



Erasmus +



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Visibility vs Dissemination?



Visibility

- **Visibility** – is the action or activity (in social, mass media or face-to-face) which makes the project **VISIBLE**.
- By making action which ensures visibility you inform your audience about the fact, that the project took place, what was it about, etc.
- The **news article** in the newspaper is great example of **visibility** – the people got aware about the project which was implemented (but didn't get deep into the content).
- **Photo gallery** is also visibility – people see photos from the project (but they don't learn the things from it).
- **Posts and stories** in social media are mostly **visibility**.



Dissemination

- **Dissemination** – is the action or activity through which you **disseminate the results** of the project and **transfer the knowledge and skills** which you gained during the project to other people.
- By making **dissemination** activity you tell your audience **deeper about the actual content** and **share topic-related information** (not only inform about the fact that participated in the project).



Dissemination

- **Dissemination** is stronger activity which has **greater impact** than visibility.
- Practical topic-related workshops are great example of dissemination. Here the audience can learn some things which you learnt during the project yourself.
- In order to realise either it is dissemination or you only make the project visible, raise the question “which project’s **result** am I **sharing?**”. If you can’t identify the result which you are sharing, probably you are doing visibility activity.

Visibility or dissemination?

- **Photo gallery?**
- Visibility
- **Presentation at school?**
- Depends, what kind of presentation. If, for example, you talk about the fact that you took part in the project about recycling and met wonderful people – it's **visibility**. If you make recycling workshop and teach your schoolmates how to recycle correctly – it's **dissemination**.
- **Instagram story?**
- Also depends. If it's a selfie or some photo moment (most likely) – it's **visibility**. If you write in your story about some method which you learnt during project – it's **dissemination**.

Visibility or dissemination?

- **Local initiative in the city?**
- Dissemination.
- **Blog/social media post?**
- Depends. If you write it as a diary of your personal feelings from project – it's **visibility**. If you describe methods used during the project – it's **dissemination**.
- **Newsletter?**
- Depends. If you inform others about the fact of implemented project – it's **visibility**. If you attach some **methodological material (tangible results)** from the project – it's **dissemination**.

Visibility or dissemination?

- **Article in the newspaper?**
 - Visibility.
- **Call for participants in partner sites?**
 - Visibility.
- **Booklet with summed up project's content and topic-related tips?**
 - It's not a dissemination itself, but the **result to be disseminated**. So any kind of **action by which you will be sharing this result** (sending a newsletter, showing a friend, giving to locals) would count as **dissemination**.



EU funding visual guidelines

- All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground.
- Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.



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EU funding visual guidelines

- The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight EU support.
- You must use the EU flag and note that your project has received EU funding in all communications.
- Please note that there is a different logo for projects of the 2014-2020 and 2021-2027 programme periods. If you are making videos, you can add the logo to the end of the video either throughout all video.



EU funding visual guidelines

- European Commission is not responsible for the content of the material using a so-called disclaimer:
- “The European Commission is not responsible for the content of this publication”.
- If you make a video, you can include the disclaimer in the description box under the video on YouTube, for instance.
- Provide details on where people interested in the Erasmus+ programme can find more information (link to Ecas either your NA).



EU funding visual guidelines

- The European Union emblem must not be modified or merged with any other graphic element or text.
- If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos.
- Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support.

Technical characteristics

- The statement 'Funded by the European Union' or 'Co-funded by the European Union' must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.
- Underlining and use of other font effects is not allowed.
- The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in these guidelines.
- The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background.
- The font size used should be proportionate to the size of the emblem.
- Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one 25th of the height of the rectangle.
- Where several operations are taking place at the same location and are supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, only one plaque or billboard must be displayed⁽³⁾.

Association of the EU emblem with the funding statement

Horizontal option



Positive version

(CMYK or digital impression process)



**Funded by
the European Union**



**Co-funded by
the European Union**

Negative version



**Funded by
the European Union**



**Co-funded by
the European Union**

Association of the EU emblem with the funding statement

Vertical option



Positive version
(CMYK or digital impression process)



**Funded by
the European Union**



**Co-funded by
the European Union**

Negative version



**Funded by
the European Union**



**Co-funded by
the European Union**

Protection area

The protection area must remain free of competing texts, logos, images or any other visual element that could compromise its good legibility.



Minimum size

The minimum height of the EU emblem must be 1 cm.

For specific items, like pens, the emblem can be reproduced in a smaller size.



When using the EU funding statement in a small size, we highly recommend using the horizontal version.

Don'ts

Do not choose a font other than Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu or Verdana.



Do not use any font effects.



Do not add other graphic elements.



Do not make the text disproportionately bigger or smaller compared to the EU emblem.



Do not use any colour other than Reflex blue, white or black.



Do not modify the text proportions.



Do not write 'EU'. It must always be spelled out as 'European'



Do not write in all capital letters.



Do not replace the EU emblem with the European Commission logo.



Do not replace the EU emblem with any other graphic element.



Do not modify the EU emblem.



Do not add the name of the programme to the funding statement.

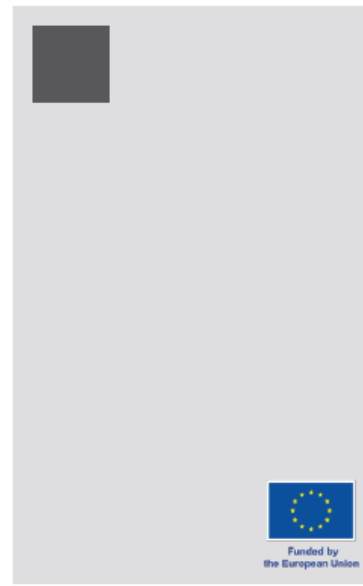
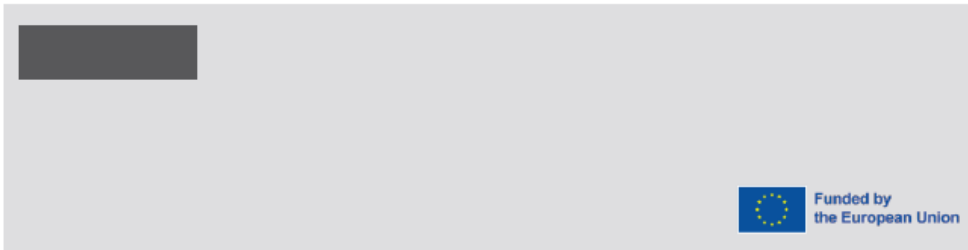
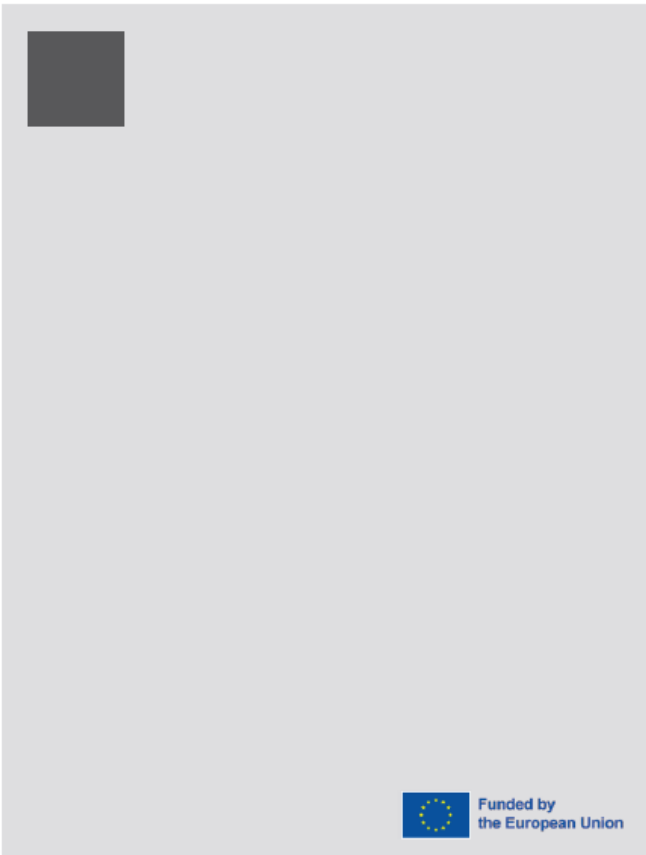


Do not write the name of the programme in conjunction with the EU emblem.



Do not add a graphical element with the name of the EU programme







Publicity

- Apart from the requirements regarding the visibility of the project and for the sharing of project results and project impact (which are award criteria), there is an obligation of minimal publicity for each granted project.
- Beneficiaries must clearly acknowledge the European Union's support in all communications or publications, in whatever form or whatever medium, including the Internet, or on the occasion of activities for which the grant is used.

