ESF Programme for Employability, Inclusion and Learning 2014-2020

Communication and Publicity

23rd January 2015
Logos for 2014 – 2020 Programme

1. The ESF LOGO
   • The words “European Union” - must be used in full; no abbreviation
   • Investing in your future – incorporated into the Logo
   • European Social Fund - must be used in full
2. Ireland’s ESIF Logo

- Ireland’s European Structural and Investment Funds Programmes 2014-2020 – use in full
- Co-funded by the Irish Government and the European Union – in full
Logos for 2014 – 2020 - Requirements

3. **Other requirements for the Logos:**

- **Size** – Reg. 1303/2013 states ESF Logo must be same size as the biggest of the other Logos used (width and height)
- **Size** - at least **58mm by 19mm** (D/PER requirement)
- **Colours**: ESF Logo – Reflex Blue – as set out in Articles 3 and 4 and Annex II of Reg. 821/2014
- Colours Ireland’s ESIF Logo – as set out in the Guidelines provided by D/PER
- **Typeface**: Fonts as set out in Annex II of Reg. 821/2014
Logos for 2014 – 2020 - Requirements

Ireland's European Structural and Investment Funds Programmes 2014-2020

Logo colours:
PMS301SC and PMS Process Cyan.
For CMYK and RGB breakdown see below.
- For screen display use a JPG or PNG file.
- For print, use an EPS file.

Colour Breakdown:

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>100, 35, 3, 21</td>
<td>0, 105, 163</td>
</tr>
</tbody>
</table>

Greyscale:
Black: 100%
Black: 60%

Minimum Size:
To ensure legibility, minimum logo size should be W: 58mm x H: 19mm

Clearspace:
The clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image or text.

December 2014
Logos for 2014 – 2020 - Requirements

4. Where to use the Logos

• All project/programme related material: e.g. application forms, brochures, newsletters, attendance sheets, reports, literature, display stands, DVDs/videos/CD-ROM, press releases, posters, correspondence with beneficiaries, participants/projects, launches, awards, etc.

• Websites – Implementing Reg. 821/2014, Article 4.3 states: “When the Union emblem, the reference to the Union and the relevant Fund are displayed on a website: (a) the Union emblem and the reference to the Union shall be visible, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page; (b) the reference to the relevant Fund shall be made visible on the same website.”
5. Responsibilities of Beneficiaries

• Source: Regulation 1303/2014 – Annex XII, Article 2.2

1. “All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

    (a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union; (b) a reference to the Fund or Funds supporting the operation.”

Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds. = European Structural and Investment Funds (instead of ESF)
Publicity and Beneficiaries

5. Responsibilities of Beneficiaries contd.

Source: Regulation 1303/2014 – Annex XII, Article 2.2

“2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

(a) providing on the beneficiary's website, where such a website exists, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;

(b) placing, ......, at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

• The ESF Managing Authority will provide a Poster for ESF funded Projects
• Posters should be displayed in public areas – reception areas, training rooms, classrooms, etc.
Publicity and Beneficiaries

5. Responsibilities of Beneficiaries contd.

• Source: Regulation 1303/2014 – Annex XII, Article 2.2

“3. For operations supported by the ESF, ..... the beneficiary shall ensure that those taking part in an operation have been informed of this funding.

Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the operational programme was supported by the Fund or Funds.

• HOW: Inform at the commencement of the Project; use Logos on all correspondence, forms, brochures, attendance sheets, etc. Posters /Display Stands on the premises, and at seminars or conferences.

• Certificates: Use the two LOGOs
ESF Publicity and YEI

6. Additional requirements for YEI

• Regulation 1304/2013, Article 20, Information and communication measures

• “The beneficiaries shall ensure that those taking part in an operation are specifically informed of the YEI support provided through the ESF funding and the specific YEI allocation.

• 2. Any document relating to the implementation of an 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 YEI.”
Publicity and Beneficiaries

• Official Languages Act 2003 (Section 9) Regulations 2008
  - Public Bodies requirements under this legislation for signage, etc. - See [http://www.irishstatutebook.ie/2008/en/si/0391.html](http://www.irishstatutebook.ie/2008/en/si/0391.html)
  - Irish version of Logos available.

• Launch of Projects – liaise with the ESF Managing Authority; invite European Commission officials and ESF MA to launches.

• Guidelines will be issued by the ESF Managing Authority on ESF Publicity and Guidelines shortly.