



Brussels, 30/7/2014

## INSTRUCTIONS ON THE USE OF THE SIGNATURE "ENJOY! IT'S FROM EUROPE"



Starting with contracts signed for promotion programmes submitted under the second submission wave of 2014 (deadline for submission: 30/9/2014), all visual material produced in the framework of a promotion programme co-financed by the EU under Reg. 3/2008 and 501/2008 must bear the signature "Enjoy! it's from Europe" as described in the graphic charter distributed separately.

The signature "Enjoy! it's from Europe" will be used in English. Proposing organisations can use a translation of the signature in the form of a footnote at the bottom of the visual (advertisement, poster, etc).

According to the theme of the campaign, the following thematic lines can be used in combination with the signature:

Themes	Accompanying line
Environment	The European Union supports campaigns that promote respect for the environment.
Quality and food safety	The European Union supports campaigns that promote high quality agricultural products.
Health	The European Union supports campaigns that promote a healthy lifestyle.
Diversity	The European Union supports campaigns that promote a wide variety of agricultural products.
Tradition	The European Union supports campaigns that promote agricultural traditions.

In case of questions please contact our functional mailbox: [AGRI-B5@ec.europa.eu](mailto:AGRI-B5@ec.europa.eu)