

**GUIDE ON PROMOTING PROJECTS FINANCED WITHIN  
OPERATIONAL PROGRAMME INNOVATIVE ECONOMY, 2007-  
2013 FOR BENEFICIARIES AND INSTITUTIONS ENGAGED IN  
THE IMPLEMENTATION OF THE PROGRAMME**

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## 1. Introduction

### *Dear Beneficiary*

This Guide on promoting projects financed within Operational Programme Innovative Economy 2007-2013 for beneficiaries and institutions engaged in the implementation of the programme is a document of an informative character, whose objective is to focus on and order the information on the information and promotion activities for beneficiaries, in the first place, but also for all institutions taking part in the management system of OP IE.

The guide is based on Community documents directly concerning information and promotion activities, but also dealing with these issues indirectly, as well as on national documents and strategies regarding National Strategic Reference Framework and OP IE.

Beneficiaries of the EU project implemented under OP IE must bear in mind various obligations regarding the number of aspects of project management and its implementation. One of such important aspects is providing appropriate information and promotion of the EU project by the beneficiary implementing this project or measures, priority or the entire Programme by the competent institution.

Therefore, apart from Community legal arrangements which impose certain obligations regarding promotion and information on the OP IE implementation system participants, there is a number of national documents. These are: Guidelines related to information and promotion, European Funds Communication Strategy within the National Cohesion Strategy for the years 2007-2013, Communication Plan for OP IE and the Annual Action Plan of Information and Promotion, which are generally addressed to institutions responsible for implementing particular measures/priorities, as well as directly to beneficiaries.

Most often Community projects' beneficiaries learn about their information and promotion obligations from the project co-financing agreement.

Therefore, preparing this guide we wanted to provide all potential and actual beneficiaries the compendium on information and promotion of projects, thanks to which these issues would be better understood and implemented in an easier way.

Recommendations included in this document are applicable to projects implemented under OP IE and all accompanying activities which are to inform about the project. Obligation to inform about the project being co-financed from the European Regional Development Fund concerns all operations (i.e. a single project or a group of projects) implemented under the Operational Programme Innovative Economy. This obligation is binding on the project beneficiaries regardless of the mode of their selection, i.e. competitive projects, system and individual projects, as well as all measures implemented as part of Technical Assistance of the Programme.

The main rule of performing information and promotion activities followed by all institutions participating in the operational programmes' implementation in 2007-2013 period, is the common visual identification system. It consists in using visual markers of projects implemented under the Operational Programme, required by Community regulations, which

has been presented in the following chapters. Moreover, the Managing Authority has developed a set of practical recommendations in order to enhance the quality and efficiency of information and promotion activities and strengthen the message on the support available from the European Funds and its effects. These recommendations do not constitute an obligation for individual project beneficiaries (which results from the provisions of the project co-financing agreement), but should constitute guidelines regarding the possible ways of promoting projects in accordance with the European Union regulations.

This guide consists of a general part and a supplementary part, which is to be found in appendices containing detailed guidelines on graphic labelling, particularly useful for graphics specialists, who certainly will take part in the work on creating materials for labelling the project products for beneficiaries.

If the information included in the guide need supplementing or there is a lack of certain information, do not hesitate to write to us: [po-ig@mrr.gov.pl](mailto:po-ig@mrr.gov.pl).

*The Managing Department for Competitiveness and Innovation Programme*

*Ministry of Regional Development*

## 2. List of abbreviations and terms used

EU	European Union
ERDF	European Regional Development Fund
OP IE	Operational Programme Innovative Economy, 2007-2013
MA	Managing Authority
IB	Intermediate Body
IB II (IA)	2 <sup>nd</sup> Level Intermediate Body (Implementing Authority)

## 3. Formal and legal basis for information and promotion activities in 2007-2013

### 3.1 Legal Environment

All measures regarding promotion and information under the Programme should be performed in accordance with Community and national regulations. Below, the basic legal acts specifying information and promotion obligations of institutions involved in measures co-financed from EU funds have been listed, as well as documents specifying the rules of performing these measures under OP IE.

General regulation – Council Regulation (EC) No 1083/2006 of 11 July 2006 laying down general provisions on the European Regional Development Fund, the European Social Fund and the Cohesion Fund and repealing Regulation (EC) No 1260/1999 (OJ L 210, 31.7.2006). The Regulation specifies the obligation to perform information and promotion activities of the Member State and institutions managing the operational programmes.

Executive Regulation – Commission Regulation (EC) No 1828/2006 setting out rules for the implementation of Council Regulation (EC) No 1083/2006. This Regulation provides highly specific guidelines, specifies obligations of programme management institutions in the scope of information and promotion, regarding the three most important target groups: potential beneficiaries, beneficiaries and the public opinion. This Regulation also specifies obligations of each beneficiary implementing projects co-financed from EU funds.

Act of 6 December 2006 on the principles of conducting development policy - specifies entities conducting development policy, modes of cooperation between them, basic instruments for the execution of this policy and indicates their financing sources. The regulation is indispensable for, inter alia, implementation of operational programmes co-financed from EU funds in the financial perspective 2007-2013. It also points to the obligation to provide an adequate promotion and information about the operational programme.

Guidelines on the information and promotion guidelines adopted by the Minister of Regional Development on 13 August 2007, in force since 5 October 2007. They identify basic rules of conducting and coordinating information and promotion activities.

European Funds Communication Strategy within the National Cohesion Strategy for 2007-2013, which sets out basic rules for conducting information and promotion rules for the needs of, among others, national and regional operational programmes.

OP IE Communication Plan, 2007-2013 – a document prepared by the Managing Authority in cooperation with the Intermediate Body and 2nd level Intermediate Body. The objective of the Communication Plan is an effective conduct of information and promotion activities, as well as training measures, contributing to the creation of positive image of European Funds for research units, entrepreneurs, administration and efficient informing of potential beneficiaries about available support and its allocation.

The abovementioned documents constitute formal and legal framework regulating the rules of conducting information and promotion activities by MA, IB and IB II, directed to general public, Programme beneficiaries and potential beneficiaries.

All aforementioned documents are available to download from the Ministry of Regional Development website:

- Legal acts (Act and Regulations) on <http://www.mrr.gov.pl> under a bookmark *EU Funds documents*
- Guidelines and Communication Strategy on website <http://www.funduszeuropejskie.gov.pl> under a bookmarks *UE Funds Principles, Documents*
- OP IE Communication Plan on website <http://www.poig.gov.pl> under a bookmark *Promotion Principles, Documents*

### **3.2 Obligations of MA, IB and IB II**

Obligations of institutions involved in OP IE management and implementation result from all aforementioned legal acts and documents, which specify provisions concerning the obligation to promote and inform about the Programme by these institutions in a more detailed way.

The aim of these measures is, in particular, raising the awareness and knowledge of the society about OP IE, as well as appropriate technical and formal training of beneficiaries to use the support offered under OP IE.

The OP IE Managing Authority functions as a coordinator of promotion, information and training activities, delegating, in accordance with Article 27 (1) (8) of the Act on conducting the development policy, the part of tasks to IB and IB II (IA). The MA's range of responsibilities particularly covers:

1. implementation of information and promotion activities on the Programme level, addressed particularly to general public, on the basis of OP IE Communication Plan and

- the annual action plan, including the conduct of promotion and information campaign devoted to launching of the Programme as part of OP IE general promotion,
2. monitoring and control of fulfilling information and promotion obligations by IB and IB II (IA),
  3. provision of broad access to updated information concerning the progress in implementing the Programme, at least by making it available on the website devoted to OP IE,
  4. publication of materials concerning OP IE, particularly the Operational Programme, providing particulars of the Programme, reports from the OP IE implementation and reports (as part of reporting the progress of the Programme implementation) from the implementation of information and promotion activities, guidelines for beneficiaries, folders and leaflets,
  5. distribution of the aforementioned printed materials, especially to inquiry desks,
  6. organisation of information meetings for IB and IB II (IA), conferences (also national) and consultations concerning OP IE.

Intermediate Bodies and 2<sup>nd</sup> Level Intermediate Bodies conduct information activities addressed directly to OP IE beneficiaries. Institutions implementing system project or individual key projects under OP IE are obliged to inform the society and potential final aid recipients about their measures, inter alia via placing information on the website and distributing information materials.

IB and IB II (IA) range of responsibilities particularly covers:

1. implementation of information and promotion activities on the level of priority axes,
2. provision of the information package to beneficiaries about:
  - category of measures, as part of which they can apply for support,
  - conditions they have to fulfil in order to qualify to the Community support,
  - criteria of project selection,
  - procedures related to the project preparation, evaluation, selection and control,
  - inquiry desks providing information about the Programme,
3. development and distribution of publications channelled directly to OP IE beneficiaries, particularly application samples and other documents necessary to apply for funds under particular measures and priorities, manuals for applicants and information brochures, guide-books, leaflets, CDs, etc.,
4. development and distribution of promotional materials for the implementation of information activities,
5. running a website/Internet bookmark on own portal, where information concerning priorities/measures are made available,
6. active participation in conferences and meetings organised by MA, inter alia via providing speakers for implemented priorities/measures,
7. implementation of own information and promotion campaigns, promoting OP IE priorities/measures,
8. participation in trade fairs as a key exhibitor and organiser of a number of presentations and thematic modules,
9. monitoring and controlling beneficiaries as regards fulfilling their obligations concerning the information and promotion of the project.

### 3.3 Beneficiaries' obligations

Beneficiaries' obligations result mainly from *Article 8 and 9* of the *Executive Regulation of the European Commission*. According to them, the beneficiaries are obliged to:

- inform the public opinion about the support granted from EU funds;
- placing on-site information boards during project implementation, and after completing (no later than 6 months since the project completion) permanent large and visible memorial boards.

The abovementioned types of boards are obligatory, assuming that the total public expenditure allocated for the implementation of a project concerning the purchase of fixed assets or financing infrastructural or construction works exceeds EUR 500,000.

A board includes at least the following details:

- project type and title,
- European Union logo<sup>1</sup>,
- reference to a fund from which the project is financed (for OP IE this is the European Regional Development Fund),
- a slogan specified by the OP IE Managing Authority (two slogans to choose: "European Funds – for the development of innovative economy", "Grants for innovation"), best accompanied with a phrase "We invest in your future".

The abovementioned information should cover at least 25% of the total area of a board.

The obligation to refer to a fund and to include a slogan specified by the Managing Authority does not concern small project products or materials, the size of which or production technique disallow placing legible details.

Moreover, beneficiaries' obligations regarding information and promotion are specified in project co-financing agreements signed with institutions functioning as IB or IB II (IA) for a measure under which a project has been granted a financing. Provisions of co-financing agreements oblige a beneficiary to observe them and are subject to verification regarding their use during the project control.

In the viewpoint of beneficiaries of projects co-financed under OP IE, the following documents regarding information and promotion are binding:

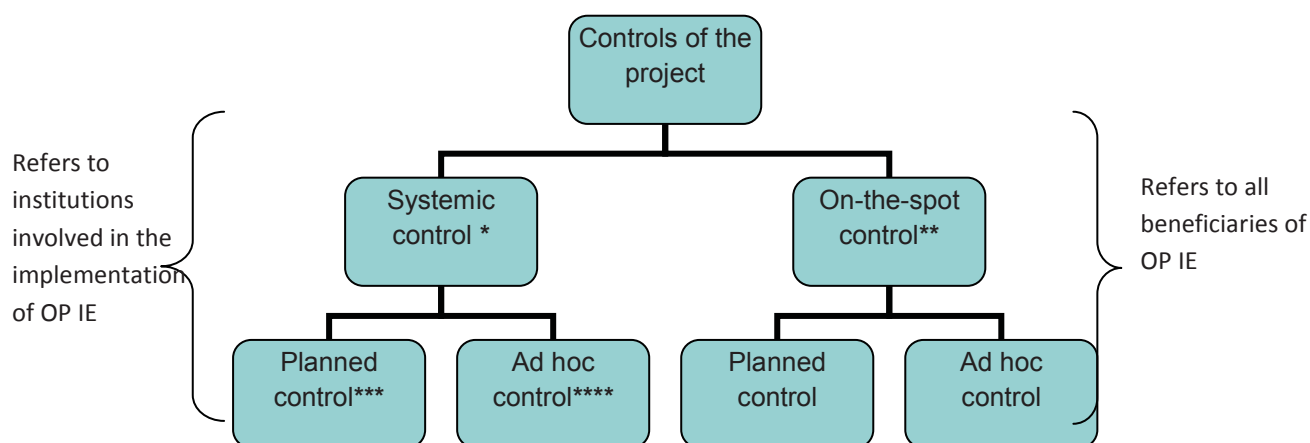
- Executive Regulation (EC);
- Project co-financing agreement.

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<sup>1</sup> Logo – graphical trademark playing a marketing and informational role through shortened, but easily recognisable and easy to remember presentation of a symbol of a company, institution, organisation or (like the European Union flag) some idea, concept. It can also play the role as a characteristic designation of something – fulfilling the informative function.



As mentioned above, fulfilment of obligations regarding the project promotion will be verified by means of on-the-spot checks. The figure below presents the types of checks.



If, as a result of control, irregularities or prejudices regarding the obligations concerning promotion and information are found, this may lead to the need to return the part or the entire subsidy (in the case of not satisfying the project promotion obligation fully), or in the case when a beneficiary does not promote the project at all, the co-financing agreement may be terminated. In practice though, the instances of beneficiaries not fulfilling the promotion obligation found during checks, constitute a basis for formulating post-checks recommendations and are most often completed by beneficiaries.

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\*Systemic control is a check implemented by the superior institution in an inferior institution as regards the tasks vested therein on the basis of an agreement or contract concluded between these institutions. **This type of controls refers to MA, IB and IA (e.g. MA carries out controls in IB and IB II (IA), while IB in subordinate IB II (IA)).**

\*\*On-the-spot control of projects – checks carried out by IA, IB, MA or other authorised national or Community control units (e.g. European Commission, European Court of Auditors, Fiscal Control Office, Ministry of Finance) as regards project implementation by the beneficiary on the basis of co-financing agreement, on the site of project implementation, in the beneficiary's office, aimed at determining whether or not the project is in fact implemented or completed and the expenditure duly documented. On-the-spot control of projects covers all types of projects, including systemic projects and key projects. Control of projects may be carried out before signing the co-financing agreement (so-called *ex ante* control), in the course of its implementation and after completion. **This type of control refers to project beneficiaries.**

\*\*\*Planned control – check carried out in accordance with the approved annual plan of controls of a given institution.

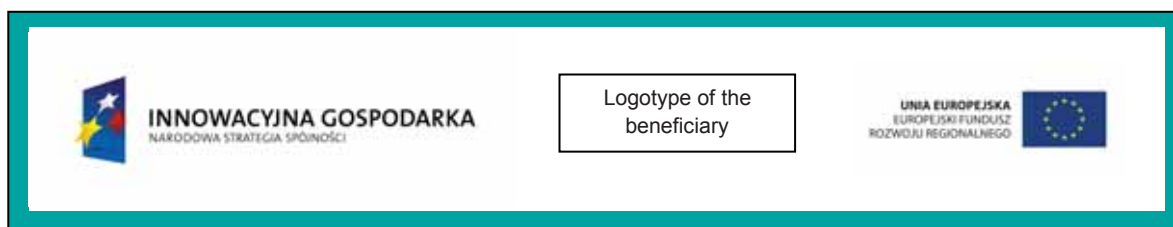
\*\*\*\*Ad hoc control – check carried out in addition to the plan of controls as a result of the fact that the controlling institution receives information on the suspicion of the occurrence of irregularity in project implementation or in the functioning of administration and control system.

## 4. How to label the project properly?

### 4.1 General rules

Both beneficiaries of projects co-financed from EU funds and institutions involved in OP IE implementation are obliged to inform the public about this fact. The information that a project is co-financed from the EU funds under the European Regional Development Fund must be visible and legible and placed on the so-called project product, e.g. machine, device, apparatus, building, materials, leaflet, etc.

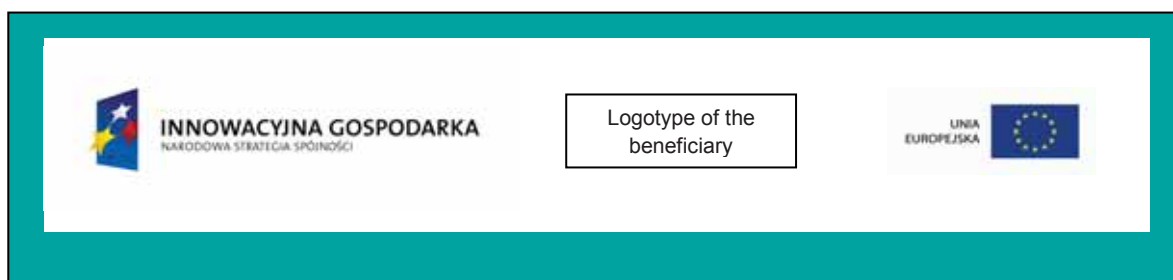
The information about the project being co-financed means the information about being co-financed by the European Regional Development Fund, alongside with the Operational Programme Innovative Economy logo and the European Union logo. A graphic visualisation of information about a project being co-financed consists in placing the OP IE logo and EU logo on a product with the so-called verbal reference to EU and ERDF (verbal signature at EU flag), in accordance with the figure below.



Below these details an additional statement about the product being "co-financed by the European Regional Development Fund" may be placed, however it is not an unconditional obligation, but an optional form of informing about a subsidy.



In the case of small size products, regarding which there is no technical possibility to apply the full labelling variant (OP IE logo and EU logo with a verbal reference to EU and ERDF), it is allowed to label the project by the Programme logo and EU logo with a verbal reference only to EU.



## 4.2 Project labelling

### 4.2.1 On the beneficiary's level

The Executive Regulation No 1828/2006 sets out the obligation to inform the public about the aid received from the EU funds, however it does not provide any specific promotional tools (apart from the abovementioned information and memorial boards).

Confronting the need for better specification of these provisions, we propose the division of project labelling by means of using the project product size as the main criterion, which is subject to obligation of labelling and informing the public of its being co-financed from ERDF funds under OP IE.

#### Large-size project products

Projects the product of which is a large-size building, machines, devices, materials etc., and the purchase or making of which has been co-financed by ERDF under OP IE, must obligatorily contain at least:

- the European Union logo,
- verbal reference to EU (“European Union”),
- verbal reference to an appropriate fund (for OP IE this is the “European Regional Development Fund”),
- OP IE logo,
- OP IE promo slogan (mentioned in chapter 3.3),
- optionally, if possible: beneficiary's logo, information about the project being co-financed.

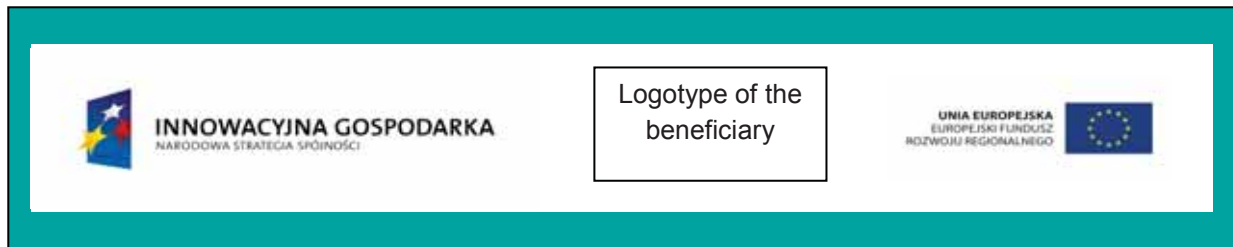
The exemplary division of selected project products and their labelling elements has been presented in the table below.

Table No 1 Examples of large-size project products and elements of their graphic visualisation

Example of project product	Labelling with graphic visualization elements
1. Large project products: a. buildings, b. large-size machines and devices, c. large-size apparatuses,	The project products will contain: <b>Obligatorily:</b> 1. OP IE logo. 2. The European Union logo. 3. Verbal reference to the European Union. 4. Verbal reference to ERDF (full name). 5. A slogan specified for OP IE. <b>Optionally:</b> 6. Beneficiary's logo. 7. Signature with information about the project being co-financed from ERDF.

The abovementioned examples of labelling certain products are meant as a **basic variant**.

#### Examples of project products' labelling:



The graphic symbols presented above (OP IE logo, EU logo and beneficiary's logo) create the so-called sequence of symbols, in the area of which it is forbidden to place any other information (e.g. a text about a project/product being co-financed, promotional slogan, project title, etc.).

#### **Significant remarks:**

- ✓ Promotional slogan specified by the OP IE Managing Authority is placed in whichever the place of a project product. It must be placed outside of the sequence of symbols, though. This rule does not apply to information and memorial tables, for which the placing of a promotional slogan has been specified (examples discussed and shown in chapter 5.3.2).
- ✓ The information about the project being co-financed is placed at any place of the project product. It must be placed outside of the sequence of symbols, though. This rule does not apply to information and memorial tables, for which the placing of such information has been specified in chapter 5.3.2.
- ✓ The contents of the information about the project being co-financed may be subject to modifications, development, e.g., if the project implementation result is a device bought from ERDF funds under OP IE, then the information about the project being co-financed may take on the following form: "The purchase of this device (can be directly replaced by the specific device name or type) has been co-financed by the European Regional Development Fund under the Operational Programme Innovative Economy".
- ✓ In the case when we use a website or multimedia (movies, presentations) for the project promotion, it is acceptable to create and use animated versions of visualisation elements.
- ✓ For example, Internet sites and subsites or multimedia presentations devoted to implemented project may contain an animated logo or a sequence of symbols.

#### **Small-size project products**

Projects, the product of which are of a small size, and the purchase or making of which has been co-financed by ERDF under OP IE, must obligatorily contain at least:

- the European Union logo,
- verbal reference to EU ("European Union"),

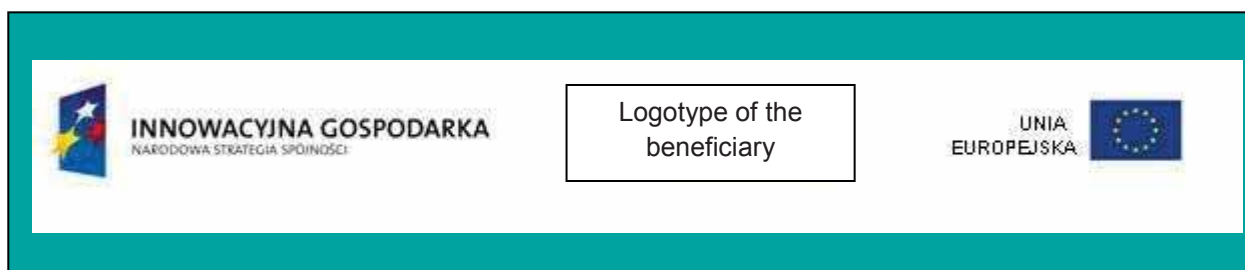
- OP IE logo,
- optionally, if possible: Beneficiary's logo.

The choice of the variant used depends on the product size, type and technique of making it, while it is recommended to use the basic variant in each case, if only allowed by technical conditions.

Table No 2 Examples of small-size project products and elements of their graphic visualisation

Example of product	Labelling with graphic visualization elements
1. Small products: a. small-size machines, devices, apparatuses etc.	The project products will contain: <b><u>Obligatorily:</u></b> 1. OP IE logo. 2. The European Union logo. 3. Verbal reference to the European Union (in exceptional cases, when manufacturing techniques disallow placing a legible verbal reference, this element is not obligatory). <b><u>Optionally:</u></b> 4. Beneficiary's logo.

Examples of labelling small-size project products:



## 4.2.2 On the MA, IB and IB II level

Obligation to inform about co-financing of projects and measures financed by ERDF is binding also for institutions involved in OP IE management and implementation. These institutions are committed to act in accordance with provisions included in Regulations 1083/2006 and 1828/2006. Specifications of these provisions are also included in several documents which set out obligations, methods and tools for project promotion and informing about co-financing from ERDF in a more detailed way. These are:

- Guidelines of the Minister of Regional Development regarding information and promotion,
- European Funds Communication Strategy within the National Cohesion Strategy for 2007-2013,
- OP IE Communication Plan.

Projects implemented by institutions involved in Programme implementation (not being system beneficiaries' projects or key projects, to which promotion is unconditionally applicable as well) are financed mainly under OP IE Priority 9 "Technical Assistance".

Support from technical assistance funds may be allocated to, among others, enhancing professional qualifications of employees involved in the OP IE implementation, purchase of equipment, software and accessories for the execution of OP IE objectives, financing activities in the scope of communication and promotion and training activities directed at beneficiaries, monitoring and control of projects and institutions, carrying out expert appraisals, preparation or purchase of publications, evaluation activities.

Each product of project implementation result, the financing of which took place with the share of EU funds, should be labelled by EU and OP IE logotypes, with respective verbal references or, if the size, type or technique of manufacturing disallow this – only EU or OP IE logo.

### **Large-size products and materials**

The variant of labelling for large products and information and promotion materials provides for each of them including, in accordance with the Executive Regulation and the NCS Visual Identification Register<sup>3</sup>, at least: UE logo, verbal reference to EU, verbal reference to ERDF, OP IE logo, OP IE promotional slogan. Optionally, if possible, these materials may contain the institution's logo and the information about co-financing of the project. The exemplary division of selected products and promotion materials for this variant has been presented in Table No 3.

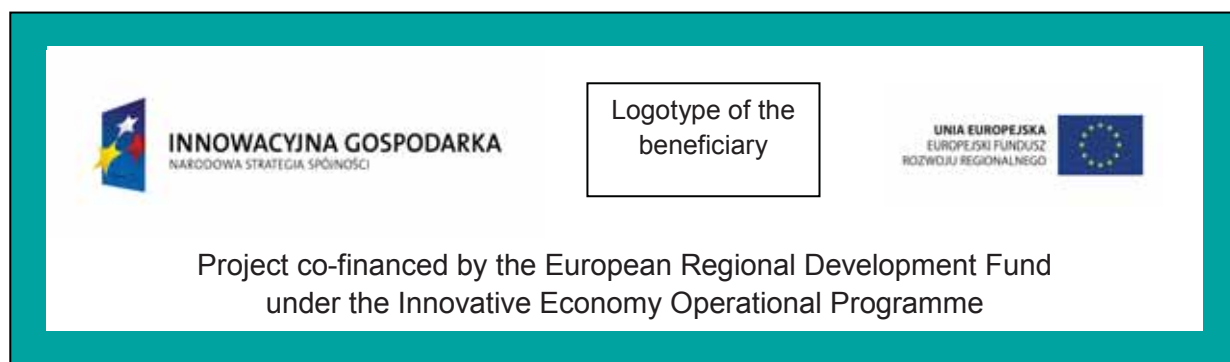
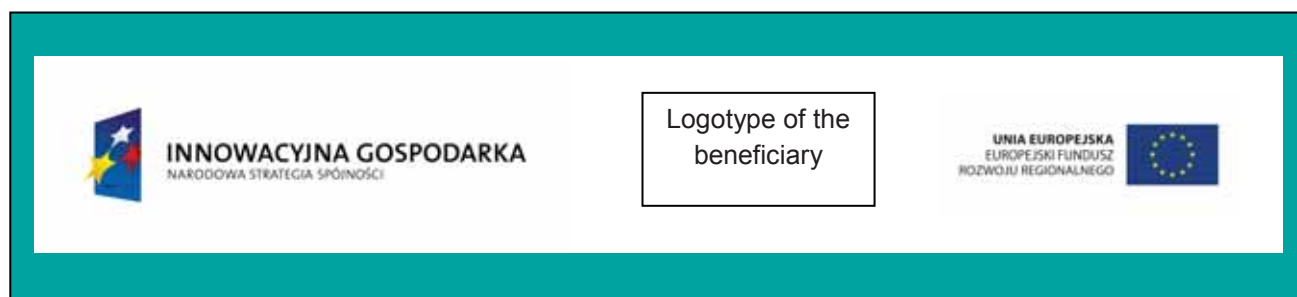
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<sup>3</sup> Book of visual identification of NCS is an annex to the European Funds Communication Strategy within the National Cohesion Strategy for 2007-2013

**Table No 3 Examples of large-size materials and elements of their graphic visualisation**

Example of product and information and promotion material	Visualisation elements
1. Large materials: <ul style="list-style-type: none"> <li>a. office equipment</li> <li>b. computer equipment</li> <li>c. billboards, posters,</li> <li>d. banner, stand, roll-up, conference display walls,</li> <li>e. event tents, exhibition stands etc.</li> </ul>	Information and promotion materials contain:  <b><u>Obligatorily:</u></b> <ol style="list-style-type: none"> <li>1. OP IE logo.</li> <li>2. The European Union logo.</li> <li>3. Verbal reference to the European Union.</li> <li>4. Verbal reference to ERDF (full name).</li> <li>5. A slogan specified for OP IE (in the case of materials listed in examples' column, application of a slogan is optional, depending on the size, type, character and technique of material manufacturing).</li> </ol> <b><u>Optionally:</u></b> <ol style="list-style-type: none"> <li>6. An institution's logo</li> <li>7. information about co-financing the project</li> </ol>
2. Printed materials: <ul style="list-style-type: none"> <li>a. publications (e.g. programme documents, brochures, leaflets, bulletins etc.),</li> <li>b. notebooks, diplomas, certificates,</li> <li>c. press info, press advertisements and announcements, Internet advertisements and announcements,</li> <li>d. headed folders, calendars etc.</li> </ul>	
3. Websites, Internet announcements, databases	
4. Films	
5. PowerPoint presentation	

Examples of labelling large-size materials:



**Significant remarks:**

- ✓ Promotional slogan specified by the OP IE Managing Authority is placed in whichever the place of a product/material. It must be placed outside the sequence of symbols creating the OP IE logo and EU logo, though.

- ✓ The information about the project being co-financed is placed at any place of the product/material. It must be placed outside of the sequence of symbols, though.
- ✓ The contents of information about co-financing of the project may be subject to modification, extension, e.g. if we carry out a training course as part of the project, the information about co-financing will take on the following form: „The training course has been co-financed by the European Regional Development Fund under the Operational Programme Innovative Economy“.
- ✓ In the case of promotion materials mentioned in points 3,4,5 in Table No 3 and other multimedia products, it is allowed to create and use animated versions of visualisation elements. For example, Internet sites and subsites or multimedia presentations devoted to implemented project may contain an animated logo or a sequence of symbols.

### **Small-size products and materials**

The variant of labelling for small products and promotion materials assumes that selected products and promotion materials and selected printed materials include, in accordance with the Executive Regulation and the NCS Visual Identification Register, at least: EU logo, verbal reference to EU, OP IE logo and optionally, if possible: an institution's logo. The exemplary division of selected products and promotion materials for this variant has been presented in the table below.

The choice of the variant used depends on the product or material size, type and manufacturing technique, while it is recommended to use the basic variant in each case, if only allowed by technical conditions.

Table No 4 Examples of small-size materials and elements of their graphic visualisation

<b>Example of product/promotion material</b>	<b>Visualisation elements</b>
1. Small products and materials: <ul style="list-style-type: none"> <li>a. office equipment or extra small-size equipment,</li> <li>b. software,</li> <li>c. small-size gadgets,</li> <li>d. CD/DVD record prints, etc.</li> </ul>	Information and promotion materials contain: <b><u>Obligatorily:</u></b> <ol style="list-style-type: none"> <li>1. OP IE logo</li> <li>2. European Union logo</li> <li>3. Verbal reference to the European Union (in exceptional cases, when manufacturing techniques disallow placing a legible verbal reference, this element is not obligatory).</li> </ol> <b><u>Optionally:</u></b> <ol style="list-style-type: none"> <li>4. An institution's logo</li> </ol>
2. Printed materials: <ul style="list-style-type: none"> <li>a. headed paper,</li> <li>b. calling cards,</li> <li>c. accommodation card,</li> <li>d. envelopes,</li> <li>e. labels for the equipment and accessories etc</li> </ul>	



## Examples of labelling small-size promotion materials:



### **5. Information and promotion tools**

The selection of an appropriate project promotion tool depends, inter alia, on our function in the OP IE system: a beneficiary or an institution involved in OP IE implementation.

There is no regulation, though, preventing beneficiaries and institutions from using a particular promotion tool out of examples listed and described in the following chapters. It needs to be borne in mind, though, that an expenditure incurred on promotion is eligible, rational and justified. Therefore, in the case of a beneficiary, who as a result of the project implementation has been granted financing for the development of an industrial or usable design, there is no point to use promotion tools, such as a TV advertisement.

It is important that information about the co-financing we would like to transmit should be legible for the broad range of recipients, therefore using abbreviations is not recommended (e.g. EU, ERDF or OP IE), since not all target groups are commonly familiar with them. Full names are recommended to be placed on all project products and materials.

The rules of proportion should be observed at placing the logo. Symbols placed on all project products and materials should be of similar size. The EU logo should not be significantly smaller than the Operational Programme Innovative Economy logo.

The exemplary arrangement of logos has been presented in the figure below. Border/auxiliary lines defining the area outside which the lower and upper lines of EU logotypes and institution/beneficiary's logotype should not exceed, have been marked in red.

Juxtaposed with other symbols, the OP IE logo is always located on the left, the EU logo on the right and the space between them is devoted to other symbols, e.g. beneficiary's or institution's logo, etc.



## 5.1 On the beneficiaries' level

A beneficiary is obliged to choose at least one of the promotion tools indicated below. It is recommended to use more than one promotion tools in order to intensify information measures. Beneficiaries should use uniform visual identification throughout the project promotion, which includes:

- EU logo with a verbal reference to the European Union and ERDF (in the case of small-size project products or when the manufacturing technique disallows placing the reference to the fund, only the reference to the European Union is obligatory),
- logo and name of the Operational Programme Innovative Economy,
- slogan specified by MA, referred to in chapter 3.3 (obligatory mainly on information and memorial boards),
- colouring used in the case of labelling the project products (it is voluntary, however we recommend to use white and colours reserved for OP IE, described in appendix 2 to the Guide),
- appropriate font (recommended, although not obligatory – indicated in example 1).

In the case of large projects, which has already been referred to in chapter 3.3, beneficiaries are obliged to use:

- **information boards** during project implementation,
- **memorial boards** after the project completion.

Boards' model has been described in chapter 5.3.2.

Moreover, beneficiaries may choose other tools than those presented below, which they will use in order to strengthen the project promotion effect via placing OP IE and EU logotypes on them, e.g.:

- headed paper,
- stickers/badges placeable on equipment,
- prints on CD/DVD records containing project documentation,
- website/bookmark devoted to the project,
- multimedia presentation.

It needs to be stressed, that apart from boards, the selection of aforementioned tools is optional and must remain rational and justified in the view of effects of the promotion.

### **Example 1 Recommended font**



It is also recommended that after signing a project co-financing agreement, apart from project products, the entire documentation related to project implementation (e.g. correspondence with other authorities and institutions concerning the implemented project), as well as files/folders it is stored in, contained the EU logo with a verbal reference to it, alongside with an OP IE logo, in accordance with examples 2 – 5.

## **5.2 On the MA, IB and IB II level**

Institutions involved in OP IE implementation are obliged to apply promotion rules regarding each and every material and product being the effect of the project implementation. The selection of the promotion method and tool depends on the function of the institution in the OP IE institutional system. The range of obligations of MA, IB and IB II (IA) regarding information and promotion is specified by the OP IE Communication Plan, whereas specific tasks are set out by the so-called OP IE Annual Action Plan on Information and Promotion. The latter document contains descriptions of information, promotion and training activities for a given calendar year, specifies the target group, implementation schedule and budget of planned activities, as well as expected results. In order to intensify information activities, it is recommended to use varied promotion tools. Institutions involved in OP IE implementation should also use a uniform visual identification in all materials, which includes:

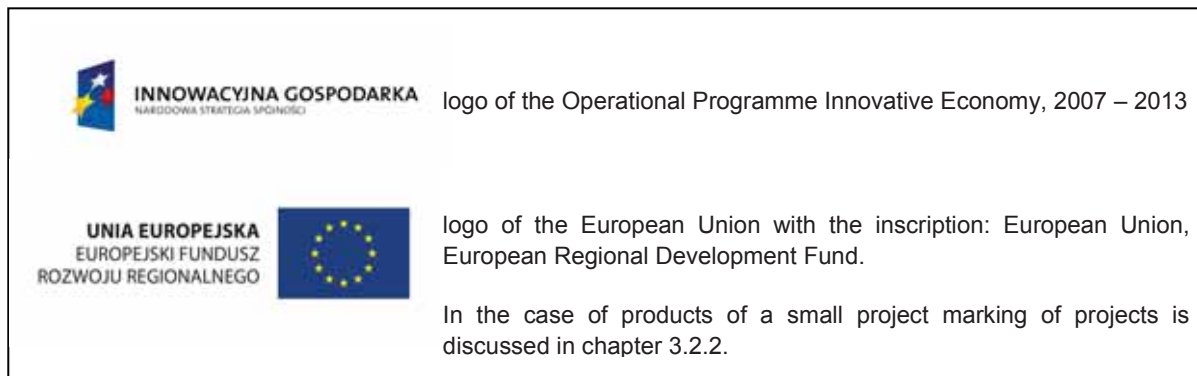
- EU logo with a verbal reference to the European Union and ERDF (in the case of small-size materials or when the manufacturing technique disallows placing the reference to the fund, only the reference to the European Union is obligatory),
- logo and name of the Operational Programme Innovative Economy,
- colouring used in the case of labelling materials (it is voluntary, however we recommend to use white and colours reserved for OP IE, described in appendix 2 to the Guide),
- appropriate font (recommended, although not obligatory – indicated in example 1).

Institutions involved in OP IE implementation usually use promotion materials described in Tables 3 and 4, holding on to the rules regarding visualisation (i.e. using appropriate logos – depending on the size of materials or its manufacturing technique, symbol proportion).

Similar as with beneficiaries, it is recommended that MA, IB, IB II (IA) also applied labelling using OP IE logo and EU logo, with a verbal reference, to project documentation.

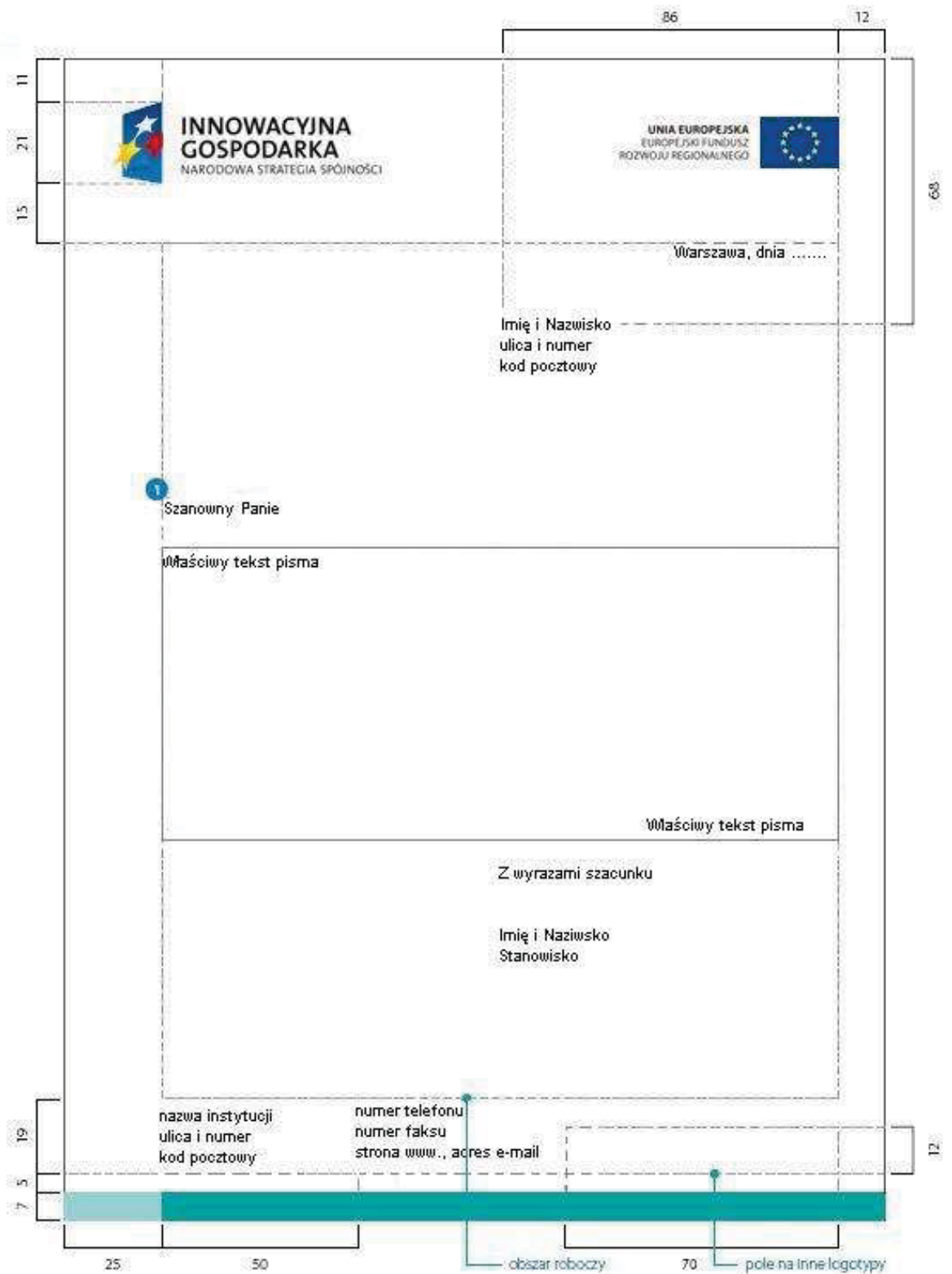
Proposals have been presented in examples 3 -5.

## **Example 2**





In the examples below, proposed labelling patterns for correspondence concerning the project and files in which documentation is stored have been presented. The institution's logo (MA, IB or IB II) may be placed in the space for the beneficiary's logo proposed in examples 4 and 5.

Example 3: Model of correspondence concerning the project

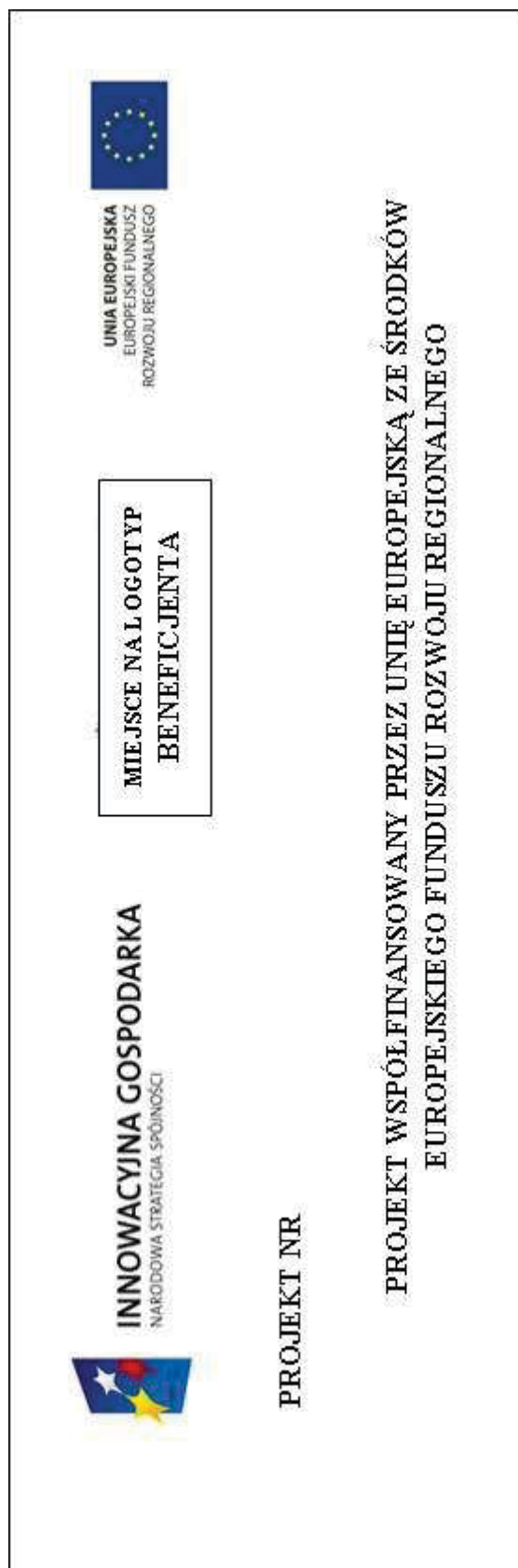


Example 4: Model of labelling the file cover

	<b>INNOWACYJNA GOSPODARKA</b> NARODOWA STRATEGIA SPÓJNOŚCI	<b>MIEJSCE NA LOGOTYP BENEFICJENTA</b>	<b>UNIA EUROPEJSKA</b> EUROPEJSKI FUNDUSZ ROZWOJU REGIONALNEGO 
Dokumentacja do projektu nr .....			
<b>Projekt współfinansowany przez Unię Europejską z Europejskiego Funduszu Rozwoju Regionalnego</b>			
<b>Dokumentacja związana z realizacją Projektu będzie przechowywana przez okres co najmniej 3 lat<sup>●</sup> od daty zamknięcia Programu Operacyjnego Innowacyjna Gospodarka</b>			

- The obligation to store documentation depends on whether the public aid is granted in the project. If the public aid is granted, the documentation concerning the project implementation will have to be stored for 10 years since the granting of:
  - individual aid (the project co-financing agreement entering into force),
  - last aid of the aid programme,
  - de minimis aid

Example 5: Exemplary labelling of the file's spine



## 5.3 Exemplary labelling of the project by means of selected promotion tools

### 5.3.1 Information stickers/badges

This tool is used in order to label fixed assets, among others: machines and devices, apparatuses, office equipment, computers, audio-visual equipment purchased from ERDF funds under OP IE. Stickers/badges are also used in the case of intangible fixed assets, e.g. software, by placing them on visible parts of equipment where given software has been installed.

Devices and equipment purchased for the project's needs must be visibly labelled – e.g. by means of stickers in a visible area, and must be legible. In the case of extra small-size, on which there is no possibility to place legible information about the co-financing, it is accepted to place information about the co-financing on a product package/case, which should be accessible and stored in one place with a product used.

Stickers/badges should contain:

- The European Union logo with a caption “European Union”,
- the Operational Programme Innovative Economy 2007-2013 logo.

Graphic symbols should be legible and clear, holding on to rules described in appendices to this Guide regarding the graphic symbol itself and its possible juxtaposition with other symbols.

In regards of labelling machines, devices, hardware and equipment, it is allowed to use paper stickers on a self-adhesive foil, as well as plastic and metal tablets.

The example of a sticker to be placed on fixed assets and intangible fixed assets (version for small-size products on which there is no possibility to place the basic version) has been presented below.





## 5.3.2 Information and memorial boards

### 5.3.2.1 Outdoor boards

Information and memorial boards placed outdoors are used in the case of infrastructural investments, such as investments in buildings and constructions, e.g. development of industrial parks' infrastructure, infrastructural investments of enterprises, including greenfield investments, etc.

Boards should be placed in the project implementation area in a fixed way, protecting them from being destroyed. It is recommended that the boards are made of persistent materials (e.g. brass, marble).

It is not recommended to use aggressive colours of the board background (e.g. red, orange). It is recommended that the board's background is white (optionally, in recommended colours intended for OP IE, presented in the examples below), and Arial CE font is black.

Captions on boards are made in a legible and persistent way. Letters and digits should be of at least 4 cm height.

The majority of letters used to indicate the share of the European Union in the project financing cannot be smaller than the size of the caption indicating the national share or the caption's size. Detailed requirements regarding particular types of boards have been specified below.

- **Information boards - during project implementation**

They are located in a visible place, e.g. at the road neighbouring with the project implementation site or at the entry gate to the site of works. The beneficiary is obliged to place an information board within 6 months from the conclusion of project co-financing agreement.

The board's layout should contain:

- the European Union logo with a caption "European Union, European Regional Development Fund".
- the Operational Programme Innovative Economy logo,
- outside the sequence of symbols, in a lower part of the board, in line with examples 6 – 9. the information about the project being co-financed should be placed,
- name of implemented project, its total budget and the amount of financing from EU funds,
- project implementation period,
- promotional slogan specified for OP IE.

The size of the information board should be proportional to the project's value, yet it is recommended the board should take up the following minimum size: 150 cm x 100 cm.

The exemplary models of an information board have been presented below.

Example 6. A white background version:



Example 7. Version with background colours reserved for OP IE

	<b>INNOWACYJNA GOSPODARKA</b> <small>NARODOWA STRATEGIA SPÓJNOŚCI</small>	<b>MIEJSCE NA LOGOTYP BENEFICJENTA</b>	<small>UNIA EUROPEJSKA EUROPEJSKI FUNDUSZ ROZWOJU REGIONALNEGO</small>	
<b>DOTACJE NA INNOWACJE</b>				
NAZWA INWESTYCJI				
Nazwa beneficjenta: Wartość projektu: Udział Unii Europejskiej: Okres realizacji:				
<b>PROJEKT WSPÓLFINANSOWANY PRZEZ UNIĘ EUROPEJSKĄ Z EUROPEJSKIEGO FUNDUSZU ROZWOJU REGIONALNEGO</b>				

Example 8. Version with background colours reserved for OP IE

	<b>INNOWACYJNA GOSPODARKA</b> <small>NARODOWA STRATEGIA SPÓJNOŚCI</small>	<b>MIEJSCE NA LOGOTYP BENEFICJENTA</b>	<small>UNIA EUROPEJSKA EUROPEJSKI FUNDUSZ ROZWOJU REGIONALNEGO</small>	
<b>DOTACJE NA INNOWACJE</b>				
NAZWA INWESTYCJI				
Nazwa beneficjenta: Wartość projektu: Udział Unii Europejskiej: Okres realizacji:				
<b>PROJEKT WSPÓLFINANSOWANY PRZEZ UNIĘ EUROPEJSKĄ Z EUROPEJSKIEGO FUNDUSZU ROZWOJU REGIONALNEGO</b>				

Example 9: Version with background colours reserved for OP IE



- **Memorial boards – after the project completion**

They are placed within 6 months since the completion of project implementation in order to leave persistent information about the investment being supported by ERDF. They are located in commonly accessible places, such as: front elevation or building entrances. After the installation of memorial boards, the information boards should be removed.

The board's layout should contain:

- the European Union logo with a caption "European Union. European Regional Development Fund".
- the Operational Programme Innovative Economy logo,
- Outside the sequence of symbols, in a lower part of the boards, in line with example 10, the information about the project being co-financed should be placed,
- the name of implemented project, its total budget, the amount of financing from EU funds,
- project implementation period,
- promotional slogan specified for OP IE.

The size of a board should allow its appropriate display.

The minimum recommended size is: 70 cm x 50 cm.

A memorial board should contain updated financial data, i.e. possible modifications introduced by annexes to the agreement should be taken into account. As part of financial

data, the total value of the project (i.e. eligible and non-eligible costs) specified in the co-financing agreement (or in an annex to it) and the European Union budget contribution should be given. The information about the national contribution can also be placed on a board (e.g. from the state budget).

Memorial boards should be placed for the entire project duration period, i.e. for the period of at least 5 years since the project implementation completion or for at least 3 years in the case of projects implemented in order to maintain the investment or jobs created by SMEs. There is no obligation to remove a board after that period.

The exemplary model of a memorial board has been presented below. Board's colouring – 4 patterns at choice, just like in the case of information boards presented.

### Example 10. A memorial board



#### 5.3.2.2 Indoor boards

Indoor boards are used in the case of acquiring intangible fixed assets, such as: acquisition of R&D work results, intellectual property rights including patents, know-how or other unpatented technical knowledge related to the implemented product or service etc.

Indoor boards are located in commonly accessible places, such as: representative interiors, visible places at beneficiaries' headquarters.

The board's layout should contain:

- the European Union logo with a caption "European Union",
- the Operational Programme Innovative Economy logo,
- outside the sequence of symbols, on a lower part of the board, in line with example 11, the information about the project being co-financed should be placed,
- the name of implemented project, its total budget, the amount of financing from EU funds,
- project implementation period,
- a slogan specified for OP IE.

The size of a board should allow its appropriate display.

The minimum recommended size is: 40 cm x 30 cm.

#### Example 11 An indoor board model



### 5.3.3 Website

A website is a promotion tool used at all projects. It is an efficient communications medium. Both the beneficiary's and the OP IE implementing institution's websites/Internet bookmarks devoted to the project should contain:

- the Operational Programme Innovative Economy logo,
- the European Union logo with a verbal reference to EU and the fund,
- information on co-financing (optionally),
- a slogan specified for OP IE (optionally),
- an institution's/beneficiary's logo (optionally).

In the case of the beneficiary's main page, there should be a reference to a subsite/bookmark containing information about the project, in the form of a link or logo, clicking on which the user will be redirected to an appropriate page.

The project's website address should be disseminated inter alia, in publications concerning the project and other publications, press and TV information and in other efficient ways.

The link to the information about the project should be available and visible for the Internet user visiting the site. It is recommended that a redirecting link was accompanied by OP IE logo, allowing faster identification on a website of the project implemented under this Programme.

Information presented on the website/subsite/bookmark devoted to the project should be presented in an attractive way (also with the use of photo and audiovisual materials and banners), yet providing the site's transparency. Information included on the website should be logically systematised, which allows the intuitive website exploration. Important details should be located in visible places. Unfinished websites are poorly viewed by Internet users. Thus, it is better to "turn the website off" for modification, since an incomplete page makes it very likely that an Internet user will not visit it again, even if it is going to be visually attractive later on.

Details should be regularly delivered to internet users, therefore frequent updating of the website is a valid and inseparable part of site management.

One of the most important elements which should be available on the website is contact data and a contact to a competent person to provide us with information concerning the implemented project.

Links to official European Union websites, as well as to websites devoted to OP IE, MA and IB and IB II websites (if appointed) should be present on the website.

#### **5.3.4 Information meetings**

During information meetings concerning the projects (including press conferences, seminars, fairs) the fact of the project being co-financed from the European Union funds should be emphasized. Moreover, in places where meetings take place and in documents concerning the meetings, the OP IE logo, the EU logo and optionally, the logo of an institution/beneficiary organising the meeting/conference and the information about the meeting being co-financed by ERDF (optionally) should be placed.

Such information should particularly be present on:

- Invitations to a meeting/conference/training course,
- Correspondence with the meeting/conference/training course participants,
- Information posters,
- Materials received by participants (concerning publications, presentations and gadgets).



### 5.3.5 Publications, gadgets, radio and TV advertising spots

Institutions issuing publications, leaflets, gadgets or producing radio and television spots as part of the project promotion are also obliged to inform about the co-financing from ERDF under OP IE. Promotion materials are usually used at, inter alia, projects providing for: participation in fairs and exhibitions, organisation of training courses, counselling services etc.

The most frequently issued publications include:

- polygraphic materials: bulletins, brochures, leaflets, posters, reports, studies, banners, roll-up etc.
- materials on electronic carriers: e.g. CD/DVD records, pen drives, etc.
- audiovisual presentations: multimedia presentations in PowerPoint or other programmes.

All publications must contain the following elements:

- EU logo with a verbal reference to EU and the fund logo (reference to the fund does not apply to small-format materials),
- the Operational Programme Innovative Economy logo,
- a slogan reserved for OP IE (optionally),
- information "the Project has been co-financed by the European Union from the European Regional Development Fund" (optionally),
- an institution's logo (optionally).

Publications' labelling example.



The information stating that the publication is distributed free of charge should be placed on all publications, both printed and electronic. In the case of charging any fee for publication or other type of information and promotion materials, the information about this fact should be reflected in the application for payment and marked as revenue.

In larger-size publications and promotion materials, all symbols (in an indicated order, i.e. the OP IE logo on the left, the institution's logo in the middle, the EU logo on the right) must be placed on the exterior of the back cover. This rule applies also to placing information about the co-financing. Only graphic symbols, without the information about the project being co-financed, should be present in the exterior of the front cover. In the case of single leaflets and brochures, the OP IE logo and the EU logo, as well as the information about the project being co-financed from EU funds, should be placed on the front (title, exterior) or the last page. **In the case of small-format promotion materials, there is no obligation to place the verbal reference to the fund underneath the European Union logo.**

In the case of electronic publications, the information about the co-financing from ERDF funds or the verbal reference to the fund at the EU flag should be placed on the home page/home screen/welcome page, which is displayed first when opening electronic materials.

In the case of CD/DVD record, it is recommended to place the aforementioned logo on the back of the package and on the record itself. If possible, a pen drive should be labelled – whether on a carrier itself, its package or a leash. The same rules apply to electronic carriers as to promotion materials. Each slide in multimedia presentations must contain the aforementioned logo in an indicated order, whereas the information about the co-financing, if applicable, should be located in the first and the last slide.

Using TV or radio spots for the needs of promotion activities, the information about the co-financing, either in a form of a verbal reference to the EU and the fund at the EU flag (only at TV spots), or in a form of a spoken text (in case of both TV and radio spots) should be located in the beginning and at the end of the material. In the case of TV advertising spots, the board containing the information about the co-financing, alongside with the logo (of EU and OP IE), should be presented on-screen ceaselessly for 3 seconds and take up at least 25% of the area of the screen it is shown in.

In the case of Internet banners placed on websites, it is obligatory to place a set of required graphic symbols (EU and OP IE) with verbal references. There is a rule applicable to all banners, in compliance with which graphic symbols with verbal references (to OP IE, EU and ERDF) are to be placed in at least one screen/animation passage.

In regards of promotional gadgets developed for the project, their production should take place only in justified cases, and the decision choosing such form of promotion should be underlined with the justification of the expenditure's rationality. Labelling of promotional gadgets should take place taking into account the following rules:

- the EU logo, with the information “The European Union. The European Regional Development Fund”, and when the size of manufacturing technique disallow such a caption – then at least the European Union logo with a verbal reference to the EU, and in exceptional cases (when it is likely that the verbal reference will be illegible), only the EU logo,
- the Operational Programme Innovative Economy logo.

**In regards of all small-size products and materials on which the placement of information about the co-financing is impossible, the placement of at least the European Union logo and the OP IE logo is required.**

The exemplary colouring for publications using colours intended for OP IE has been presented below.

■ Cover



## 1. Lorem Ipsum Dolor

### 1.1 Lorem Ipsum Dolor

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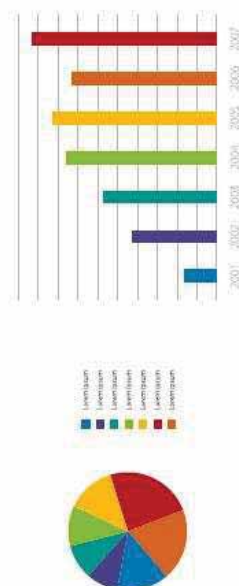
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Województwo	Albeksia na L. 2004-2006	% realizacji zobowiązań na L. 2004-2006 na podstawie podjętych umów	% wykorzystania subdójce na L. 2004-2006 na podstawie dofinansacji otrzymanych	% wykorzystania subdójce na L. 2004-2006 na podstawie dofinansacji otrzymanych
małopolskie	185 262 223	347%	102%	59%
śląskie	82 552 619	317%	101%	54%
świętokrzyskie	131 979 331	255%	69%	68%
kujawsko-pomorskie	141 933 022	266%	102%	67%
podkarpackie	109 886 795	256%	98%	65%
pomorskie	159 543 122	275%	102%	45%
podlaskie	182 162 618	249%	59%	47%
opolskie	76 726 610	215%	101%	61%
wielkopolskie	156 077 756	253%	89%	62%
zachodniopomorskie	139 965 770	279%	100%	62%
łódzkie	200 977 680	303%	98%	47%
łódzkie	157 098 460	267%	97%	36%
warmińsko- Mazurskie	181 541 026	219%	66%	34%
mazowieckie	259 633 545	217%	97%	34%
łódzkie	279 961 053	266%	96%	33%
śląskie	223 857 527	222%	59%	30%

## 6. Project promotion costs

Preparing the application for project financing under OP IE 2007-2013, one needs to remember to present the planned information and promotion activities of the project and to enter the costs of project promotion in the table of planned expenditures, provided they are eligible.

The amount devoted to the project promotion should correspond to its size, type and objectives.

Guidelines concerning the following measures constitute a deviation from the abovementioned rule:

- measure 1.1 *Support for scientific research for establishment of a knowledge-based economy*
- measure 1.3 *Support for R&D projects for entrepreneurs carried out by scientific entities*
- measure 2.1 *Development of high research potential centres*
- measure 2.2 *Support for the creation of common research infrastructures of scientific entities*
- measure 2.3 *Investments in information technology infrastructure of science*

For the abovementioned measures the amount of eligible costs, devoted to promotion cannot exceed the following limits:

- in projects below PLN 10 million in value – up to 3% of the project value;
- in projects of PLN 10-30 million value – up to 2% of the project value;
- in projects above PLN 30 million in value – up to 1.5% of the project value;

On the other hand, for the two OP IE measures below:

- measure 3.2 *Support for high risk capital funds*
- measure 4.3 *Technological credit*

expenditures on information and promotion activities related to the project implementation cannot exceed 1% of total eligible costs of the project.

In the case of the lack of information in the application for financing and not taking into account expenditures for information and promotion activities in the expenditures schedule, costs incurred for this purpose will not be judged as eligible, therefore the beneficiary cannot count of financing this part of the project.

Guidelines concerning eligibility of expenditures under OP IE are available on the [www.pois.gov.pl](http://www.pois.gov.pl) website, at *Documents* bookmark, in the section *MRD Guidelines*.

## Contact data to MA, IB and IB II of OP IE

### The Ministry of Regional Development – Managing Authority

#### Competitiveness and Innovation Programme Management Department

Wspólna Street 2/4, 00-926 Warsaw

More information to be found at [www.poig.gov.pl](http://www.poig.gov.pl) or [www.mrr.gov.pl](http://www.mrr.gov.pl)

We invite you to use the European Funds for 2007-2013 Inquiry Desk, Warsaw, Krucza Street 38/42, phone +48 (22) 6260632 and 6260633, e-mail: [punktinformacyjny@mrr.gov.pl](mailto:punktinformacyjny@mrr.gov.pl)

In case of any questions, please send them to an e-mail address: [po-ig@mrr.gov.pl](mailto:po-ig@mrr.gov.pl)

#### INTERMEDIATE BODIES:

##### Ministry of Science and Higher Education Innovation Implementation Department

ul. Wspólna 1/3 (entry from ul. Hoża 20)  
00-529 Warsaw  
ph.: +48 022 501 79 04  
fax: +48 022 501 79 85  
[www.nauka.gov.pl](http://www.nauka.gov.pl)  
[poig21-22@nauka.gov.pl](mailto:poig21-22@nauka.gov.pl)  
[poig23@nauka.gov.pl](mailto:poig23@nauka.gov.pl)

fax: +48 (22) 578-26-87

##### Bank Gospodarstwa Krajowego (BGK) Enterprise and Innovation Support Department

Al. Jerozolimskie 7  
00-955 Warsaw  
phone: +48 (22) 596-59-25  
fax: +48 (22) 583-82-77  
[www.bgk.com.pl](http://www.bgk.com.pl)

##### Ministry of Economy The Department of European Funds

Plac Trzech Krzyży 3/5  
00-507 Warsaw  
ph.: +48 022 693 51 09  
fax: +48 022 693 40 26  
[www.mg.gov.pl](http://www.mg.gov.pl)

##### Polish Tourist Organisation European Funds Department

Chałubińskiego 8 Street  
00-613 Warsaw, 33<sup>rd</sup> floor  
phone: +48 (22) 536-70-80  
fax: +48 (22) 536-70-55  
[www.pot.gov.pl](http://www.pot.gov.pl)

##### Ministry of Interior and Administration Information Society Department

ul. Domaniewska 36/38  
02-672 Warsaw Office:  
ph. (0-22) 60-143-18  
fax. (0-22) 60-143-15  
e-mail: [poig@mswia.gov.pl](mailto:poig@mswia.gov.pl)

##### The Implementing Authority of European Programmes

Wspólna 2/4 Street, 00-926 Warsaw, 4th floor  
phone: +48 (22) 461-87-39, 461-86-58  
fax: +48 (22) 461-87-22  
[www.wwpe.gov.pl](http://www.wwpe.gov.pl)

#### IMPLEMENTING AUTHORITIES AND SYSTEM BENEFICIARIES:

##### Information Processing Centre

Al. Niepodległości 188b, 00-608 Warsaw  
phone: +48 (22) 570-14-00  
fax: +48 (22) 825-33-19  
[www.opi.org.pl](http://www.opi.org.pl)  
additional information provided by  
Department of Measure 1.1 and 1.3 of the OP IE  
implementation.  
phone: +48 (22) 351-70-87

##### Ministry of Science and Higher Education Innovation Implementation Department

ul. Wspólna 1/3 (entry from ul. Hoża 20)  
00-529 Warsaw  
ph.: +48 022 501 79 04  
fax: +48 022 501 79 85  
[www.nauka.gov.pl](http://www.nauka.gov.pl)  
In case of any questions, please write:  
[poig21-22@nauka.gov.pl](mailto:poig21-22@nauka.gov.pl)  
[poig23@nauka.gov.pl](mailto:poig23@nauka.gov.pl)

##### Polish Agency for Enterprise Development

Pańska 81/83 Street, 00-834 Warsaw phone: +48 (22)  
432-80-80, 652-80-80  
fax: +48 (22) 432-86-20, 432-84-04,  
652-86-20, 652-84-04  
[www.parp.gov.pl](http://www.parp.gov.pl)

##### Ministry of Economy Operational Programme Implementation Department

Plac Trzech Krzyży 3/5  
00-507 Warsaw  
phone: +48 (22) 693-58-44  
fax: +48 (22) 693-40-55  
[www.mg.gov.pl](http://www.mg.gov.pl)

##### The National Capital Fund S.A.

Krucza 16/22 Street, 6th floor  
00-526 Warsaw  
phone: +48 (22) 578-26-86

##### Foundation for Polish Science

Grażyny Street 11, 02-548 Warsaw  
phone: +48 (22) 845-95-00  
fax: +48 (22) 845-95-05  
[www.fnp.org.pl](http://www.fnp.org.pl)

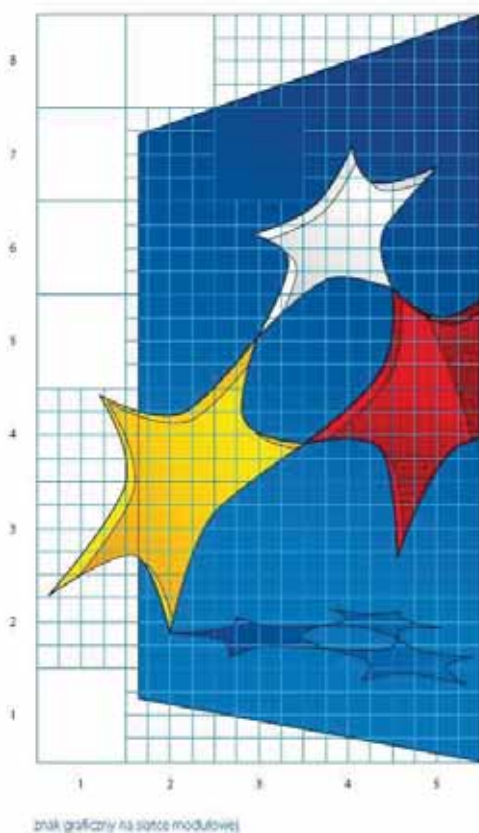
## 7. List of Annexes:

### Annex 1 OP IE logotype<sup>4</sup> – the basic graphic symbol

The graphic symbol is build of the system of joined stars on the trapeze background. The stars symbolics refers to the European Union flag via the colour of one star and the blue background colour. It also refers to the Polish flag symbolics via the colours of other two stars.



#### Graphic symbol on the so-called modular grid



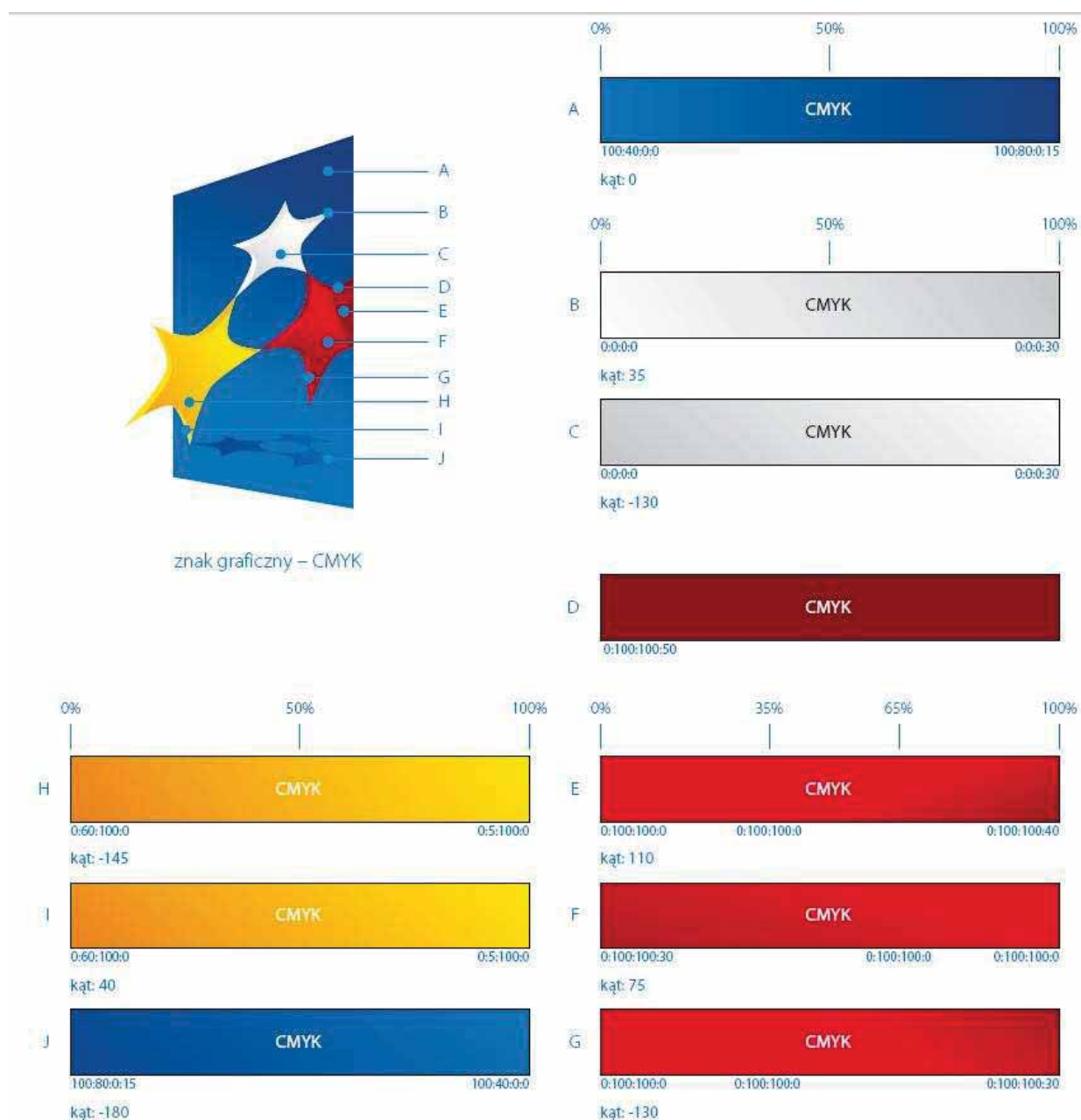
The modular grid specifies basic proportions and sizes in the graphic symbol's construction. The modular grid is an exact standard to reconstruct a trademark. The modular grid is used in cases when the model of a graphic symbol or a logotype written on a CD cannot be used, for example at large-size representations of a trademark.

<sup>4</sup> Logotype – in advertising graphics and marketing it is an element of the logo consisting exclusively of typing signs, constituting a name or slogan of the company, organisation, idea etc. In common language, logotype is falsely treated as the synonym for a logo, but in specific cases (quite often) a logo may consist entirely of a logotype.



## Annex 2 Main graphic symbol and OP IE symbol's colouring

The colours of a sign and identification system elements should be as similar as possible to the graphic design in CMYK<sup>5</sup>, regardless of the reproduction technique. Parameters of particular elements have been presented below.



### Supplementary colouring

<sup>5</sup> CMYK – set of four basic colours of printing paint applied generally in polygraphy and similar methods. CMYK is also one of the fields of colours in computer graphics. The acronym CMYK comes from the first letters of the names of colours, apart from black, where the last letter was taken.

- C Cyan
- M Magenta
- Y Yellow
- K black

Below, the colour parameters of the main symbol have been presented, depending on the selected reproduction technique. In the case of printing in the PANTONE system<sup>6</sup>, we use three PANTONE colours: blue, red and yellow and we set up raster<sup>7</sup> with an overprint<sup>8</sup> of CMYK colours – black and magenta.

Printing directly on foil is recommended.



znak graficzny – PANTONE



znak graficzny – uproszczony (folie, pleksi)

Technika reprodukcji / kolor	PANTONE C / U	REPSOL GLASS	RAL	Folia 3M (100)	Folia ORACAL
NIEBIESKI	2935 C / U	2670 / * 2840	5005 / * 5003	100-002 / * 100-003	057 / * 067
CZERWONY	185 C / U	1510 / * 1760	3020 / * 3001	100-466 / * 100-23	032 / * 030
ŻÓŁTY	116 C / U	3520 / * 3610	1028 / * 1007	100-25 / * 100-381	021 / * 020
BIAŁY	Trans. White C / U	0900 / * 7560	9016 / * 7047	100-10 / * 100-384	010 / * 072
CZARNY	Process Black C / U	7990	9005	100-12	070

Table of colours for printing techniques and other reproduction techniques.

<sup>6</sup> PANTONE – most popular set of colour samples.

<sup>7</sup> Raster – is a one-tone image consisting of very small dots (in specific cases of lines), giving the sensation of watching half-tones (from normal distance), where the dots are so small that they blend into the background. Lightness of the half-tones achieved that way results from the relation between the area covered by raster elements (dots) to the area of light (usually white) printing background not covered by any printed elements.

<sup>8</sup> Overprint – printed over

## Colouring for OP IE

### CMYK



90:0:45:10



80:0:40:0



30:0:15:0

Subsequent digits represent the numbers of CMYK colours, i.e. for example 90:0:45:10 means:

**C:**90

**M:**0

**Y:**45

**K:**10

### RGB<sup>9</sup>



0:141:137



0:163:159



150:208:209

Subsequent digits represent the numbers of RGB colours, i.e. for example 0:141:137 means:

**R:**0

**G:**147

**B:**137

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<sup>9</sup> **RGB** – one of the models of colour spectrum, described by RGB values. Its name comes from first letters of colours: **R** – *red*, **G** – *green* and **B** – *blue*, comprising the model. The RGB value for colours is very often used in IT.

## Annex 3 OP IE logo – variants of a graphic symbol

### ■ Symbol's basic form and supplementary forms

The basic form and the supplementary form of a graphic symbol are built in strict proportions.

#### Colour variant



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#### Monochromatic variant on a programme background - negative



Achromatic variants



NEGATIVE



POSITIVE



## Grey variant



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## Annex 4 Graphic symbol's field

As regards the structure of symbol's fields we distinguish the basic field and the so-called protective field.

The basic field defines the minimum closed area around the symbol where the symbol can be placed. The protective field defines the area around the symbol where any extraneous form, both graphic and textual, can appear. In order to determine the basic and protective field a construction module has been used – a square with a side equal  $\frac{1}{4}$  of the graphic symbol's height.



zasada konstrukcji pola podstawowego znaku programu



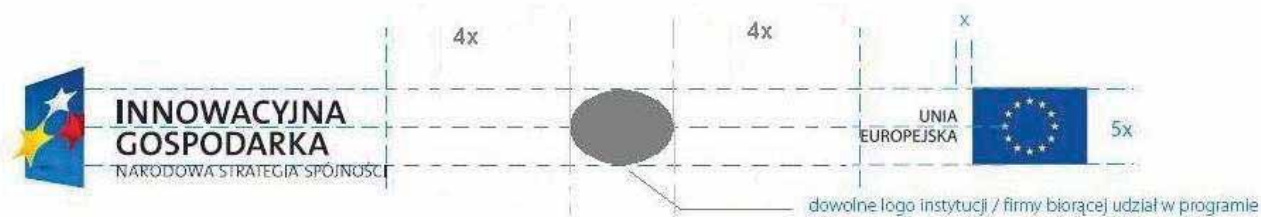
zasada konstrukcji pola ochronnego znaku programu

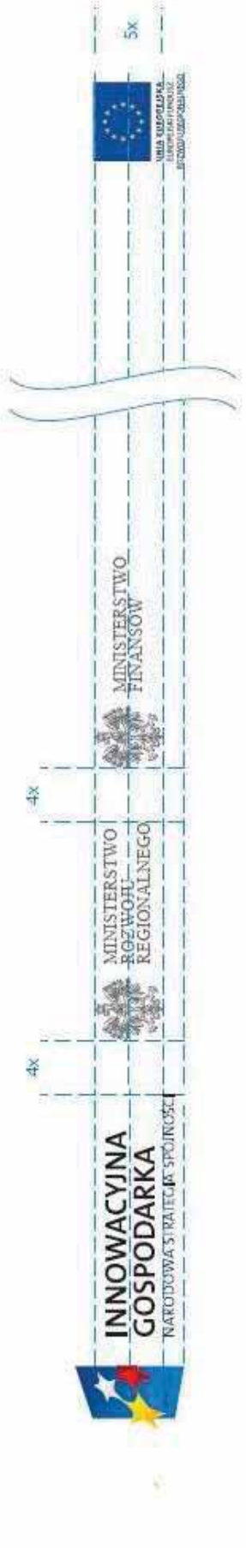
## Annex 5 Juxtaposition of a symbol with other logos

Apart from the abovementioned symbols, there is a possibility to place other logo for the information and promotion needs (e.g. the company or institution's logo, etc.). Juxtaposed with other symbols, the OP IE symbol is always located on the left, the EU symbol on the right and the space between them is devoted to other symbols, e.g. beneficiary's or institution's logo, etc.

Below, the rules to be followed at deciding on a selection of additional logo juxtaposed, other than described above, have been presented.

The important issue is to retain appropriate proportions between symbols, in line with schemes presented below.







## Annex 6

## The European Union logo – structure, colouring, variants, juxtaposition and rules of using the graphic symbol

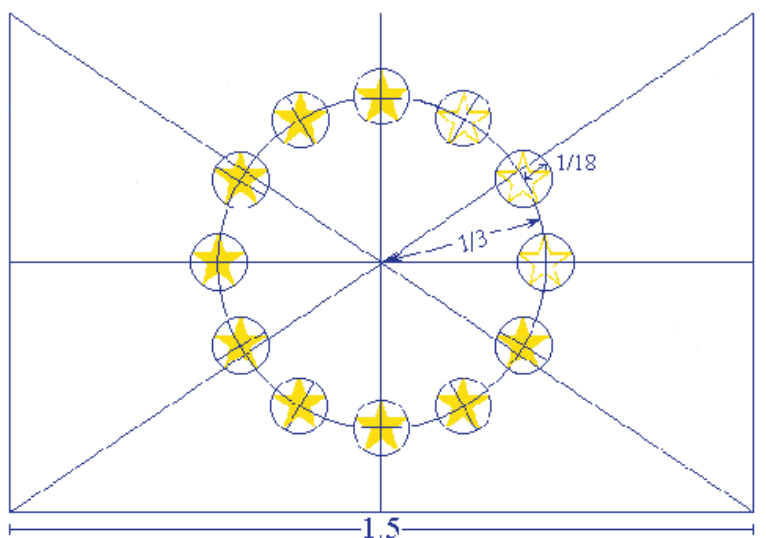
### the EU logo

The European Union logo should be used only for purposes and measures compliant with objectives and regulations of the European Community. Placement of the EU emblem on all information and promotion tools is required. Below the flag, the name “European Union” should also be placed.



### Geometric description

The logo is in a form a rectangular flag, the width of which constitutes one and the half length of height. Twelve golden stars located in equal intervals create an invisible circle, the centre of which is an intersection of the rectangle's diagonals. The circle's radius is one-third of the flag's height. Each star has five arms located on the perimeter of the invisible circle, the radius of which is equal to one-eighteenth of the flag's height. All stars are arranged in a vertical position – which means that one arm is directed vertically upwards and two arms lie on a horizontal line, orthogonally to the flagstaff. Stars are arranged on the circle the same way as hours on the clock's dial. Their number is invariable.



## Regulation colours

### ■ Four-colour reproduction

#### **PANTONE REFLEX BLUE**



**PANTONE REFLEX BLUE** is a colour of the rectangle's area; **PANTONE YELLOW** is a colour of stars. The PANTONE international colour palette is widely and easily available even for amateurs.

#### Four-colour print

If we use the four-colour print, two standard colours cannot be used. Therefore, it is indispensable to reconstruct them via using the four-colour print.

#### **PANTONE YELLOW**



**PANTONE YELLOW** is achieved by using 100% yellow colour/Process Yellow. By mixing 100% cyan colour/Process Cyan and 80% magenta/Process Magenta, you obtain the colour very much similar to **PANTONE REFLEX BLUE**.

#### **Internet**

**PANTONE REFLEX BLUE** corresponds with RGB:0/51/153 colour (in a hexadecimal system): 003399 in a palette of computer colours, whereas **PANTONE YELLOW** corresponds with RGB:255/204/0 colour (in a hexadecimal system): FFCC00) in a palette of computer colours.

### One-colour reproduction

If the only colour available is black, a rectangle should have a black bordering, whereas stars should be black on a white background.

#### Example:



If the only colour available is blue (obviously, this must be Reflex Blue), background should be printed using the maximum saturation, with white stars left on this background.

**Example:**



It is best to reproduce the logo on the white background. A multi-colour background should be avoided, especially if it does not match well with the blue colour. If we are forced to reproduce on a multi-colour background, first we need to place a white stripe around a rectangle, of 1/25 width of that rectangle.

**Example:**



**Examples of faulty reproductions:**

- The logo is upside-down.



- Stars are not arranged vertically.



- Stars are incorrectly arranged in the circle: they should be arranged the same way as hours on the clock's dial.

