



The Urban Lab of Europe!

Factsheet – Communication

The objective of this factsheet is to provide UIA projects with additional information on **the EU and UIA communication rules, GDPR rules related to communication activities and content** in the UIA Guidance.

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EU regulations

The EU branding and publicity requirements are detailed in:

- [European Union Regulation 1303/2013](#), articles 115-117 and Annex XII, European Union Regulation 1304/2013
- [Commission Implementing Regulation 821/2014](#), chapter II and Annex II.

GDPR Compliance

All information and communication measures provided by the beneficiary and targeting target groups, potential target groups and general public shall be GDPR compliant, in accordance with [Regulation \(EU\) 2016/679](#), and repealing [Directive 95/46/EC](#) (General Data Protection Regulation).

For images of individuals that are identifiable, the beneficiary should have explicit consent for processing, including storage and future publication – if there is no other lawful basis for processing. This also applies to the images, videos or audio provided by the beneficiary to UIA Permanent Secretariat in order to fulfil the communication work necessary (e.g. to illustrate ERDF funded project news or UIA news on the website)

UIA brand book

Consistency is a cornerstone of brand identification. For this reason and in order to limit costs, projects will share the Initiative's brand. UIA Permanent Secretariat provides projects with a visual identity brand package and related templates for plaques, billboards, posters, publications, etc.

The UIA brand book is a supporting document for projects. It aims at providing more information on the branding rules of the UIA and can be downloaded from the [Initiative's website](#).

Section 1. EU Logos

European Union Regulations No 1303/2013

Chapter II Information and Communication - Annex XII

Article 2.2. (2.2.1)

Responsibilities of the beneficiaries

1. **All information and communication measures** provided by the beneficiary **shall acknowledge support from the Funds** to the operation by displaying:

- (a) The **Union emblem** in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a **reference** to the Union; **and**
- (b) A reference to the Fund or Funds supporting the operation.

Where an information or communication measure relates to an operation [project] or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the European Structural Investment Funds.

European Union Implementing Regulation No 821/2014

Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation.

Article 4

1. The Union emblem referred to in point 1(a) of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall be displayed **in colour on websites**. In all other media, colour shall be used whenever possible and a monochrome version may only be used in justified cases.

2. The Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used. For **small** promotional objects the obligation to make reference to **the Fund shall not apply**.

3. When the Union emblem, the reference to the Union and the relevant Fund are displayed on a website:

(a) the **Union emblem** and the reference to the Union shall be **visible**, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page; (b) the reference to the relevant **Fund** shall be made visible on the same website.

4. The name 'European Union' shall always be spelled out in full. The name of a financial instrument shall include a reference to the fact that it is supported by the Funds. The typeface to be used in conjunction with the Union emblem may be any of the following fonts: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, Ubuntu. Italic, underlined variations or font effects shall not be used. The positioning of the text in relation to the Union emblem shall not interfere with the Union emblem in any way. The font size used shall be proportionate to the size of the emblem. The colour of the font shall be reflex blue, black or white depending on the background.

5. If other logos are displayed in addition to the Union emblem, **the Union emblem shall have at least the same size, measured in height or width, as the biggest of the other logos**.

Notes- EU logo¹

In order to ensure a harmonised visual identity for information and communication measures for operations under the Initiative, beneficiaries must display the European Union emblem together with the words 'European Union' and a reference to the relevant fund (the Logo), **in this case the ERDF**, in the correct form and presentation in all correspondence and activity related to the Programme.

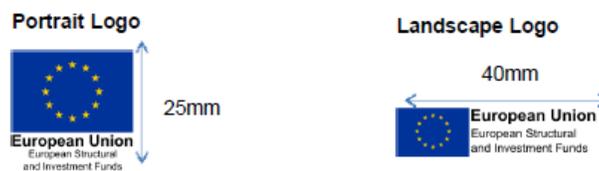
¹ Notes from: [England 2014 to 2020 European Structural and Investment Funds Growth Programme, European Regional Development Fund and European Social Fund Branding and Publicity Requirements, August 2019](#)

It is mandatory that the Logo is used and applied correctly, prominently and consistently on all websites, publicity materials and project documentation produced in relation to a project supported by the ERDF and ESF.

Location and Size

The Logo should be placed in a prominent and suitable position on all publicity materials and project documentation (for examples of potential publicity materials). If used alongside other logos, the Logo should be at least equal in size to the largest of the other logos and appropriate to the scale of the material and documents being used.

As a minimum, the **Logo should be used at 25mm height (portrait Logo) and 40mm width (landscape Logo).**



There are separate size requirements for use of the Logo on plaques and billboards.

Incorrect use of the Logo

- The Logo must not be stretched, squashed, broken up or reproduced in colours other than those listed in the Regulations.
- The Logo must not be reproduced in a different typeface or be rotated.
- The Logo must not have any other wording or illustration added to it.
- The Logo must not use Italic, underlined variations or font effects.
- The Logo font must not deviate from the font types listed in the Regulations.
- The positioning of the text in the Logo must not interfere with the European Union emblem in any way.
- When resizing the Logo it must stay in proportion and must not become distorted.
- Pixelation or blurring of the Logo resulting from the use of an incorrect format/insufficient resolution must be avoided.

Notes - UIA logo

Consistency is a cornerstone of brand identification. For this reason and in order to limit costs, projects will share the Initiative's brand. UIA provides projects with a visual identity brand package and related logo. These documents can be downloaded [here](#).

Section 2. Plaques

European Union Regulations No 1303/2013

Chapter II Information and Communication - Annex XII

Article 2.2 (2.2.5)

5. 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:

- (a) the total public support to the operation exceeds EUR 500 000; **and**
- (b) the operation consists of the purchase of a physical object or of the financing of infrastructure or of construction operations.

The plaque or billboard shall state the name and the main objective of the operation. It shall be prepared in accordance with the technical characteristics adopted by the Commission in accordance with Article 115(4).

European Union Implementing Regulation 821/1204

Chapter II Technical characteristics of permanent plaques and temporary or permanent billboards

Article 5

1. The name of the operation, the main objective of the operation, the Union emblem together with the reference to the Union and the reference to the Fund to be displayed on the temporary billboard referred to in point 4 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that billboard.
2. The name of the operation and the main objective of the activity supported by the operation, the Union emblem together with the reference to the Union and the reference to the Fund or Funds to be displayed on the permanent plaque or permanent billboard referred to in point 5 of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall take up at least 25 % of that plaque or billboard.
3. The plaque should be of a significant size (at least 300mm x 300mm)

Notes – Plaques and billboards

Where required by the Regulations, beneficiaries of funding from the European Regional Development Fund must put up a permanent plaque or billboard in a location readily visible to the general public, no later than 3 months after the completion of the project. Projects that fulfil both (a) and (b) criteria stated on the previous page are required to display a permanent plaque or billboard. If a project does not comply with both, read the section on **posters**.

All plaques must be produced and funded by the beneficiary and should be of a significant size (at least 300mm x 300mm).

Beneficiaries should display a plaque in each operation sites when the locations are diverse, mentioning the total amount of the budget and readily visible to the general public.

Section 3. Posters

European Union Regulation No 1303/2013

Chapter II Information and Communication - Annex XII

Article 2.2 (2.2.1 – 2.2.2) Responsibilities of the beneficiaries

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

(a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115, together with a reference to the Union;

(b) a reference to the Fund or Funds supporting the operation.

Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

(b) placing, for operations not falling under points 4 and 5 (regarding plaques and billboards), at least one poster with information about the project (minimum size A3), including the financial support from the Union, at a location readily visible to the public, such as the entrance area of a building.

European Union Implementing Regulation 821/1204

Chapter II Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation

Article 4 (4.1-4.2)

1. The Union emblem referred to in point 1(a) of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall be displayed in colour on websites. In all other media, colour shall be used whenever possible and a monochrome version may only be used in justified cases.

2. The Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used. For small promotional objects the obligation to make reference to the Fund shall not apply.

Notes on posters

Beneficiaries that receive a total public contribution less than EUR 500 000 must display at least one poster with information about the project at a location readily visible to the public. This location should be the location of the operation.

Projects can also develop their own poster designs as long as these comply with the requirements of the Regulations.

Section 4. Printed publications

[European Union Regulations No 1303/2013](#)

Chapter II Information and Communication - Annex XII

Article 2.2 (2.2.1 and 2.2.3) Responsibilities of the beneficiaries

1. All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

(a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115(4), together with a reference to the Union;

(b) a reference to the Fund or Funds supporting the operation.

Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

3. Any document, relating to the implementation of an operation which is used for the public or for participants, including any attendance or other certificate, shall include a statement to the effect that the operational programme was supported by the Fund or Funds.

[European Union Implementing Regulation 821/1204,](#)

Chapter II Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation

Article 4 (4.1 - 4.2)

See Section 3 of this document.

Notes Printed publications²

All printed documents and publications produced by projects funded by one or more of the European funds must acknowledge and reference the funding received in accordance with the Regulations. This extends to a variety of materials and documents including, but not restricted to:

- General advertisements, job advertisements and notices
- Leaflets, brochures, flyers and posters
- Case studies
- Exhibition banners and display panels
- Invitations
- Business cards
- Promotional items
- Newsletters
- Stationery
- Letterheads and compliment slips
- Reports and papers
- Project documentation - for example timesheets, induction material etc.
- Procurement material
- Job descriptions

Small promotional items, such as pens, **only need to include the European Union emblem** together with the words 'European Union'.

Section 5. Web materials

European Union Regulation No 1303/2013

Chapter II Information and Communication - Annex XII

Article 2.2 Responsibilities of the beneficiaries

All information and communication measures provided by the beneficiary shall acknowledge support from the Funds to the operation by displaying:

- (a) the Union emblem in accordance with the technical characteristics laid down in the implementing act adopted by the Commission under Article 115, together with a reference to the Union;
- (b) a reference to the Fund or Funds supporting the operation.

Where an information or communication measure relates to an operation or to several operations co-financed by more than one Fund, the reference provided for in point (b) may be replaced by a reference to the ESI Funds.

²Notes from: [England 2014 to 2020 European Structural and Investment Funds Growth Programme, European Regional Development Fund and European Social Fund Branding and Publicity Requirements, August 2019](#)

2. During implementation of an operation, the beneficiary shall inform the public about the support obtained from the Funds by:

(a) providing on the **beneficiary's website**, where such a website exists, 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.

[European Union Implementing Regulation 821/1204](#)

Chapter II Technical characteristics for displaying the Union emblem and the reference to the Fund or Funds supporting the operation

Article 4 (4.1-4.3)

1. The Union emblem referred to in point 1(a) of Section 2.2 of Annex XII to Regulation (EU) No 1303/2013 shall be displayed in colour on websites. In all other media, colour shall be used whenever possible and a monochrome version may only be used in justified cases.

2. The Union emblem shall always be clearly visible and placed in a prominent position. Its position and size shall be appropriate to the scale of the material or document being used. For small promotional objects the obligation to make reference to the Fund shall not apply.

3. When the Union emblem, the reference to the Union and the relevant Fund are displayed on a website:

(a) the Union emblem and the reference to the Union shall be visible, when landing on the website, inside the viewing area of a digital device, without requiring a user to scroll down the page;

(b) the reference to the relevant Fund shall be made visible on the same website.

Annex I - Graphic standards for creating the Union emblem

European Union Implementing Regulation 821/2014

Article 3.

The Union emblem shall be created in accordance with the graphic standards set out in Annex II.

Annex II

Graphic standards for creating the Union emblem and the definition of standard colours.

SYMBOLIC DESCRIPTION Against a background of blue sky, twelve golden stars form a circle representing the union of the peoples of Europe. The number of stars is fixed, twelve being the symbol of perfection and unity.

HERALDIC DESCRIPTION On an azure field a circle of twelve golden mullets, their points not touching.

GEOMETRIC DESCRIPTION The emblem has the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. Twelve gold stars situated at equal intervals form an invisible circle whose center is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one third of the height of the hoist. Each of the stars has five points which are situated on the circumference of an invisible circle whose radius is equal to one eighteenth of the height of the hoist. All the stars are upright, i.e. with one point vertical 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.

REGULATION COLOURS

The emblem is in the following colours:

- PANTONE REFLEX BLUE for the surface of the rectangle;
- PANTONE YELLOW for the stars.

FOUR-COLOUR PROCESS

If the four-colour process is used, recreate the two standard colours by using the four colours of the four-colour process.

- PANTONE YELLOW is obtained by using 100 % 'Process Yellow'
- PANTONE REFLEX BLUE is obtained by mixing 100 % 'Process Cyan' and 80 % 'Process Magenta'.

INTERNET PANTONE REFLEX BLUE corresponds in the web-palette colour RGB:0/51/153 (hexadecimal: 003399) and PANTONE YELLOW corresponds in the web-palette colour RGB: 255/204/0 (hexadecimal: FFCC00).

MONOCHROME REPRODUCTION PROCESS Using black, outline the rectangle in black and print the stars in black on white. Using blue (Reflex Blue), use 100 % with the stars reproduced in negative white.

REPRODUCTION ON A COLOURED BACKGROUND If there is no alternative to a coloured background put a white border around the rectangle, the width of the border being $\frac{1}{25}$ th of the height of the rectangle.