

# Publicity ERDF Program 2021 – 2027 Thuringia

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# Publicity ERDF Thuringia Programme 2021 – 2027 FP

This information sheet serves as a guideline for adherence to the specified publicity requirements for the beneficiaries of ERDF funding in the 2021-2027 funding period.

## 1. General information

The European Union (EU) has numerous funding programmes to support projects and initiatives in many different areas across the EU and beyond. Under Art. 47 Regulation (EU) 2021 / 1060, member states, administrative authorities, and beneficiaries are required to use the Union emblem as detailed in Annex IX for visibility, transparency and communication activities. An essential obligation in this context is to display the EU emblem correctly and prominently in conjunction with a simple funding sheet mentioning the EU's support.

## 2. Responsibilities of the beneficiaries

### Art. 50 para. 1 Regulation (EU) 2021/1060

Beneficiaries and the bodies deploying the financial instruments shall acknowledge the support from the Funds to the project - reused funds included according to Article 65 – by

- a) providing on the beneficiary's website, where such a website exists, and on the beneficiary's social media page a short description of the project, proportionate to the level of support, including its objectives and results, and highlighting the financial support from the Union;
- b) visibly highlighting the Union's support in the form of a statement on documents and communication materials relating to the project's implementation intended for the public or for participants;
- c) affixing durable plaques or signs readily visible to the public bearing the Union's emblem following the technical characteristics detailed in Annex IX as soon as the project's actual implementation has commenced with investments in material assets or purchased equipment has been installed; concerning projects supported by the ERDF and the Cohesion Fund whose total costs exceed EUR 500,000;
- d) placing, for projects not falling under point (c), a poster of a minimum size of A3 or larger, or an equivalent electronic display, at a location clearly visible to the public, providing information about the project and highlighting the support from the Funds; if the beneficiary is a natural person, the beneficiary shall, as far as possible, ensure that appropriate information highlighting the support from the Funds is provided in a conspicuous place or by an electronic display;
- e) organising a communication event or activity, as required, for projects of strategic importance or for projects whose total costs exceed 10,000,000 euros and involving the commission and the responsible managing authority in a timely manner.

#### **Note on the duration of the attachment of posters/signs:**

Posters and signs must be maintained until the object/infrastructure or equipment physically exists and is used for the purpose it was funded. If the supported project is, e.g., a training event or a workshop, the poster should remain until the end of the training event/workshop.

## Note on sanctions

The beneficiaries are required to comply with the publicity requirements under Art. 47, Art. 50 para. 1 of the Regulation in conjunction with No. 2 of Annex IX (EU 2021/1060). Not meeting these obligations may result in the cancellation of up to 3% of the grant for the project.

## Notice on transfer of rights to the European Union

At the request of the awarding authority, the beneficiary shall make copies of their communication and visibility material available to the European Union's institutions, bodies, offices and agencies and grant them a royalty-free, non-exclusive and irrevocable license to use that material. They shall be granted the right of internal use, including the right of complete or partial reproduction by any means and in any form, as well as the right to copy. Furthermore, they shall have the right to make the material available to the institutions and agencies of the Union and the authorities of the Member States and their employees and to disclose it to the public by any means of communication (Art. 49 para. 6 in conjunction with No. 2 Annex IX Regulation (EU) 2021/1060).

## 3. Technical characteristics

The EU emblem is the primary visual trademark used to show the origin and visibility of EU funding. No visual identity or logo other than the emblem may be used. The emblem of the European Union may not be altered or fused with other graphic elements or texts. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the largest of the other logos. No other visual identity or logo other than the EU emblem may be used to highlight EU support.

The indication "Co-financed by the European Union" must always be written out in full and placed next to the emblem. It should be translated into the national languages.

- The type face to be used in conjunction with the EU emblem shall remain simple and easily legible. The fonts recommended are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu, and Verdana.
- Underlining and the use of other font effects is not permitted.
- The positioning of the text in relation to the EU emblem shall not interfere with the EU emblem.
- The font colour should be Reflex Blue (the same blue colour as the European flag), white, or black, depending on the background.
- The font size used should be in proportion to the size of the emblem.
- Sufficient contrast between the EU emblem and the background should be ensured. If there is no alternative to a coloured background, there shall be a white rim around the flag with a width of one 25th of the rectangle's height.
- If several projects are conducted at the same place, only one poster or advertising panel needs to be placed.

#### 4. Use and placement of the EU emblem

##### 4.1. Connection of EU emblem and reference to financing

Use of the EU emblem in connection with EU Programmes 2021 – 2027 is further specified in the operational guidelines for recipients of EU funding ([Use of the EU emblem in connection with EU Programmes 2021 – 2027](https://europe.de) ((europe.de). The main design features are summarised below. The following financing text is to be used for ERDF-funded projects in the Free State of Thuringia: Co-financed by the European Union.

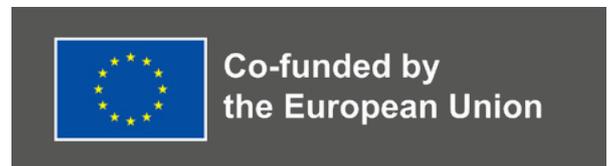


##### 4.2 Horizontale Option

Positive version (CMYK printing or digital printing process)



Negative Version



Monochrome reproduction

(Specific printing process for clothes and promotion items or with Pantone)  
If the only colour available is either black or white.



##### 4.3. Vertical option

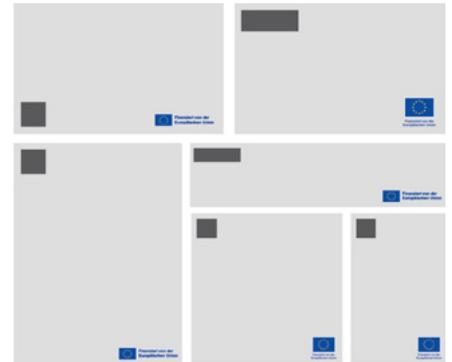




## 5. Communication materials

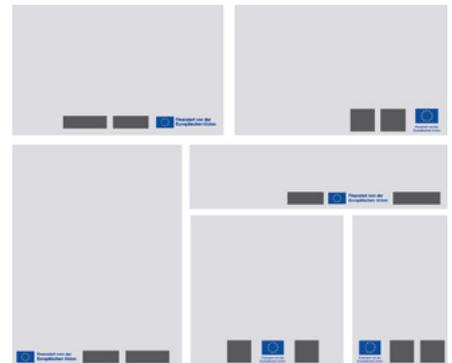
### 5.1. Placement of the EU emblem together with reference to financing on communication materials

The EU emblem, together with the reference to financing, must be placed conspicuously on all communication materials, such as printing or digital products, and websites and their mobile versions. However, the placement of the EU emblem may not create the impression that the beneficiary or third party is affiliated with EU bodies in any way. Therefore, it is recommended that the organisation positions its logo as far away from the EU emblem as possible. The support of the EU may be highlighted only by the emblem and not by any other visual identity or logo. The following are examples. The placement of the EU emblem depends on the design of the publication.



### 5.2. Placement of the EU emblem together with reference to financing in case of co-branding

If the emblem is displayed in conjunction with other logos (e.g., of beneficiaries or sponsors), it must be at least as readily visible and prominent as the other logos. Beneficiaries may use the emblem without prior permission from the approving authority. However, this does not give them the right to exclusive use. Furthermore, they may not claim the emblem or comparable trademarks or logos, either by registering or any other means. The following are examples. The placement of the EU emblem depends on the design of the publication.



## 6. Communication online

### 6.1 Websites

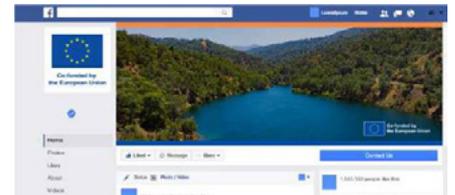
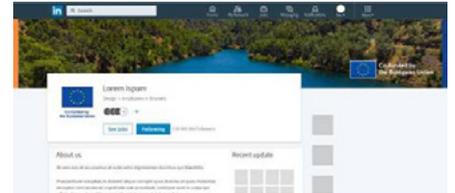
According to appendix IX, the EU emblem is to be highlighted on social media. To ensure this, beneficiaries consult the different elements of appendix IX: the size of the EU emblem in relation to any other logos which leave enough space for the emblem and the reference to the financing. It has become common practice to place the EU emblem and the reference to financing within the screen area of digital devices in such a way that no scrolling is necessary for users to be able to see them.

### 6.2 Social Media

Highlighting EU support on social media can be realized in many ways! Visualizations, including videos, should be provided with the EU emblem and the reference to financing. This information on EU support may also be provided as part of the profile description or as part of individual postings.

### 6.2.1 Visibility as part of a social media profile

On social media profiles, the EU emblem and the reference to financing may be used in profile pictures or, if available on the platform, in banner pictures. The banner option offers more space for the integration of the EU emblem and the reference to financing and should therefore be preferred. In both cases, the beneficiary should add the brand elements in the pictures so that they are completely displayed in case the platform automatically crops the pictures. Do remember to also mention the EU support in your profile description.



### 6.2.2 Social-Media Postings

When the beneficiary post on social media about the project, it is recommended that in the posting the EU support is mentioned. Doing so, the brand elements should be incorporated visually and/or the EU support should be mentioned in the text. Both approaches can be varied for individual postings.



1:1 format (Instagram or Facebook-Post)