



OUTER HEBRIDES LEADER ADVERTISING & PUBLICITY REQUIREMENTS

It is a compliance requirement and a condition of grant to ensure appropriate acknowledgement of LEADER (EU) funding in all stages of the projects development from planning to installation and completion, ensuring a permanent record of the assistance. Project sponsors should note that failure to comply with the publicity regulation could result in the freezing of grant payments and/or the **repayment of monies already paid**. Listed below are the main methods of publicising a project:

- Prominent site signage during works
- Permanent plaque on premises
- Acknowledgement in all press and media releases
- Acknowledgement in all project documentation, project stationary, etc.
- Stickers/signage/ references on all purchased equipment, transportation, capital items.
- Website

It is a condition of grant that there is adequate public acknowledgement of the assistance from LEADER to increase awareness of their contribution to economic development. **The usual form of acknowledgement incorporates the LEADER logo, EU and Scottish Government logos, all of which are downloadable from the website www.scotland.gov.uk/srdp.**

***The description of the project is necessary during the implementation of projects/operation.**

Compliance and Acknowledgement of funds

Where appropriate the costs for acknowledgement of funds can be included in your project costs to allow them to be reclaimed. Compliance with these requirements will be checked during LAG monitoring visits.

The Four Required Logo's

All beneficiaries require to acknowledge funding by displaying the EU emblem and the statement "The European Agricultural Fund for Rural Development: Europe investing in rural areas".

It is recommended that beneficiaries also include the SG and SRDP logos. Other logos, such as the LAG logo may also be used. All logo must be of a similar size.

There are 4 logos that must be displayed in all instances:

- a) the LEADER Innse Gall / Outer Hebrides LEADER logo
- b) the European Union logo with the statement 'The European Agricultural Fund for Rural Development: Europe investing in rural areas'
- c) the Scottish Government emblem
- d) the Scottish Rural Development Programme emblem

The logos have been specifically designed to meet regulatory requirements and must not be altered or distorted in any way.





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Wording

There is standard wording that must be displayed along with the LEADER funding logo. For project activity, e.g. the project office, temporary display signs, recruitment advertising, scheme guidelines, posters, documentation, etc.

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(** delete as appropriate)

The typefaces (fonts) that can be used for the wording are: Arial, Auto, Calibri, Garamond, Trebuchet, Tahoma, Verdana, and Ubuntu. The colour of the font must be reflex blue, black or white depending on the background. Italic, underlined variations or font effects should not be used.

The positioning of the text in relation to the LEADER funding logo must not interfere with the logo. The font size used must be proportionate to the size of the LEADER funding logo.

Display requirements

The LEADER funding logo must be displayed in colour whenever possible and a monochrome version may only be used in justified cases. It must always be clearly visible and placed in a prominent position.

On printed materials, its position and size should be appropriate to the scale of the material or document being used. Suggested guidance on sizing requirements:

- material up to and including A5 in size: 16mm in height
- material up to and including A4 in size: 24mm in height
- material up to and including A3 in size: 30mm in height

It must be visible when landing on a website inside the viewing area of the device. Websites detailing projects supported by LEADER funding and/or websites developed with the support of LEADER funding must include links to the Scottish Government Leader page and the Scottish Rural Network website.

If other community-led local development (CLLD) funder's logos are displayed as well as the LEADER funding logo, each of the individual emblems in the LEADER funding logo shall have at least the same size, measured in height or width, as the biggest of the other funders' logos.

Infrastructure

Where the project involves infrastructure, construction or the total public funding exceeds €500k - put up a permanent plaque or billboard with a description of the project/operation, and highlighting the financial support as detailed below, at a location readily visible to the public. A temporary billboard may be used but should be replaced by a permanent plaque or billboard within 3 months after completion.

Any property funded (constructed or renovated) with LEADER funding must have signs acknowledging LEADER support that are visible to the public throughout the life of the 2014-2020 programme

When acknowledging the assistance of the LEADER money to a project and/or group of projects project promoters there is also a distinction to be made between ongoing projects and/or those under construction and completed projects as follows:





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For ongoing projects and/or those under construction, e.g. temporary site signs, recruitment advertising, scheme guidelines, posters, recruitment adverts etc.

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For completed projects, e.g. permanent plaques, annual reports, long term publicity materials and brochures, stationary etc.

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If projects include a building or physical object, then plaques are compulsory and will be provided by Outer Hebrides LEADER LAG free of charge, otherwise payment for logo's or alternative advertisement must be made. All publicity costs should be included in eligible expenditure when applying for grant.

Site signs erected during the construction of a project should indicate LEADER assistance. The section of the sign reserved for LEADER acknowledgement should meet the following criteria:

- take up at least 25% of the total area of billboard;
- indicate the European emblem, the LEADER logo, Scottish Government and SRDP logo and the LAG with appropriate text; and
- the lettering used must be at least the same size as the lettering used to indicate the participation of any other project partners

In cases where a general site sign is not being erected, a separate sign acknowledging LEADER assistance should be provided.

Site signs should be removed no later than 6 months after the completion of the project and replaced, wherever practicable, by a **permanent plaque** incorporating the European, Scottish Government and LEADER emblems and appropriate text. Permanent plaques should be situated in a location accessible to the general public.

The applicants/grant beneficiary organisation are responsible for obtaining all legal approval or permission required for installation of any signs, plaques, billboards or other items for acknowledgement of funds.

Projects/operations **which do not involve infrastructure or construction** and where funding exceeds €50k but less than €500k – **display a poster (min. size A3) or plaque with a description of the project/operation**, and highlighting the financial support as detailed below, at a location readily visible to the public

Events and general participant activities

Funding support from LEADER must be appropriately acknowledged during any LEADER funded event, for example meetings, training events and workshops. The LEADER funding logos and wording must be on all printed materials. For example, invitations, programmes, brochures and presentations including PowerPoint presentations used during events.

The, LEADER funding support must be acknowledged verbally during the event.



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Equipment

The LEADER funding logo and wording must be displayed where possible on:

- any capital item (non-consumable, physical items) purchased for more than £150
- any capital items that are used to support the delivery of the project, which have an operating cost and where these costs are reclaimed from LEADER.

Press releases

Any press releases and/or **editorial features** relating to the LEADER funding must make explicit the support of LEADER funds. These should be forwarded to LEADER co-ordinators for comment before going to press to ensure accuracy of information and appropriate acknowledgement of the funding.

Press releases must be retained by the project for audit purposes, with copies submitted to the LAG with accompanying claims and monitoring information.

Project Advertising - Printed Material and Websites

Annual reports, brochures, posters, tendering documentation, application forms and other forms of **printed publicity material** and **websites** about individual projects or programmes should include a clear acknowledgement of the assistance of LEADER in a prominent position. When other agencies' logos are used the European, Scottish Government, SRDP and LEADER emblems should be at least the same size and proportion.

Website – provide a short description of the project/operation where there is a link between the purpose of the website and the support provided to the operation and should include its aims and results, and highlighting the financial support as detailed below.

The LEADER funding logo and wording must also be on **any all products** produced for the project, including websites, DVDs, training materials and interpretation, leaflets, invitations, posters, tender documents, T-shirts and balloons.

Stationary including business cards, letter heads paper, compliment slips, training forms, certificates, Monitoring and Evaluation Forms, AV materials, etc. should all acknowledge LEADER funding by bearing all four logo's.

Media advertising including recruitment and property availability should include the Scottish Government, SRDP, European and LEADER emblems and appropriate wording.

Furthermore, the organisers of any **openings or other events to publicise projects** which have received assistance from LEADER should ensure that all the required acknowledgements are made and that appropriate representatives of the European Commission, Scottish Government and the relevant Local Action Group are invited to attend. Please contact the Outer Hebrides LEADER team for advice and assistance on identifying the most appropriate persons for individual events.

All **Recruitment/Job Advertisements** funded (partially or fully) by LEADER should acknowledge LEADER with the logos and wording appearing in the advert. If the size or nature of the advertising space will not allow the inclusions of the LEADER funding logo, then just the wording can be used.

All posts should be advertised nationally, **IT IS NOT ACCEPTABLE** to just advertise in the local community or local newspaper.



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Electronic copies, examples or photographs of all materials acknowledging LEADER support must be retained for audit purposes.

The important note to bear in mind is that LEADER should be acknowledged on ALL types of documentation, materials, buildings and items relating to the LEADER supported project or which have been paid for with LEADER funding.