

Visual Identity Guidelines

for Contractors and other Implementing Partners

*operating in Bulgaria, Cyprus, Czech Republic,
Estonia, Hungary, Latvia, Lithuania, Malta, Poland,
Romania, Slovakia, Slovenia, Turkey*



European Union



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Visual Identity Guidelines

for Contractors and Implementing Partners

1.> Introduction

These guidelines have been drawn up to assist contractors and other implementing partners (local, regional or national authorities, NGOs and parastatal institutions) in fulfilling their contractual obligations to publicise projects which are funded, in whole or in part, with European Commission funds. They cover the written and visual identity of the European Union and are to be used in briefings, newsletters, press conferences, presentations and invitations connected with an EU funded programme, as well as signage and commemorative plaques to highlight EU funding of infrastructure.

Given the large numbers of programmes and the acronyms describing them, which originate in the European Commission, it has been decided that no set of acronyms, or logos, should be used; that all funding or cofunding should be ascribed to the European Union, and that the EU's logo - the blue flag and stars - should be the only one used (see 6.1). Therefore, whatever the size of your programme or project, whatever the scope or its objectives, the materials you produce should carry the EU identity. This does not mean that you are required to produce all the items mentioned here - only the ones that are relevant to your project.

The success of the EU identity depends on a high level of consistency and quality of application in all areas. This will ensure an ever-deepening understanding of the EU and will provide a solid basis on which to build the reputation of the EU in the future.

2.> The obligations

Under the terms of the contract that you have signed, you are responsible for giving adequate publicity to the project or programme which you are carrying out. This could be either part or cofunded by the EU or fully funded and the identity offers a choice of two alternatives. In addition, the programme could be in the nature of know-how transfer, technical assistance or other forms of institutional cooperation, or it could be infrastructure based.

2.1 > Institutional cooperation

The contractor's obligation in this area cover:

- **press conference to announce the launch of the programme:** incorporation of the EU logo in the invitation and press statement of the beneficiary institution; mention of the EU as funder or co-funder (mention of the specific programme is optional, but if used, the programme name must be preceded by the words 'the European Union'sProgramme') mention of the funding or co-funding amount in Euros and the local currency; mention of any EU personality (Head of Delegation, Task Manager) to be present at the launch (see section 6).
- **newsletter or conference:** if the programme publishes a newsletter to update target groups on the progress of the programme, the EU logo must figure on the masthead of the newsletter and be of the same size as the logo of the beneficiary institution. If the funding source is mentioned, it must be preceded by the words 'the European Union's Programme'. If a conference is organised, the invitations should bear an EU logo of the same size as the beneficiary institutions. At any conference, seminars or presentation, the EU flag should be displayed if national or provincial flags are also displayed; and these can be obtained from the EU Delegation (see section 6).

2.2 > Infrastructure projects

Where the EU is contributing to, or funding in totality, a project involving visible infrastructure (roads, bridges, buildings or projects which are otherwise physical (agricultural, forestry, water management) mention of the EU's contribution must be made.

- **For large-scale infrastructure,** which is clearly visible, signage must be erected, describing the project; this must be of a size to enable those passing to read and understand the nature of the project. The EU logo should be displayed with equal prominence to that of the implementing authority and carry the words: 'this programme is (co-) financed by the European Union' (or 'the European Union'sProgramme'). The signage should be erected at the street of the works and remain in place until 6 months after completion of the works. (see section 6).
- **For permanent structures** (training centres, clinics) erected with EU funding or co-funding, the contractor should, as part of the opening ceremony, include a plaque. This plaque should contain the following words 'this (name of structure) was cofunded by the European Union (or European Union'sProgramme)' and the EU logo (section 6).

2.3 > Professional help

If the contractor or other implementing authority requires help and guidance in carrying out his obligations, he should consult the Information Officer at the EC Delegation in his country of operation. Delegations also carry stocks of flags, stickers, posters and other promotional materials that can be obtained (or, for some items, borrowed).

Wherever possible we have given simple solutions for producing everyday communications materials. Master originals, given as a series of computer templates, have been developed so that materials can be produced from standard office computers at minimum cost.

3.> Definition of the European Union and Its Institutions

The Contractor should use the approved definitions found below in any communication materials used unless otherwise instructed by the EU Delegation's Information Officer.

European Union

The European Union is established in accordance with the treaty on European Union (Maastricht). There are currently 15 Member States of the Union. It is based on the European Communities and cooperation in the field of Common Foreign and Security Policy and Justice and Home Affairs. The five institutions of the European Union are the European Parliament, the Council of Ministers, the European Commission, the Court of Justice and the Court of Auditors.

European Parliament

The directly elected expression of political will of the European Union and the largest multinational Parliament in the world. The European Parliament upholds citizens rights, adopts legislation and monitors the use of executive power.

Council of the European Union

Usually known as the Council of Ministers, specialised government ministers meet from each Member State to take decisions and resolve national difference in the various policy areas. The European Council, made up of 15 Heads of State or government, meets at least twice a year to set objectives and fix priorities. The Presidency is taken in turn by each Member State for a term of six months.

European Commission

The European Commission is the European Community's executive body. Led by 20 commissioners, the European Commission initiates proposals of legislation and acts as guardian of the Treaties. The Commission is also a manager and executor of common policies and of international trade relationships.

Court of Justice

Composed of 15 judges and 9 lawyers, the Court of Justice provides the judicial safeguard necessary to ensure that the law is observed in the interpretation and application of the Treaties and all legislation based upon them.

Court of Auditors

The Court of Auditors represents taxpayers and is responsible for checking that the European Union spends its money according to budgetary rules and regulations.

4.> Key Message of the European Union in the context of its relations with third countries

The Contractor should always apply the key messages of the European Union to its work and consult with the relevant EU Delegation to ensure that the appropriate message is being conveyed.

→ **Key Message in relation to candidate countries:**

The European Union is made up of 15 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 40 years, they have built a zone of peace, stability, progress and solidarity.

At no one time was the idea of European unification linked to one political concept or a single model of integration. Not being blindly fixed to a closed model of Europe, the unification process was able to take its impetus from completely different political events depending on the situation. From that starting point fresh progress could be made. In this way, the main feature of the wrangling over the unification of Europe over the years can be seen as a matter of pure pragmatism.

Further enlargement is one of the most important opportunities for the European Union for the 21st century. It is a unique, historic task to further the integration of the continent by peaceful means, extending the zone of stability and prosperity to new members. In March 1998 the EU formally launched the process that will make enlargement possible. It embraces the following thirteen countries: Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, the Slovak Republic, Slovenia and Turkey.

At its summit in Luxembourg in December 1997, the European Council decided that the enlargement process should encompass

- the European Conference, a multilateral framework bringing together ten central European countries, Cyprus and Turkey, which was launched on 12 March 1998;
- the accession process, covering ten central European countries and Cyprus, which was launched on 30 March 1998;
- the accession negotiations, which the European Council decided to open on 31 March 1998 with six countries, as recommended by the European Commission: Cyprus, the Czech Republic, Estonia, Hungary, Poland and Slovenia.

The EU can already look back on a history of successful enlargements. The Treaties of Paris (1951), establishing the European Coal and Steel Community (ECSC), and Rome (1957), establishing the European Economic Community (EEC) and EURATOM, were signed by six founding members: Belgium, France, Germany, Italy, Luxembourg and the Netherlands. The EU then underwent four successive enlargements:

1973 Denmark, Ireland and the United Kingdom

1981 Greece

1986 Portugal and Spain

1995 Austria, Finland and Sweden.

However, the enlargement facing the EU today poses a unique challenge, since it is without precedent in terms of scope and diversity: the number of candidates, the area (increase of 34 per cent) and population (increase of 105 million)¹, the wealth of different histories and cultures.

(1) EU-26 (the ten central European countries and Cyprus) compared with EU-15.

5.> Supporting Information

Below contractors will find supporting information on the different financial tools of the pre-accession strategy. Contractors may use these approved definitions where appropriate to communicate the objectives of each programme.

→ The future, 2000 on

From 2000 on, Phare will become one of three pre-accession instruments, together with the other instruments of ISPA and SAPARD that will be introduced in 2000. ISPA is the instrument for structural policies for pre-accession, which will provide funding for environmental and transport projects. SAPARD is the special accession programme which will provide support for sustainable agricultural and rural development. Phare will be the pre-cursor to the structural funds, ISPA to the cohesion funds and SAPARD to the agricultural funds.

Therefore, from 2000 on, Phare will focus mainly on economic and social cohesion, with emphasis on institution building, in particular through twinning, and related supporting investment. Twinning will gradually be extended beyond national level to regional authorities, such as councils, development agencies and local authorities/municipalities. Phare will no longer provide investment support for transport, the environment or rural development, since these areas will fall within the scope of the other two instruments.

The new instruments used from 2000 will be a major change since there will be three programmes with twice as much funding. Difficulties will be posed by the fact that the three instruments will have different rules. The process for ISPA is quite different from Phare, while SAPARD is very different from both Phare and ISPA.

5.1 > The European Union's Phare Programme

Phare is currently the main channel for the European Union's financial and technical cooperation with the countries of central and eastern Europe (CEECs). Set up in 1989 to support economic and political transition, Phare had by 1996 been extended to include 13 partner countries from the region. Originally allocated Euro 4.2 billion for the 1990-1994 period, the Phare budget was increased to Euro 6.693 billion for the 1995-1999 period.

In Agenda 2000, the European Commission proposed to focus the Phare Programme on preparing the candidate countries for EU membership by concentrating its support on two crucial priorities in the adoption of the *acquis communautaire*: Institution Building and investment support. **Institution Building** means adapting and strengthening democratic institutions, public administration and organisations that have a responsibility in implementing and enforcing Community legislation. The integration process is not simply a question of approximating candidate countries' legislation to that of the Community; it is also one of ensuring the effective and efficient implementation of the texts. It includes the development of relevant structures, human resources and management skills.

Institution Building means training and equipping a wide range of civil servants, public officials, professionals and relevant private sector actors: from judges and financial controllers to environmental inspectors and statisticians, to name but a few. Approximately 30 per cent of Phare funds will be

used to meet these Institution Building needs, in accordance with the conclusions of the Luxembourg European Council, in particular through the Twinning mechanism.

5.2 > ISPA

→ ISPA- key elements:

- the programming phase for ISPA will be run by DG XVI, with the participation of the delegations, which will be responsible for implementation. The countries have been requested to provide strategies for transport and the environment. ISPA will also require a financing memorandum for each project, rather than a financing memorandum covering an entire programme (as is the case under Phare)
- ISPA projects must have co-financing. The Community's support will be up to 75 per cent of the national contribution. Co-financing may also be provided by the international financing institutions and interested commercial banks. The scale of projects is much larger than Phare, although ISPA projects will also target accession and must meet the priorities of the relevant country's Accession Partnership
- in the case of transport projects under ISPA, they must be an extension of a TEN network, one of the priority corridors which the Commission is recommending, or an access road to such a network. Before a project can be selected by the Commission, a cost benefit analysis and an environmental impact assessment will have to be provided; the project must also be sustainable (particularly in terms of ability to ensure continued maintenance), fit in with the relevant national strategy for environment or transport and have the greatest leverage possible. (The multi-country transport programme will continue, since ISPA will only concern one country.)
- in the case of environment projects under ISPA, priority will be given to projects which benefit the largest number of people and therefore urban projects are the most likely to be selected; specific areas will differ from country to country but most have water, air, wastewater and waste management as accession priorities
- the list of projects proposed for funding under ISPA will be submitted by DG XVI to the Management Committee, which is the same management committee as for Phare and composed of representatives from the European Union member states.

5.3 > SAPARD

→ SAPARD- key elements:

- SAPARD will support rural development (farming) projects to adapt agricultural structures, tourism projects in the region and projects for the agro-food industry (including quality). It will target private companies/entities and most support will go to small farmers
- SAPARD will function along the same model as FEOGA/EAGGF (the agricultural subsidy system for the Member States) and will require a paying agency to be set up (which on accession will be responsible for the community's agricultural funds)
- the Commission will not be involved in programming and will only enter the scene after the project commences running, to verify that it is being implemented in line with SAPARD's rules.
- SAPARD has a co-financing element of up to 75 per cent of the national/regional or local budget
- calls for proposals for SAPARD funding will be launched by the relevant Ministry of Agriculture which will conduct the selection process and set criteria in line with the overall SAPARD rules. ISPA support is at the government level and goes to the ministries, whereas SAPARD support goes to individual farmers, and municipalities. Given the small size of projects, different regional agencies will be needed. As under FEOGA/EAGGF, a strict audit will be carried out to determine whether the project is being implemented properly. Unlike Phare, the Commission can demand reimbursement if a project is not being implemented properly.

6.> Visual identity

6.1 > European Logo

The European flag and emblem represents the European Union and has now become the symbol *par excellence* of a united Europe and European identity. The Institutions of the European Union have expressed satisfaction with the growing awareness of the European flag and emblem among European citizens and the international community. For this reason they have drawn up specific guidelines which must be followed. A graphic manual is available to help users reproduce the European emblem correctly. It includes instructions on how to create the emblem and a definition of the standard colours.

Geometrical Description:

The emblem is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. The 12 gold stars situated at equal intervals form an undefined circle, of which the centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third the height of the hoist. Each of the stars has five points which are situated on the circumference of an undefined circle of which the radius is equal to one-eighteenth the height of the hoist. All stars are upright - that is to say, with one point vertical i.e. pointing upwards, and two points in a straight line at right angles to the mast.

The circle is arranged so that the stars appear in the position of the hours on the face of a clock. Their number is invariable.

Colours:

The emblem is the following colours:

- Reflex Blue Pantone for the surface of the rectangle
- Pantone Yellow for the stars.

The international Pantone range is very widely available and easily accessible even for non-professionals.

The emblem should preferably be printed on a white background. Multicolour backgrounds should be avoided, especially involving a colour that clashes with the blue. Where a coloured background must be used, a white border with a thickness equal to 1/25 of the height of the rectangle.

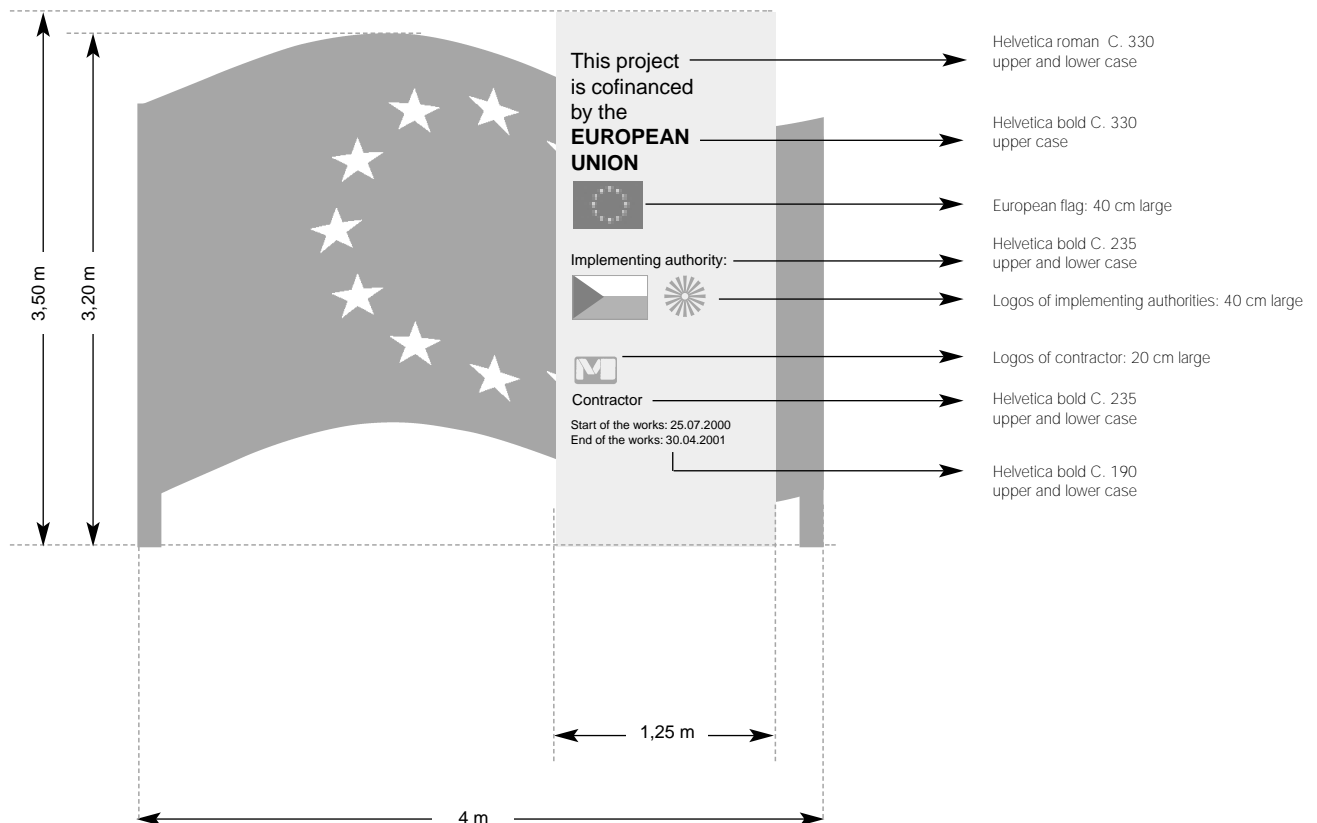
For further information contact: European Commission, Secretariat General, Directorate Coordination
1 rue de la Loi/Wetstraat 200, B-1049 Brussels Tel: (+32-2) 295.31.69 and (+32-2) 236 26 26 Fax:
(+32-2) 295.88.69

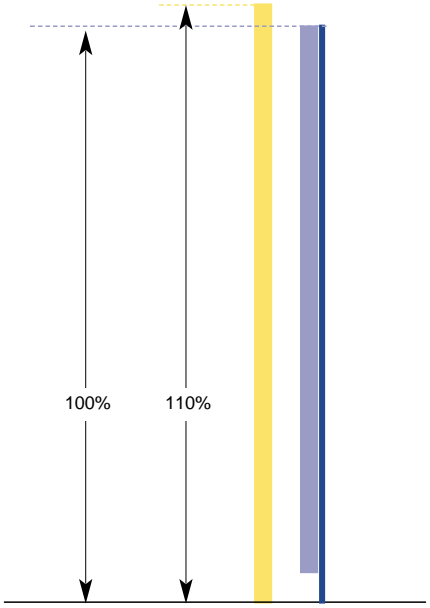
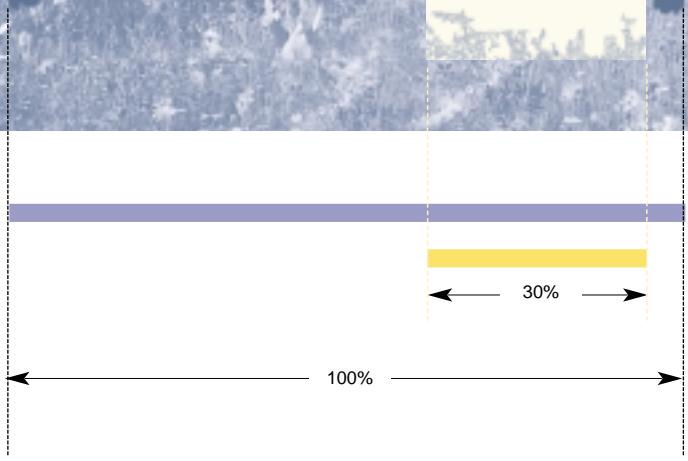


6.2 > Identification Panels :


Identification providing information on EU participation in the financing of investment should be erected on the sites of all projects in which EU participation amounts to 50 % or more. Even where the competent national or regional authorities do not erect an identification panel announcing their own involvement in financing the EU's assistance must nevertheless be announced on a special identification panel (see CD-ROM). Identification panels must be of a size, which is appreciable to the scale of operation (taking into account the amount of cofinancing from the EU), and should be prepared according to the instructions contained in the CD rom.

You may wish to produce a display panel with which to promote your EU project at an exhibition or event, or at the entrance of a training centre or office reception. The shape, size and dimensions of panels vary depending on the amount of information that needs to be conveyed, and whether the panel is intended to be portable or permanent. Low-cost panels can be made using self-adhesive lettering and a well-positioned EU logo in the upper left hand corner. When you consider it appropriate to add the emblem of a partner organisation on the identification panel, it should be positioned in the upper-right hand corner. Times Roman typeface should be used for the text.





 
Logo of the Implementing authorities


Logo of the contractor

6.3 > Commemorative Plaques:

The EU funds the creation of training centres and other projects. Permanent commemorative plaques should be placed at sites accessible to the general public to acknowledge EU funding.

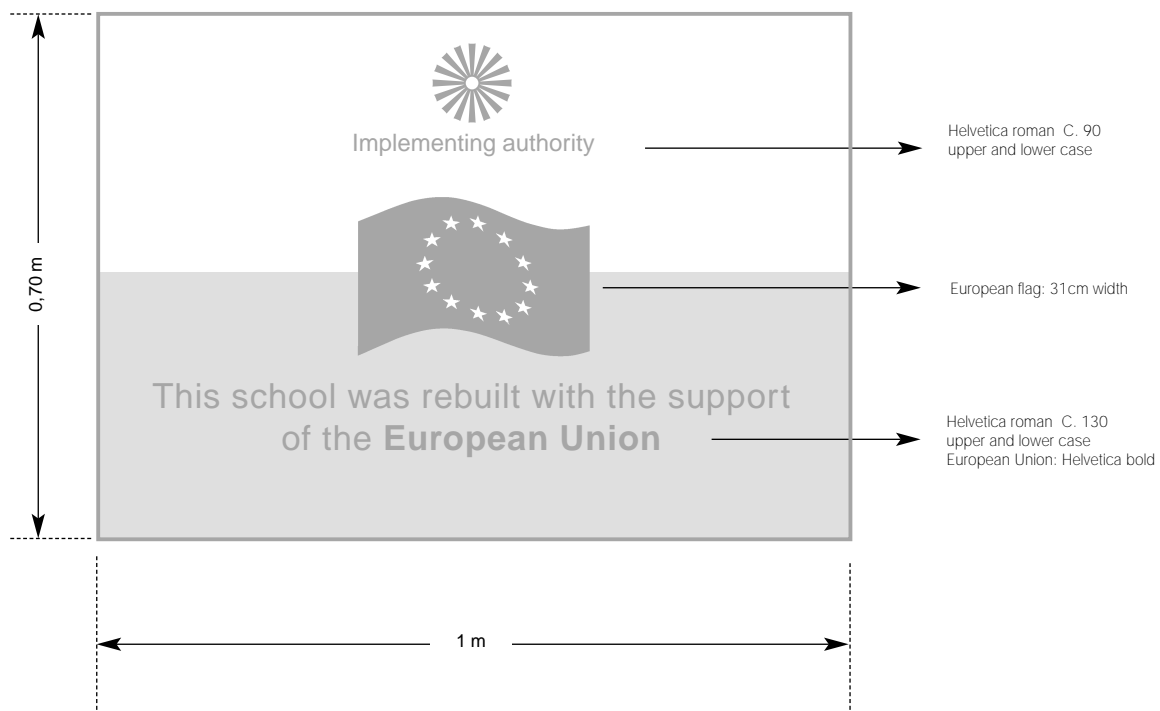
Permanent commemorative plaques positioned on the entrances of buildings are an effective way of acknowledging the involvement of the European Union in the construction or planning of a building, factory, institution or training centre.

Plaques should always include the EU logo (see CD-ROM) and following sentence:

"This.... x.... was established with the support of the European Union"

The two most important elements of the identity standards which need to be observed when producing plaques are the positioning of the EU logo in the upper left hand corner and the use of Times Roman typeface for the text.

When you consider it appropriate to add the emblem of a partner organisation on the plaque, it should be positioned in the upper-right hand corner.





Implementing authority



This school was rebuilt with the support
of the **European Union**



Logo of the Implementing authorities

6.4 > Press Release:

The contractor must liaise closely with the relevant EU Delegation's Press and Information Officer to ensure that the right message is conveyed. The press release is the most important form of written information that you will send to journalists.

A professional overall appearance is an inexpensive way of making a good start. This does not require the use of elaborate typefaces or designs, rather the inclusion of the EU logo in the upper left-hand corner; a large title saying 'Press release'; double spacing on single-sided A4; wide margins and the relevant country flag. (see CD ROM)

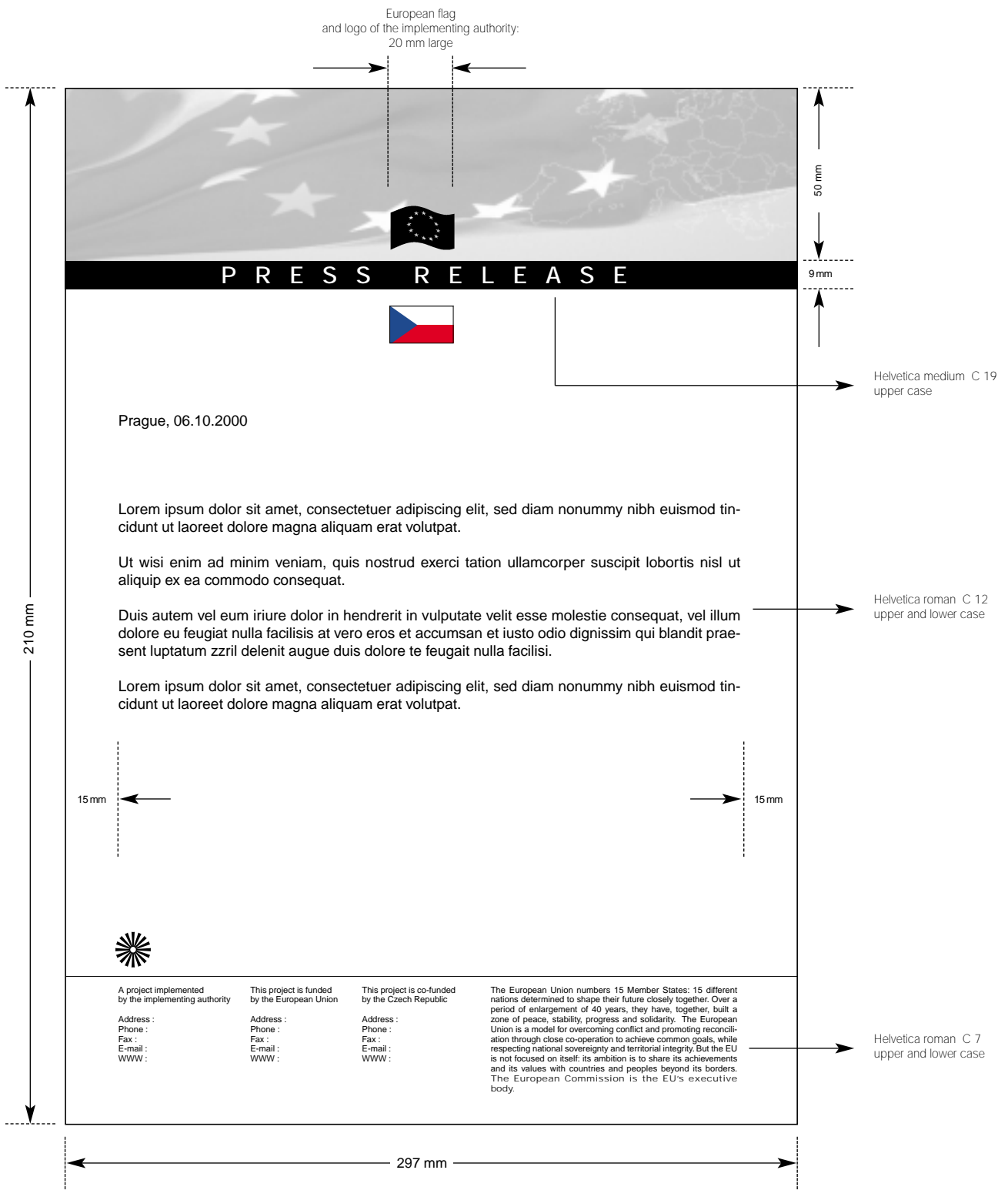
The release should be dated at the top. Then you should indicate when the information can be released. Generally, journalists prefer to be able to use the release immediately, so put 'For immediate release'. However, it is sometimes appropriate to embargo the release until, for example, the publication of financial figures. In this case, use a simple expression such as 'Not to be used before 10.00 hours, 15 October'.

A newsworthy story should retain a spiral shape:

- Headline - snapshot summary
- First paragraph - 20-40 word summary of essential facts
- Next 2-3 paragraphs - repeat story in more detail
- Final paragraphs - background, quotes, general info.

Try to keep the release to one side of A4 if possible; otherwise, put 'more follows' at the bottom of the first page. At the very end, make sure to write 'End'.

After the 'End', the press release should provide at least one person whom the journalist can contact for further information. Where possible, there should be both a work and home telephone number.

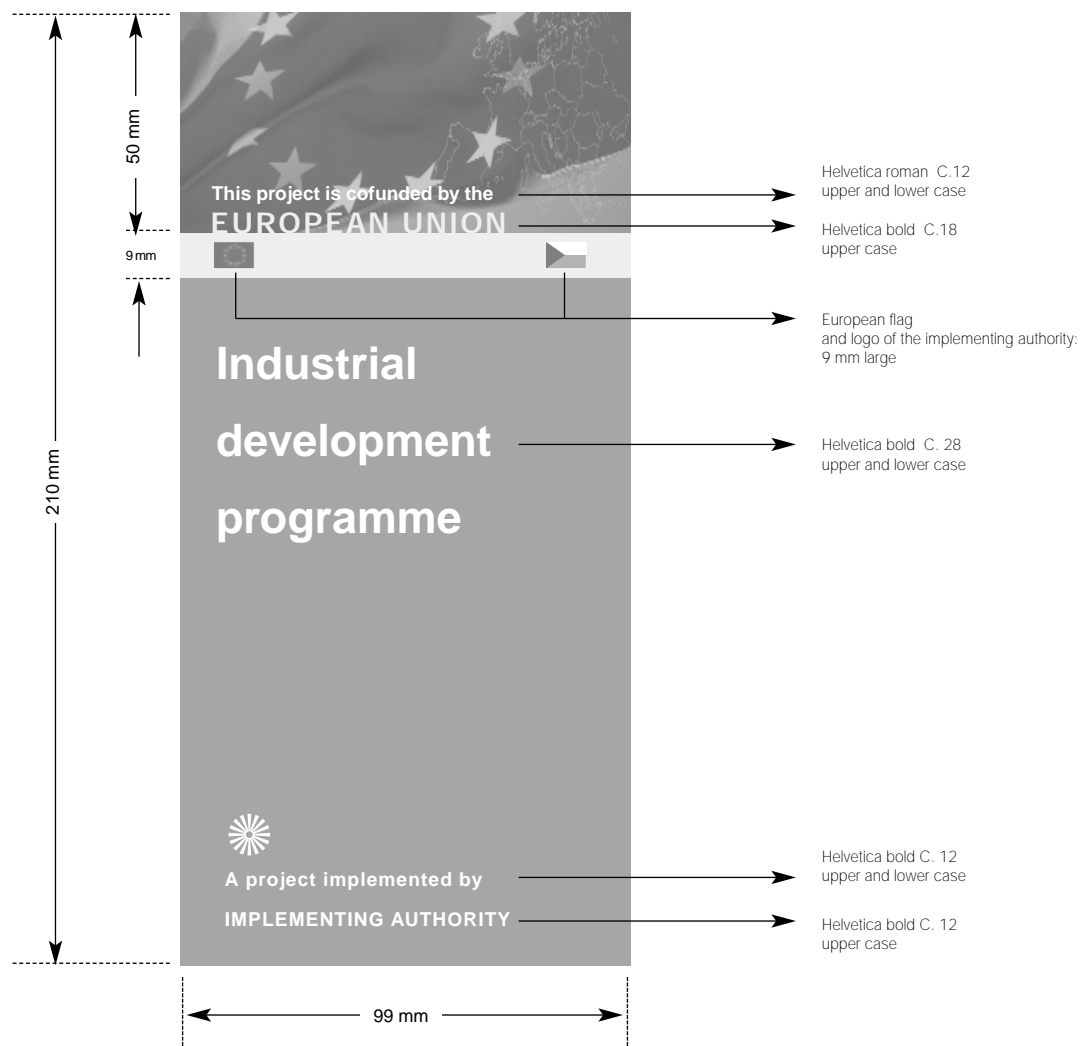


6.5 > Leaflet

Leaflets are simple means of informing an audience of the purpose, progress or findings of an EU project, or an event launch etc.

All leaflets you produce promoting the relevant EU programme or project should incorporate the main aspects of the EU visual identity (see CD-ROM). It is important to include the following on all EU leaflets:

- the basic elements of the visual identity - the logo and the Times Roman typeface
- a description of the EU (see page 3)
- project details, contact name, address, telephone, fax and email details.



For more information

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This project is funded by the EUROPEAN UNION.

The European Union numbers 15 Member States: 15 different nations determined to shape their future closely together. Over a period of enlargement of 40 years, they have, together, built a zone of peace, stability, progress and solidarity. The European Union is a model for overcoming conflict and promoting reconciliation through close co-operation to achieve common goals, while respecting national sovereignty and territorial integrity. But the EU is not focused on itself: its ambition is to share its achievements and its values with countries and peoples beyond its borders.

The European Commission is the EU's executive body.

This project is cofunded by the EUROPEAN UNION

Industrial development programme

A project implemented by
IMPLEMENTING AUTHORITY

This project is cofunded by the EUROPEAN UNION

Industrial development programme

A project implemented by
IMPLEMENTING AUTHORITY

The Industrial Development Programme for Czech Republic

The concept

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Programme Components

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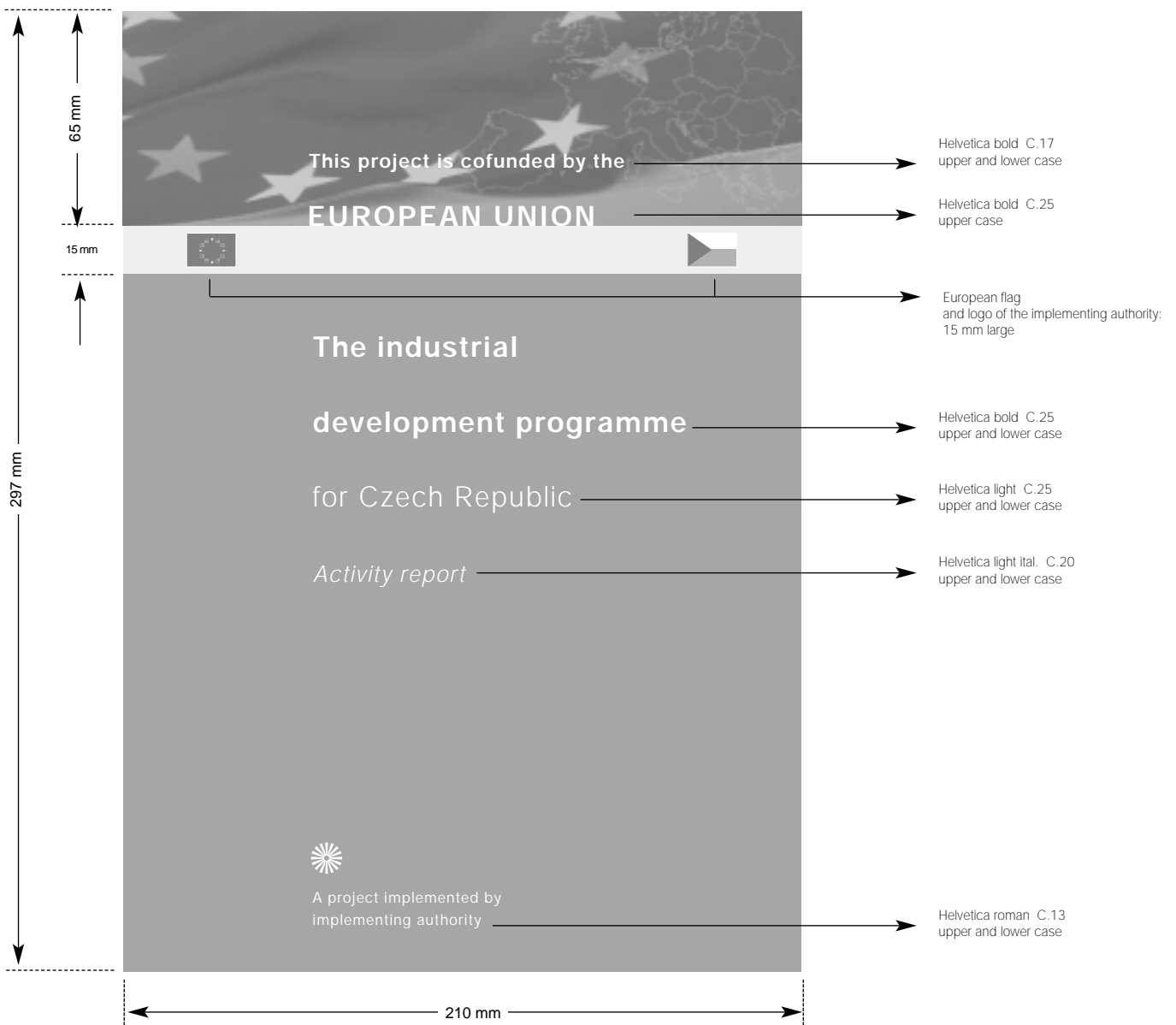
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6.6 > A4 Brochure

Publications about EU programmes or similar measures financed or co financed by the EU should, on the title page, contain a clear indication of the EU's participation through the use of the EU logo in the top left hand corner (see CD-ROM).

Where such publications include a preface, it should be signed by both the person responsible in the applicant country and, for the Commission the Delegate of the Commission to ensure that EU participation is made clear.

Such publications shall refer to the national and regional bodies responsible for informing interested parties.



This project is cofunded by the

EUROPEAN UNION



The industrial development programme

for Czech Republic

Activity report



A project implemented by
implementing authority

6.7 > Reports

When preparing reports for the EU, it is important that the contractor use the EU's key messages and important words and names correctly. (see para 3; 4).

Contractors are required to produce administrative reports to update and inform the European Commission on the progress and findings of EU projects. They may also be used to inform governments in partner countries of the progress of EU projects.

There are three types of administrative reports covering the different stages of the project cycle:

- the inception report which defines a project's plan of operations or work plan;
- periodical progress reports which cover project activities;
- the project completion report.

Reporting requirements vary from project to project. Details concerning the context, frequency and submission procedure are given in each programme or project terms of reference.

You are required to add an EU style front cover together with the project name and submission date to all administrative reports you submit concerning your EU project or programme.

It is not necessary to follow any of the other guidelines concerning the inside layout and page sequence.





REVIVING ECONOMY

N° 1

A quarterly newsletter published by XXXXXXXXXXXX on its industrial development programme in Czech Republic

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In this issue :

- > Supporting the Property Law Implementation Plan p. 2
- > Enforcing the customs law p. 2
- > Interview with Mr Hansjorg Kretschmer p. 4

Box:

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C. 12

Index:

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C. 9



Industrial development programme for Czech Republic

European flag and logo of the implementing authorities: 15 mm large

6.8 > Banner



7.> Some ideas to better organise your communication activities

7.1 > Information Events

The organisers of information events such as conferences, seminars, fairs and exhibitions in connection with the implementation of operations part financed by one of the above mentioned EU programmes shall undertake to make explicit the participation of the EU. It is important that participants attending EU funded training courses, conferences, seminars and workshops are aware of the EU and the EU is financing the event. The opportunity could be taken of displaying the European flags in meeting rooms and the EU logo upon documents depending on the circumstances. The Commission's Delegation in the applicant country shall assist, as necessary, in the preparation and implementation of such events.

Annex 1

Draft article on information and publicity to be inserted in standard service and works contracts drawn up under EU assistance programmes.

1. Save as provided under Article... (Code of Conduct) the Contractor shall endeavour to publicise the work undertaken and to highlight the participation of the European Union in the programme.
2. The Contractor shall follow the Identity Guidelines, which apply, to all information and publicity products to be employed in the course of the work. The Guidelines are specified in a brochure and/or CD-ROM produced in both English (add, if necessary) and the language of the country in which the work is to be carried out. This brochure/ CD-ROM forms an integral part of the Contract and one copy is provided at Annex... of the Contract. Further copies may be obtained from the Information Officer at the EC Delegation in the country in which the work is to be carried out.

In specific cases, or where further clarification is required the contractor shall, in the first instance, turn to the Information Officer in the relevant EC Delegation. The identity standards contained in this brochure/CD ROM may only be used in connection with the implementation of this contract.

3. The contractor shall liaise with the relevant EC Delegation on matters in which guidance is sought, including compilation of guest lists, use of mailing lists and promotional items.