



# Visibility Guideline





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### **Civic Space**

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# Grow Civic Visibility Guideline

This guideline provides necessary information for beneficiaries supported by the Grow Civic, for preparing communication materials in line with the visibility requirements of the Programme. The requirements provided in this documentation are also in line with the latest EU communication and visibility guidelines<sup>1</sup>. All communication materials and tools produced with the support of the Grow Civic Programme, should make reference to the European Union (EU) and the Grow Civic support. **Thus, on all the communication materials and tools produced with Grow Civic support, the support owners should make sure to add the EU emblem, the Grow Civic logo and the acknowledgment of the support provided.** When and if the produced material includes written or verbal content, **a disclaimer should also be added.** All communication materials must be reviewed and approved by the European Union BEFORE dissemination.

## 1. General Visibility Requirements

You can find the EU emblem and the Grow Civic logo below.<sup>2</sup> They can be downloaded in higher resolution from our website: <https://mis.civicspace.eu/en/help>



General requirements for the emblem and logo usage on the communication materials are listed below:

- 🔊 The EU emblem, the Grow Civic logo and the logo of the support owner (if relevant) should all be the same size.
- 🔊 The Grow Civic logo to be used should be in the language of the communication material (English, Greek or Turkish).
  - ➡ If the communication material has more than one language (ENG + GR, ENG + TR, GR + TR), the English Grow Civic logo should be used.
- 🔊 All the logos should be used in high resolution, be clear and not blurred.
- 🔊 All logos should preferably be placed on the same line/level.
- 🔊 The EU emblem should preferably be placed on the left side of the document.
- 🔊 The EU emblem and the Grow Civic logos cannot be changed and should be used as provided. If the communication material is in black and white color, the following logos can be used and can be downloaded from the link provided above:



## 2. Acknowledgement and Disclaimer

All communication materials (books, brochures, posters, presentations, documentaries, films, etc.), communication supplies (promotional materials, etc.), and communication tools (website, etc.) to be used and produced as part of your activities supported by the Grow Civic Programme must include the following acknowledgement sentence:

<sup>1</sup>For more information you can visit European Commission's "Communication and Visibility Requirements for EU External Actions" page from [https://ec.europa.eu/international-partnerships/comm-visibility-requirements\\_en](https://ec.europa.eu/international-partnerships/comm-visibility-requirements_en).

<sup>2</sup>For more information about the use of EU emblem please follow the link: [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)

“ This **publication/brochure/website/video/film** was produced with the support of the Grow Civic Programme funded by the European Union. ”

→ Please select/adapt section written in orange (e.g. brochure, website, poster, visual, book, film) depending on where you will use it.

If and when the communication material includes any written or verbal content it must also include the following disclaimer with the acknowledgment sentence:

“ This **publication/brochure/website/video/film** was produced with the support of the Grow Civic Programme funded by the European Union. Its contents are the sole responsibility of **name of the author/activist/CSO name** and do not necessarily reflect the views of the European Union”. ”

→ Please select/adapt sections written in orange above, depending on for which type of visibility material it will be used for, and add the name of the support owner (organisation or activist).

### Example 1(CSO):



This **publication/brochure/website/video/film** was produced with the support of the Grow Civic Programme funded by the European Union. Its contents are the sole responsibility of **name of the CSO** and do not necessarily reflect the views of the European Union.

Logo of the support owner CSO

### Example 2 (Activist):



This **publication/brochure/website/video/film** was produced with the support of the Grow Civic Programme funded by the European Union. Its contents are the sole responsibility of **name of the author/activist** and do not necessarily reflect the views of the European Union.



## Visibility requirements in actions involving more than one funder/supporter

If the action is supported not only by Grow Civic but also by other funders/supporters, the EU emblem and the Grow Civic logo must be used in the same size with others. The EU emblem and the Grow Civic logo should be on the left side of the communication material, while the acknowledgment or disclaimer sentence in its' centre and other logo(s) on its right side. An example of visibility in such cases is provided below:

### Example:



This **publication/brochure/website/video/film** was produced with the support of the Grow Civic Programme funded by the European Union and name of the **donor/sponsor**. Its contents are the sole responsibility of **name of the author/activist** and do not necessarily reflect the views of the European Union.

Logo of the donor/sponsor owner

Logo of the support owner CSO

All communication materials should be sent to the Civic Space team prior to printing and/or dissemination as they require the formal approval of the EU Programme Support Office (please see section 5 below for detailed explanation of the approval process). Keep in mind that the visibility approval process may take time. Thereby, make sure that **you submit the materials to the Civic Space team at least 15 days prior to the date they will be needed** to ensure their timely processing.

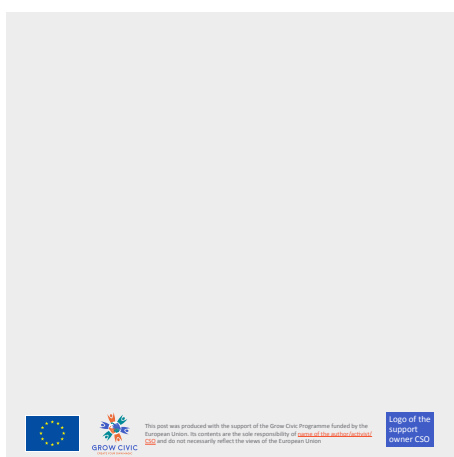
If for any justifiable reason, you do not want to use the EU emblem, Grow Civic logo, acknowledgement or disclaimer sentence, you should submit a written request to the Civic Space team with justifications. As this requires a derogation, Civic Space team will seek the approval of the EU, and accordingly will inform you whether the request is approved or not.

### 3. Visibility Placement Examples

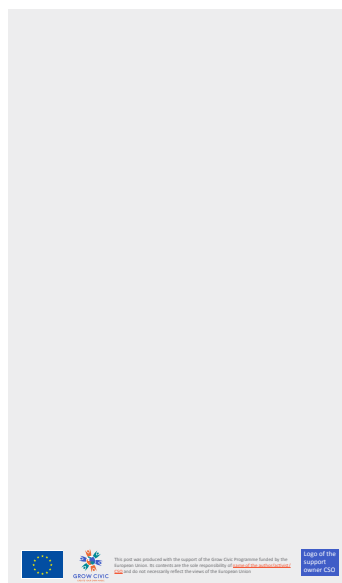
Some visibility placement examples for different communication materials, are provided below for your reference (you can also download them in Photoshop, InDesign and Illustrator formats from <https://mis.civicspace.eu/en/help> ).

#### 1. Social Media Posts

Social Media Template 1  
(Square Post)

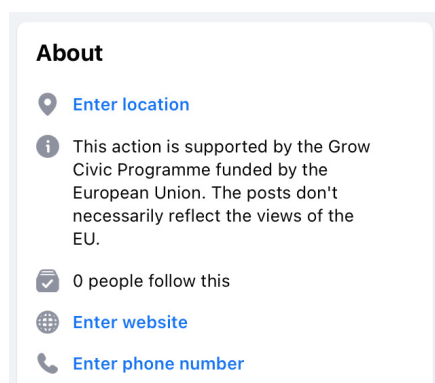


Social Media Template 2  
(Story Format)

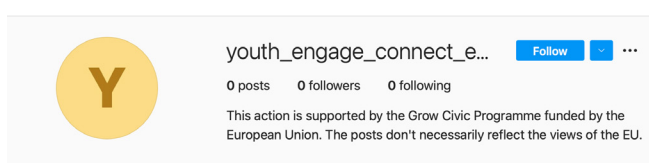


#### 2. Social Media Pages<sup>3</sup>

Facebook Page  
(About Section)



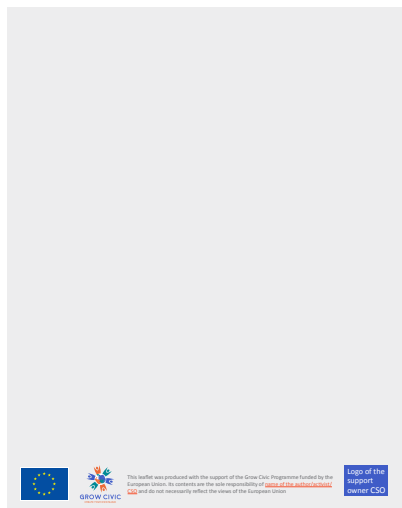
Instagram Page  
(Profile Section)



<sup>3</sup> Please note that this visibility requirement is applicable only for social media accounts/pages created specifically for the Grow Civic supported actions. Existing social media accounts of the support owners shall not include visibility in their "about" section.

### 3. Leaflet

Leaflet Template 1  
(A5)

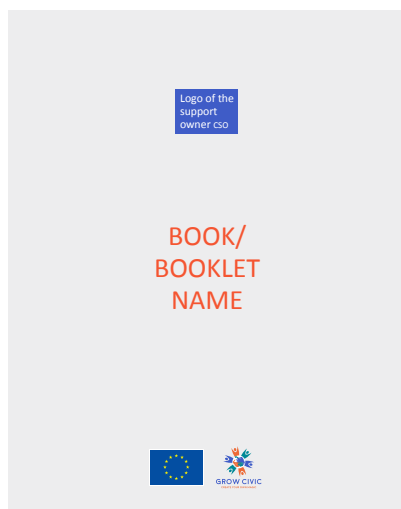


Leaflet Template 2  
(2 Pages A5)

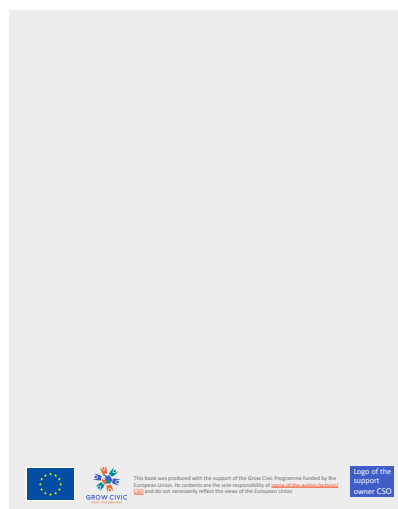


### 4. Booklet / Book Cover

Book Template 1  
(Front Cover)

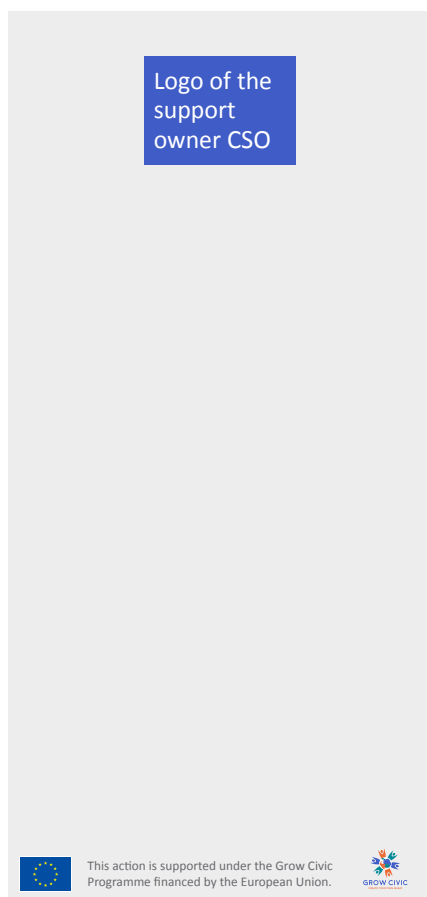


Book Template 2  
(Back Cover)

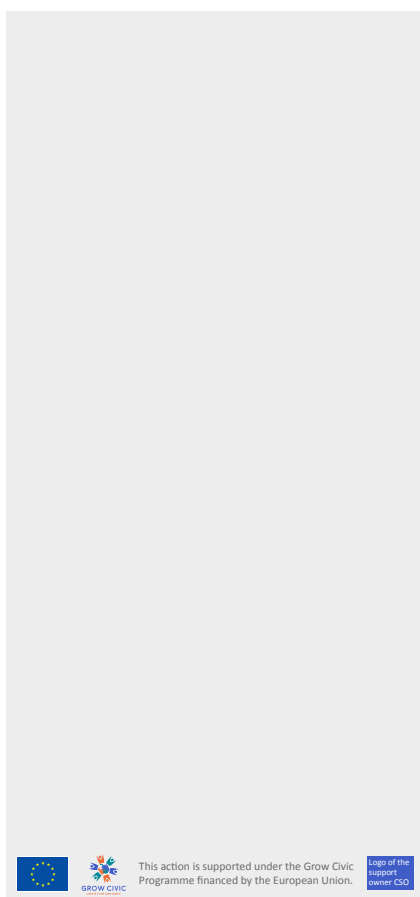


## 5. Rollup Banner

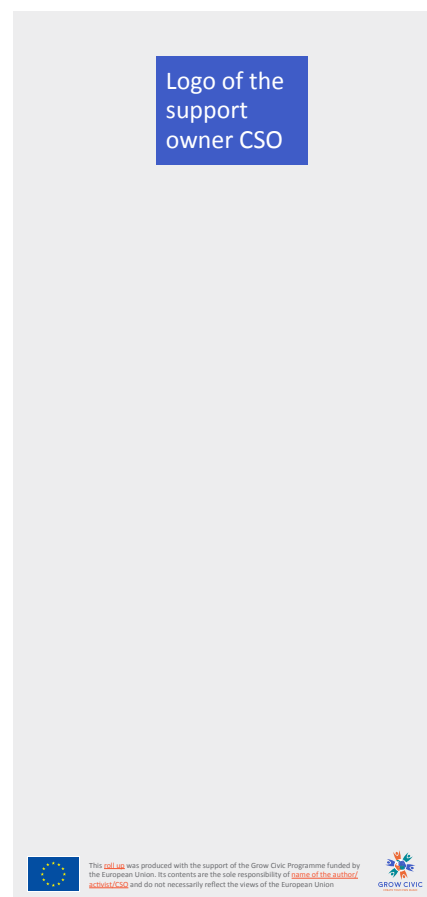
Rollup Banner Template 1  
(Beneficiary Logo on top)



Rollup Banner Template 2  
(Beneficiary Logo at the bottom)



Rollup Banner Template 3  
(Beneficiary Logo at the top)



## 6. Video/Film








Video Template 1  
(End of the Video, Full Screen)



## 7. Website




## 4. Rules for Using Content in Communication Materials


-  All the participants in your photographic and video visuals should sign a consent form agreeing to take part in your visibility or communication related actions implemented with the Grow Civic support. In the case of minors, consent should be received from their parents/legal guardian(s).
-  You should make sure that the communication materials to be produced with the support of the Grow Civic Programme should not have discriminatory, offending, insulting text or visuals in them.
-  Communication materials should not include context (text images or photos) that praises or incite violence or violate human rights.
-  All visual content included in any communication material should be referenced to the owner of that content.
-  The intellectual property and copyrights should be respected in all written or visual materials produced with the Grow Civic support with proper references and permissions as required.
-  Any breach to the intellectual property and copyright will be under the sole responsibility of the beneficiary.
-  As much as possible, we recommend you use copy right free (royalty free) visuals. Some links from which you can find such visuals are as follows:
  - o Pexels (Free): <https://www.pexels.com/>
  - o Pixabay (Free): <https://pixabay.com/>
  - o Unsplash (Free): <https://unsplash.com/>
  - o Shutter Stock (Paid): <https://www.shutterstock.com/>


If you have any further questions, please contact with the Grow Civic Team.




## 5. Approval Process for Communication Materials

 First and foremost, make sure that your approved action and budget forms include the communication materials that you would be producing. If they were not included in your approved original request form, make sure that you first request modification in your plans, as explained in the Grow Civic Implementation Guidelines. You can consult the Civic Space team if you have questions.

 If you are going to purchase services from a provider in designing your communication materials, please check the list of service providers list annexed to the Implementation Guidelines. Get quotations from at least 2 providers listed in the document related with the type of material/service. Always copy the Civic Space team in your communications.

 Whether you will produce the communication material yourself or by way of service provision, make sure you read this document first. Please check visibility materials yourself, for spelling and grammar mistakes, proper emblem, logo and disclaimer usage, etc. before you send it to the Civic Space team.

 Upload the communication material to the Grow Civic MIS 'Communication material Approval' module (please check "Grow Civic MIS Usage Video" for more details).


- a. Grow Civic MIS Communication Material Approval Module Link:
- b. Grow Civic MIS Usage Video Link:


Once you receive the approval from Civic Space, you can share/print/present the communication material.



- a. Make sure to provide Grow Civic Team with 10 samples of any printed and digital copy of the communication material.
- b. The support owner(s) has the copyright for the produced materials, while Civic Space has the distribution rights of all the materials in any platform.


## 6. Removal of the Visibility

As mentioned above, the outputs you will produce during your Grow Civic supported action should be in line with the Grow Civic visibility requirements and be approved. However, even after the completion of your actions supported under the Programme, there are several rules that you are expected to abide by, as presented below:

 If you are planning to use the outputs exactly the same as produced with the support of the EU, then the EU and Grow Civic visibility should remain the same and you need to inform the Civic Space team prior to using them.

 On the other hand, if you are planning to use the document/visuals in another context and/or for other purposes or if you are producing new visuals/document that are related to the one produced with the Grow Civic support, then you should not include the EU emblem and the Grow Civic logo but still refer to the support by adding the following sentence to the relevant material:

 “An earlier version of this publication/brochure/social media page/website/video/film/  
action (<date 1 - date 2>) was produced with the support of the Grow Civic Programme funded by the European Union.”<sup>4</sup>

 Also, about the visibility placement on the social media page, It is worth to mention that once the action is over, the support owner can delete the created page/account/channel by the end of 3 months. As mentioned above, this visibility placement will only be applicable to the pages/accounts/channels created by the support owner for the action that is being supported by the Grow Civic program.

<sup>4</sup> Please pick the relevant type of material produced and add start and end dates of your action supported by the Grow Civic Programme.