

EU Visibility Guidelines

FOR external
actions



EUROPEAID
CO-OPERATION OFFICE

NOVEMBER 2002

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FOR external
actions



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1 Introduction

These guidelines have been drawn up to ensure that projects that are wholly or partially funded by the European Union (EU) visibly acknowledge the support of the EU. They cover the written and visual identity of the EU and are to be used in briefings, newsletters, press conferences, presentations, invitations, signs, commemorative plaques and all other items used to highlight EU participation.

The use of these guidelines is compulsory for all contractors and/or implementing partners under contracts and financing agreements which explicitly refer to them, whether signed by the European Commission or by any other Contracting Authority. Their use is recommended for all other contractors and/or implementing partners in fulfilling the visibility requirements of actions funded by the EU. In all cases the provisions of specific contracts and financing agreements prevail.

For the purposes of these guidelines, "implementing partners" are considered to include agencies or public bodies of beneficiary countries, grant beneficiaries, project management units and any other entity carrying out an action funded by the EU. Note that these guidelines **do not apply to agreements with international organisations**, for which special provisions are being devised.

The common element branding all EU-funded programmes and projects must be the EU logo:



Whatever the size, scope or objectives of a programme or project, the EU logo must be prominently displayed as specified in these guidelines on all materials produced by the contractor and/or implementing partner.

Electronic templates have been developed for each type of communication tool and can be downloaded from the following site:

http://europa.eu.int/comm/europeaid/visibility/index_en.htm

Before initiating any information, communication or visibility action, contractors and/or implementing partners must contact the Press and Information Officer at the EU Delegation accredited to their country. He/she is responsible for co-ordinating the overall EU visibility strategy in the country or countries to which his/her EU Delegation is accredited and as such has access to stocks of flags, stickers and other promotional materials such as videos that may be useful to the contractor and/or implementing partner.

2 Visibility appropriate to different types of action

Contractors and/or implementing partners are responsible for giving adequate publicity to the project or programme that they are implementing and to the support from the EU. The communication strategy must be defined in the corresponding contract/agreement or developed during its implementation. This communication strategy must use one or more of the communication tools set out in Section 3.

Any vehicles used in projects supported by the EU must carry vehicle panels (see Section 3.10). Photos (see Section 3.13) showing the progress of all projects must be taken where appropriate, so that they can be used in any publicity material. The disclaimer (see Section 4.2) must be included in all publications.

A project may continue to be run by the beneficiary administration after the EU-funded phase of the project has been completed. In this case, six months after the phase funded by the EU has finished, no EU symbol may be included in any communication tools of the project, with the exception of any commemorative plaques. However, the following sentence must be included instead, with the same prominence as was given to the EU logo: "The initial phase <dates> of this project was supported by the European Union".

2.1 TECHNICAL ASSISTANCE & STUDIES

For technical assistance projects and studies, the contractor and/or implementing partner must always issue at least one press release (see Section 3.1) and use the appropriate stationery (see Section 3.6) and report presentation format (see Section 3.12).

Other elements of the communication strategy may include:

- Press conferences (see Section 3.2)
- Leaflets and/or brochures (see Section 3.3)
- Newsletters (see Section 3.4)
- Web pages (see Section 3.5)
- Vehicle panels (see Section 3.10)
- Promotional items (see Section 3.11)
- Audio-visual productions (see Section 3.15)

2.2 PROVISION OF SUPPLIES & EQUIPMENT

Any supplies or equipment delivered under an EU-funded project must be clearly identified and must visibly carry the EU logo and the mention "Provided with the support of the EU" in the operational language of the EU programme and in the local language. The contractor and/or implementing partner must always issue at least one press release (see Section 3.1) and use the appropriate stationery (see Section 3.6).

Other elements of the communication strategy may include:

- Press conferences (see Section 3.2)
- Leaflets and/or brochures (see Section 3.3)
- Web pages (see Section 3.5)
- Vehicle panels (see Section 3.10)
- Audio-visual productions (see Section 3.15)

2.3 INFRASTRUCTURE-RELATED PROJECTS

For visible infrastructure projects (roads, bridges, buildings, houses) or other projects which are physical in nature (agricultural, forestry, water management), the contractor and/or implementing partner must always issue at least one press release (see Section 3.1) and use the appropriate stationery (see Section 3.6) and report presentation format (see Section 3.12). Display panels (see Section 3.7) and commemorative plaques (see Section 3.8) must also be used. **This applies whether the EU provides funding for the construction, rehabilitation or running of the project.**

Other elements of the communication strategy may include:

- Press conferences (see Section 3.2)
- Leaflets and/or brochures (see Section 3.3)
- Web pages (see Section 3.5)
- Vehicle panels (see Section 3.10)
- Audio-visual productions (see Section 3.15)

2.4 EVENTS

Those attending EU-funded training courses, conferences, seminars, fairs, exhibitions and workshops must be made aware that the EU is financing the event. The EU logo must appear on documents. Depending on the circumstances, the opportunity should be taken to display the European flag and/or banners (see Section 3.9) in meeting rooms. The EU Delegation accredited to the beneficiary country must be closely involved in the preparation and implementation of such events.

The contractor and/or implementing partner must always issue at least one press release (see Section 3.1) and use the appropriate stationery (see Section 3.6) and report presentation format (see Section 3.12). Display panels (see Section 3.7) must also be used.

Other elements of the communication strategy may include:

- Press conferences (see Section 3.2)
- Leaflets and/or brochures (see Section 3.3)
- Newsletters (see Section 3.4)
- Web pages (see Section 3.5)
- Vehicle panels (see Section 3.10)
- Promotional items (see Section 3.11)
- Reports (see Section 3.12)
- Audio-visual productions (see Section 3.15)

3 Communication tools

For all the communication tools mentioned in this section, the Press and Information Officer at the EU Delegation can offer advice concerning the timing and the targets.

3.1 PRESS RELEASES

The press release is the most important form of written information that must be sent to journalists, and it must be issued at the start of all projects. Where the implementing partner launches the press release it should liaise with the Press and Information Officer at the EU Delegation before sending it out. Where the Commission launches the press release, the contractor must provide all necessary technical information that would allow the delegation to do so. The general policy is that contractors should not issue press releases and make a public statement unless cleared with the Commission's delegation.

The press release should include elements such as the purpose of the project, the partnership between the EU and the beneficiaries, and also the results achieved so far.

The release must incorporate the EU logo, mention that funding was provided by the EU, mention the amount of EU funding in Euro and in the local currency. If a press conference is planned, the press release must include the name of an EU personality who will be present at the press conference, if appropriate.

The release must be dated at the top. The contractor and/or implementing partner must also indicate when the information must be released. Generally, journalists prefer to be able to use the release immediately, in this case '*For immediate release*' must be written at the top of the document. However, it is sometimes appropriate to embargo the release until, for example, the publication of financial figures. In this case, a simple expression such as '*Not to be used before 10:00 hours, 15 October*' must be included at the top of the document.

A newsworthy press release should contain: a heading, a strong leading paragraph summarising the essential facts, the main body of the story, quotes, some background information, and contact details for further information.

The release should be kept to one side of an A4 page whenever possible; if it is longer, '*more follows*' must be written at the bottom of every subsequent page. At the end of the document, make sure to write '*End*'.

After '*End*', the press release should provide the name of at least one person whom the journalist can contact for further information. Where possible, both a work and a home telephone number should be provided.

Press release template, see next page



Press release



PRESS RELEASE

Sarajevo, 31.04.2000

All media are invited to the inauguration of the Laboratory for Quality Control of drugs on May 15 2000 at 11.00 in Sarajevo. The reconstruction and equipment of the laboratory have been financed by the European Commission to the tune of 2 million Euro. The works have been performed by the NGO Lab Help.

Quality control of drugs is vital for the development of BiH's domestic production and will ensure that it conforms to European standards.

For more information, please contact:
Mr Frane Maroevic, EC press and information adviser
Mr Ivan Ivanic, project manager NGO Lab Help



This project is funded by the European Union
Delegation of the European Commission in Bosnia and Herzegovina
Dubrovacka 6
71000 Sarajevo
Bosnia and Herzegovina
Tel: +387 71 666 044
Fax: +387 71 666 037



A project implemented by the contractor
Marsala Tita 14
71 000 Sarajevo
Bosnia and Herzegovina
Tel
Fax

This project is funded by the European Union
The European Commission is the EU's executive body.



PRESS RELEASE

Sarajevo, 31.04.2000

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A project implemented by the contractor
Marsala Tita 14
71 000 Sarajevo
Bosnia and Herzegovina
Tel
Fax

This project is funded by the EUROPEAN UNION.

The European Union numbers 15 Member States: 15 different nations determined to shape their future closely together. Over a period of enlargement of 40 years, they have, together, built a zone of peace, stability, progress and solidarity. The European Union is a model for overcoming conflict and promoting reconciliation through close co-operation to achieve common goals, while respecting national sovereignty and territorial integrity. But the EU is not focused on itself: its ambition is to share its achievements and its values with countries and peoples beyond its borders.
The European Commission is the EU's executive body.



Logo of the contractor

3.2 PRESS CONFERENCES

If a press conference is organised, the invitations must bear an EU logo equal in size and prominence to that/those of the beneficiary institution(s). At the press conference itself, an EU flag must be displayed if other flags or symbols are being displayed. EU flags can be obtained from the EU Delegation accredited to the partner country.

3.3 LEAFLETS AND BROCHURES

Leaflets and brochures must be issued when specified in the communication strategy of a project.

3.3.1 LEAFLETS

Leaflets are a simple means of informing an audience of the purpose, progress or findings of an EU programme and/or project.

All leaflets produced by the contractor and/or implementing partner in order to promote an EU programme or project must incorporate:

- The basic elements of the EU visual identity, i.e. the EU logo (see Section 4.1) and the disclaimer (see Section 4.2).
- A definition of the EU (see Section 4.3) and, if appropriate, a definition of the EU programme.
- Project details, contact name, address, telephone, fax and e-mail details.

Leaflet template - for details see next page



Leaflet

<p>For more information</p>	<p>This project is funded by the EUROPEAN UNION.</p>	
<p>Mr. John Heck Vrbanjusa 152 71000 Sarajevo Bosnia and Herzegovina Tel Fax E-mail Web site</p> <p>The European Commission Representation Office to BiH Mr. Hansjörg Kretschmer Dubrovacka, 6 71000 Sarajevo Bosnia and Herzegovina Tel Fax E-mail Web site</p> <p><i>This programme is implemented by (contractor). The views expressed in this publication do not necessarily reflect the views of the European Commission.</i></p>	<p>The European Union numbers 15 Member States: 15 different nations determined to shape their future closely together. Over a period of enlargement of 40 years, they have, together, built a zone of peace, stability, progress and solidarity. The European Union is a model for overcoming conflict and promoting reconciliation through close co-operation to achieve common goals, while respecting national sovereignty and territorial integrity. But the EU is not focused on itself: its ambition is to share its achievements and its values with countries and peoples beyond its borders.</p> <p>The European Commission is the EU's executive body.</p> 	<p>The European Union's XXXXXXXXX programme for "Partner Country"</p> <h2>Industrial development programme</h2>  <p>A project implemented by (CONTRACTOR)</p>

<h3>The Industrial Development Programme for "Partner Country"</h3> <p>The concept</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magnaliquam iure dolor in hendrerit in vulpate</p> <p>aeoret dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem illum dolore eu feugiat nulla facili</p>	<p>The objectives</p> <p>adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit ieros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem</p> <p>The target groups</p> <p>Duis autem vel eum iriure dolor in hendrerit ieros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem lobortis nisl ut aliquip ex ea commodo conse</p>	<p>Programme Components</p> <p>adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.</p> 
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3.3.2 BROCHURES

In cases where a programme or project brochure is produced, its cover page must be clearly identified with the EU logo as shown in the model below. The disclaimer (see Section 4.2) and at least the details mentioned above for leaflets must be included.

Brochure template, see next page



Brochure



The European Union's XXXXXXXX programme
for "Partner Country"

The industrial development programme for "Partner Country"

Activity report



This project is funded by
the European Union



A project implemented by
(CONTRACTOR)



Logo of the contractor

3.4 NEWSLETTERS

Newsletters must be issued when specified in the communication strategy of a project. A regular newsletter is a key tool to inform relevant target audiences about the evolution of a programme or project funded by the EU. Newsletters require distribution capacity through appropriate mailing lists, and can also be mailed in electronic form through an e-mail distribution list and/or be published on a web site.

Templates for newsletters can vary according to the subjects covered, but the cover page must clearly identify the project as being part of an EU-funded programme and/or project. The upper banner of the newsletter must be designed as follows:

Newsletter and upper banner template, see next page

The front page lower banner must carry the disclaimer in Section 4.2.



Newsletter

NEWSLETTER TITLE

N° 1

A quarterly newsletter published by XXXX — a project funded by the European Union's XXXXXX programme for "Partner Country"

IN FOCUS

Titel

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"Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno." Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam senis Accius alti, dicitur Afrani toga convenisse Menandro, Plautus ad exemplar Siculi proferare Epicharmi, vincere Caecilius gravitate, Terentius arte. cilisi. Lorem ipsum dolor sit

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In this issue :

- > Supporting the Property Law Implementation Plan p. 2
- > Enforcing the customs law p. 2
- > Interview with Mr Hansjörg Kretschmer p. 4



This project is funded by the European Union



This project is implemented by (contractor).

The views expressed in this publication do not necessarily reflect the views of the European Commission.



Logo of the contractor

3.5 WEB PAGES

Web pages must be published when specified in the communication strategy of a project. A web site may be considered to be the most effective communication tool for some project's targets. Concerning the EU logo the same visibility rules as for newsletters or press releases are to be applied. Mention of the EU funding must be made in a similarly prominent place as for these other products.

EU Delegations and project-management responsible units in EuropeAid Co-operation Office may be of help when establishing web templates.

A "last update" mention must appear at the bottom of each page. The disclaimer in Section 4.2 must also appear at the top of every page.

When setting up a web site, the project must inform the EU Delegation/responsible management unit in EuropeAid Co-operation office and provide the web address. A link to the project's site must subsequently be established either from the Delegation's web site or from the EuropeAid web site in the Commission's Europa server if the Delegation has not yet set up its own web site.

A web page must not be used to publish electronic versions of printed documents. A shorter, easier-to-read version must be produced for this specific purpose.

Web pages must be as simple and light as possible. Pictures are advisable so as to show the current state of the project but their size and definition must be carefully studied not to overload the page. A Commission-funded project web page cannot afford heavy pages, plenty of elements which could make difficult – if not impossible – the printing and unloading by any average non-sophisticated personal computer.

All web sites related to EU-funded programmes must clearly refer to EU support and link into the EU Delegation's web site as well as the EuropeAid Co-operation Office programmes and projects web page found at the following addresses:

- http://europa.eu.int/comm/europeaid/projects/index_en.htm (English)
- http://europa.eu.int/comm/europeaid/projects/index_fr.htm (French)
- http://europa.eu.int/comm/europeaid/projects/index_es.htm (Spanish)

3.6 STATIONERY

Contractors and/or implementing partners must use their normal company stationery in letterheads or fax headers sheets, but they must add the sentence "*This project is funded by the European Union*" as well as the EU logo. The graphic identity of the EU must enjoy a similarly prominent place and size as that of the contractor and/or implementing partners.



3.7 DISPLAY PANELS

Infrastructure-related projects funded by the EU must be clearly identified as such by means of display panels describing the project. The number and size of display panels must be commensurate with the scale of operation and must be clearly visible so that those passing are able to read and understand the nature of the project. The display panels must be erected beside access routes to the site where the project is taking place and must remain in place from the start of the project until six months after completion of the project.

Contractors and/or implementing partners must also produce a display panel with which to promote their EU programme or project at an exhibition or event, or at the entrance of a training centre or office reception. The shape, size and dimensions of panels vary depending on the amount of information that needs to be conveyed, and whether the panel is intended to be portable or permanent. Low-cost panels can be made using self-adhesive lettering and a well-positioned EU logo in the upper left-hand corner. When contractors or implementing partners consider it appropriate to add the logo of a partner organisation on the display panel, it should be positioned in the upper-right hand corner.

Display panels template

Display panel



3.8 COMMEMORATIVE PLAQUES

Permanent commemorative plaques are an effective way of acknowledging the involvement of the EU in the construction or planning of permanent structures such as houses, clinics, factories, institutions, training centres, roads, bridges...

As part of the opening ceremony of permanent structures erected with EU funding or co-funding, contractors and/or implementing partners must place a permanent plaque in the most visible part of the building, such as the main entrance or in front of the building. The plaque must contain the following sentence: "*This [name of the structure] was funded by the European Union*" with the EU logo placed underneath it.

When contractors or implementing partners consider it appropriate to add the logo of a partner organisation on the plaque, it should be positioned in the lower-right hand corner, and the EU logo should be in the lower-left hand corner.

Model plaque template

Model plaque



 Logo of the contractor

3.9 BANNERS

Plastic or textile banners similar to the example below must be produced when specified in the communication strategy of a project. They are intended to serve as a backdrop for special events such as inaugurations and conferences.

Model banner templates

Banners



 Logo of implementing authority

 Logo of the contractor

3.10 VEHICLE PANELS

Any vehicles used in an EU-funded project must be clearly identified, and visibly carry the EU logo and the phrase "Provided with the support of the EU" in the operational language of the EU programme and in the local language. The company logos of the contractor, the implementing partner and other donors may appear on vehicles, although the EU logo must be displayed at least as prominently as those of all parties involved in the project.

Vehicle panels templates

Vehicle panels



 Logo of the contractor

3.11 PROMOTIONAL ITEMS

Promotional items must be distributed when specified in the communication strategy of a project (usually only for major projects). All kinds of promotional items (such as T-shirts, caps and pens) can be produced by implementing partners or contractors as supporting material for their information and communication activities in the framework of their programme and/or project. Before taking any decision on the production of such items, the Press and Information Officer at the EU Delegation must be consulted.

The promotional items produced must be clearly identified with the EU logo, and if possible carry the words "European Union" and key messages (see Section 4.3.2.) or key phrases (see Section 3.14). The Press and Information Officer can provide samples of such items.

Promotional items templates

Promotional items



3.12 REPORTS

Contractors and/or implementing partners are required to produce administrative reports to update and inform the European Commission on the progress and findings of EU programmes and/or projects. These must have an EU-style front cover sporting the name of the programme and/or project and the date of the reports' submission. A report's back cover must contain the following disclaimer: *"The contents of this publication is the sole responsibility of <name of the author/contractor/implementing partner> and can in no way be taken to reflect the views of the European Union"*.

The European Commission requires these reports to facilitate the monitoring and evaluation of programmes and projects. It also uses these to inform governments in partner countries of the progress of EU programmes and projects.

There are three types of administrative reports covering the different stages of the programme and/or project cycle:

- the inception report which defines a programme/project's plan of operations or work plan.
- the periodical progress reports which cover the activities of a programme/project.
- the programme/project completion report.

Reporting requirements vary from programme to programme and project to project. Details concerning the context, frequency and submission procedure are given in the general conditions of all contracts.

Contractors and implementing partners must make sure that at least one section of their reports (interim and final) contains a detailed description and evaluation of their communication activities (giving concrete examples) and their impact (illustrating this with a file of press cuttings and audio-visual transcripts whenever possible).

If the report is to be made available to the public, the cover must use the report presentation template:

Report presentation template, see next page



Report



The European Union's XXXXXXXX programme
for "Partner Country"

The industrial development programme for "Partner Country"

Activity report



This project is funded by
the European Union



A project implemented by
(CONTRACTOR)

 Logo of the contractor

3.13 PHOTOS

Where appropriate contractors and implementing partners must take pictures to document the progress of projects and events related to these, such as their launch, visits by EU officials and so on.

If possible, photos must be inserted in all communication tools. Films and videos may also be an option.

The following guidelines should help contractors and implementing partners in their search for pictures to illustrate their communication materials.

3.13.1 PICTURE SELECTION

1. The photos chosen should be those which will best illustrate the project.
 - Make sure that the person writing the content and the person collecting the pictures agree on the type of photos that will best illustrate the project.
 - Inform the photographer about the kind of picture you would like to have. It should generally be a close-up of someone or something.
2. Pictures should contain an obvious link to the project.
 - The subject(s) in the picture should either illustrate the spirit of the project or be of an important person involved on or visiting the project.
3. Pictures should whenever possible have people in them.
 - Pictures should be of people's faces and/or upper body rather than their entire body. Also make sure people look nice and do not have their eyes shut.
 - A usable picture should contain between 1-3 people. The measure of close-up must be worked out accordingly. When photographing a handshake, for example, one should avoid big gaps between people (e.g. tables).
 - Pictures should when possible contain a recognisable project and Commission logo somewhere in the background. Often the hint of a name or logo – just a few letters – may be sufficient to suggest a full name (a logo on a cap or T-shirt).
 - The picture's background should always be interesting, pertinent and appealing. It should not contain unnecessary detail or irrelevant surroundings that detract interest from the subject. (The backdrop of a meeting held in a hotel lobby will be similar whether it takes place in Asia, Africa or the Middle East, therefore try when possible to select pictures with a more culturally specific backdrop).
4. A picture in which there is action is preferable to one that is static (a picture of a person pulling in a net is preferable to one of a person fishing).
 - When photographing people at work make sure they are concentrating on their work rather than looking up and smiling at the camera. Take a profile or 3/4 front picture of them.
5. "Before and after" pictures documenting the history of the project should be taken, as should pictures of special events (launches, openings, demonstrations, evenings and so on) and project tours by important dignitaries, officials and/or personalities.

3.13.2 PICTURE SPECIFICATIONS

- Make sure both vertical and horizontal pictures are taken. The insertion of either kind in publications will often depend on the space available alongside the text.
- Make sure the pictures are not blurred, static or too dark. The pictures should be sharp, active, colourful (red, yellow, orange) and correctly contrasted (allow black and white photocopying).

3.13.3 PICTURE INFORMATION

- Never forget to include a caption: tell people what they are looking at.
- Always mention the name of the organisation or person that owns the copyright alongside the picture.

3.13.4 PICTURE ARCHIVES

Duplicates of the photos must be sent to:

- the Press and Information Officer at the **EU Delegation**
- the **EuropeAid Information and Communication Unit:**

European Commission
EuropeAid Co-operation Office
Information and Communication Unit - H5
J-54 00/58
B - 1049 Brussels

Tel: + 32 (0)2 299 1111
Fax: + 32 (0)2 299 6407

E-mail: europeaid-info@cec.eu.int

Web site: <http://europa.eu.int/comm/europeaid>

- the **photo library of DG Press:**

European Commission
Directorate General for Press and Communication
Audiovisual Library
Brey 04/176
B-1049 Brussels

Tel: (+32-2) 299 90 05
Fax: (+32-2) 299 90 12

E-mail: mediatheque@cec.eu.int

Web site: <http://europa.eu.int/comm/mediatheque>

The duplicate photos must state on the back:

- The name and **contact details** of the person sending the pictures.
- The name of the organisation or person that owns the picture **copyright**.
- The **name of the programme or project** to which the picture relates, its duration (e.g. 1999-2004) and the country in which it was taken.

Note that the European Commission is entitled to use or reproduce photos submitted to the above archives without payment of royalties.

3.14 KEY PHRASES

On certain promotional items (e.g. pens and banners), where it is not possible to include key messages in their entirety, at least the EU logo must appear, followed by one of the following key phrases (or similar), underlining the beneficiary country and the project sector:

- "Co-operation that Counts".
- "The European Union and the countries of *[insert the names of the countries or region]*: A Co-operation that counts."
- "The European Union's *[insert the nature of the programme, e.g. Health]* co-operation programme with *[insert the country's name]*".
- "European Union – *[insert the country's name]*, partner rather than donor".
- "European Union – *[insert the country's name]*".

3.15 AUDIO-VISUAL PRODUCTIONS

Audio-visual productions must be prepared as specified in the communication strategy of a project. They may be the very subject of an action. Contractors and/or implementing partners must ask the Press and Information Officer at the EU Delegation to check captions and credits. The opening title sequence must include the EU logo. As with photos, the contractor and/or implementing partner must make sure that duplicates in the final distribution format and in the professional format are sent to:

- the Press and Information Officer at the EU Delegation.
- the EuropeAid Information and Communication Unit - (see Section 3.13.4 for address).
- the audiovisual library of DG Press - (see Section 3.13.4 for address).

Unless otherwise specified in the relevant contract/agreement, the broadcast line-up for the rush material broadcast must be sent to the EuropeAid Information and Communication Unit.



4 EU Visual Identity Elements

4.1 THE EU LOGO

The EU flag constitutes the main element of the European visual identity. For this reason, specific guidelines have been drawn up to ensure its accurate use and reproduction.

While most points on the standard colours that should be used in the EU logo and on how to create this EU logo are included in the present document, more detailed instructions can be found in Annex A1 of the Inter-institutional style guide available from the following site:

<http://publications.eu.int/code/en/en-cover.htm>

Graphic identities based on the EU logo may have been developed for some regional programmes dealing with specific sectors. They are:

South Mediterranean and the Middle East	Asia	Latin America
<ul style="list-style-type: none">• Euromed Heritage• Euromed Audiovisual• Euromed Youth• EUMEDIS	<ul style="list-style-type: none">• Asia Invest• Asia IT&C• Asia-Link• Asia URBS• AUNP• Asia Pro-Eco	<ul style="list-style-type: none">• @LIS : Alliance for the Information Society• AL Invest• ALURE• ALFA: Latin America Academic Training• URB AL• ALBAN• ATLAS

4.1.1 GEOMETRICAL DESCRIPTION

The EU logo is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. The 12 gold stars situated at equal intervals form an undefined circle, of which the centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third the height of the hoist. Each of the stars has five points that are situated on the circumference of an undefined circle of which the radius is equal to one-eighteenth the height of the hoist. All stars are upright - that is to say, with one point vertical i.e. pointing upwards, and two points in a straight line at right angles to the mast.

The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

4.1.2 COLOURS

The logo has the following official colours:

- Pantone Reflex Blue for the surface of the rectangle.
- Pantone Process Yellow for the stars.

Contractors and implementing partners must, until further notice, use the "Pantone Process Yellow" and the "Pantone Reflex Blue".

The international Pantone range is widely available and easily accessible, even for non-professionals.

4.1.3 BACKGROUNDS

The logo should preferably be printed on a white background. Multicolour backgrounds should be avoided, especially those involving a colour that clashes with the blue. Where a coloured background is unavoidable, a white border with a thickness equal to 1/25th of the height of the rectangle must be used.



The EU logo can be downloaded from the following web page:

http://europa.eu.int/comm/europeaid/visibility/index_en.htm

4.1.4 ALTERATIONS AND ADDITIONS

Contractors and/or implementing partners should be aware that when reproducing the EU flag in newsletters and other graphic presentations it must be used in its entirety, without any alterations or additions made to it. Thus the EU flag must not be shown to incorporate any flag or symbol of another country, donor or institution. Each should be presented separately from the other.

4.2 DISCLAIMER

The EU will not be responsible under any circumstances for the contents of communication items prepared by contractors and/or implementing partners. These must therefore include the following disclaimer in their publications:

"This publication has been produced with the assistance of the European Union. The contents of this publication is the sole responsibility of <name of the author/contractor/implementing partner> and can in no way be taken to reflect the views of the European Union."

4.3 PROGRAMME DESCRIPTIONS & KEY MESSAGES

4.3.1 PROGRAMME DESCRIPTIONS

If the contractor and/or implementing partner wishes to describe the EU programme under which his project falls, he must use the approved description.

Example:

"Since 1991 and including 2001, through its various aid programmes, the European Union has provided more than € 6.1 billion to the Western Balkans. Set up in 2000 under Council Regulation 2666/2000, CARDS is currently the main channel for the European Union's financial and technical co-operation with the region. It is also the main tool for the Stabilisation and Association Process. CARDS stands for 'Community Assistance for Reconstruction, Development and Stabilisation'. For the period 2000 to 2006 € 4.65 billion in assistance are foreseen. It will focus on institutional, economic and social development. Regional co-operation figures prominently with 10% of the funds reserved for such activities."

4.3.2 KEY MESSAGES

If the contractor and/or implementing partner wishes to put a key message of the EU for his/her region in written communications such as press releases, fact sheets, publications, project web sites or electronic information materials, he/she must use the relevant standard key message for the EU and, if appropriate, for the programme.

4.3.2.1 KEY MESSAGE FOR THE EU

"The European Union is made up of 15 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms.

The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders".

4.3.2.2 KEY MESSAGE FOR THE PROGRAMME

The contractor and/or implementing partner may also choose to include a key message specific to the programme. For example:

"The EU's relations with the countries of Eastern Europe and Central Asia¹ were underpinned in 1991 through a programme of technical assistance called Tacis. Since then the relations have deepened through political dialogue into a partnership resulting in greater co-operation towards common goals".

4.4 DEFINITION OF THE EUROPEAN UNION AND ITS INSTITUTIONS

If the contractor and/or implementing partner decides that more detailed information about the EU is needed, the following approved definitions should be used in any communication materials, unless otherwise instructed by the Press and Information Officer at the EU Delegation.

4.4.1 EUROPEAN UNION

The European Union is established in accordance with the Treaty on European Union (Maastricht). There are currently 15 Member States of the Union. It is based on the European Communities and the member states cooperation in the fields of Common Foreign and Security Policy and Justice and Home Affairs. The five main institutions of the European Union are the European Parliament, the Council of Ministers, the European Commission, the Court of Justice and the Court of Auditors.

The European Union is a major player in international co-operation and development aid. It is also the world's largest humanitarian aid donor. Today, the European Community has political and financial responsibility for over 10% of the world's public aid (ODA), compared with 5% in 1985.

The primary aim of the EC's own development policy, agreed in November 2000, is the eradication of poverty. To enhance its impact, the EC is targeting its assistance on six priority areas: trade and development; regional integration and co-operation; support to macroeconomic policies and equitable access to social services; transport; food security and sustainable rural development; institutional capacity building, good governance and the rule of law. In addition to these core areas, important crosscutting issues are being mainstreamed into development activities namely: human rights, gender equality, environment and conflict prevention.

<http://europa.eu.int>

4.4.2 EUROPEAN COMMUNITY

The European Communities consist of the European Community (previously the European Economic Community before it was redefined by the Maastricht Treaty in 1992) and Euratom. These communities share the same institutions and management structures.

4.4.3 EUROPEAN PARLIAMENT

The European Parliament is the directly elected expression of political will of the European Union and the largest multinational Parliament in the world. The European Parliament upholds citizens' rights, adopts legislation and monitors the use of executive power.

<http://www.europarl.eu.int>

¹ Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Mongolia, Russian Federation, Turkmenistan, Tajikistan, Ukraine and Uzbekistan

4.4.4 COUNCIL OF THE EUROPEAN UNION

Usually known as the Council of Ministers, specialised government ministers meet from each Member State to take decisions and resolve national differences in the various policy areas. The European Council, made up of 15 Heads of State or government, meets at least twice a year to set objectives and fix priorities. Each Member State takes the Presidency in turn for a term of six months.

<http://ue.eu.int>

4.4.5 EUROPEAN COMMISSION

The European Commission is the European Community's executive body. Led by 20 commissioners, the European Commission initiates proposals of legislation and acts as guardian of the Treaties. The Commission is also a manager and executor of common policies and of international trade relationships. It is responsible for the management of European Union external assistance.

<http://www.europa.eu.int/comm>

4.4.6 EUROPEAN COURT OF JUSTICE

The European Court of Justice provides the judicial safeguard necessary to ensure that the law is observed in the interpretation and application of the Treaties and all legislation based upon them.

<http://www.curia.eu.int>

4.4.7 EUROPEAN COURT OF AUDITORS

The European Court of Auditors is responsible for checking that the European Union spends its money according to budgetary rules and regulations.

<http://www.eca.eu.int>

4.4.8 OTHER INSTITUTIONS

4.4.8.1 THE EUROPEAN INVESTMENT BANK (EIB)

The European Investment Bank is the European Union's financing institution. It provides loans for capital investment promoting the Union's balanced economic development and integration. It is the leading institution for basic infrastructure investments in South Eastern Europe.

<http://www.eib.org>

4.4.8.2 THE EUROPEAN ECONOMIC AND SOCIAL COMMITTEE (ESC)

The European Economic and Social Committee represents the views and interests of organised civil society vis-à-vis the Commission, the Council and the European Parliament. The Committee has to be consulted on matters relating to economic and social policy; it may also issue opinions on its own initiative on other matters which it considers to be important.

<http://www.ces.eu.int>

4.4.8.3 COMMITTEE OF THE REGIONS (COR)

The Committee of the Regions ensures that regional and local identities and prerogatives are respected. It has to be consulted on matters concerning regional policy, the environment and education. It is composed of representatives of regional and local authorities.

<http://www.cor.eu.int>

4.4.8.4 EUROPEAN CENTRAL BANK (ECB)

The European Central Bank frames and implements European monetary policy; it conducts foreign exchange operations and ensures the smooth operation of payment systems.

<http://www.ecb.int>

4.5 INTERNET LINKS

All publications produced by implementing partners or contractors should refer to official EU sources for more information and, in particular, to the Europa home page and/or EU Delegation home page.

The following is a list of relevant web sites for the general public:

- The European Commission web site
<http://europa.eu.int>
- The EuropeAid Co-operation Office web site:
<http://europa.eu.int/comm/europeaid>
- The European Commission External Relations web site:
http://europa.eu.int/comm/external_relations
- The European Commission DG Development web site:
<http://europa.eu.int/comm/development>
- The European Commission DG Trade web site:
<http://europa.eu.int/comm/trade>
- The European Commission DG Enlargement web site:
<http://europa.eu.int/comm/enlargement>
- The European Commission DG Economic and Financial Affairs web site:
http://europa.eu.int/comm/economy_finance
- The European Commission Humanitarian Aid Office web site:
http://europa.eu.int/comm/echo/index_en.htm
- The European Union in the World web site:
<http://europa.eu.int/comm/world>

5 Further information

These guidelines were drawn up by the Information and Communication Unit of the EuropeAid Co-operation Office. Further details and/or clarifications can be obtained from the EU Delegation accredited to the country in which the contractor or implementing partner is operating or from the EuropeAid Co-operation Office Information and Communication Unit at the following address:

European Commission
EuropeAid Co-operation Office
Information and Communication Unit - H5
J-54 00/58
B - 1049 Brussels

Tel: + 32 (0)2 299 1111
Fax: + 32 (0)2 299 6407

E-mail: europaaid-info@cec.eu.int

Web site: <http://europa.eu.int/comm/europaaid>



Electronic templates of the communication tools shown in this document can be found at the following web site:

http://europa.eu.int/comm/europeaid/visibility/index_en.htm



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