

# Visibility Guidelines for Asia Urbs Pilot Projects

## 1.0 Introduction

These guidelines have been drawn up to ensure that projects that are wholly or partially funded by the European Union (EU) visibly acknowledge the support of the European Union. They cover the written and visual identity of the European Union and are to be used in briefings, newsletters, press conferences, presentations, invitations, signs, commemorative plaques and all other items used to highlight EU participation.

Note that these guidelines **do not apply to agreements with international organisations** for which special provisions are being negotiated.

The common element branding all EU-funded programmes and projects under the Asia Urbs Programme must be the Asia Urbs graphic identity:



Whatever the size, scope or objectives of a programme or project, the Asia Urbs graphic identity must be prominently displayed as specified in these guidelines on all materials produced by the contractor and/or implementing partner(s).

The graphic identity can be obtained from the Asia Urbs Programme on request: [europeaid-asia-urbs@cec.eu.int](mailto:europeaid-asia-urbs@cec.eu.int).

## 2.0 Contractor obligations

Under the terms of the contract signed with the EU, contractors and/or implementing partners are responsible for giving adequate publicity to the project or programme that they are implementing, whether it is partly or fully funded by the EU.

The obligations of the contractor and/or implementing partner cover:

- press conferences
- press releases
- newsletters
- webpages
- leaflets
- conferences
- provision of equipment
- visibility elements for infrastructure projects
- promotional materials.

## 2.1 Examples

### (a) *Press conferences and press releases*

When launching a project, the contractor should incorporate the Asia Urbs graphic identity in the invitation and press statement of the beneficiary institution, and mention the EU as funder or co-funder. The project name must be preceded by the words "*The European Union Asia Urbs Programme for [country name]*"; mention the funding or co-funding amount in € (euros) and the local currency; and mention an EU personality (Head of Delegation, Project Manager) who will be present at the launch.

### (b) *Newsletters, webpages, leaflets or conferences*

If the contractor publishes a newsletter or a webpage to update target groups on the progress of a project, a specific template should be used. If a conference is organised, the invitations should bear the Asia Urbs graphic identity equal in size and prominence to that/those of the beneficiary institution(s). At conferences, seminars and presentations, an EU flag must be displayed if other flags or symbols are being displayed. EU flags can be obtained from the local EU Delegation. A leaflet describing the programme may be published in accordance with the developed templates.

*(Templates will be available at a later date.)*

Once the EU contribution to the project is finished and the project is run by the sole beneficiary administration, no Asia Urbs graphic identity may stay in the visibility elements of the project. A sentence should be written not far from the (graphic) identity of the managing administration. This sentence must say: "*The EU has supported the initial phase (19.. – 20..) of this project*".

## 2.2 Infrastructure elements

Where the EU is contributing to a project involving visible infrastructure (buildings, houses) or other projects which are physical in nature (water management, etc.) mention of the EU's contribution must be made not only via press conferences, press releases, newsletters, leaflets and seminars, but also via commemorative plaques (for permanent structures).

As part of the opening ceremony of permanent structures (training centres, clinics, houses, etc.) erected with EU funding or co-funding, contractors should place a permanent plaque in the most visible part of the building, such as the main entrance.

The plaque should contain the following sentence: *"This [name of the structure] was funded by the European Union"* with the EU emblem (flag) placed underneath it.

### **2.3 Equipment Provision Projects**

Any equipment or supplies delivered under an EU-funded project should be clearly identified, and visibly carry the Asia Urbs graphic identity and the mention *"Provided with the support of the EU"*.

## **3.0 Asia Urbs graphic identity**

A graphic identity, based on the EU logo, has been developed for the Asia Urbs Programme, and is to be reproduced as described below.

### **(a) Geometrical Description**

The Asia Urbs graphic identity is composed of three elements: the Asia Urbs lettering, the EU emblem (the flag), and the EuropeAid Co-operation Office lettering.

- The Asia Urbs lettering sits at the top and is accompanied by an upward curve with a central box.
- The EU emblem is in the form of a blue rectangular flag of which the fly is one and a half times the length of the hoist. The 12 gold stars situated at equal intervals form an undefined circle, of which the centre is the point of intersection of the diagonals of the rectangle. The radius of the circle is equal to one-third the height of the hoist. Each of the stars has five points that are situated on the circumference of an undefined circle of which the radius is equal to one-eighteenth the height of the hoist. All stars are upright - that is to say, with one point vertical i.e. pointing upwards, 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.
- The EuropeAid Co-operation Office lettering appears underneath the EU emblem (flag).

### **(b) Colours**

The Asia Urbs graphic identity uses the official colours of Reflex Blue for the surface of the rectangle, and the EuropeAid Co-operation Office lettering; yellow is used for the stars. Sub-contractors and implementing partners will, until further notice, use the Yellow Pantone 129, Blue Pantone 280, and Green Pantone 3165. The international Pantone range is widely available and easily accessible, even for non-professionals.

### **(c) Backgrounds**

The Asia Urbs graphic identity should preferably be printed on a white background. Multicolour backgrounds should be avoided, especially those involving a colour that

clashes with the blue. Where a coloured background is unavoidable, a white border with a thickness equal to 1/25 of the height of the rectangle must be used.



The variations are available by email from [europaaid-asia-urbs@cec.eu.int](mailto:europaaid-asia-urbs@cec.eu.int) and will soon be made available on the web:  
[http://europa.eu.int/comm/europaaid/projects/asia-urbs/index\\_en.htm](http://europa.eu.int/comm/europaaid/projects/asia-urbs/index_en.htm)

#### (d) Alterations and Additions

Contractors and/or implementing partners should be aware that when reproducing the Asia Urbs graphic identity in newsletters and other graphic presentations it must be used in its entirety, without any alterations or additions made to it. Thus it must not be shown to incorporate any flag or symbol of another country, donor or institution. Each should be presented separately from the other.

#### (e) Size

Although the size of the Asia Urbs graphic identity can vary according to its use and place of display, it should be at least the same size and prominence as the logo of the main project partner(s).

## 4.0 Colours and Fonts

Contractors and implementing partners should use the following fonts and colours for the information and communication tools they intend to design in accordance with the elements outlined in the following pages.

#### (a) Fonts

Arial light  
**Arial bold**  
**Arial black**

If this font is unavailable, contractors should use the font most used in their country.

## (b) Colours

The official colours of the European Union are: Blue - Pantone 280, Yellow - Pantone 129, and for Asia Urbs: Green – Pantone 3155 (uncoated paper) or Pantone 3165 (coated paper).

## 5.0 Disclaimer

The European Union will not be responsible under any circumstances for the contents of communication items prepared by contractors. These must therefore include the following disclaimer in their publications:

*“The contents of this publication is the sole responsibility of [name of the author] and can in no way be taken to reflect the views of the European Union”.*

## 6.0 Key Messages

### (a) Programme description

If the contractor and/or implementing partner wishes to describe the Asia Urbs Programme, s/he must use the approved description as provided by EuropeAid Co-operation Office, below.

*The Asia Urbs Programme was launched by the European Union in 1998 as an initiative in decentralised (city-to-city) co-operation, to bring together local governments from the Member States and 17 countries in South/South East Asia and China. Its main aim is to support the sharing of know-how in urban development between the two regions and to translate this into practical action involving local governments and their civil society partners. Each co-funded project relies on community participation for its success and sustainability. Grants are awarded to partnerships, formed by at least two local governments from the EU and at least one in Asia, to jointly undertake feasibility studies (Study Projects) or two-year pilot projects (Development or Information-sharing Projects) addressing key urban areas.*

*The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.*

### (b) Key Message

If the contractor and/or implementing partner wishes to put the key message of the European Union for his/her region in written communications such as press releases, fact sheets, publications, project web sites or electronic information materials, he/she must use the key message provided below.

The contractor may also choose to include the key message of the Asia Urbs Programme:

*The Asia Urbs Programme is one of a series of initiatives from the European Union designed to promote mutual benefit and understanding between the Member States and Asia. It aims to encourage the building of sustainable partnerships between European and Asian local governments as a way to address urban challenges in Asia.*

On certain promotional items (e.g. pens), where it is not possible to include the key message in its entirety, one of the following slogans -or slogans similar to these - could be used in their place:

- Asia Urbs graphic identity followed by the slogan: “EU-Asian co-operation for urban development”
- “The EU Asia Urbs Programme – building partnerships between local governments for urban development”
- “EU – [insert country name]”.

## **7.0 Support from the European Union Delegation**

Before initiating any information, communication or visibility action, contractors should contact the Press and Information Officer at the EU Delegation in their country. S/he is responsible for co-ordinating the overall EU visibility strategy in the countries to which his/her EU Delegation is accredited and as such has access to stocks of flags, stickers and other promotional materials such as videos that may be useful to the contractor and/or implementing partner.

## **8.0 Links for more information**

All publications produced by implementing partners or contractors should refer to official EU sources for more information, and in particular to the EUROPA home page and/or EU Delegation home page.

The Asia Urbs Programme Home Page:

<http://europa.eu.int/comm/europeaid/projects/asia-urbs>

The European Commission web site:

<http://europa.eu.int>

The EuropeAid Co-operation Office web site:

<http://europa.eu.int/comm/europeaid>

The European Commission External Relations web site:

[http://europa.eu.int/comm/external\\_relations](http://europa.eu.int/comm/external_relations)

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The European Commission DG Development web site:

<http://europa.eu.int/comm/development>

The European Commission DG Trade web site:

<http://europa.eu.int/comm/trade>

The European Commission DG Enlargement web site:

<http://europa.eu.int/comm/enlargement>

The European Commission DG Economic and Financial Affairs web site:

[http://europa.eu.int/comm/economy\\_finance](http://europa.eu.int/comm/economy_finance)

The European Commission Humanitarian Aid Office:

[http://europa.eu.int/comm/dgs/humanitarian\\_aid](http://europa.eu.int/comm/dgs/humanitarian_aid)

The European Union in the World web site:

<http://europa.eu.int/comm/world>

## **9.0 Information on these guidelines**

These guidelines were drawn up by the Information and Communication Unit of the EuropeAid Co-operation Office in conjunction with the Asia Urbs Programme. Further details and/or clarifications can be obtained from the EU Delegation accredited to the country in which the contractor or implementing partner is operating or from the EuropeAid Co-operation Office at the following address:

European Commission

EuropeAid Co-operation Office

**Asia Urbs Programme**

L-41, 1/20

B - 1049 Brussels

Tel. (+ 32-2) 299 11 11

Fax (+ 32-2) 299 64 07

E-mail: [europaaid-asia-urbs@cec.eu.int](mailto:europaaid-asia-urbs@cec.eu.int)

Web site: <http://europa.eu.int/comm/europeaid/projects/asia-urbs>