

---

# Graphical guidelines

---

European Regional  
Development Fund

*Investing in your future*



EUROPEAN  
UNION  
European Regional  
Development Fund

# Introduction

This document contains guidelines for using the European Regional Development Fund's logotype. In projects that are part-financed by the European Union, the logotype is to be displayed in all information material, at information events, and at the site where the operation is taking place.

All beneficiaries are obliged to inform the public both about the project and of the fact that it is part-financed by the European Union. This requirement is stipulated in the European Commission's Regulation (EC) No. 1828/2006.

Note that all or part of a grant may have to be repaid if the information requirement is not met.

*For more information please contact the Regional Fund hotline:*

+46 (0)8-681 91 50

E-mail: [regionalfonden@tillvaxtverket.se](mailto:regionalfonden@tillvaxtverket.se)

# The logotype

The European Regional Development Fund's logotype consists of the European Union's emblem with the name of the fund and the official device in the appropriate language. The logotype is to be used in all material produced within the project. This applies to all forms of information and publicity material and in contexts such as conferences, seminars, trade fairs, educational courses, exhibitions and competitions.

All variants of the logotype are described on the following pages together with examples of how the logotype is used on different types of products.

## Two variants of the logotype

- Emblem to the left with left-justified text to the right and the device »Investing in your future«.
- Centred emblem with centre-justified text below and the device »Investing in your future«.

The logotype must not be distorted. Always use a digital master. Digital master logotypes are available for download at [www.tillvaxtverket.se](http://www.tillvaxtverket.se)

## *Investing in your future*



EUROPEAN  
UNION  
European Regional  
Development Fund

### Left-justified logotype

The logotype is available in both colour and black and white and in a Swedish and an English version.

## *Investing in your future*



EUROPEAN UNION  
European Regional  
Development Fund

### Centred logotype

The logotype is available in both colour and black and white and in a Swedish and an English version.

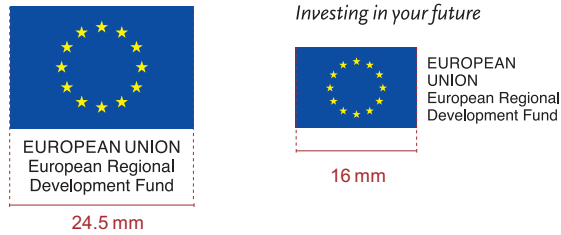
Digital logotypes can be downloaded from [www.tillvaxtverket.se](http://www.tillvaxtverket.se)

# The logotype

## Minimum size

In order for the logotype text to be able to be read, the width of the emblem should be at least 24.5 mm for centred logotypes and at least 16 mm for left-justified logotypes.

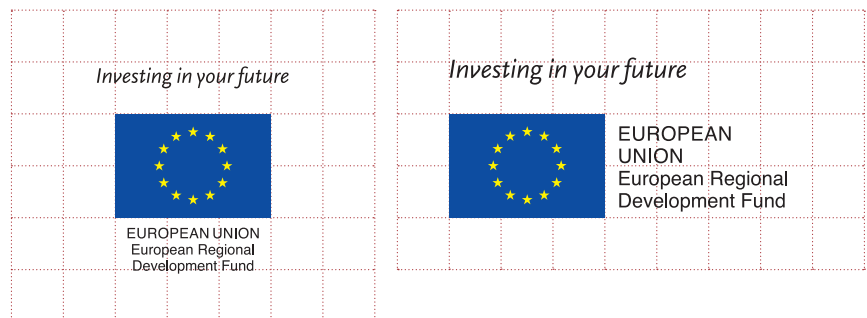
### *Investing in your future*



*In the case of small publicity articles where space is insufficient for the whole logotype, the emblem may be used with the text »EUROPEAN UNION« alone.*

## Logotype clear space

In order for the logotype to be clearly visible, there should be a clear space equivalent to half the height of the emblem on all sides.



## Logotype position

The logotype shall be placed in a prominent position on all types of printed matter and information material.

## Reproduction on coloured background

The logotype must always contrast with the background. Any background colour should be light. If a dark background is necessary, the logotype with white text and white border shall be used.



# Colours

## Logotype colours

The colour mixtures to be used in different printing processes (CMYK and Pantone) and for on-screen display (RGB) are detailed below.



### BLUE

#### Euroscale (CMYK)

Cyan 100 %

Magenta 80 %

Yellow 0 %

Black 0 %

#### RGB

R 0 %

G 0 %

B 153 %

#### Pantone

Pantone Reflex Blue



### YELLOW

#### Euroscale (CMYK)

Cyan 0 %

Magenta 0 %

Yellow 100 %

Black 0 %

#### RGB

R 255 %

G 204 %

B 0 %

#### Pantone

Pantone Yellow

## Single colour reproduction

Where it is not possible to reproduce the logotype in colours other than black, the border of the rectangle must be black, the background white and the stars black. If a dark background is necessary, the single colour logotype with white text and white border is to be used.

*Investing in your future*



EUROPEAN  
UNION  
European Regional  
Development Fund

*Investing in your future*



EUROPEAN  
UNION  
European Regional  
Development Fund

# Signs, plaques and decals

If the total public contribution exceeds EUR 500,000 and the project is financing infrastructure or construction operations or the purchase of a physical object, the beneficiary must display this information on a billboard.

If the project fulfils the above criteria of a total public contribution in excess of EUR 500,000 and only the purchase of a physical object, no billboard is needed during the implementation of the project.

## DURING IMPLEMENTATION

A large, visible billboard shall be set up at the site of each infrastructure and construction operation. The billboard shall state that the project is part-financed by the European Union, together with the type and/or name of the operation.

The ERDF logotype shall take up at least 25% of the billboard.

## AFTER IMPLEMENTATION

A large, permanent explanatory plaque shall be put up no later than six months after completion of a project to replace the billboards put up during implementation.

The plaque shall state that the project was part-financed by the European Union, together with the type and/or name of the operation.

Note that the permanent plaque requirement also applies to projects where the total public contribution is in excess of EUR 500,000 and that concern only the purchase of a physical object.

## DECALS

The implementing authority has produced decals that may be put up at the site of an operation.

Note that the decals do not take the place of billboards or permanent plaques.

Decals may be ordered free of charge from [www.tillvaxtverket.se](http://www.tillvaxtverket.se)

Mini: 140x42 mm

Medium: 200x60 mm

Large: 300x90 mm



**Tillväxtverket**  
Phone +46 8 681 91 00  
[www.tillvaxtverket.se](http://www.tillvaxtverket.se)

---

**For more and expanding enterprises as well as a sustainable and competitive business community throughout Sweden.**