European Union
European Social Fund
Northern Ireland

Department for the Economy
www.economy-ni.gov.uk

Northern Ireland European Social Fund Programme Investment for Growth and Jobs - 2014 to 2020

Branding and Publicity Requirements

Published June 2015
Revised January 2016
Revised May 2016
Revised June 2016
Revised December 2017
Revised April 2021

EU Regulations

This guide has been developed in accordance with the EU Regulations listed below. It is recommended that the guidance is read in conjunction with these regulations.

- 1303/2013, articles 115-117 and Annex XII
- Commission Implementing Regulation 821/2014, chapter II and Annex II

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Section 1 – Introduction

1 Introduction to the Branding and Publicity Requirements

This branding and publicity guidance aims to:

- set out the minimum regulatory requirements for branding and publicity in relation to European Social Fund (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.

It is the responsibility of the beneficiary in receipt of funds to ensure that they fully understand and comply with the branding and publicity requirements and that any partners are also fully compliant.

Management verifications are carried out on all operations. It is therefore vital that beneficiaries ensure that not only are the branding and publicity requirements met, but that they also retain verifiable evidence of compliant communication activities undertaken.

Non-compliance with branding and publicity requirements may be deemed as an irregularity and could result in a financial correction. If beneficiaries are unclear about any aspect of this guidance and their obligations, they should refer to their Departmental contact for advice (see contact details at section **4.1**).

Section 2 – Logos

2.1 The EU Logo

In order to ensure a harmonised visual identity for information and communication measures for operations under the Programme, it is a regulatory requirement for beneficiaries to display the European Union emblem together with the words 'European Union' and a reference to the European Social Fund Northern Ireland. This must be in the correct form, colour and presentation and be included in all correspondence and activity related to the Programme. For ease in meeting this requirement, a logo has been designed to include these regulatory requirements.

European Social Fund (ESF) Logo

2.2 The Rules

It is mandatory that the logo is used and applied correctly, prominently and consistently on all publicity materials, websites and documentation produced for an operation supported by ESF. This is because the logo is specifically designed to include 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. The emblem consists of 12 five-pointed stars in a circle of blue background.
- Reference to the European Union in an 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 (in this case for Northern Ireland).
- The font size used shall be proportionate to the size of the emblem.
- The colour of the font shall be reflex blue, black or white depending on the background.

2.3 Use of Colour

Intermediate bodies and beneficiaries must use the colour logo on websites and should endeavour to **use the full colour version of the logo in all other instances.** The technical specifications of the logo are:

- Pantone Reflex Blue – 100% process cyan and 80% process magenta RGB:0/51/153 (hexadecimal: 003399)
- Pantone Yellow – 100% process yellow RGB: 255/204/0 (hexadecimal: FFCC00)

However, should the use of the full colour logo be impractical, **written permission** to use the alternative monochrome logo **must** be sought from your Departmental contact. Permission to use the monochrome logo is made on a case by case basis - permission for usage should **not** be taken as a blanket approval for use in instances other than that for which permission has been granted.

Permission to use the alternative monochrome logo available will only be given when its use can be justified. Please note, it is not sufficient to replicate the colour logo in monochrome. The correct monochrome logo should be used where permission is given for its use.

2.4 Location and Size

The logo should be placed in a prominent and suitable position on all publicity materials and project documentation. If used alongside other logos, then the ESF logo must 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.

In most cases, as a minimum, the logo should be at least 40mm width.

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

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 Visual examples of the EU logo

The EU logo is available in colour, monochrome and also available as a joint logo alongside the Department for the Economy logo.

The monochrome version is only to be used when colour reproduction is not an option or for special circumstances and when permission has been given (see section 2.3).

Colour

Monochrome

Joint

2.7 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 logo

2.8 Department for the Economy (DfE) Logo

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

Department for the
Economy
www.economy-ni.gov.uk

DfE Logo

2.9 Permissions

If a beneficiary is intending to use the ESF logo on any publicity material or project documentation they must get permission from the ESF Managing Authority. All requests should be sent to esfperformancemonitoring@economy-ni.gov.uk

If you send draft publicity material to be approved we can obtain the approval to use the DfE logo from the Communications Team (marketing@economy-ni.gov.uk) as well. You do not need to do this separately.

Please note that the Department does not provide general approval to the use of the logo, so before anything containing the Department's branding is published it must be approved by Press and Communications Branch. This is usually just a formality but we need to do it in order to ensure that the Department's name and branding is protected.

Section 3 – Publicity Responsibilities of Beneficiaries

All information and communication measures undertaken by the beneficiary must acknowledge support from the EU and the beneficiary must also ensure that anyone taking part in ESF funded activity has been informed of the funding. The European Commission has specific requirements relating to website publicity.

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 Department for the Economy"**

3.1 Posters – A3

Beneficiaries must display at least one A3 poster with information about their operation, including the financial support from the EU, at a location readily visible to the public. Any partners/subcontractors/training providers must also display an A3 poster.

To assist with this requirement, A3 templates for each investment priority have been produced **(see Annex A (i) to (iv))**. These templates have been designed to ensure beneficiaries meet all regulatory requirements. Whilst beneficiaries are encouraged to use these templates to produce the posters, there is no need to replace A3 posters which have already been procured if they meet with the regulations.

If beneficiaries do prefer to produce their own poster, it must be at least A3 in size and include the following information:

- Name of the project;
- Name of the Funding Stream; i.e. 'European Social Fund Northern Ireland'
- Details of financial support;
- Brief description of the activity supported by the project;
- The full colour logo for the ESF;
- The full colour logo for DfE.

Beneficiaries should seek clearance from their Departmental contact if they design a poster that deviates from the template provided (section 4.1).

3.2 Print and Publications

All printed documents and publications produced for the express purpose of ESF delivery or promotion must acknowledge and reference the funding received, by displaying both the DfE logo and the EU logo - ensuring they are visible in a prominent position. This extends to a variety of materials and documents including, but not restricted to:

- General advertisements, job advertisements and contract notices
- Leaflets, brochures, flyers and posters
- Exhibition banners and display panels
- Invitations
- Promotional items used for publicising the project
- Newsletters/case studies where the project is referenced
- Reports and papers referencing the funded activity
- Enrolment Forms, training plans etc.

For small promotional items, such as pens, it is sufficient to use the EU emblem and words 'European Union' (section 2.4 refers).

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

3.3 Websites, Social Media and Electronic Materials

All electronic materials produced by projects must acknowledge and reference the funding received, by displaying the colour logos.

Websites

ESF Specific Website

Where a website has been developed specifically by the beneficiary for an operation funded by ESF, the full colour version of the logos must be placed on the landing page. The landing page should be the beneficiary's home page. It is a regulatory requirement that the logos must be visible when landing on the website inside the viewing area of at least one digital device without requiring a user to scroll down the page. If a new website is being developed then it would be advisable to take this requirement into consideration to allow the logos to appear on the landing page on various digital devices.

ESF information on other websites

Where the beneficiary is placing details of the ESF funded operation on a pre-existing website, they shall inform the public about the support obtained on the website by displaying the full colour version of the logos and project description on the landing page which is specific to the ESF funded operation. In these circumstances the landing page can be:

- The beneficiary's home page
- The individual ESF operation's page; or
- The news page of the website.

It is a regulatory requirement that the logos must be visible on the landing page inside the viewing area of at least one digital device without requiring a user to scroll down the page. Beneficiaries must display a paragraph providing a short description of their operation, proportionate to the level of support, including its aims and results, and highlight the financial support from the European Union. The description should help the uninitiated reader to at least have an idea about the ultimate goal of the operation. Both the logos and description must remain on the website during the implementation period of the operation. That is defined in this case as the date of final grant payment.

Social Media

The use of social media for promotion of the ESF funded projects is encouraged. Where social media is being used to publicise ESF funded activity then the EU and DfE logos, with acknowledgement of EU support, should be highly visible. All such material should be vetted and or monitored to ensure that it is appropriate and contains adequate reference to the funding streams. In addition, video scripts for individuals should also include reference to the support the project has received i.e. “This project is part funded through the Northern Ireland European Social Fund Programme and the Department for the Economy.”

Case Studies

Projects are encouraged to promote their operation and the use of European Structural Funds by providing case studies of people who have used their services and received support as they seek to secure employment, training or further education. Case study material should provide a short story of a person’s personal experience. The ESF Managing Authority will publish the story on the DfE website, but names or other identifying features will not be published. The ESF Managing Authority will also liaise with the Department’s Press Office to promote case studies received through social media e.g. Twitter. It is therefore important to ensure all ESF participants and staff that feature in a case study are aware of this and have given the appropriate consent for their stories to be shared. The Managing Authority has created a **Case Study Template** with **Consent Form** which operations can use.

Electronic Materials

In addition to website requirements beneficiaries should ensure that all electronic materials relating to a project funded by ESF acknowledge and reference the funding received by displaying the appropriate version of the logos in a prominent position. Copies of all electronic materials should be kept as evidence of compliance with the regulations for verification and audit purposes.

Electronic materials include, but are not restricted to:

- E-Newsletters
- Press notices
- Audio visual material including films, video, DVDs, CD Roms

- Social media tools including Facebook, Twitter and SMS Messages
- On-line enrolment forms

3.4 Media and PR Activity

A cost effective way to promote ESF funded operations is through the local media and trade press. It is good practice to develop press releases for the launch of an operation 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 an organised event.

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

- A text reference to the ESF and DfE support in the main body of the release.

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

If a beneficiary 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 an operation, reference should be made to the ESF where practicable.

Copies of press releases and copies of any news coverage obtained as a result of the press releases should be retained as evidence of compliance with the Regulations. It is recommended that beneficiaries retain what is issued to the media and what is consequently published or aired.

3.5 Events, Conferences, Seminars and Workshops

Conferences, seminars, exhibitions and events are an ideal way of promoting an operation supported by the ESF. All materials and documents produced for an event in advance, must acknowledge and reference the funding received by displaying the colour logos. Beneficiaries should always notify their Departmental contact about any events (section 4.1).

It can be very useful to take photos or videos to publicise your operation's activities and achievements. Beneficiaries must ensure, however, that the people being photographed are happy to be photographed and understand how the images will be used. You must make it clear:

- Why you are using the person's image;
- What you will be using it for; and
- Who might want to look at the pictures.

Beneficiaries are advised to obtain and record appropriate consent to confirm a person's willingness to participate (including parents' or guardians' consent where appropriate).

3.6 List of Operations

The Department for the Economy is required by regulation to publish a 'List of Operations' that have received support from the ESF. Acceptance of a Letter of Offer is also an acceptance of inclusion on the list. The list is available on the DfE website.

3.7 Evidencing Publicity Activities

Monitoring and audits can take place a long time after the ESF operation has been completed. Programme documentation, including evidence of publicity activities, is subject to the document retention requirements detailed in the Programme Operating Manual.

If a beneficiary is unable to provide evidence demonstrating adherence to the publicity requirements, it could result in a financial penalty.

Section 4 – Contact Us

4.1 Contact information

If beneficiaries are in any doubt about their obligations or require any further clarification on the correct application of these guidelines they should seek advice from their respective **Departmental contact.**

Priorities 1 and 2 Project Promoters -

Email: annie.mcgowan@economy-ni.gov.uk

Telephone: Contact the nominated Claims Inspector in ESF Performance Delivery Branch for your project.

Priority 3 Apprenticeship Providers -

Email: apprenticeships@economy-ni.gov.uk

Telephone: 0300 200 7876

If there are any queries relating to this document, please send enquiries to -

Email: EuropeanFundManagement@economy-ni.gov.uk

Insert organisation name

has received funding under the Northern Ireland European Social Fund 2014-2020 Programme for its Project:

Insert project name

The project aims:

- to reduce unemployment by assisting those furthest from the labour market to overcome their barriers to accessing and sustaining employment.

- combat economic inactivity by helping individuals to make the transition towards the labour market.

Insert organisation name

has received funding under the Northern Ireland European Social Fund 2014-2020 Programme for its Project:

Insert project name

The project aims to reduce the number of 16-24 year olds who are Not in Employment, Education or Training (NEET).

Insert organisation name

has received funding under the Northern Ireland European Social Fund 2014-2020 Programme for its Project:

Insert project name

The project aims to enhance social inclusion by reducing the number of participants Not in Employment, Education or Training (NEET) aged 16 and over within families receiving Community Family Support (CFSP)

Insert organisation name

has received funding under the Northern Ireland European Social Fund 2014-2020 Programme for its Project:

Insert project name

The project aims to enhance social inclusion by reducing unemployment in people with a disability.