



NORTHERN PERIPHERY PROGRAMME

DATASHEET 8: Publicity and Information Requirements and Guidelines

All project leaders who receive assistance from the European Structural Funds are under the obligation to publicise the participation of EU Assistance at different occasions.

Commission Regulation No 1159/2000 lays down the rules for information and publicity about assistance from the Structural Funds. The regulation can be downloaded from the Downloads Library of the Northern Periphery Programme website under *Regulations*.

This datasheet summarises the information given in the above-mentioned regulation, as well as giving guidance on how to use the European emblem and the Northern Periphery logo.

Note that the use of the EU emblem is obligatory when using any other emblem, like the Northern Periphery Programme logo, or the projects' own logo. The EU emblem should then be of the same size as the other emblem being used.

AIMS AND TARGET GROUPS

The aim of information and publicity measures is to inform potential and final beneficiaries, as well as:

- regional and local authorities and other competent public authorities,
- trade organisations and business circles,
- the economic and social partners,
- non-governmental organisations, especially bodies to promote equality between men and women and bodies working to protect and improve the environment
- project operators and promoters about the opportunities offered by joint assistance from the European Union and Member States in order to ensure the transparency of such assistance.
- Inform the general public about the role played by the European Union in co-operation with the Member States in the assistance concerned and its results.

RULES ON THE TECHNICAL MEANS OF INFORMATION AND PUBLICITY

Publications, such as booklets, leaflets and news letters, about regional assistance part-financed by the Structural Funds shall contain a clear indication on the title page of the European Union's participation, and where appropriate, that of the European Regional Development Fund as well as the EU Emblem if the national, regional or transnational emblem is also used.

In the case of information made available by electronic means (websites, databases for potential beneficiaries) or as audio-visual material, the principles set out above shall apply by analogy.

Websites concerning the Structural Funds should:

- mention the contribution of the European Union, and if appropriate, the Fund concerned (European Regional Development Fund) at least on the home page
- include a hyperlink to the other Commission websites concerning the Structural Funds.

This means, in practice, that **any documentation of your project** (meeting documents, posters, brochures, press releases, website, calls for tender, newsletters, etc.) **should display on their title page:**

- The INTERREG IIIB NPP logo
- The EU emblem including either of the following texts:
 - "Project part-financed by the European Union"
 - "Project part-financed by the European Union (European Regional Development Fund) within the INTERREG IIIB Northern Periphery Programme".
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**PROJECT PART-FINANCED
BY THE EUROPEAN UNION**



USING THE EUROPEAN EMBLEM



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.

Colours

The standard colours for the EU emblem are "Panton Reflex Blue" and "Pantone Yellow". 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.

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.

Correct Positioning

A frequent mistake is to use the emblem upside down. It is easy to check if it is the right way up by looking at the stars. If the stars have two points each pointing upwards, then the emblem is the wrong way up. Another mistake is to change the orientation of the stars. The circle is arranged so that the stars appear in the position of the hours on the face of a clock.

Timing of Publicity

Projects should not be publicised in terms of EU assistance until full and formal approval has been obtained.

Emblems & Logos

The Northern Periphery logo and all emblems can be downloaded from the Document Library of the Northern Periphery Programme website under *Emblems & Logos*.

Further Information

Further information and guidance is available from the Regional Contact Points or the Northern Periphery Programme Secretariat.

More information on the graphic requirements of the EU in conjunction with usage of the EU emblem can be found on the following webpage:

http://europa.eu.int/abc/symbols/emblem/graphics2_en.htm