



Ireland's European Structural and  
Investment Funds Programmes  
2014-2020

Co-funded by the Irish Government  
and the European Union



AN ROINN OIDEACHAIS AGUS SCILEANNA | DEPARTMENT OF  
EDUCATION AND SKILLS



EUROPEAN UNION

Investing in your future  
European Social Fund

# ESF Programme for Employability, Inclusion and Learning 2014-2020

Communication and Publicity

23<sup>rd</sup> January 2015

# Logos for 2014 – 2020 Programme

## 1. The ESF LOGO

- The words “European Union” - must be used in full; no abbreviation
- Investing in your future – incorporated into the Logo
- European Social Fund - must be used in full
- ESF Logo – on the ESF website at: <http://www.esf.ie/en/logos.aspx>



**EUROPEAN UNION**

**Investing in your future  
European Social Fund**

# Logos for 2014 – 2020 Programme

## 2. Ireland's ESIF Logo

- Ireland's European Structural and Investment Funds Programmes 2014 -2020 – use in full
- Co-funded by the Irish Government and the European Union – in full



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# Logos for 2014 – 2020 - Requirements

## 3. Other requirements for the Logos:

- **Size** – Reg. 1303/2013 states ESF Logo must be same size as the biggest of the other Logos used (width and height)
- **Size- at least 58mm by 19mm** (D/PER requirement)
- **Colours:** ESF Logo – Reflex Blue – as set out in Articles 3 and 4 and Annex II of Reg. 821/2014
- **Colours** Ireland's ESIF Logo – as set out in the Guidelines provided by D/PER
- **Typeface:** Fonts as set out in Annex II of Reg. 821/2014

# Logos for 2014 – 2020 - Requirements

## Ireland's European Structural and Investment Funds Programmes 2014-2020



## LOGO GUIDELINES



**Logo colours:**  
 PMS 3015C and PMS Process Cyan.  
 For CMYK and RGB breakdown see below.

- For screen display use a .JPG or .PNG file.
- For print, use an .EPS file.

### Colour Breakdown:

		
CMYK	100, 35, 3, 21	100, 0, 0, 0
RGB	0, 108, 163	0, 158, 218

**Greyscale:**  
 Black 100%  
 Black 60%



### Clearspace:

The clearspace is the smallest distance allowed between the logo and the edge of a page, the edge of an image or text.



### Minimum Size:

To ensure legibility, minimum logo size should be W: 58mm x H: 19mm



# Logos for 2014 – 2020 - Requirements

## 4. Where to use the Logos

- All project/programme related material: e.g. application forms, brochures, newsletters, attendance sheets, reports, literature, display stands, DVDs/videos/CD-ROM, press releases, posters, correspondence with beneficiaries, participants/projects, launches, awards, etc.
- Websites – Implementing Reg. 821/2014, Article 4.3 states: *“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.”*

# Publicity and Beneficiaries

## 5. Responsibilities of Beneficiaries

- Source: Regulation 1303/2014 – Annex XII, Article 2.2

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.” = ESF LOGO*

*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. = European Structural and Investment Funds (instead of ESF)*

# Publicity and Beneficiaries

## 5. Responsibilities of Beneficiaries contd.

Source: Regulation 1303/2014 – Annex XII, Article 2.2

*“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;*

*(b) placing, ....., 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.*

- *The ESF Managing Authority will provide a Poster for ESF funded Projects*
- *Posters should be displayed in public areas – reception areas, training rooms, classrooms, etc.*



# Publicity and Beneficiaries

## 5. Responsibilities of Beneficiaries contd.

- Source: Regulation 1303/2014 – Annex XII, Article 2.2

*“3. For operations supported by the ESF, ..... the beneficiary shall ensure that those taking part in an operation have been informed of this funding.*

*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.*

- **HOW:** *Inform at the commencement of the Project; use Logos on all correspondence, forms, brochures, attendance sheets, etc. Posters /Display Stands on the premises, and at seminars or conferences.*
- Certificates: Use the two LOGOs

# ESF Publicity and YEI

## *6. Additional requirements for YEI*

- ***Regulation 1304/2013, Article 20, Information and communication measures***
- *“The beneficiaries shall ensure that those taking part in an operation are specifically informed of the YEI support provided through the ESF funding and the specific YEI allocation.*
- *2. Any document relating to the implementation of an operation and issued for the public or for participants, including an attendance or other certificate, shall include a statement to the effect that the operation was supported under the YEI.”*

# Publicity and Beneficiaries

- Official Languages Act 2003 (Section 9) Regulations 2008
  - Public Bodies requirements under this legislation for signage, etc. - See
  - <http://www.irishstatutebook.ie/2008/en/si/0391.html>
  - Irish version of Logos available.
- Launch of Projects – liaise with the ESF Managing Authority; invite European Commission officials and ESF MA to launches.
- Guidelines will be issued by the ESF Managing Authority on ESF Publicity and Guidelines shortly.