



Factsheet N° 23

Information and Publicity Requirements and Expectations

Version 1 – 29/02/2012

Background

Article 69 of the European Council Regulation (EC) No 1083/2006 as well as the Commission Regulation (EC) No 1828/2006 include specific requirements as regards information and publicity activities. As project beneficiary you shall inform the general public about the assistance obtained from the ERDF and ensure that those who take part in the operation have been informed of that funding, too.

Guidance

1 Obligatory use of illustrative elements

Certain illustrative elements have to be used for all kind of published materials and/or activities addressed to the public. Please note that these obligations do not only relate to printed publications, but also to audio-visual, digital or electronic material (websites, web tools, videos, podcast etc.). You are also supposed to use these elements in the framework of events (e.g. on your PPT presentations, agendas, bags and other conference material).

Please be aware that products or activities not taking into account these obligations can be considered as ineligible!

You are recommended to use the illustrative elements also for internal project documents in order to draw all project partners' attention to the obligatory use of those elements.

The following elements have to be used:

- A the emblem of the European Union, in accordance with the graphic standards, and reference to the European Union;
- B reference to the ERDF: "European Regional Development Fund";
- C a statement chosen by the managing authority, highlighting the added value of the intervention of the Community. The slogan chosen by the MED Programme is included in the MED logo ('EUROPE IN THE MEDITERRANEAN – L'EUROPE EN MEDITERRANEE');
- D the MED Programme logo (the version including the statement above).

[elements A, B, C requested within relevant EU regulations set out above, element D requested by the Med Programme]

➔ In order to make it simple, combined logo versions have been developed.



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de Développement Régional

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Development Fund

2 The combined logo version

2.1 Combined standard versions (including elements A + B + C + D)

Two combined standard versions including all relevant elements can be downloaded from the programme website. These versions are available in JPG and EPS versions. EPS versions are mostly used by professional illustrators and with professional illustration programmes (thus they might not be readable on your computer), while JPGs can be used also for WORD, PPT, EXCEL and similar standard programmes.

Horizontal combined version



Minimum size: 1,09cm x 5,5cm

Vertical combined version



Minimum size: 4,5cm x 2,7 cm

Please note as golden rule for the application that all text elements used in these combinations must be readable, therefore you should apply the minimum size! In case this is not possible and individual solutions have to be found, please contact the JTS Communication Unit.

2.2 Reduced obligations for small products, elements A + D

ONLY in case of the production of very small gadgets (USB sticks or pens), it is sufficient to use the elements A and D. For this case you are provided with the logo combination below.



Minimum size: 1,55cm x 2,5 cm

In case you cannot place the offered combination, please contact the JTS in order to find individual solutions avoiding any ineligibility. In any case, the required elements A and D have to be put!

2.3 Language versions

The reference to the ERDF can also be placed in other languages used in the cooperation area. In any case, you should guarantee that the transnational project approach will nevertheless be clear for the public (e.g. in textual reference and background descriptions).

2.4 Rules for application

Unacceptable modifications of the original version

The following is not allowed:

- Modifications as regards **typography** and **colour**;
- **Changes** between the different elements included;
- **Disproportionate resizing**;
- **Rotation** of the logo combination;

Positioning, size, background and transparency of the logo combination

The logo combination shall be placed at a **central and visible position** (examples: on the outside, front or back cover for brochures, on the starting page of the project website, on the cover of a DVD etc.)

The **minimum size** indicated above must be applied. Thus, the textual elements will be readable. Any **overlapping** has to be excluded.

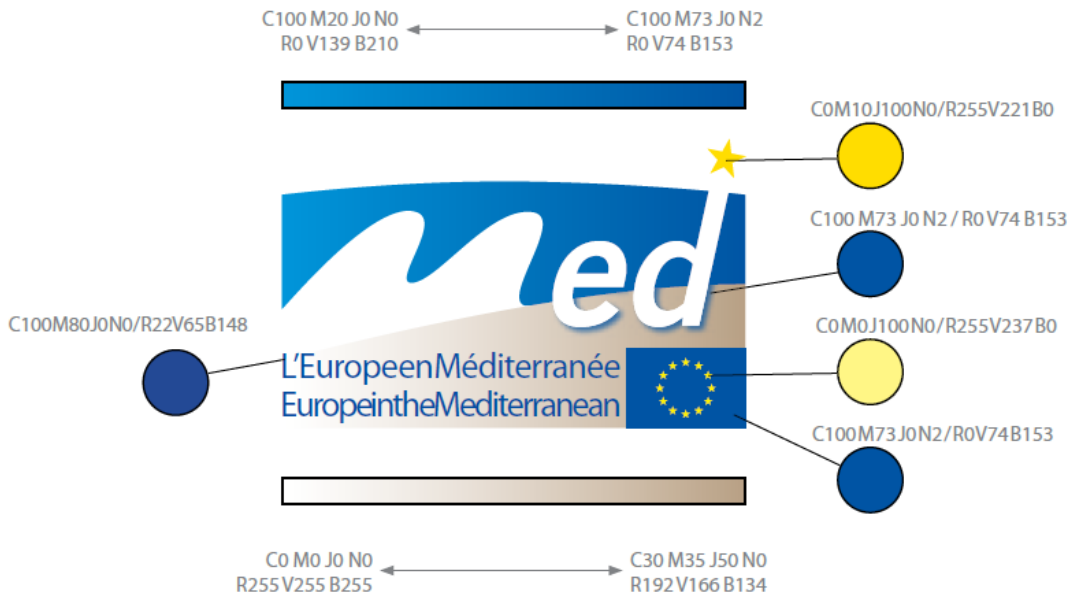
The logo combination shall most preferably be **placed on** a white or suitable, one coloured background. In case the logo combination is placed on coloured background, a contrast between the colour of the background and the logo combination must be visible or in case formed. In case the logo combination is **placed on a photo**, a suitable, not overloaded background shall be chosen.

The logo combination must be placed in its **non-transparent version** (this means that inside the frame the background remains white). The use in its transparent version can only be accepted on a suitable, one coloured and light background.



Colour definitions

Colours of the Med Logo



Colours of the EU emblem included in the combination

- PANTONE REFLEX BLUE for the surface of the rectangle;
- PANTONE YELLOW for the stars.

More details in Annex 1 of Commission Regulation (EC) 1828/2006, see link below.

3 Special obligations in case of infrastructure investments

In case of infrastructure investments with a public contribution of more than 500.000€ specific illustrative requirements as set out in article 8 of Commission Regulation (EC) 1828/2006 have to be fulfilled. More specifically, this relates to the production and the setting up of **plaques and billboards** at the relevant sites which shall contain the logo and the project slogan as set out above. **In this very rare case, please get in contact with the JTS Communication Unit to adapt relevant solutions.**

3.1 Billboard

You shall follow the obligations of putting a billboard at the site of each operation during the implementation of the operation if the operation consists in the financing of infrastructure or of construction operations and when the total public contribution to the operation exceeds 500 000 €. Size and information that shall be stated on the plaque are listed in the Commission Regulation (EC) 1828/2006 – Article 8 (See link below).



3.2 Plaque

Once the operation is complete, the billboard shall be replaced by the permanent explanatory plaque that is visible and of significant size no later than 6 months after completion of the operation that consists in the purchase of a physical object or in the financing of infrastructure or of construction operations AND if the total public contribution to the operation exceeds 500 000 €. Size and information that shall be stated on the plaque are listed in the Commission Regulation (EC) 1828/2006 – Article 8(See link below).

4 Additional references regarding the project's framework

Project communication activities should not only include the obligatory illustrative elements outlined in point 2, but also integrate clear references regarding the projects development framework and its funding background. Your target groups shall well understand that the project is co-financed by the **European Regional Development Fund**, one of the main funding instruments within the **European Regional Policy** and makes part of the **Transnational MED Programme 2007-2013**.

For publications based on textual contents (such as brochures, press releases, websites etc.) this shall be done in written form, for audio-visual material (e.g. videos), audio material (podcasts) or other activities with no visible output (e.g. television or radio interviews), this project framework and funding background shall be explained in oral form.

The project website shall furthermore be linked with the MED Programme website (www.programmemed.eu) and the INFOREGIO website (communication platform of DG REGIO: http://ec.europa.eu/regional_policy/index_en.cfm). These links should be connected with the logos to be put on the starting page (see above).

Tips

In order not to risk the ineligibility of any activity or product, you can countercheck the products with the programme's Communication Unit before printing. Send your draft versions to mkirchgesser@regionpaca.fr or imagazzu@regionpaca.fr or ask the project officer to countercheck.

In the communication section of the programme website you can also find links to useful communication handbooks or/and guidelines informing on how to set up and implement coherent communication strategies or on how to implement specific PR activities. The Med Programme will also offer communication trainings and seminars. Subscribe to the Newsletter to be regularly informed.

Further relevant documents and links

- Articles 8 and 9 and Annex 1 of Commission Regulation (EC) 1828/2006. See also the EC Regulation 846/2009 amending EC 1828/2006: <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:045:0003:0115:EN:PDF> ;
- Operational Programme "MED", chapter IV.5;
- MED Programme Implementation Guide, Chapter 11;
- Factsheet N° 8 – Promotion;
- The European Commission's website with guidance on the use of the EU emblem: http://ec.europa.eu/regional_policy/information/logos/index_en.cfm .
- Communication Section with the project implementation area of the website: <http://www.programmemed.eu/zone-telechargement/reglements-et-outils-communication.html>

