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Llywodraeth Cymru  
Welsh Government

**Cronfeydd Strwythurol a  
Buddosoddi Ewropeaidd**  
**European Structural  
and Investment Funds**



Llywodraeth Cymru  
Welsh Government

# Welsh Government – European Maritime and Fisheries Fund 2014-2020

## Information and Publicity Guidelines

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## **Introduction**

These Information and Publicity guidelines have been produced by Welsh Government, to ensure that information and publicity measures are fully integrated into project delivery arrangements.

Acknowledging support from the European Maritime and Fisheries Fund (EMFF) is a condition of receiving funding from the EMFF. This condition is included within the project approval letter. Project Inspection and Verification visits undertaken by Welsh Government will check that the EU support has been properly acknowledged throughout all project documentation and other publicity and information material, including electronic material. Some or the entire grant awarded may be reclaimed if such support is not acknowledged.

The guidelines set out how project sponsors and beneficiaries can meet their publicity requirements at each appropriate opportunity and who you should contact for further information and advice, and where relevant, approval (e.g. logo size).

Project sponsors will be required to set out similar provisions in their contractual arrangements with providers.

## **Publicity Costs**

Where the eligibility rules allow, publicity costs can be included as eligible project costs. Generally, there is no requirement for capital investment projects to use EU logos on their stationery, website or other forms of communication about the company. However, where publicity relates specifically to new capital investments, project applicants need to consider the 'publicity' guidelines. Revenue projects that are delivering over more than a year will require logos on all project related materials including websites.

## **Publishing Project Details on the Welsh Government Website**

Project sponsors should be aware that in accordance with EC Regulations, basic details about approved projects will be displayed on the Welsh Government website. Details will include the name of the beneficiary, project name and the amount of EMFF grant allocation.

Welsh Government may also publicise approved projects via other channels (e.g. press releases, advertorials, brochures, events etc.).

# 1 Branding and Logo Rules

## 1.1 Branding and Logos

It is a requirement when producing publicity material and publications related to EMFF funded projects that the EMFF / Welsh Government logo is displayed on the title page of the document/material i.e. on the front cover. If it is not possible to include logos on the front cover, all logos should feature together on either the back or inside the front cover.

## 1.2 EMFF Logo



The logo should always appear in full colour.

***\*To note the EU strapline should always appear underneath the EU Flag.***

The emblem is in the following colours: Pantone Reflex Blue with Pantone yellow for the stars. There is a black and white version of the logo but this may **only** be used following written approval from Welsh Government via [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales). Outline the rectangle in black and print the stars in black on white. The coloured logo **must not** be photocopied to produce a black and white version.

The logo should preferably be reproduced on a white background. Avoid a background of varied colours. If there is no alternative to a coloured background, put a white border around the logo. Please note that a white frame is automatically included on the versions of the logo for the designers.

The logo is available in JPEG format for use on Word, Web or PowerPoint and in high resolution EPS format for professional designers to use in printed publications. Other formats can be provided on request.

## 1.3 Size

If you are displaying multiple logos in addition to this logo, it is acceptable to reduce the size so long as the text in the EU logo is legible.

The typeface and the minimum type - set to 12 point - should not be altered. There is no maximum size but the logo must be reproduced to a satisfactory quality when enlarged. The logo must be in proportion to all other logos giving equal importance to all. The text must be readable.

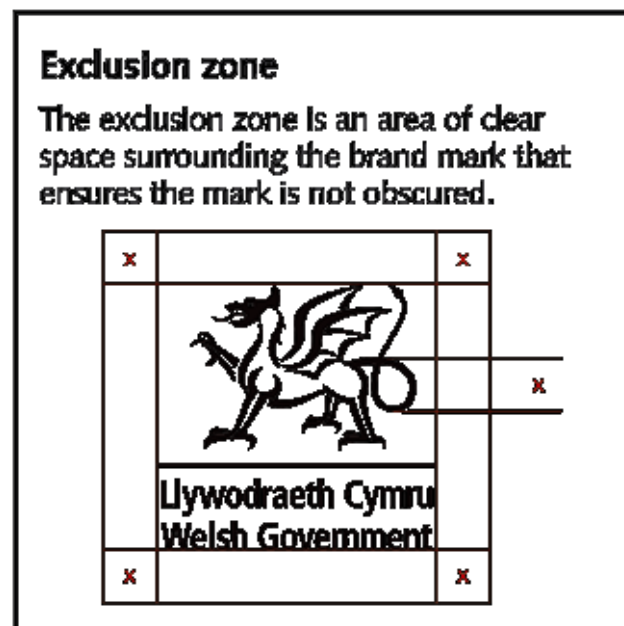
When used alongside other organisational brands, ensure the logo is given equal prominence by ensuring they are all of equal height. Logos from other partners etc. can be placed either to the left hand side of the EMFF logo or in a line beneath and these **must not exceed the size of the EU funding logo.**



The logos are available by email from [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales) and have been pre-set by the design team within the Welsh Government.

## 1.4 Exclusion Zones

The Exclusion zone is the area of clear space that should surround the logo. This is to ensure visual impact, without interference from other elements e.g. other logos, text etc. Please see an example below showing how Welsh Government includes an exclusion zone on its logo.



## 1.5 Do's and Don'ts

**Do not alter the logo.**

**Always reproduce the logo from the digital artwork.**

- Don't reposition the elements
- Don't alter the typeface
- Don't alter the colours
- Don't infringe the exclusion zone
- Don't amend the text
- Don't distort the image

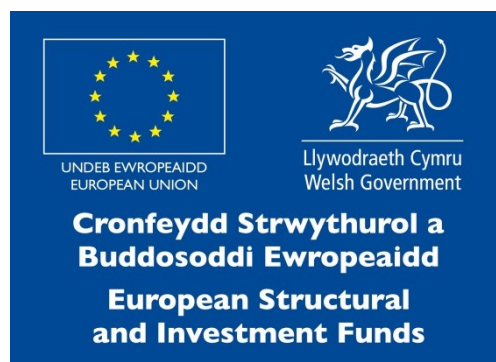
**DO NOT** use a JPEG version on a coloured background as this will result in a white box surrounding it. The **EPS** version should be used in this instance. The only exception to this rule is when the background is multi-coloured and the logos are obscured.

## 1.6 Hints and Tips

To manipulate the JPEG versions in a word document, go to insert/picture/from file and then insert as appropriate. To get pictures to resize to a different scale, click on the picture to highlight the small black boxes on the image box and then click on any of the four corner box marks, hold down shift and drag the box in or out until correct size is reached.

## 1.7 Multi Funding

If funding is used from more than one funding area then branding must be included for additional funds, i.e. EMFF and National Resources Wales, both logos must be displayed.



Please see Annex 1 for further guidance on how you should use the EMFF logo.

## 2. Plaques

In accordance with EU Regulations in some circumstances beneficiaries are obliged to publicise that they have received EMFF funding by displaying a poster, plaque or billboard.

Bilingual plaques are available free of charge to all sponsors and beneficiaries. One plaque is sent automatically at approval stage and further plaques can be requested by contacting the the Wales Rural Network Support Unit at [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales).

Where possible, the plaque must be located at the main entrance/reception area, or the most public part of the building. They must be clearly visible to the general public, as well as to staff, participants and other beneficiaries.

During the implementation of a project, the beneficiary shall inform the public about the support obtained from the EMFF as follows:

Project Type	Requirement
(a) for projects <u>not</u> falling under points (b) and (c) below – where the total public support exceeds EUR 10 000	At least one poster with information about the project (minimum size A3), highlighting the financial support from the EMFF, at a location readily visible to the public, such as the entrance area of a building.
(b) for projects financing infrastructure or construction for which the total public support exceeds EUR 500 000	A temporary billboard of a significant size to be installed at a location readily visible to the public, highlighting the financial support from the EMFF. The logo must be used on the billboard and must take up at least 25% of the billboard.
(c) for projects where public support exceeds EUR 500 000 <u>or</u> for projects which consist of the purchase of a physical object or of the financing of infrastructure or construction	No later than three months after completion of the project, a permanent plaque or billboard of significant size to be installed at a location readily visible to the public. This plaque or billboard shall state the name and the main objective of the project and highlight the financial support provided from the EMFF.

### **3. Press and Public Relations (PR)**

Please tell us about any media-related project publicity and include us on your mailing list for proposed press releases, announcements, newsletters etc. by contacting the Wales Rural Network Support Unit via [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales).

Welsh Government staff and/or a Welsh Government Cabinet Secretary or Minister may also be interested in attending project launch events. We would also welcome any photographs / DVDs of your projects, which we may use as part of our own publicity measures to promote the EMFF.

Records should be kept of formal and informal announcements, press and journal articles and press releases, media interviews (television and radio) and official launches and openings to evidence the publicity measures being undertaken during your project's lifecycle. These will also help the Welsh Government to monitor any media coverage relating to the programme.

There is a requirement to explain the involvement of the European Union and Welsh Government in the text of a document i.e. a job advert, press release, poster etc. Examples are given below:

#### **3.1 Job Adverts**

In all instances the logos are to be present on job adverts. If an advert has significant space restrictions the text can be used to make reference to the funding.

##### **English**

This post is part-funded through the European Maritime and Fisheries Fund, which is funded by the Welsh Government and the European Union.

##### **Welsh**

"Ariennir y swydd hon yn rhannol drwy Gronfa'r Môr a Physgodfeydd Ewrop a gyllidwyd gan Lywodraeth Cymru a'r Undeb Ewropeaidd."

For projects which are fully funded the wording should be adjusted accordingly.

#### **3.2 Press Releases**

All press releases, features and advertorials relating to a project or beneficiary (e.g. announcing a project approval, a launch event) must acknowledge the funding received from the EMFF. It is standard practice that logos do not feature on press releases. Therefore the wording within the statement changes to acknowledge the fund.



## English

This project has received funding through the European Maritime and Fisheries Fund, which is funded by the European Union and the Welsh Government.

## Welsh

Cyllidwyd y prosiect hwn drwy Gronfa'r Môr a Physgodfeydd Ewrop, a ariennir gan Lywodraeth Cymru a'r Undeb Ewropeaidd.

### 3.3 Your Website

Project sponsors' websites should clearly acknowledge the EU funding awarded by displaying the logo, as a minimum requirement, on the project's home page and also a link to the European Commission's web-site relating to the EMFF. <https://ec.europa.eu/fisheries/cfp/emff/>. If there are other logos on the page then each logo should be given equal prominence. The logos are available in EPS, JPEG and GIF format. A short description of the project, including its aims and results, should also be provided.

We expect your project's social media home pages to acknowledge the EMFF and Welsh Government funding in the form of logos and wording. Inclusion of logos and wording in each post is not expected.

### 3.4 Other Publicity Information/Material

The logo must be clearly shown on all publications/leaflets/booklets/flyers relating to the project.

The logo should be used on all promotional items relating to the European-funded project (banners, pop-up stands, visual presentations, pens, pencils, lanyards, mugs, key rings, bags, t-shirts etc.) and should be positioned on the right-hand side where possible. In all cases, logos should be a minimum size of 45mm wide x 33mm high and text must be legible. If you want to produce small promotional items such as pens, key rings etc., and space is limited, approval from the Wales Rural Network Support Unit via [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales) must be sought to use the flag without the strapline.

The logo should be used on all corporate stationery (letterheads, compliment slips, note pads, business cards etc.) relating to the EMFF project and should be positioned on the right hand side where possible. In all cases, logos should be a minimum size of 45mm wide x 33mm high and the text must be legible.

Conferences, seminars, fairs and exhibitions relating to EMFF projects must display the logo in a prominent place (e.g. display/banner stands and literature) and on any other publicity material used for the event. To ensure the logo is displayed appropriately on roll-up banner stands/nomadics etc., please send your proposed artwork to [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales) for approval.

### 3.5 Europe Day

Project sponsors are encouraged to fly the European flag at their site during the week of 9 May (Europe Day).

## 4. Information to Beneficiaries / Participants

Project sponsors are required to make their beneficiaries / participants aware that they are participating in a European-funded project. This is particularly important for beneficiaries of training and employment schemes, and businesses and community groups benefiting from European-funding support.

## 5. Welsh Language and Sustainable Development

In line with the Welsh Government's Welsh Language Scheme and Iaith Pawb, the National Action Plan for a bilingual Wales, where possible, all publicity activity relating to your project should be bilingual. Publicity activity, including translation costs, is an eligible project cost, so please discuss with your Project Development Officer (PDO) at the outset of your project application for European funding.

In addition, greater awareness of the environment and sustainable development should be carefully considered in the production of printed literature and use of recyclable materials.

## 6. Further Information

For further advice and guidance on information and publicity activities for your project please contact the Communications Manager by email: [Ruralnetwork@gov.wales](mailto:Ruralnetwork@gov.wales), using the wording **Publicity and Branding** in the title of your email.

## Annex 1

### European Maritime and Fisheries Fund **Branding Guidelines - Summary** **Sheet of Logos**

<b>Type of Logo</b>	<b>When to be used</b>
EU EMFFWG (coloured)	On all documents, publications on a coloured background and web-sites relating to European Maritime and Fisheries Fund activity.
EU flag only without statement (Coloured or Black and white)	On very small promotional items due to space restrictions with written approval from the Wales Rural Network Support Unit.
EU EMFF/WG (black and white) and EU only	In exceptional circumstances with written approval Wales Rural Network Support Unit to be used on standard word documents where publications have a white background.