**Low Carbon Lake District**

**Branding and Publicity Aide Memoire**

**for Applicants and Grant Recipients**

**August 2021**

**INTRODUCTION**

Please note the following is an ‘aide memoire’ which outlines the *minimum* branding and publicity evidence that should be retained for Audit purposes for all ERDF projects.

This document can be used:

* At the outset of any new publicity
* To check that key evidence is in place
* To plan and prepare for Audit visits

**For full guidance please see ERDF and ESIF Branding and Publicity Requirements ESIF-GN-1-005, Version 8**

**GUIDANCE**

This document is guidance on the subject of branding and publicity requirements for projects funded through the European Regional Development Fund (ERDF).

**KEY POINTS**

* It is the Grant Recipient’s Responsibility to collect and keep records for Audit and Verification in line with the ESIF 14-20 Document Retention Requirements
* It is the Grant Recipient’s Responsibility to ensure that they meet these requirements and they must ensure all parties producing any publicity materials regarding the project fully appreciate the requirements contained in the Regulations.
* Audits and verification checks will be carried out on projects by the appropriate managing authority and audit authority in England, and by the European Commission. In many cases communications activities will be audited within this process. It is therefore vital that projects not only meet the requirements but also retain verifiable evidence of compliant communication activities undertaken.
* The consequences of non-compliance may lead to financial repayment of funding.

**MINIMUM REQUIREMENTS**

* All information and publicity relating to your ERDF funded project shall display the following 4 logos
  1. European Union emblem and name “European Union” and “European Regional Development Fund”
  2. Northern Powerhouse
  3. Low Carbon Lake District
  4. Lake District Foundation
* All logos must be
  + In colour format where possible,
  + Placed in a visible and prominent location, position and size appropriate to the material
* The EU logo must be
  + at least 40mm length for landscape and 25 mm height for portrait formats
  + the same size or larger than other logos
  + Place on a white background ideally, if not possible use a white border 1/25th of height
* Plaques or posters in entrance area to include name and objective of the project, such as:
  + “Appliances on these premises are part-funded by the European Regional Development Fund as part of the Low Carbon Lake District Grant Scheme initiative to help tackle climate change in the National Park, working in partnership with local businesses and communities to reduce greenhouse gases and prepare for the impacts of climate change.”
* Templates posters and plaques for your own printing will be provided free of charge, pre-printed plaques and posters can be provide for a small fee. Please contact [grants@lakedistrictfoundation.org](mailto:grants@lakedistrictfoundation.org) to arrange.
* In addition to a plaque or poster on the site of the project you must also include a logo, project title and description on other publicity materials that relate to the funding such as;
  + webpages,
  + adverts,
  + flyers,
  + newsletters
  + social media, (please also include a link to this page where possible https://www.lakedistrict.gov.uk/caringfor/policies/lowcarbonlakedistrict)
* For press releases referring to the project please contact [grants@lakedistrictfoundation.org](mailto:grants@lakedistrictfoundation.org) for pre-approval
* You must keep evidence of marketing activity such as screenshots of webpages and social media, or hard copies of posters and plaques, in line with ESIF 14-20 Document Retention Requirements.

If you are unsure of the requirements, please contact [grants@lakedistrictfoundation.org](mailto:grants@lakedistrictfoundation.org) for support.