



EUROPE & SCOTLAND
European Regional Development Fund
Investing in your Future



EUROPE & SCOTLAND
European Social Fund
Investing in your Future

EUROPEAN STRUCTURAL FUNDS PUBLICITY REQUIREMENTS



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Section 1: Introduction

It is a condition of grant that any assistance received by a project from the European Union through the Structural Funds is clearly and appropriately acknowledged in all publicity material (including plaques and site signage), publications, public procurement documents, and events.

The following guidance note is designed to help project sponsors with details of the specific publicity requirements appropriate to the Scottish European Structural Funds Programmes for 2007-2013.

It is a requirement of the Structural Funds Regulations that there is adequate public acknowledgement of the assistance from the Structural Funds to increase awareness of their contributions to economic development.

Commission Regulation (EC) Number 1828/2006, in particular Articles 8 and 9, sets out the publicity requirements for acknowledging and publicising the Structural Funds along with the associated responsibilities of the Managing Authority and applicant organisations. This guidance should, therefore, be read in conjunction with that Regulation. Annex I sets out the instructions for creating the emblem and a definition of the standard colours.

Commission Regulation (EC) Number 1828/2006 sets out the rules for the implementation of the Council Regulation 1083/2006 which sets down the general provisions on the ERDF, ESF and Cohesion Fund.

A copy of regulations for the Structural Funds Programme 2007 – 2013 can be found at:

http://ec.europa.eu/regional_policy/sources/docoffic/official/regulation/newregl0713_en.htm



Pay close attention to these shaded notes sections in the guidance - these will help set the context for your publicity requirements. This guidance is common to all projects.

Section 2: Europe and Scotland: Investing in your future

The European Commission has agreed the use of a new Scottish style EU logo to publicise projects approved for funding under the new Scottish European Structural Funds Programmes for 2007-2013.

The new logos promote the concept of Europe and Scotland and combine the EU emblem with the Scottish Government logo. There are two logos; one acknowledging the support from the European Social Fund (ESF), the other acknowledging support from the European Regional Development Fund (ERDF). There are versions in Gaelic too (shown below), but if using these please note the relevant English version is also required.



The versions of the new logo are available for download from the IAB websites. The logos are available in EPS format for print reproduction.

Overall it is the responsibility of the Managing Authority, together with the Programme Monitoring Committee and the Intermediate Administration Body, to ensure that all publicity measures fully comply with the Regulation.

At project level it is the responsibility of the lead applicant organisation to ensure that all applicable publicity requirements are met and that documentary evidence is made available to the Intermediate Administration Body as part of the regular progress reporting and monitoring exercises.



The logo with the strapline “Europe and Scotland Making it work together” is intended for general use in promoting European Structural Funds activity within Scotland under the 2000/2006 Programmes.

The other version which includes the words “**PROJECT PART-FINANCED BY THE EUROPEAN UNION**” Europe and Scotland Making it work together”, alongside the logo, is the format which must be used to publicise all projects which were awarded European Structural Funds grant assistance under the 2000-2006 round of Programmes.

Any projects awarded grant before the end of November 2008 under the 2000-2006 Structural Fund Programmes, and before the publication of this guidance, may be publicised under the previous arrangements.

Section 3: How and when to acknowledge the European Union's contribution through the Structural Funds

When acknowledging the assistance of the European Union's contribution to a project, and/or group of projects, the lead applicant should use the appropriate Scottish/European Union logo indicated above. Where a project or group of projects are in receipt of both ESF and ERDF, the two logos must be used.

The contribution of the European Union through Structural Funds should be acknowledged both during (a) the implementation of a project and (b) as a permanent record. The following are the most common forms of acknowledging European Union support.

Site signs erected during the construction of a project (e.g. premises, infrastructure) should indicate assistance from the European Union. The section of the sign reserved for the European Union acknowledgement should meet the following criteria:

- i. take up at least 25% of the total area of the billboard
- ii. the lettering used must be at least the same size as the lettering used to indicate the participation of any other project partners
- iii. incorporate a reference to the specific Fund concerned in full i.e. European Regional Development Fund and the European Social Fund
- iv. incorporate a statement highlighting the added value of European Structural Funds "Investing in your Future"



The combined Scottish/European logos fulfil the above requirements.

In cases where a general site sign is not being erected, a separate sign acknowledging the European Union assistance should be provided and must include at minimum the requirements at (iii) and (iv).

Site signs should be removed no later than six months after the completion of the project and replaced, wherever practicable, by a **permanent explanatory plaque** incorporating the Scottish/European Union logo and appropriate text. Permanent plaques should be clearly visible and situated in a location accessible to the general public.

Printed publicity material such as annual reports, brochures, posters, application forms concerning individual projects should include a clear acknowledgement of the assistance of the European Union in a prominent position. When the logos of other organisations are used, the Scottish/EU logo and wording should be at least the same size and proportion. This relates to any material (including, e.g. DVDs) produced by projects, whether for marketing purposes or not (e.g. training material).

Press releases, editorial features (magazine/newspaper articles) should make explicit the involvement of the European Union and the specific Fund concerned should be named in full.



The combined Scottish/European logos fulfil the above requirements. These can be forwarded to the IABs for comment before going to press to ensure accuracy of information and appropriate acknowledgement.

Media advertising including recruitment and property availability should include the Scottish/EU logo and appropriate wording.

Assistance to third parties; any project which offers financial assistance to a third party, such as a company, social enterprise or community group, should ensure that the involvement of EU funding is properly acknowledged and made clear when making a grant offer to the end beneficiary (final recipient) of the assistance.

The organisers of any **openings or other events to publicise projects** which have received assistance from the European Structural Funds should ensure that all the required acknowledgements are made and that appropriate representatives of the European Commission and the Scottish Government are invited to attend.



You can contact the IABs for advice on the most appropriate persons to be invited for individual events.

Section 4: Using the logo – technical specification

Wording to be Associated with the Scottish EU Emblem

As indicated above, when publicising approved projects under the 2007-2013 Structural Fund Programmes, the European Union emblem should always be used in conjunction with the Saltire to the right of the EU emblem with the following wording provided immediately below the joint logos:

EUROPE & SCOTLAND
European Regional Development Fund or European Social Fund
Investing in your Future

Depending upon the nature of the project and the particular funding support, the references to the Fund will vary accordingly.

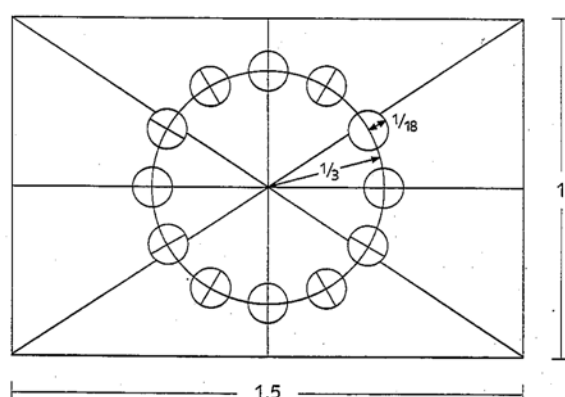
General Guidance on the Standard EU Emblem

The basic EU emblem has 12 stars and this will not change – there is no correlation between the number of countries in the EU and the number of stars.

Geometric Description.

- The emblem is in the form of a blue rectangular flag where the width is one and a half times the height
- twelve gold stars are situated at equal intervals to form an undefined circle
- the centre of the circle is the point of intersection of the diagonals of the rectangle
- the radius of the circle is equal to one third of the height of the rectangle and,
- each star has five points which are situated on the circumference of an undefined circle of which the radius is equal to one eighteenth of the height of the flag.

All the stars are upright, i.e. with one point vertical at 90 degrees and two points running parallel to the base. And, the stars are in the same position as the numbers on a clock. **There are always twelve stars.**



Colours

The standard colours for the EU emblem are Pantone Reflex Blue for the background rectangle and Pantone Yellow for the stars. The blue and yellow colours should be used whenever possible since the emblem is more powerful in colour.

Four-Colour Process

If using four-colour process the Pantone Yellow is obtained by using 100% Process Yellow, whilst 100% Process Cyan and 80% Process Magenta gives a colour very similar to Pantone Reflex Blue.

Single-Colour Reproduction

If only one colour is available, the rectangle should be outlined in black and the stars in black on a white background. If the only colour is blue (preferably Reflex Blue), it should be printed at 100% as background with the stars left in white (reversed out).

Reproduction on a Coloured Background

Preferably, the emblem should be used on a white background. Where a coloured background is used, the emblem should be surrounded with a white border with a thickness equal to 1/25 of the height of the rectangle.

Incorrect Use of the EU Emblem

- Ensure that the stars on the emblem are the right way up, i.e. the five pointed stars are oriented such that they are supported by two points with one point pointing upwards.
- Do not rotate the orientation of the stars. The circle of 12 stars is arranged so that the stars appear in the position of the hours on the face of a clock.
- Do not distort the EU emblem by stretching it vertically or horizontally.
- Do not modify the arrangement or proportion of the circle of stars to the background rectangle.

The minimum size of the EU emblem for A4 and A5 printed documents is 33mm.



Where the publicity measures involve printed materials of a size smaller than A5 e.g. small adverts, small promotional items, space may be limited and there is a minimum size beyond which the logo and strapline may no longer be legible. In that event, the use of the European Union emblem with the strapline indicated below may be acceptable:

EUROPE & SCOTLAND

Investing in your Future

Do not add any other wording or illustration to the emblem.

Incorrect use of the EU emblem may be subject not only to recovery of grant, but also legal action.