

Guidance on correct use of the EU emblem ("EU flag") in project communication

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Managing Authority/ Joint Secretariat

About this guidance

This document aims at clarifying how the EU emblem (or „EU flag“) can be used correctly in communication of Interreg Baltic Sea Region projects. It is meant for communication managers and project partners as well as their service-providers. In the document, we point to where the rules can be found, we interpret the corresponding regulations in the context of our Programme and we provide examples from the projects. Please note that the purpose of these examples is simply to illustrate possible mistakes and possible solutions. We are fully aware that the regulations are complex. Therefore we provide you with this guidance to help you avoid mistakes and save your resources.

Note: This guidance displays example from first call projects. For projects of the second call, the corporate design and the guidance is updated with the EU flag size slightly increased.

1. The rules

- focus: EU flag size rule -

Visibility: the regulations

interreg-baltic.eu/for-projects/visibility-rules/visibility-downloads.html

Note:

- The European Commission has defined the use of the EU emblem (“EU flag”) in great detail, e.g. for different media and in different contexts (such as combination with other logos) in Implementing Regulation (EU) No. 821/2014, (Art (3), (4) & (5).
- Every partner needs to thoroughly read these sections of this document.
- We have not copied the detailed visibility rules to the Project design guide or Programme Manual, but we direct you to the relevant sections therein.

Visibility rules: the proper reference consists of three elements

[interreg-baltic.eu/
for-projects/visibility-rules.html](http://interreg-baltic.eu/for-projects/visibility-rules.html)



Note:

This combination of Programme logo and EU flag was approved by DG REGIO for use in Interreg Programmes. Thus, it fulfills the visibility requirements.

Visibility rules: a standard project logo

interreg-baltic.eu/for-projects/visibility-rules/visibility-downloads.html



Note:

- We provide a standard logo to each project (optional to use)
- This logo is a „one in all“ solution. BUT: it is not a guarantee for correct use, because this depends on the context

Visibility rules: EU flag size & other logos

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” *Implementing Regulation (EU) No. 821/2014, Art. 4-5*

Example: same height | e.g. other funding institution



Visibility rules: EU flag size & other logos

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Example: same height | e.g. partner institution



Visibility rules: EU flag size & other logos

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” *Implementing Regulation (EU) No. 821/2014, Art. 4-5*

Example: same width | e.g. partner institution



Visibility rules: EU flag size & other logos

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” *Implementing Regulation (EU) No. 821/2014, Art. 4-5*

Example: increased flag & same width | e.g. partner institution



EUROPEAN UNION

EUROPEAN
REGIONAL
DEVELOPMENT
FUND



2. Specification of the EU flag size rule

- What does it actually mean? -

No diminishment of EU contribution

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” *Implementing Regulation (EU) No. 821/2014, Art. 4-5*

The intention of this rule is to ensure that the EU's contribution is not diminished by a much reduced EU emblem **next to logos of other institutions or regions involved in an operation.**

It's about the place of funding acknowledgement

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” *Implementing Regulation (EU) No. 821/2014, Art. 4-5*

The logic of the Regulation is that there has to be a reference to the Fund(s) and the EU to acknowledge the support. Together with that reference, you have to display the EU emblem. If you then display other logos with it, the size rule applies. So this does not mean that anywhere, everywhere nothing may be bigger than the EU emblem, but **only in the case of reference to the Funds**. This means that in documents, leaflets, brochures etc. the EU flag size rule applies only in the place where the funding is acknowledged. In other places of the same publication, other logos may be bigger than the flag.

Project logos and EUSBSR logos can be larger

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” *Implementing Regulation (EU) No. 821/2014, Art. 4-5*

A logo with no clear institutional, political or economic link, which is merely a design element as part of a communication action, may be bigger than the EU emblem. A project logo can be larger than EU flag as it does not refer to an institution but is rather a design element. The same is true for the logos of the EU Strategy for the Baltic Sea Region, its priority areas and horizontal actions as well as its flagships as these entities per se do not co-finance projects.

3. Guidance & clarification

- some examples -

Incorrect

Example 1: project website (subsite of a project partner)

Does not fully comply with visibility rules. In order to fix the mistake, increase the EU flag size to the height or width of the VASAB and CBSS logos.

Attention: the EU flag must be visible without scrolling.

Note: the reference to ERDF must be placed on this page but not necessarily visible without scrolling



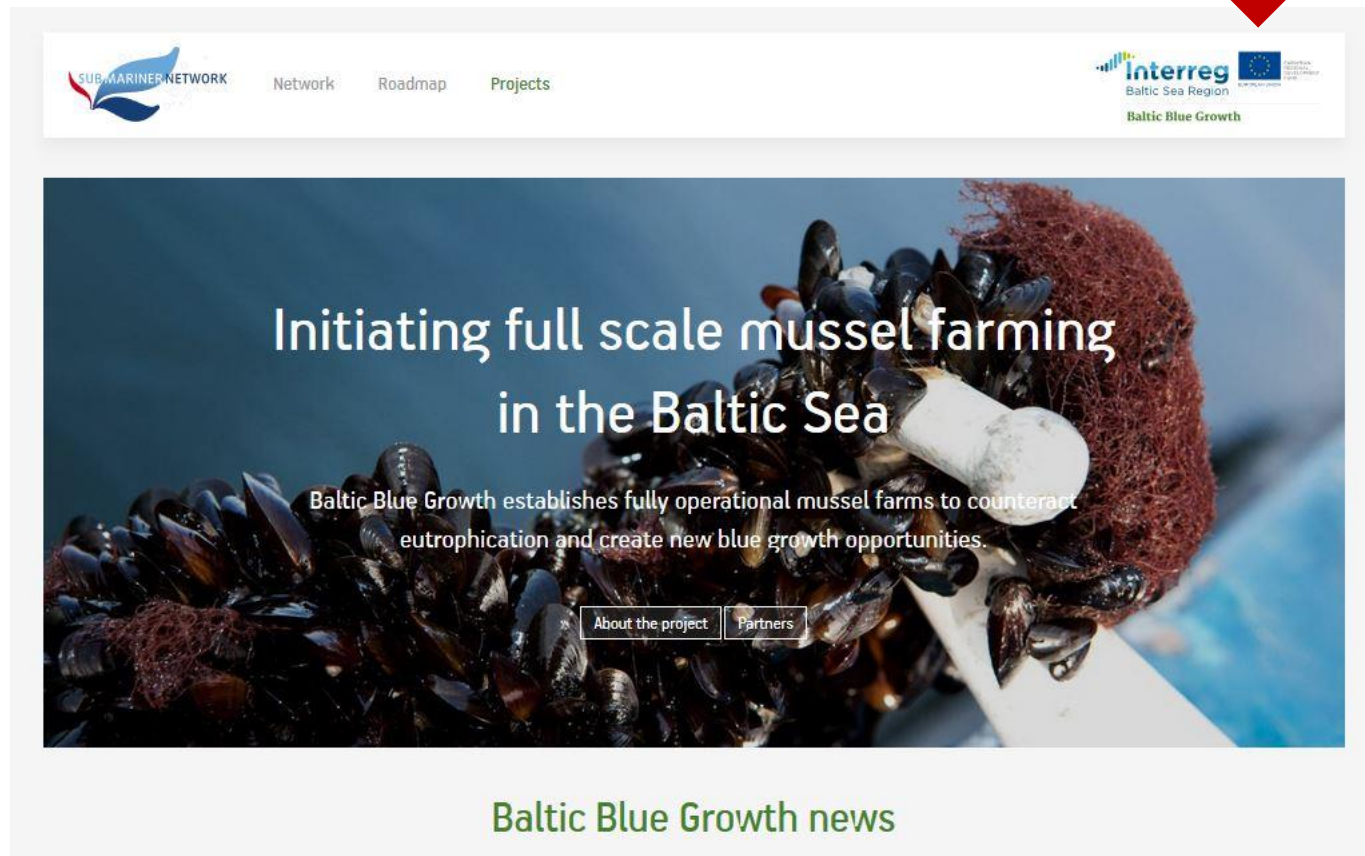
Incorrect

Example 2: project website (subsite of a project partner)



Does not fully comply with visibility rules. At the website top, the size of the EU flag is not appropriate as it is not possible to read “European Union”.

Our recommendation: Display the EU flag in an appropriate size in terms of readability. Please note that you are not obliged to use the combined logo provided by the Programme or to display ERDF at the top of the website.



Example 2: project website (subsite of a project partner)

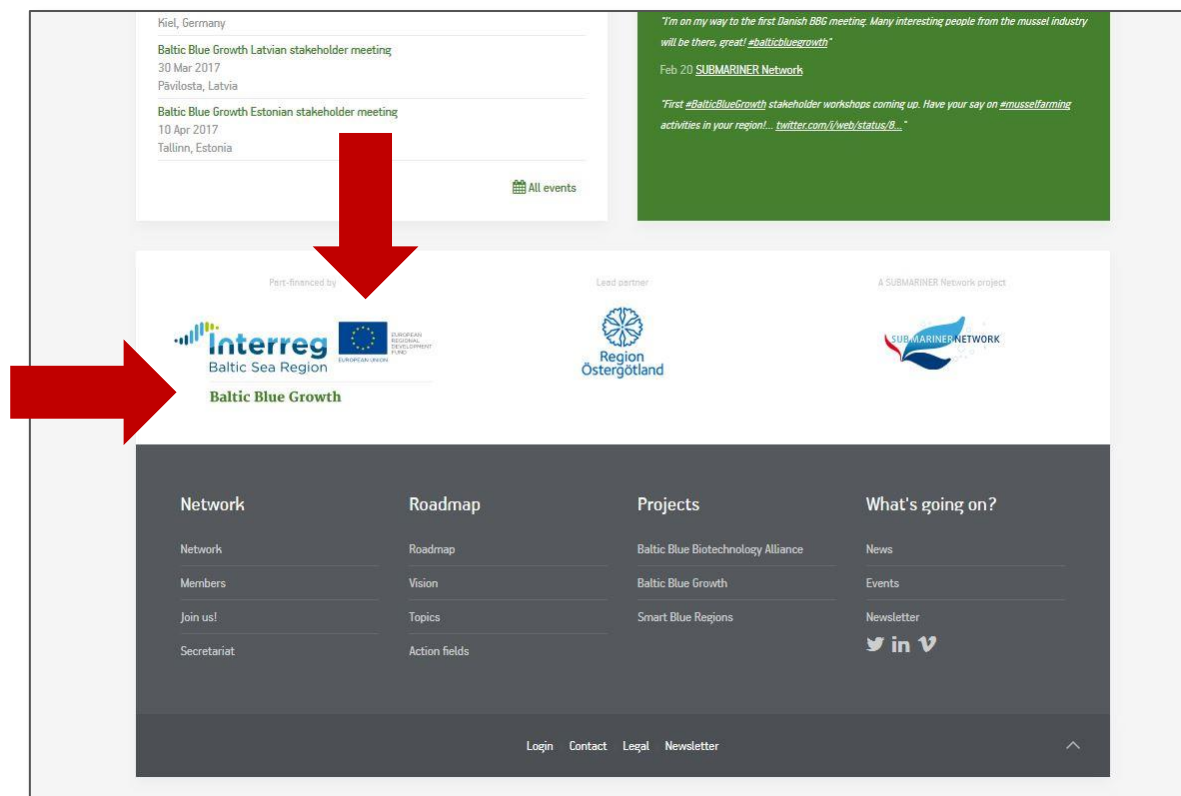
Practically, you could follow these steps: crop the EU flag from the combined project logo; place the Interreg BSR & Baltic Blue Growth cropped logo and next to it the EU flag (with European Union but without ERDF) in a larger size.



Incorrect

Example 3: project website (subsite of a project partner)

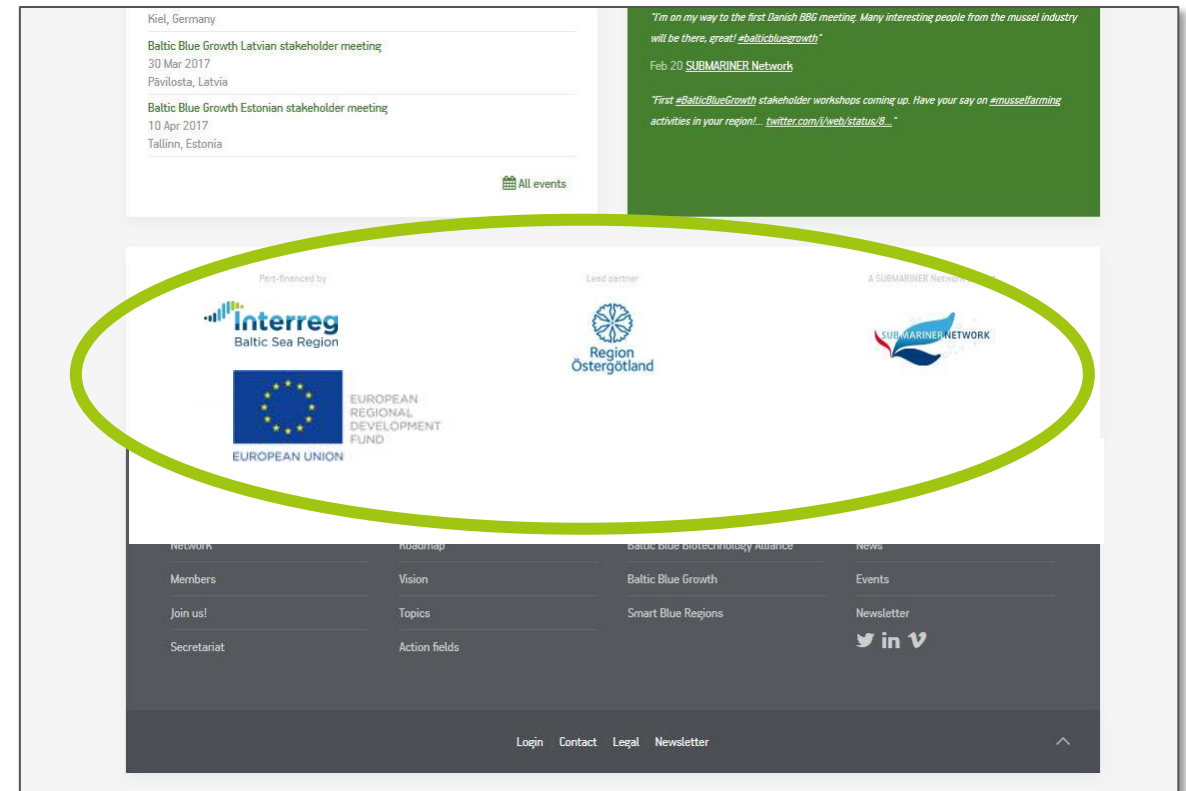
Does not fully comply with visibility rules. At the website bottom you acknowledge the supporters. In this place, the size of the EU flag must not be smaller in terms of height or width than any of the other logos displayed (i.e. lead partner logo and Submariner Network logo), and the reference to the fund (ERDF) must be displayed.



Example 3: project website (subsite of a project partner)

Instead: Display the logos in a way that the EU flag (incl. European Union) is not smaller than the lead partner logo and Submariner Network logo. Note that here (or somewhere else on the website) you must show the reference to the fund (ERDF).

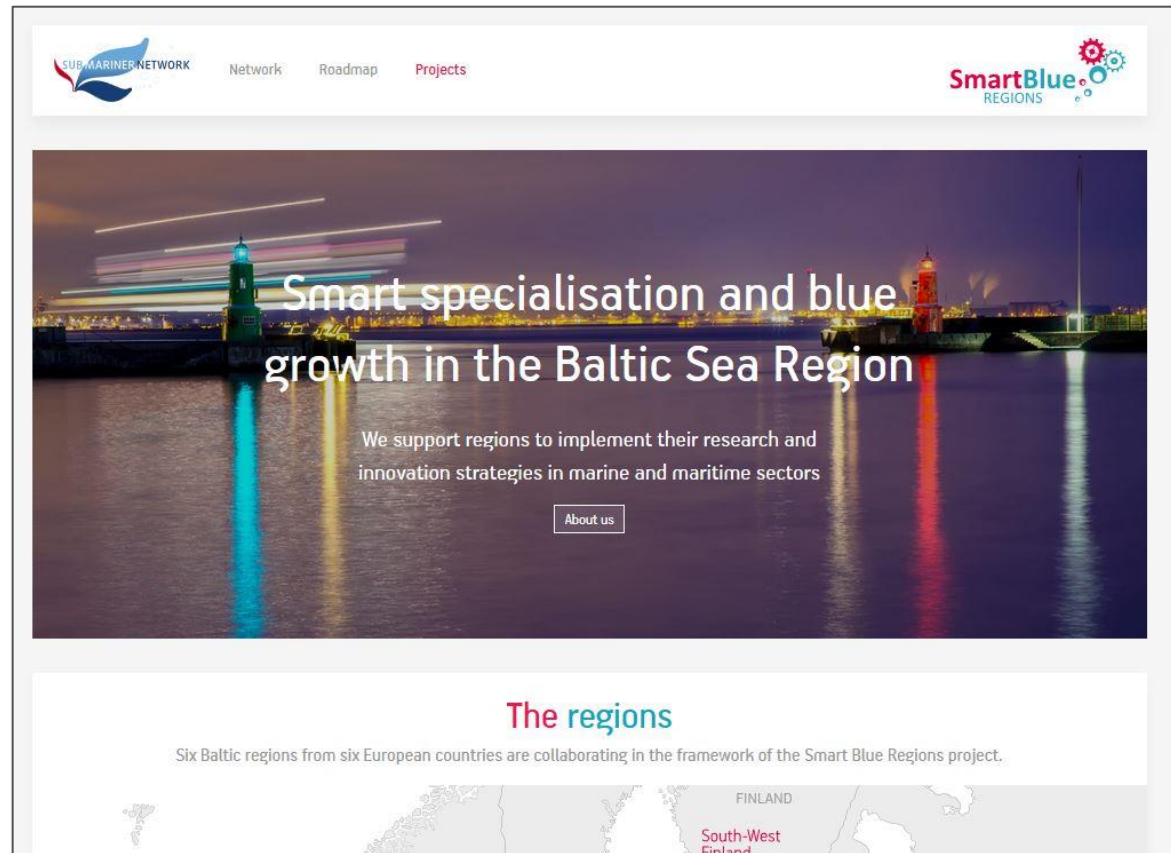
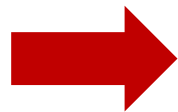
You can, for example replace the combined project logo by the Programme logo (no project name). Use the vertical or separate versions in a size so that the EU flag is not smaller than the other logos.



Incorrect

Example 4: project website (subsite of a project partner)

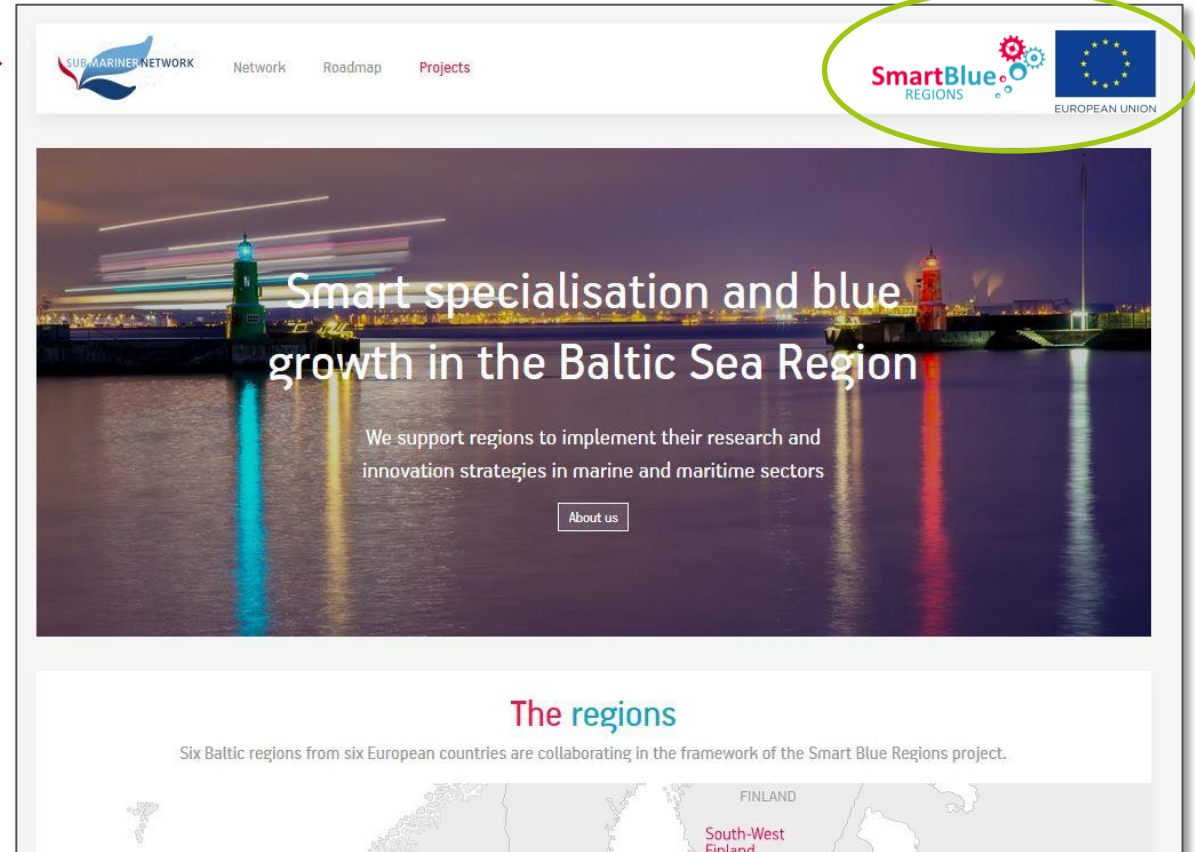
Does not fully comply with visibility rules. At the website top, the EU flag has to be visible without scrolling in an appropriate size (including the text “European Union”). You display the logo only at the bottom of the website (not visible here).



Example 4: project website (subsite of a project partner)

Our recommendation: Include the EU Flag (with text European Union) in the website header in an appropriate size, i.e. “European Union” shall be well readable on different devices.

Note: the reference to ERDF must be placed on this page but not necessarily visible without scrolling



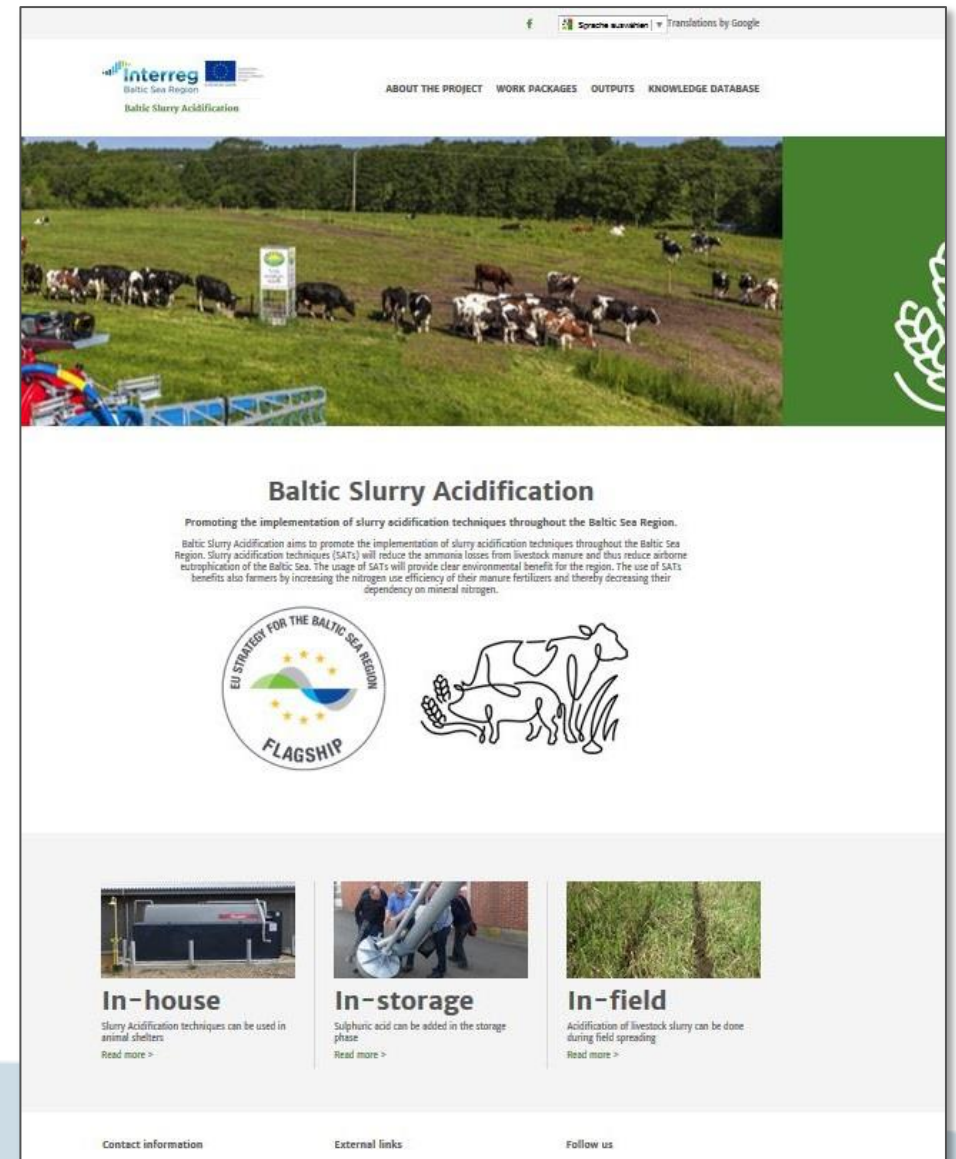
Example 5: project website (own)

The visibility rules seem to have been applied properly:

The size is appropriate as the text „European Union is readable on a regular screen (even though not in this screenshot).


The approach: “No other logos on project website”.

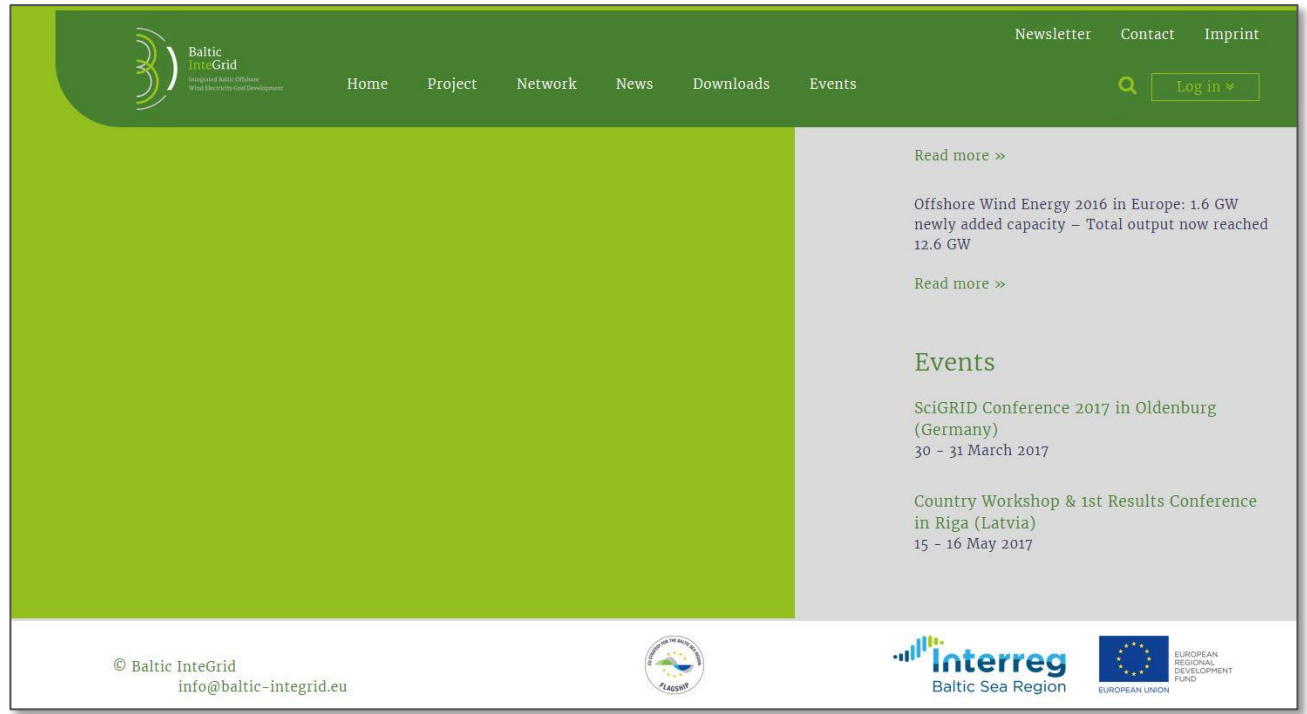
The EUSBSR flagship stamp is not an institutional logo.



Example 5: project website (own)

The visibility rules seem to have been applied properly: The approach: “Footer is technically fixed and stays when scrolling down, i.e. the EU flag is always visible”. The project logo is not an institutional logo and can thus be larger.

Fixed footer (when you scroll down, the footer remains) 



Incorrect

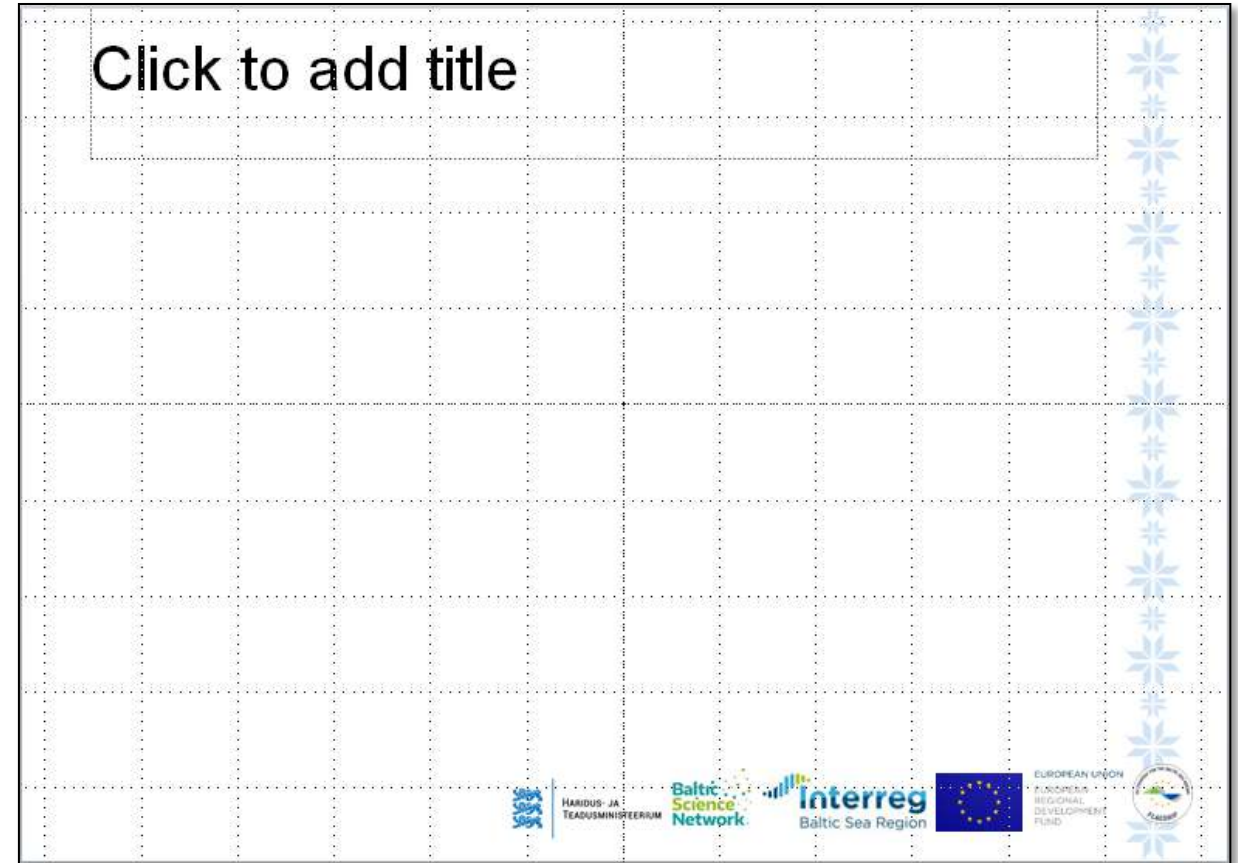
Example 6: project website (own domain)

Does not comply with visibility rules. On a website (funded by the project), 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. On your website, the logo appears only at the bottom.



Example 7: presentation template

The visibility rules seem to have been applied properly: The positioning of the reference to the European Union in relation to the Union emblem does not interfere with the Union emblem in any way. The font size used is proportionate to the size of the emblem. The colour of the font is reflex blue, black or white depending on the background.



Incorrect

Example 8: presentation

Does not fully comply with visibility rules. Our recommendation:

Increase the EU flag size to the height of the REM consult & Diakonie logos

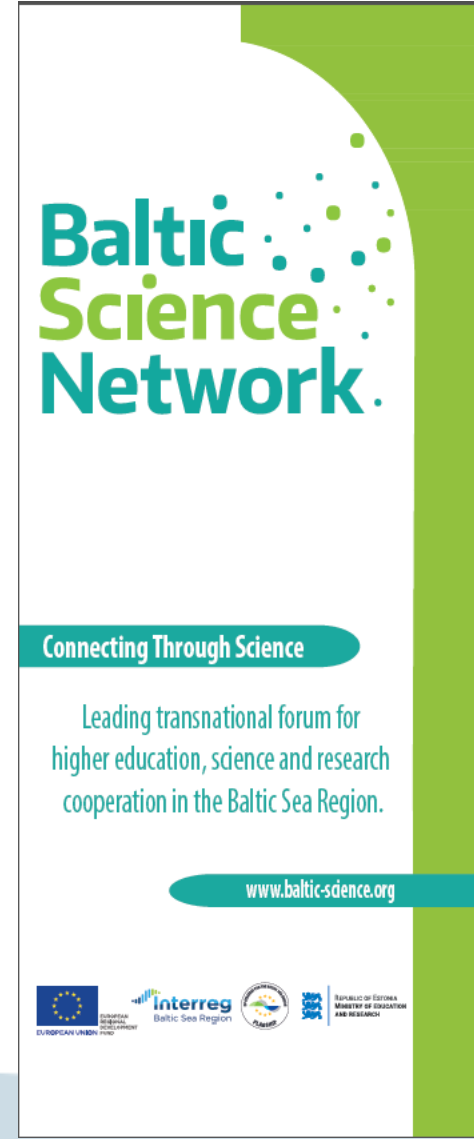
OR

add an acknowledgement slide in the end where all financial supporters are mentioned and where no logo is larger than the EU flag.



Example 9: rollup

The rollups seem to meet the visibility requirements. A rollup in itself is one flat display area. Anything shown on this area is clearly visible and thus prominently placed. The rollup clearly shows the involvement of the European Union in the operation. Also, the EU's contribution is not diminished by reduced size of the EU flag compared to the other logos, especially in the place where you refer to the funds of the operation. The reference to the fund (ERDF is visible).





**Interreg Baltic Sea Region
strives to be
your counterpart
in reaching
your project goals.**

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