2015 (revised January 2016, May 2016 and June 2016)

This document sets out the minimum requirements for branding and publicity in relation to ESF 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 ESF 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 sole responsibility of the beneficiary to ensure that they fully understand and comply with the publicity requirements. They must also ensure that any partners comply with publicity requirements. If beneficiaries are unclear about any aspect of the publicity requirements, they should seek advice from the ESF Managing Authority.

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# Section 1 – Introduction to the requirements

## 1. Introduction to the Publicity and Branding Requirements

This branding and publicity guidance aims to:

- set out the minimum requirements for branding and publicity in relation to ESF development or delivery;
- provide an interpretation of the applicable EU regulations in relation to branding and publicity for the ESF Programme; and
- set out recommendations for use of the Logo.

To help promote and publicise the activities and impact of the Northern Ireland 2014 - 2020 ESF Programme, the European Commission has published branding and publicity requirements which are detailed in EU Regulation 1303/2013, articles 115-117 and Annex XII, EU Regulation 1304/2013, and Commission Implementing Regulation 821/2014, chapter II and Annex II. The Managing Authority has distilled the relevant aspects of the regulations, to provide clarity on the key requirements in publicising the ESF Programme.

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.

It is the responsibility of project beneficiaries funded by ESF to ensure that they meet these requirements and they must, therefore, ensure all parties producing any publicity materials regarding the project fully appreciate their obligations in this regard.

**Projects must seek clearance from the ESF Managing Authority before commissioning the production of publicity materials or inserting articles in the media. Please see Page 12 of this guidance for contact details.**

Audits and verification checks will be carried out on projects by the Managing Authority. In addition, audits and checks are carried out on a selection of projects by the Audit Authority and by the European Commission. 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

Beneficiaries must display the Union emblem together with the words 'European Union' and European Social Fund Northern Ireland in the correct form and presentation in all correspondence and activity related to the Programme.

The correct version of the ESF logo can be accessed via the following link.

[European Social Fund \(ESF\) Logo](#)

The logo can be used alongside those of other funding partners, but it must be at least as large as the biggest of the other logos.

## 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 ESF.

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 European Social Fund.

## 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.

## 2.4 Location and Size

The logo should be placed in a prominent and suitable position on all materials. If used alongside other logos, then the ESF 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 should be used at 25mm height (portrait logo) and 40mm width (landscape 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 – see section 3.1 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



**X** Do not squash/stretch

## 2.7 Visual examples of the logos available

Logo options available to use are available in colour and black and white, 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](#));

### Option 1 – Landscape Logos



## 2.8 DfE Logo

It is also mandatory that the DfE logo is used and applied correctly, prominently and consistently on all websites, publicity materials and project documentation produced by a project supported by ESF.

The DfE logo can be obtained by contacting the ESF Managing Authority – please see the contact details on page 12.

## Section 3 – Publicity

The table below shows the specific publicity activity that you **must** comply with for ESF funded activity as part of the Jobs and Growth Programme. In addition, where appropriate, the following strapline should be used in recognition of the input of EC and DfE funding:

“This project is part funded through the Northern Ireland European Social Fund Programme 2014 – 2020 and the the Economy”

	European Social Fund (ESF)
Plaques (3.1)	✓
Posters (3.2)	✓
Print and Publications (3.3)	✓
Electronic Materials (3.4)	✓
Media and PR Activity (3.5)	✓
Events, conferences, seminars and workshops (3.6)	✓
Informing beneficiaries/participants (3.7)	✓
List of Operations (3.8)	✓
Evidencing public activities (3.9)	✓

### 3.1 Plaques

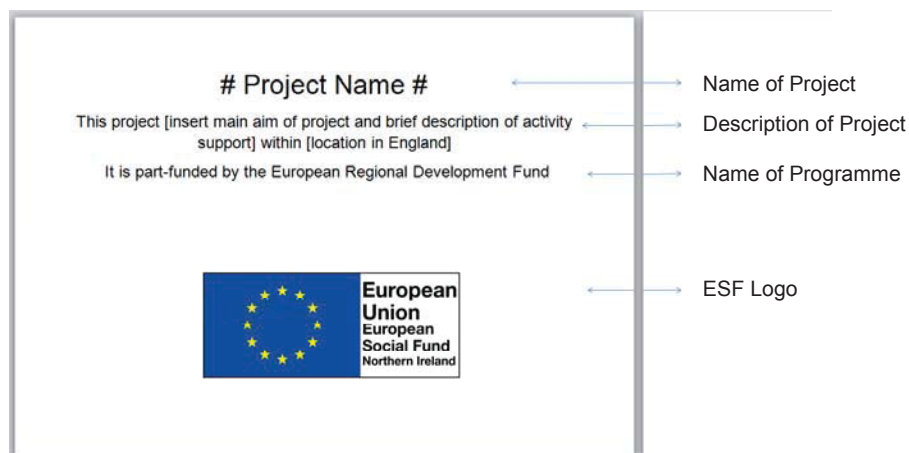
ESF projects are required to put up a permanent plaque in a location readily visible to the general public. The plaque will be provided and financed by the ESF Managing Authority.

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

Plaques will include the following information:

- Name of the project.
- Name of the funding stream: ‘European Social Fund’.
- Description of the activity supported by the project.
- Display the full relevant logo

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



## 3.2 Posters

In addition to displaying the plaque provided by the Managing Authority, projects can if they so wish display at least one poster with information about the project, including the financial support from the Union, at the premises of their subcontractors delivering 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 a poster's location or whether it is displayed by a provider or sub-contractor.

The poster **must** be at least A3 size 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.
- The full logo for the ESF.

Projects can develop their own designs, as long as EC regulations are met.

## 3.3 Print and Publications

All printed documents and publications produced by projects which are supported by the ESF 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 EU emblem and words 'European Union' can just be used; See section 2 for more details.

Projects should ensure that they retain electronic and hard copies of all materials as evidence.

### 3.4 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 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 should provide on their website a short description of the project, including its aims and results, and highlighting the financial support from the European Union.

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

## 3.5 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, the Managing Authority may produce a press release when officials and/or the Minister attend any event organised.

All press releases relating to projects supported by ESF must include:

- A text reference to the ESF support in the main body of the release;
- The logo of the ESF programme

Please note that the ESF letter of offer should be in place before any media or PR activities are completed.

If a project is interviewed by the media (print or radio), with the aim of producing a news story about funded activity, or produces a radio or TV advertisement to promote the project, reference should be made to the ESF.

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

## 3.6 Events, Conferences, Seminars and Workshops

Conferences, seminars, exhibitions and events are an ideal way of promoting a project supported by ESF. 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 should notify the Managing Authority about the event, in order to give them a opportunity 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.

## 3.7 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 ESF 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.
- State the support in internal newsletters and bulletins.
- Provide the beneficiary with a leaflet explaining European programme investment in your project.
- Ensure that plaques are used in line with this guidance.
- Use of the relevant funding stream logo on publications and electronic media, in line with this guidance.

If you wish to include participants in any publicity activities, please be careful to ensure that you have their formal consent to do so. You may wish to have them formally record their willingness to participate.

### 3.8 List of Operations

The Department for the Economy is required by regulation to publish a 'List of Operations' that have received support from ESF. Please be aware that acceptance of your letter of offer is also an acceptance of inclusion on the list. The list is made available on the DfE website [www.economy-ni.gov.uk](http://www.economy-ni.gov.uk)

### 3.9 Evidencing Publicity Activities

Regular monitoring and audits can take place a long time after the project has been completed. Therefore, please 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 the Managing Authority.

If a project is unable to provide evidence demonstrating 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 ESF and Government accounting 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 NI 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:

**ESF Communication contact:**

John Magee / Sam Lavery

ESF Managing Authority

Adelaide House

39-49 Adelaide Street

BELFAST

BT2 8FD

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