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EN

EU Visibility Guidelines

for the
National Agency
of the
Ignalina Programme
2014-2020



European
Union



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1 Introduction

These guidelines have been drawn up to ensure that European Union (EU) support is visibly acknowledged in projects that are wholly or partially funded by the Ignalina Programme through the National Agency. The National Agency of the 2014-2020 Ignalina Programme is the Central Project Management Agency (CPMA).

The guidelines are for the use of all participants in such projects, including the National Agency itself, and they should normally be referred to in the resulting contracts and grant agreements. In consultation with the National Agency, the visibility measures set out in the guidelines may be adapted to the nature of the project concerned. In all cases the provisions of specific contracts and grant agreements prevail.

Overall responsibility for enforcing the EU visibility requirements rests with the National Agency. However, at the project level, visibility is the responsibility of the project beneficiary in either adopting the appropriate measures directly or ensuring that the relevant contractor is doing so (by analogy, the same responsibility applies respectively to supervisory institutions and executing entities in projects funded by direct grants).

Note that these guidelines apply only to Ignalina Programme projects implemented through the National Agency; different provisions apply to projects implemented through the Ignalina International Decommissioning Support Fund regarding which the EBRD should be consulted.

The common element branding all EU-funded programmes and projects is the EU emblem:



The EU emblem consists of twelve gold stars set in a circle on an azure background. There is no connection between this number and the number of countries which make up the European Union. The number of stars will not, therefore, change in the future.

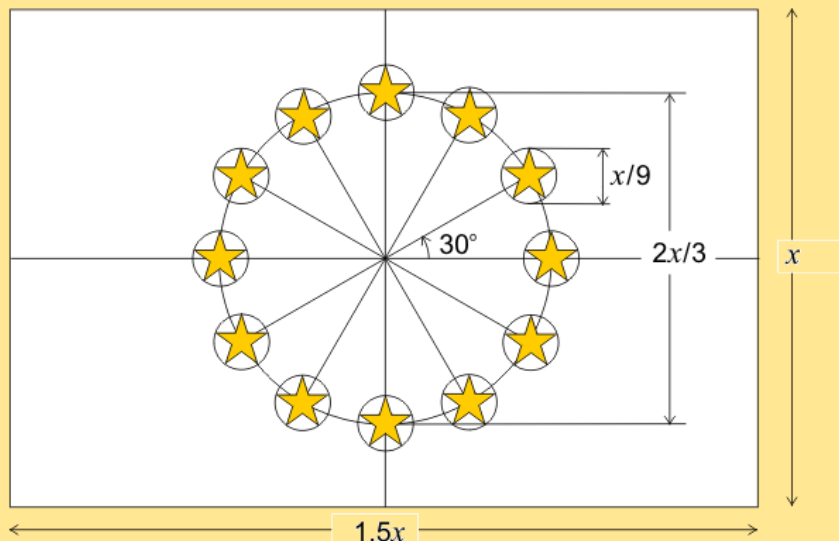
Mention of the **European Union** (in full) must accompany the emblem. This serves immediately to differentiate the communication from an increasingly common practice whereby the emblem (alone) is often used for publicity and commercial purposes without any connection to the Union's aims.

Many programmes of the European Union, such as Structural Funds, are available to all Member States. By contrast, the Ignalina Programme is a special programme that was established by Protocol 4 of the Treaty of Accession to assist Lithuania with the exceptional costs of decommissioning the Ignalina Nuclear Power Plant and energy-sector restructuring. It is therefore considered important to emphasise the special nature of this funding by including, where possible, the name of the programme and the descriptive tagline:

“The Ignalina Programme is a financial instrument to support the decommissioning of the Ignalina Nuclear Power Plant and consequential measures in the energy sector for Lithuania.”

1.1 Geometry of the emblem

The European emblem is a rectangular flag whose length is one and a half times its height. The stars are situated at equal intervals and form an invisible circle, the centre of which is the point of intersection of the diagonals of the rectangle. The radius of this circle is one-third of the height of the vertical side. Each of the stars has five points which are situated on the circumference of an invisible circle, the radius of which is one-eighteenth the height of the vertical side of the rectangle.



The stars are five-pointed and upright (with the one point vertically upward). They are laid out like the hours on the face of a clock. Common errors include placing the emblem upside down and rotating the circle of stars or the stars themselves.



1.2 Colours of the emblem



PANTONE YELLOW (RGB: 255/204/000 hexadecimal: FFCC00)



PANTONE REFLEX BLUE (RGB:000/000/153 hexadecimal: 000099)

The emblem has the following official colours:

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

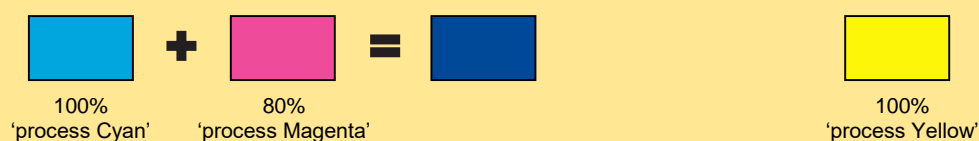
The international Pantone range is widely available and easily accessible.

1.3 Single colour reproduction

If only black is available, the rectangle should be outlined in black and the stars should be black on a white background. If the only colour is blue (preferably Reflex Blue), it should be printed at 100% as background with the stars left in white.



1.4 Four-colour process



If the four-colour process is used, it is not always possible to obtain the two standard colours, but they can be approximately recreated. Pantone yellow is obtained by using 100% 'process Yellow'. Mixing 100% 'process Cyan' with 80% 'process Magenta' gives a colour very similar to the Pantone reflex blue.

1.5 Backgrounds

The emblem should preferably be printed on a white or light-coloured background. Dark or multicolour backgrounds should be avoided, especially those involving a colour that clashes with the blue. Where a dark or multicolour coloured background is unavoidable, a white border with a thickness equal to 1/25th of the height of the rectangle must be used.



1.6 Alterations

When reproducing the EU emblem in newsletters and other graphic presentations it must be used in its entirety, without any alterations or additions made to it. Thus the EU emblem must not be shown to incorporate any flag or symbol of another country, donor or institution. Each should be presented separately from the other.

While most points on the standard colours that should be used in the EU emblem and on how to create this emblem are included in the present document, more detailed instructions can be found in the Interinstitutional style guide available from the following site:

<http://publications.europa.eu/code/en/en-000100.htm>

2 Compulsory visibility

Under the direction of the National Agency, beneficiaries and supervisory institutions are responsible for ensuring that adequate publicity is given to the support of the EU in the project to be implemented. The communication strategy must be defined in the corresponding contract or grant agreement or developed during its implementation. This communication strategy must use one or more of the communication tools set out below.

Some projects may continue to run after the EU-funded phase has been completed. In such cases, six months after the phase funded by the EU has finished, no EU symbol may be included in any communication tools of the project – with the exception of any commemorative plaques. However, the following sentence must be included instead, with the same prominence as was given to the EU emblem: "The initial phase <dates> of this project was supported by the Ignalina Programme of the European Union".

The table below summarises visibility requirements that are normally considered compulsory for the type of action concerned. Other visibility measures may be used in consultation with the National Agency according to the requirements of the project.

The same rules apply in the case of a project implemented under a grant. The form of the grant will determine the appropriate visibility. For example, where the grant is given to perform works, the corresponding guidelines for works should be respected.

Contractors and executing entities should be required to present in the final report of a project, the visibility measures adopted.

	Infrastructure	Supplies & Equipment	Technical Assistance	Events
Display panels (Section 2A)	✓			
Plaques (Section 2B)	✓			
Press information (Section 2C)	✓		✓	✓
Leaflet / brochure (Section 2D)			✓	✓
Stickers / Labels (Section 2E)		✓		
Web / Audio-visual (Section 2F)				✓

2A Display panels

Infrastructure-related projects funded by the EU must be clearly identified by means of display panels describing the project. The number and size of display panels must be commensurate with the scale of operation and must be clearly visible, so that those passing are able to read and understand the nature of the project. The display panels must be erected beside access routes to the site where the project is taking place and must remain in place from the start of the project until six months after completion of the project.

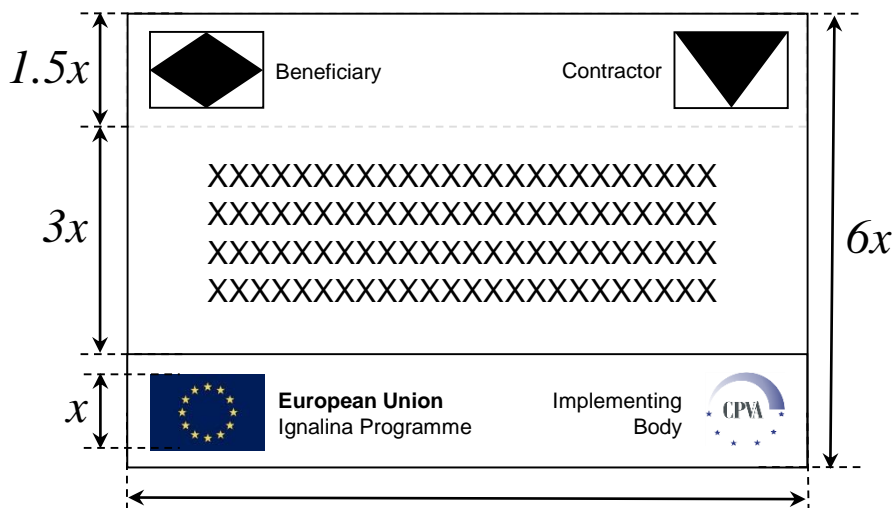
Display panels may also be produced to promote the Ignalina Programme itself or an Ignalina Programme project at an exhibition or event, or at the entrance of a training centre or office reception. The size of panels may vary depending on the amount of information that needs to be conveyed, and whether the panel is intended to be portable or permanent. Low-cost panels can be made using self-adhesive lettering.

Below is explained the approach to be adopted under the Ignalina Programme. Display panels should generally have a white background with a dark blue or black line to separate the lower section. Other background colours may be permitted in agreement with the National Agency on condition that the lower section, where the emblem is placed, must always be white. The logos of the beneficiary and contractor are optional; if present, they should not exceed the dimensions of the EU emblem.

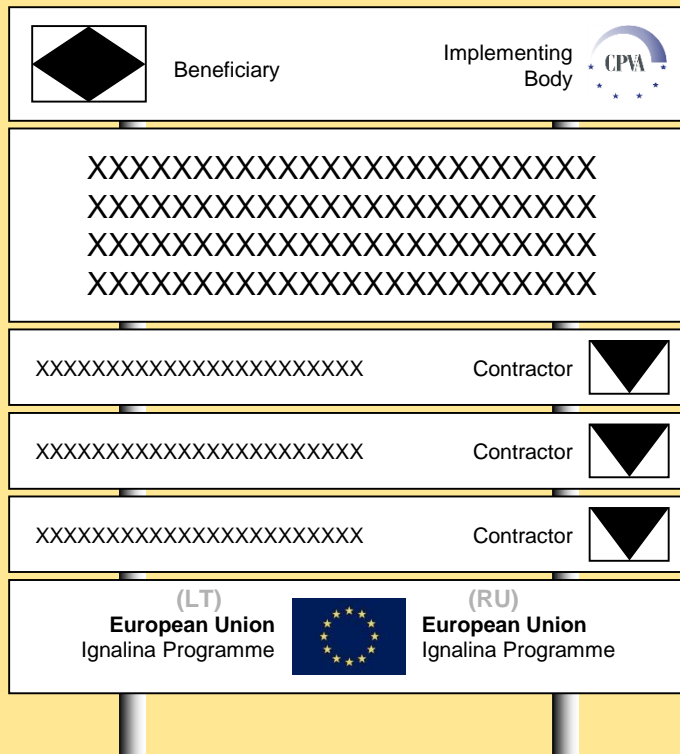
2A.1 Ignalina NPP on-site infrastructure

The majority of actions under the Ignalina Programme are likely to take place on the Ignalina NPP site. It is therefore especially important for there to be a consistent and coordinated approach to visibility on the site. Furthermore, within Lithuania the Ignalina NPP site is unique in having special language regulations permitting the use of Russian – the operating language of the plant.

The design of display panels should normally comply with the example shown. The description of the project should be in Lithuanian first with Russian below. The name of the European Union and the Programme should be in Lithuanian (or Lithuanian and Russian as shown overleaf). The logo of the National Agency should be on the right-hand side. Character sets should be chosen to be plain and legible (normally sans serif such as Arial); the name of the European Union should be in bold.



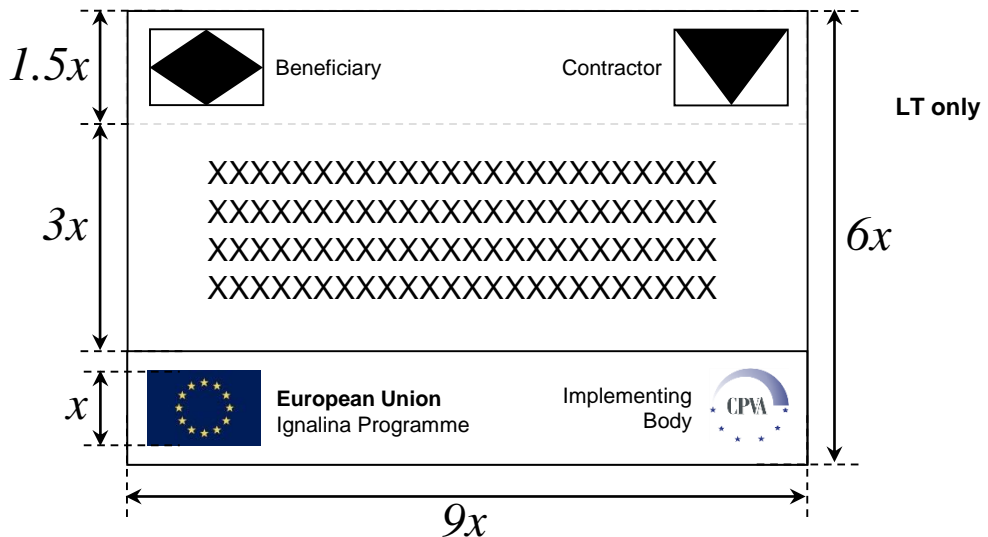
Where a number of contractors are involved simultaneously in the same project, a compound display panel, such as that shown below may be used to describe the role of each contractor.



A compound display panel of this type is recommended in a public location where the actual activities take place within a restricted or enclosed area (such as dismantling within the plant).

2A.2 Other infrastructure

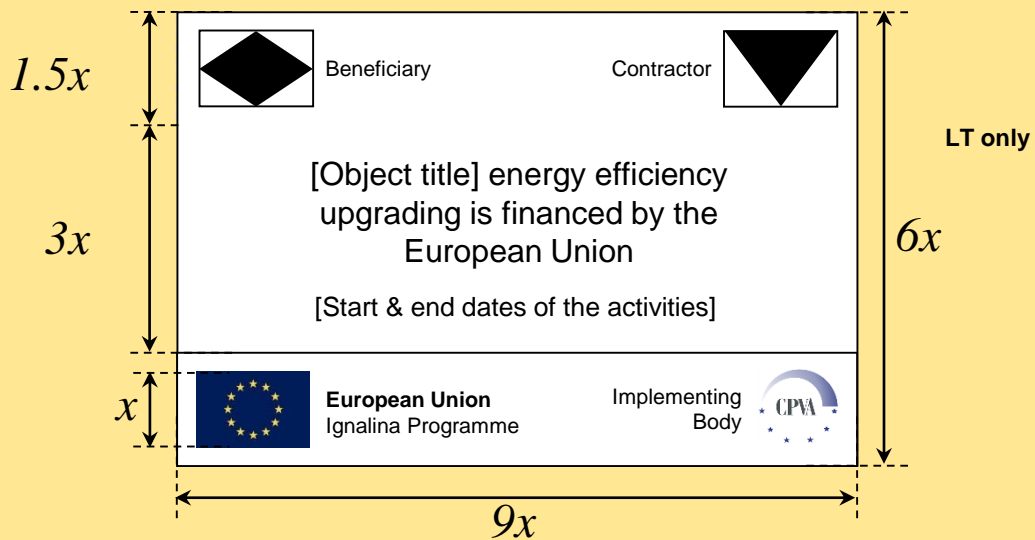
The format of display panels for off-site projects should be the same as for on site activities except that the Lithuanian language **only** must be used. Where the activities under a project are likely to cause inconvenience to the general public, start and end dates should be indicated.



2A.3 Energy efficiency

Actions in the field of energy are eligible for funding under the Ignalina Programme, in particular for the improvement of energy efficiency in the INPP Region. For this reason, a specific example display panel is included below.

Sample display panel for energy efficiency upgrading projects in INPP region.



2A.4 Size of display panels

The size of display panels will depend on the available site, but the following general guidelines based on project value should normally be respected.

Where activities under a single project are distributed between several sites, the display panel on the main or most important site (or the most prominent position related to the project) should respect the guidelines and those on other sites may follow the minimum size requirements.

Where the total duration of works at a site is less than 3 months or the total project value less than 100,000 euro, the use of a display panel is optional.

0.1 < 0.5 MEUR	0.5 < 3.0 MEUR	> 3.0 MEUR
x_{\min}	x_{\min}	x_{\min}
15 cm	30 cm	45 cm

2B Commemorative plaques

Permanent commemorative plaques are an effective way of acknowledging the involvement of the EU in the construction of permanent structures.

As part of the opening ceremony of permanent structures erected with EU funding or co-funding, a permanent plaque must be placed in the most visible part of the building, such as the main entrance or in front of the building. The plaque must contain the following sentence: *"This [name of the structure] was funded by the European Union"* (or equivalent) with the EU emblem placed underneath it.

Where appropriate the logo of a partner organisation or contractor may be included on the plaque; in this case the logo should be positioned on the lower right-hand side and the EU emblem should be on the lower left-hand side.

Model plaque



2C Press information

Press information may take two forms: (1) a press release where it is expected that the project or activity is of sufficient public interest to attract journalistic attention; and (2) a paid-for announcement, most commonly in a locally published newspaper.

2C.1 Press release

The press release is an important form of written information that must be sent to journalists; it must be issued at the start of all projects – optional in the case of projects with a budget of less than 5 million euro (MEUR). The issue of press releases is normally the responsibility of the beneficiary or supervisory institution; general policy is that contractors/executing entities should not issue press releases or make public statements unless cleared with the beneficiary/supervisory institution.

The press release should include elements such as the purpose of the project, the beneficiaries, implementation through the National Agency, and any results achieved so far. The release must incorporate the EU emblem, and mention that funding was provided by the EU (the amount of EU funding in euro). If a press conference is planned, the press release must, where appropriate, include the name of any EU personality who will be present.

A newsworthy press release should contain: a heading, a strong leading paragraph summarising the essential facts, the main body of the story, quotes, some background information, and contact details for further information. The release must be dated at the top.

The release should be kept to one side of an A4 page whenever possible; if it is longer, '*more follows*' must be written at the bottom of every subsequent page. At the end of the document, make sure to write '*End*'. After '*End*', the press release should provide the name of at least one person whom the journalist can contact for further information. Where possible, both an office and mobile phone number should be provided.

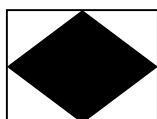
If a press conference is organised, the invitations must bear an EU emblem equal in size and prominence to that of the beneficiary institution. At the press conference itself, an EU flag must be displayed if other flags or symbols are being displayed.

An example press release template is shown on the following page. The press release may be issued on the usual letter template of the issuing institution. The precise format may vary, but must contain all the same key elements:

- the EU emblem;
- reference to the European Union and the Ignalina Programme;
- the tagline of the Ignalina Programme.

PRESS RELEASE

(EXAMPLE TEMPLATE)



Beneficiary's letterhead

PRESS RELEASE

(Header)

(Footer)



This project is funded by the Ignalina Programme of the EUROPEAN UNION

The Ignalina Programme is a financial instrument to support the decommissioning of the Ignalina Nuclear Power Plant and consequential measures in the energy sector for Lithuania

2C.2 Press announcement

A press announcement is a useful visibility tool where the project or activities concerned will not be seen by the public, such as may often be the case for specialist services.

Care should be taken to identify the most appropriate newspaper in which to place the announcement so that it best addresses the identified target audience.

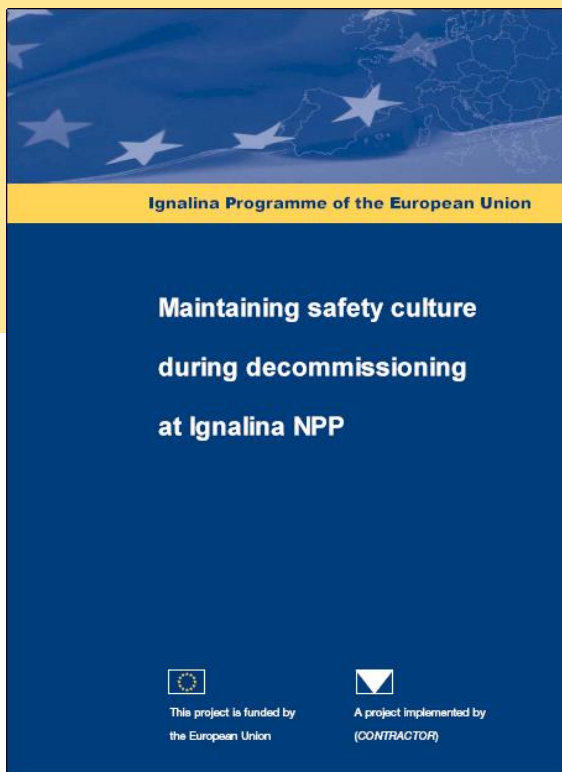
The recommended format for such announcements is to closely follow that of the press release above. In particular, the EU emblem, programme title and tagline must be included.

2D Leaflets and brochures

Leaflets and brochures are a simple means of informing an audience of the purpose, progress or findings of an Ignalina Programme project.

In order to ensure visibility of the Ignalina Programme all leaflets and brochures produced must incorporate:

- The basic elements of the EU visual identity, i.e. the EU emblem and the disclaimer (see below)
- A definition of the EU and the Ignalina Programme.
- Project details, contact name, address, telephone, fax and email details.



Example leaflet and brochure
(actual designs may vary)



The EU will not be responsible under any circumstances for the contents of communication items prepared by participants in Ignalina Programme projects. They must therefore include the following disclaimer in all publications:

"This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the author/responsible institution> and can in no way be taken to reflect the views of the European Union."

2E Stickers and labels

All permanent equipment purchased under projects of the Ignalina Programme must, immediately upon its delivery to the beneficiary, be marked with a sticker or label in a prominently visible location to indicate the source of funding.

Marking equipment in this way is under the responsibility of the beneficiary. Examples of suitable formats for stickers and labels are presented below. Stickers and labels should normally be in Lithuanian, except on the Ignalina NPP site where they may be in Lithuanian and/or Russian.

The size of sticker should correspond to the size of tools or equipment marked. However, in all cases the height of the EU emblem on such stickers should not be less than 1.5 cm.



2F Web pages & audio-visual

2F.1 Web pages

Web pages must be published when specified in the communication strategy of a project. A web site may be considered to be the most effective communication tool for some projects' targets. Concerning the EU emblem, the same visibility rules as for press releases are to be applied. Mention of the EU funding must be made in a similarly prominent place as for these other products.

A "last update" mention must appear at the bottom of each page. The disclaimer in Section 2D must also appear. A web page should not normally be used to publish electronic versions of printed documents: a shorter, easier-to-read version should be produced for this specific purpose. Web pages must be as simple and light as possible. Pictures are advisable to show the status or results of the project but their size and definition must be carefully studied not to overload the page or make it difficult to print.

All web sites related to EU-funded programmes must clearly refer to EU support. For projects funded through the National Agency, links should be provided to:

- www.europa.eu (the European Union)
- www.cpma.lt (the National Agency)

2F.2 Audio-visual

Audio-visual productions must be prepared as specified in the communication strategy of a project. They may be the very subject of an action.

The closing title sequence must include the EU emblem and mention of the European Union and Ignalina Programme. Duplicates in the final distribution format and in the professional format must be sent to the National Agency (CPMA).

Further information will be provided by the National Agency on request.

3 Conditional visibility

This section describes visibility requirements for non-compulsory activities where information is provided to the public about projects that have been funded, or co-funded, by the European Union Ignalina Programme. Examples of such activities include presentations at conferences and articles in professional journals which may be at the initiative of the project beneficiary or a contractor.

In all cases, it is required to acknowledge that funding was provided by the European Union Ignalina Programme. This requirement extends beyond the completion of the project.

The National Agency may be consulted regarding EU visibility for other non-compulsory public information activities.

3.1 Conference presentations

The EU emblem and the wording “[Co-]Funded by the **European Union** Ignalina Programme” shall normally appear in close proximity in the presentation, such as on the same slide, to the project described. Where this is not achievable, the same format may be used on introductory or closing slides making clear the scope to which this applies. The programme tagline may be omitted.

3.2 Professional journals

Funding or co-funding by the European Union Ignalina Programme and the name of the project beneficiary must be clearly mentioned. There is no requirement to use the EU emblem or programme tagline.

National Agency of the Ignalina Programme 2014-2020



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