

Using the EU emblem: guidance for beneficiaries and promoters

Introduction

This guide is divided into two parts:

- the first is to instruct organisations managing Erasmus+ funded projects (*beneficiaries*) on correctly acknowledging the support received from the European Union (EU) under the programme;
- the second is for those that promote the funding opportunities available under the Erasmus+ programme using their own materials (*promoters*).

It is important to note that in the past the term *promoter* has been used interchangeably with the term *beneficiary*, to signify that an organisation has received EU funding, in this case through the Erasmus+ programme.

For the purposes of this document and in communicating about Erasmus+ generally, only the term beneficiary should be used to refer to organisations in receipt of programme funding. This is distinct from those simply *promoting* the Erasmus+ programme, and the guidance below illustrates how this distinction is drawn visually.

1. When acknowledging EU funding

Why is this important?

If you have been successful in applying for Erasmus+ funding, you must acknowledge EU support, as detailed on page 251 of the 2016 Erasmus+ Programme Guide:

“Beneficiaries must clearly acknowledge the European Union’s support in all communications or publications, in whatever form or whatever medium, including the Internet, or on the occasion of activities for which the grant is used.”

This applies across all sectors and Key Actions.



How is this done?

Beneficiaries of EU funding through Erasmus+ should use the European emblem (flag) in their communication to acknowledge the support received.

Please note: beneficiaries should **not** use the UK National Agency logo (as on the top of this page), nor the British Council or Ecorys UK logos, in any form.

There are rules set by the European Commission on use of the emblem that beneficiaries must follow:

- **Size:** the minimum height of the EU emblem shall be one centimetre (1cm).
- **Wording:** the name of the European Union shall always be written in conjunction with the name of the programme or fund and it shall be spelled out in full. The preferred option is to write "Co-funded by" or "With the support of", as appropriate, then "the Erasmus+ programme of the European Union" next to the flag on the communication material where the EU emblem is used.
- **Type of font:** the typeface to be used in conjunction with the EU emblem can be any of the following – Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.
- **Font size:** it should be proportionate to the size of the emblem, i.e. the wording should not be bigger in height than the flag.
- **Font colour:** the colour of the font should be Pantone Reflex Blue (same blue colour as the EU flag – R: 0, G: 51, B: 153), black or white, depending on the background.
- **Positioning:** the positioning of the text in relation to the EU emblem is not prescribed in any particular way, but the text should not interfere with the emblem.

What should it look like?

Here is a non-exhaustive range of examples of how text shall be used in conjunction with the EU emblem to communicate about Erasmus+ funding:



With the support of the
Erasmus+ programme
of the European Union



Co-funded by the Erasmus+
programme of the European Union

Co-funded by the
Erasmus+ programme of
the European Union



Funded by the
Erasmus+ programme
of the European Union

Co-funded by the
Erasmus+ programme
of the European Union

How to access the emblem

You can [download the emblem from our website](#) in two different formats. After downloading the .zip file, please click 'extract all files' or unzip the folder to access the .eps file required.

The different formats are:

- **JPG:** standard image format (no transparency). Ideal for web use because of the small file size.
- **EPS:** requires illustration software such as Adobe Illustrator. Recommended for professional use on promotional items and design.

Some visual do's and don'ts



Do resize the emblem if needed. The minimum size it can be is 10mm in height.

Co-funded by the Erasmus+
programme of the European Union



Co-funded by the
Erasmus+ programme
of the European Union

✓ Do use one of the three colour variations if needed:



With the support of the Erasmus+ programme of the European Union



Co-funded by the Erasmus+ programme of the European Union



Co-funded by the Erasmus+ programme of the European Union

✗ Do not stretch, distort or rotate the emblem:



Funded by the Erasmus+ programme of the European Union



Funded by the Erasmus+ programme of the European Union

✗ Do not position the text on the top of the emblem, or too close to it:



Co-funded by the Erasmus+ programme of the European Union

Where to use the emblem

The emblem should be used in all communication materials and documents related to the Erasmus+ funded project, such as:

- Promotional items and materials (e.g., leaflets, posters, newsletters, websites, press releases).
- Any communication made by the partnership as a whole, or as an individual project partner.

- During events and on presentation slides.
- Alongside other organisational and project logos as outlined in your grant agreement.

Disclaimer text for publications

The following disclaimer should be added to the inner pages of publications or studies relating to Erasmus+ funded projects:

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

2. When promoting the programme

Promoters of the Erasmus+ programme should refer to the name of the programme in their communication without using a visual mark (logo).

If the use of a graphical mark is deemed necessary, the EU emblem can be used in conjunction with the name of the programme. The following logo is available on our website, as detailed below:



How to access the logo

You can [download the logo from our website](#) in three different formats. After downloading the .zip file, please click 'extract all files' or unzip the folder to access the .eps file required.

The different formats are:

- **PNG:** best for general use and resizing the image without it blurring.
- **JPG:** standard image format (no transparency). Ideal for web use because of the small file size.

- **EPS:** requires illustration software such as Adobe Illustrator. Recommended for professional use on promotional items and design.

Any questions?

If after reading this guidance you have queries on use of the emblem or the logo, please contact us:

- Higher Education, Schools, and Key Actions 2 and 3 in the field of Youth:
erasmusplus.enquiries@britishcouncil.org
- Vocational Education and Training, Adult Education, and Key Action 1 in the field of Youth:
erasmusplus@ecorys.com