



EU visibility tools

Getting to know the online generator and the brand manual

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*Gianluca Comuniello, Hanna Söderström
DG REGIO*

Warm up questions

- Your favourite visibility requirement between:
 - The emblem, because I like flags
 - The funding statement, because I like statements
 - Billboard, because I like big photos (the bigger, the better)
 - Plaques, because they are intrinsically intriguing

Warm up questions

- If we mention posters to you, you immediately think about:
 - David Beckham
 - Spice girls (and then David Beckham)
 - WWF and pandas
 - Oh no, article 50 of the CPR

Today's table of content

- The context: Commission's material on visibility
- Quick recap of the legislative requirements
- Brand book
- Download centre
- Demo: online generator
 - Poster, Billboard, Plaque
- Q&A

Commission's material on visibility

Communication and visibility rules: Guidance for Member States

- All programmes
- Answers to common communication and visibility questions



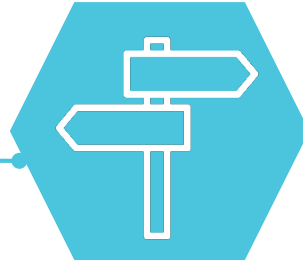
Communicating Cohesion Policy in 2021-2017 – booklet

- Focus on CPR
- Q&A, building on good examples of 2014-2020
- In all EU languages in April!



The use of the EU emblem in the context of EU programmes

- All programmes
- Outlines the principles of use of the EU emblem



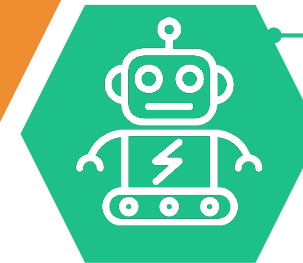
Brand book

- Focus on CPR
- Application of visibility requirements



Online Generator

- Focus on CPR
- A tool for beneficiaries to create posters, billboards, plaques



Download centre

- All programmes
- Funding statements, stickers and icons for policy objectives in all EU languages

Legislative requirements

Article 47 – Emblem of the Union

Member States, managing authorities and beneficiaries shall use the emblem of the European Union in accordance with Annex IX when carrying out visibility, transparency and communication activities.

Art. 50 Responsibilities of the beneficiaries

1. Beneficiaries and bodies implementing financial instruments shall acknowledge support from the Funds (...) to the operation by:
 - (a) providing on the beneficiary's official website, where such site exists, and social media sites, a short description of the operation, proportionate to the level of support, including its aims and results, and highlighting the financial support from the Union;
 - (b) providing a statement highlighting the support from the Funds in a visible manner -on documents and communication material relating to the implementation of the operation, intended for the public or for participants;

Art. 50 Responsibilities of the beneficiaries

- (c) displaying durable plaques or billboards clearly visible to the public, presenting the emblem of the Union in accordance with the technical characteristics laid down in Annex IX₁ as soon as the physical implementation of operations involving physical investment starts or purchased equipment is installed, with regard to the following:
 - (i) operations supported by the ERDF and the Cohesion Fund the total cost of which exceeds EUR 500 000;
 - (ii) operations supported by the ESF+, the EMFF, the ISF, the AMIF and the BMVI the total cost of which exceeds EUR 100 000.

Art. 50 Responsibilities of the beneficiaries

- (d) for operations not falling under point (c), displaying at a location clearly visible to the public at least one poster of a minimum size A3 or equivalent electronic display with information about the operation highlighting the support from the Funds;

Where the beneficiary is a natural person, the beneficiary shall ensure, to the extent possible, that appropriate information is available, highlighting the support from the funds, at a location visible to the public or through an electronic display;

Where an ESF+ beneficiary is a natural person, the obligation in paragraph (d) shall not apply.

In practice – Art. 50



- Acknowledgement of European Union Funding by beneficiaries
- Unified reference to EU emblem and EUROPEAN UNION across all EU funds – no more Funds or programmes (e.g. logos)!
- Support tools
 - Download Centre, Online-Generator, Brand book



Brand book



European
Commission



SUPPORT KIT FOR EU VISIBILITY

2021-2027 brand book for managing
and project beneficiaries

*Regional and
Urban Policy*

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Download centre

- Download ready-to-use visual elements
 - funding statements for Funded by, Co-funded by, NextGenerationEU, Interreg in all EU languages and 16 others
 - Stickers with co-funding statement in all EU languages
 - Policy icons for 2021-2027
- On inforegio: [Download centre for visual elements](#)



Demo: online generator

What do I need before I start?

- I know which format I want?
- I have a good photo? Check with the brand book
- I have a good text?
- I have all the logos I need? Maximum 3 on top of the EU emblem

Let's dig into it...

[Regional Policy - Online Generator \(europa.eu\)](#)

Links to language versions

[Regional Policy - Online Generator \(europa.eu\)](#)

https://ec.europa.eu/regional_policy/online-generator/?lang=de (German)

https://ec.europa.eu/regional_policy/online-generator/?lang=es (Spanish)

[Greek](#) [French](#) [Italian](#) [Czech](#) [Slovakian](#) [Slovenian](#)

[Croatian](#) [Maltese](#) [Bulgarian](#) [Danish](#) [Estonian](#) [Latvian](#)

[Lithuanian](#) [Hungarian](#) [Dutch](#) [Polish](#) [Portuguese](#) [Romanian](#)

[Finnish](#) [Swedish](#)

Few more tips

- If you experience bugs while using the online generator, try also another browser (Chrome used for this presentation)
- On large formats, you may encounter problems with display with Adobe, due to the display limits

Your questions