



Welsh Government Rural Communities – Rural Development Programme 2014 - 2020

Information and Publicity Guidelines

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Introduction

These Information and Publicity guidelines have been produced by the Wales Rural Network Support Unit (WRNSU), part of the Welsh Government, to ensure that information and publicity measures are fully integrated into project delivery arrangements.

Acknowledging support from the European Agricultural Fund for Rural Development (EAFRD) is a condition of receiving funding from the Welsh Government Rural Communities - Rural Development Programme 2014-2020. This condition is included within the project approval letter. Project Inspection and Verification visits undertaken by Welsh Government will check that the EU support is correctly 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 (e.g. use of logos on stationery, leaflets, websites etc.) 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 scheme allows, publicity costs can be included as eligible project costs.

Capital Investment projects need to contact the Wales Rural Network Support Unit (WRNSU) ruralnetwork@gov.wales to register for stickers, plaques or billboards. 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. Where publicity relates specifically to new capital investments project applicants need to consider the 'publicity' guidelines and, if possible, contact WRNSU in advance.

Revenue projects that are delivering over more than a year as part of their business plan, need to evidence their communications plan and get their proposals approved by the WRNSU at the beginning of their project. Normally all project activities 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 EAFRD grant allocation.

The WRNSU may also choose to publicise approved projects via other channels (e.g. press

releases, social media, website, newsletters, advertorials, brochures, events etc.).

1 Branding and Logo rules

1.1 Branding and Logos

In accordance with Annex III of Commission Implementation Regulation (EU) No. 808/2014 and EC Regulation (EU) No 1305/2013, it is a requirement to acknowledge and promote the assistance from the European Agricultural Fund for Rural Development, also known as “EAFRD”.

It is a requirement when producing publications (booklets, leaflets, letters, posters, adverts, application forms, corporate stationery, display banners for use at conferences and events etc.) related to the Welsh Government Rural Communities - Programme 2014-2020 that the European Agricultural Fund for Rural Development / Welsh Government logo (and LEADER logo where relevant) 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 EAFRD/WG logo



The logo comprises of four elements as follows:

- Emblem of the European Union in accordance with the graphics standards set out in Annex III of Commission Implementation Regulation (EU) No 808/2014.
- A reference to the support from the European Agricultural Fund for Rural Development (EAFRD).
- The statement “Europe investing in Rural Areas”; and
- The Welsh Government logo.

The logo should always appear in full colour.

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

Where an information or publicity action relates to an operation/operations co-financed by more than one fund, the reference provided in point b, may be replaced by a reference to the ESI funds.

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 the WRNSU via 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.

1.4 Font Type and Size

The typeface used is syntax with the minimum type set to 12 point; these 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.

Any promotional materials which cover the LEADER approach are **also** required to display the LEADER logo.



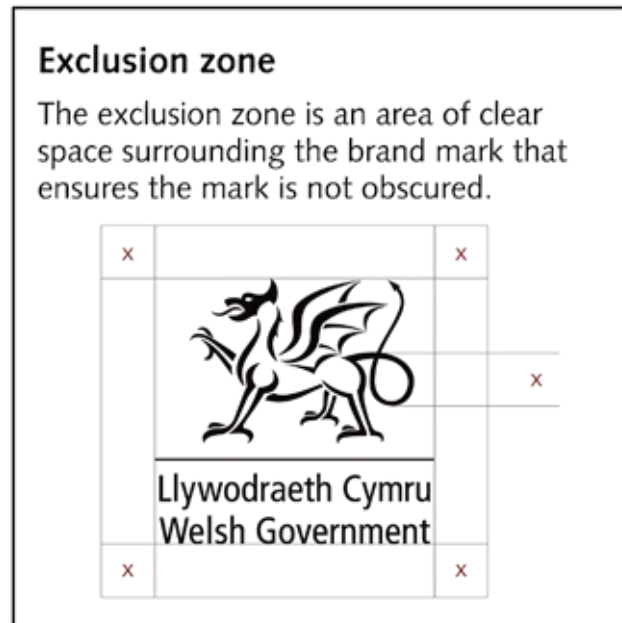
When used alongside other organisational brands, ensure the logo is given equal prominence by ensuring they are all of equal height. For example, if the predominant logo is the brand at the top of a document the remaining funding partner logos can be placed equally in one line underneath. Logos from other partners etc. can be placed either to the left hand side of the EAFRD 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 and have been pre-set by the design team within the Welsh Government.

1.5 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.



1.6 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.

1.7 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.

1.8 Promotional Items

Any item that is funded by the European Union must display the EU EAFRD logo. If you want to produce small promotional items such as pens, key rings etc., and space is

limited, approval from the WRNSU via ruralnetwork@gov.wales must be sought to use the flag without the strapline i.e. name of the fund.

1.9 Multi Funding

If funding is used from more than one funding area then branding must be included for additional funds, i.e. European Agricultural Fund for Rural Development (EAFRD) and National Resources Wales, both logos must be displayed.



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

2. Plaques

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

Permanent plaques are an excellent way to evidence European Agricultural Fund for Rural Development support. All of our bi-lingual 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 WRNSU at 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 an operation, the beneficiary shall inform the public about the support obtained from the EAFRD as follows:

- (a) for operations not falling under point (c) the total public support of which exceeds EUR 10 000 and depending on the operation funded (for example for operations under Article 20 on village renewal or LEADER operations), at least one poster with information about the operation (minimum size A3), highlighting the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.
- (b) where an operation under the Welsh Government Rural Communities – Rural Development Programme 2014-2020 results in an investment (for example, on a farm or at a food enterprise) where the total public support exceeds EUR 50 000, the beneficiary shall place an explanatory plaque with information about the project, highlighting the financial support from the Union, at a location readily visible to the

public, such as the entrance area of a building. An explanatory plaque shall also be installed in the premises of the local action groups financed by LEADER;

- (c) a temporary billboard of a significant size for each operation consisting of the financing of infrastructure or construction operations for which the total public support to the operation exceeds EUR 500 000 will be installed at a location readily visible to the public, highlighting the financial support from the Union.
- (d) no later than three months after completion of an operation, the beneficiary shall put up a permanent plaque or billboard of significant size at a location readily visible to the public for each operation that fulfils the following criteria:
 - (i) the total public support to the operation exceeds EUR 500 000; EN L 227/54 Official Journal of the European Union 31.7.2014
 - (ii) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.
 - (iii) this billboard shall state the name and the main objective of the operation and highlight the financial support provided from the Union.
 - (iv) the billboards, posters, plaques and websites shall carry a description of the project/operation and the elements referred to in point 1.2 of Part 1. That information shall take up at least 25 % of the billboard, plaque or webpage.

3. Press and Public Relations (PR)

It is important that the Welsh Government and project sponsors work together to maximise publicity for projects and highlight the contribution the European Agricultural Fund for Rural Development is making in Wales. Therefore, before any project sponsor enters into any media-related project publicity they should first contact the WRNSU via ruralnetwork@gov.wales.

Records should be kept relating to 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 Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union.

Welsh

"Ariennir y swydd hon yn rhannol drwy Gymunedau Gwledig Llywodraeth Cymru - Rhaglen

Datblygu Gwledig Cymru 2014-2020 a gyllidwyd gan Lywodraeth Cymru a'r Undeb Ewropeaidd.”

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

3.2 Press Releases

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 Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government.

Welsh

Cyllidwyd y prosiect hwn drwy Cymunedau Gwledig Llywodraeth Cymru - Rhaglen Datblygu Gwledig Cymru 2014-2020, a ariennir gan Lywodraeth Cymru a'r Gronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig.

3.3 Press Materials

Press releases are to be cleared through the Wales Rural Network Support Unit - ruralnetwork@gov.wales

To monitor this requirement, all draft press releases should be sent, a minimum of 5 working days prior to publication,. This arrangement will also allow us to consider the inclusion of a Ministerial quote and/or Ministerial attendance at a proposed event, as well as possible involvement during the event planning stage. It will also help ensure we can maximise any PR relating to events, project achievements and milestones/case studies by promoting stories on the WRNSU web pages, and gaining regional, national/EU coverage etc.

An abbreviations can only be used within a document when the full wording accompanying the the abbreviation is used in the first instance.

3.4 Your website

Project sponsors' websites should clearly acknowledge the EU funding awarded by displaying the logo (and LEADER logo where relevant), as a minimum requirement, on the home page and also a link to the European Commission's web-site relating to the European Agricultural Fund for Rural Development (EAFRD). <http://eur-lex.europa.eu/browse/summaries.html>. 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.

3.5 Social Media

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

3.6 Other publicity Information/material

Publications remain an important marketing tool. The logo (and LEADER logo where relevant) must be clearly shown on all publications/leaflets/booklets/flyers relating to the project in order to acknowledge the funds support.

3.7 Corporate stationery

Corporate stationery includes letterheads, compliment slips, note pads, business cards etc. The logo (and LEADER logo where relevant) should be used on all stationery relating to the European-funded 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.

3.8 Information events

Conferences, seminars, fairs and exhibitions relating to European-funded projects must display the logo (and LEADER logo where relevant) 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 for approval

3.9 Europe Day

Lead project sponsors are encouraged to fly the European flag at their site during the week of 9 May (Europe Day) for each year of the programming period 2014-2020.

3.10 Promotional items

Promotional items include banners, pop-up stands, visual presentations, pens, pencils, lanyards, mugs, key rings, bags, t-shirts etc. The logo (and LEADER logo where relevant) should be used on all promotional items relating to the European-funded 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 text must be legible.

4. Information to beneficiaries

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. Clearly stating the European funding support in letters to beneficiaries, as well as using the logo (and LEADER logo where relevant) on award certificates / application forms etc., are just some of the many options available. The free plaque should be placed where it is clearly visible to beneficiaries.

4.1 Approval Letters/Contracts

Letters confirming that an applicant has been successful must inform them of the following EU requirements:

- The grant they are receiving is part funded by the European Union through the European Agricultural Fund for Rural Development.
- The grant they are receiving is part funded by the Welsh Government.
- The measures involved.
- A reminder that details of their agreement will be made public.
- Information about plaque/billboard/press release and case study requirements.

5. Keeping us informed

It is essential for project sponsors and the Welsh Government to work together to ensure we are meeting the EC Regulations 1305/2013 on Information and Publicity. It is therefore important that you include us on your mailing list for proposed press releases, announcements, newsletters etc.

The Welsh Government Rural Communities – Rural Development Programme 2014-2020 WRNSU staff and/or a Welsh Government 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 how the European Agricultural Fund for Rural Development is creating benefits for the people and communities of Wales.

6. Welsh language and sustainable development

In line with the Welsh Government's Welsh Language Standards, 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.

7. Further information

For further advice and guidance on information and publicity activities for your project please contact the Wales Rural Network Support Unit by email: ruralnetwork@gov.wales, using the wording **Publicity and Branding** in the title of your email.

www.businesswales.gov.wales/walesruralnetwork

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Sheet of Logos

Type of Logo	When to be used
EU EAFRD/WG (coloured)	On all documents, publications on a coloured background and web-sites relating to Welsh Government Rural Communities – Rural Development Programme 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 Communications Manager or Wales Rural Network Support Unit.
EU EAFRD/WG (black and white) and EU only	In exceptional circumstances with written approval from the Communications Manager or Wales Rural Network Support Unit to be used on standard word documents where publications have a white background.
EU EARFD/WG, and LEADER (coloured)	On all documents related to Community Led Local Development and LEADER activities publications (and web-sites)
EU EARFD/WG, and LEADER (Black and white)	Only on items where the logos are etched, i.e. slate and only with written approval from the Communications Manager or Wales Rural Network Support Unit.