



sivil civic Χώρος  
alan space Πολιτών  
Grow Civic Funding Facility

## **GROW CIVIC FUNDING FACILITY VISIBILITY GUIDE**



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# Grow Civic Visibility Guidelines

This guideline provides information for beneficiaries supported under the Civic Space's Grow Civic Funding Facility on preparing communication and visibility materials in line with the visibility requirements of the Civic Space project. The requirements outlined in this document are also aligned with the latest European Union (EU) communication and visibility guidance.<sup>1</sup>

All communication materials, products, and tools developed with support from Civic Space's Grow Civic Funding Facility must acknowledge the support received and make reference to the EU. Beneficiaries are therefore required to include the EU emblem, the Civic Space's Grow Civic Funding Facility logo, and the relevant funding acknowledgment statement on all communication and visibility materials produced with Grow Civic support. Where communication outputs contain written or verbal content, the required disclaimer should also be included.

All communication and visibility materials developed under the Civic Space's Grow Civic Funding Facility must be reviewed and receive prior approval from the EU before dissemination or publication.

## 1. General Visibility Requirements

You can find the EU emblem and the Civic Space's Grow Civic Funding Facility logo below. They can be downloaded in higher resolution from Civic Space website: <https://civicspace.eu/en/>



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General requirements for the use of emblems and logos on communication and visibility materials are listed below:

1. The EU emblem, the Civic Space's Grow Civic Funding Facility logo, and the beneficiary organisation's logo (where applicable) should be displayed at equal size and prominence.
2. All logos and emblems should be used in high resolution and must remain clear, legible, and not distorted or blurred.
3. Logos should, where possible, positioned on the same line and aligned consistently.
4. The EU emblem should preferably appear on the left-hand side of the communication material.
5. The EU emblem and Civic Space's Grow Civic Funding Facility logo must not be modified, altered, recoloured, stretched, or redesigned and should always be used in the official formats provided.
6. Where communication materials are produced in black and white, the approved monochrome versions of the logos and emblems may be used and downloaded from the links provided in this guidance document.
7. Communication materials should comply with the visibility and acknowledgment requirements outlined in the Civic Space's Grow Civic Funding Facility's communication guidelines and applicable EU communication and visibility requirements.
8. Where communication materials acknowledge additional donors, sponsors, embassies, or supporting organisations, these logos may be included where appropriate; however, the EU emblem and the Civic Space Grow Civic Funding Facility logo should retain equal

<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).



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prominence and visibility in accordance with applicable EU visibility requirements.



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## 2. Acknowledgement and Disclaimer

All communication and visibility materials developed or produced with support from the Civic Space’s Grow Civic Funding Facility, including publications (books, brochures, posters, presentations, documentaries, films, etc.), communication and promotional items, and digital communication tools (websites, social media content, online platforms, etc.), must include the acknowledgement statement below to recognise the support received from the EU:

“This **publication/website/video/film** was funded by the European Union.”

↳ Please select/adapt section written in orange (e.g. website, publication, video) depending on where you will use it.

Where communication materials include written or verbal content, they must also include the disclaimer below together with the required acknowledgement statement to ensure appropriate recognition of the support received:

“This **publication/website/video** was 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/website/video** was 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.



Logo of the support owner CSO

### Example 2 (Activist):



This **publication/website/video** was 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.



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

If an activity or communication material is supported not only by the Civic Space's Grow Civic Funding Facility but also by other funders or supporters, the EU emblem and the Civic Space's Grow Civic Funding Facility logo must be displayed with equal prominence and at the same size as the other logos. The EU emblem and the Civic Space's Grow Civic Funding Facility logo should be placed on the left side of the communication material. The required acknowledgement and disclaimer statement should appear centrally, while the logo(s) of other funders or supporters should be positioned on the right side.

An example illustrating the visibility requirements in such cases is provided below:

### Example:



This **publication/website/video** was co-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.



Logo of  
the donor/  
sponsor  
owner

Logo of the  
support  
owner CSO

All communication and visibility materials developed under activities supported by the Civic Space's Grow Civic Funding Facility must be submitted to the Civic Space team prior to printing, publication, or dissemination, as they require formal approval from the EU Programme Support Office (please refer to Section 5 below for details on the approval process). Please note that the visibility approval process may require time. Beneficiaries are therefore strongly encouraged to submit communication materials to the Civic Space team at least 15 calendar days before the planned publication, printing, or dissemination date to allow sufficient time for review and approval.

If, for duly justified reasons, a beneficiary wishes not to use the EU emblem, Civic Space's Grow Civic Funding Facility logo, acknowledgement statement, or disclaimer, a written request including the justification must be submitted to the Civic Space team. As this constitutes a derogation from standard visibility requirements, the Civic Space team will seek approval from the European Union and subsequently inform the beneficiary whether the request has been approved or not.

### 3. Visibility Placement Examples

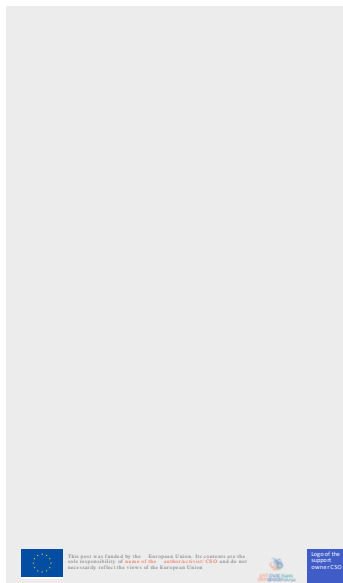
Examples illustrating the placement of required visibility elements across different communication and visibility materials are provided below for guidance and reference.

#### 1. Social Media Posts

Social Media Template 1  
(Square Post)

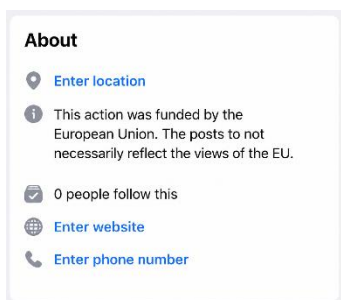


Social Media Template 2  
(Story Format)

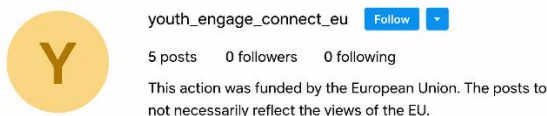


#### 2. Social Media Pages

Facebook Page  
(About Section)



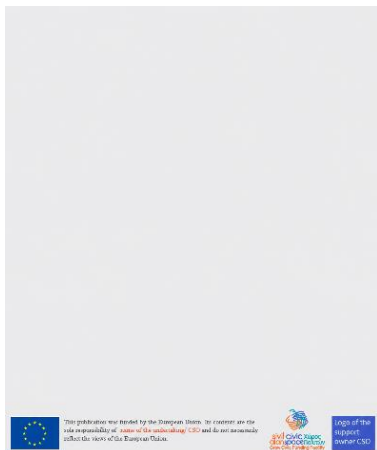
Instagram Page  
(Profile Section)



Please note that this visibility requirement applies only to social media accounts or pages created specifically for actions supported under the Civic Space’s Grow Civic Funding Facility. Existing social media accounts or pages of beneficiaries are not required to include Grow Civic visibility elements in their “About” or profile sections.

### 3. Leaflet

Leaflet Template 1  
(A5)

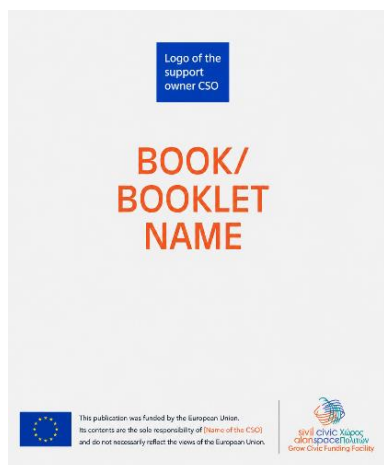


Leaflet Template 2  
(2 Pages A5)



### 4. Booklet / Book Cover

Book Template 1  
(Front Cover)



Book Template 2  
(Back Cover)



# Rollup Banner

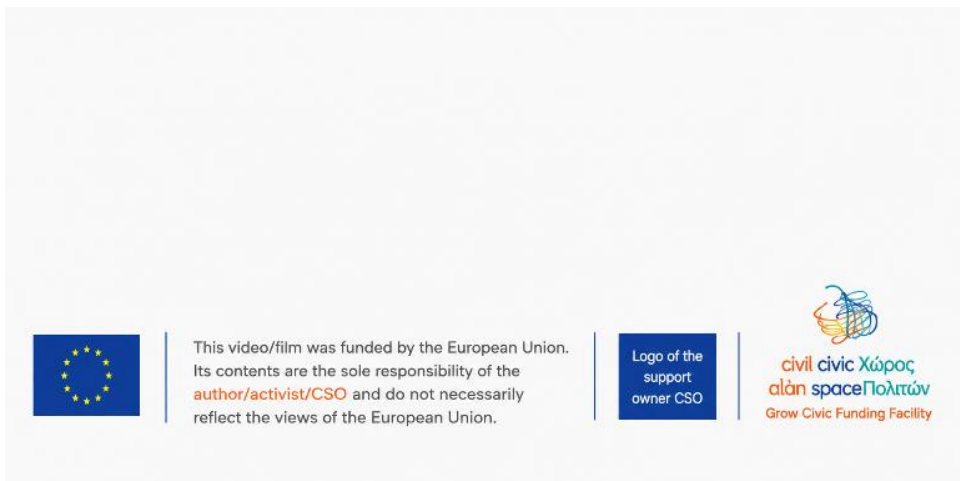
Rollup Banner Template



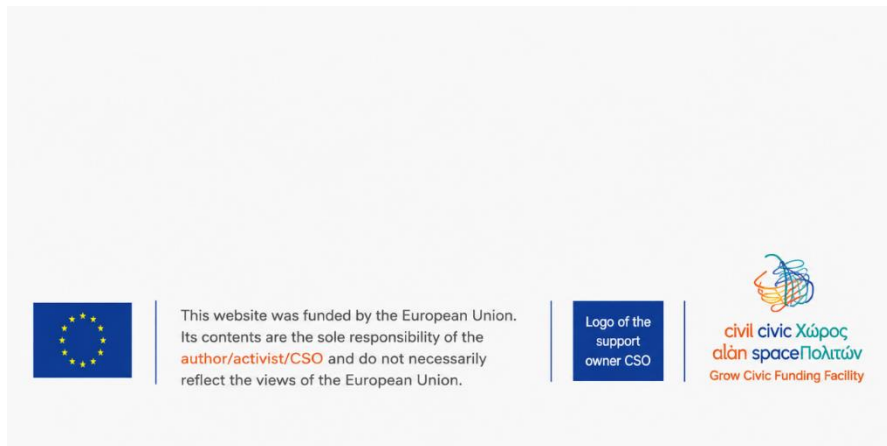
## 5. Video/Film

### Video Template 1

*(End of the Video, Full Screen)*



## 6. Website



## 4. Rules for Using Content in Communication Materials

Participants appearing in photographic or video materials produced as part of communication and visibility activities supported by the Civic Space’s Grow Civic Funding Facility must provide informed consent to participate. Beneficiaries are responsible for obtaining and securely retaining signed consent forms. Where minors are involved, written consent must be obtained from a parent or legal guardian before photographs, videos, or other visual materials are captured or used.

Beneficiaries must ensure that communication and visibility materials produced with Civic Space’s Grow Civic Funding Facility support do not contain discriminatory, offensive, insulting, or inappropriate language or visuals. Communication materials must not contain content (including text, photographs, graphics, or audiovisual materials) that promote violence, incites hatred, discriminates against individuals or groups, or violate human rights principles. Communication materials should be conflict-sensitive and avoid reinforcing tensions, exclusion, harmful narratives, misinformation, or political sensitivities inconsistent with the principles of the Civic Space project.

Beneficiaries are responsible for ensuring that all visual, written, and audiovisual content included in communication materials is appropriately referenced and attributed to the copyright owner where required. Intellectual property rights and copyright obligations must be fully respected in all materials developed with Civic Space’s Grow Civic Funding Facility support.

Beneficiaries are responsible for obtaining any permissions, licenses, or usage rights required. Any breach of intellectual property or copyright obligations remains the sole responsibility of the beneficiary.

Beneficiaries must ensure that communication activities involving personal data comply with applicable data protection principles.

Beneficiaries should ensure communication materials are accessible, where feasible, including consideration of readability, inclusive language, and accessibility needs.

Where possible, beneficiaries are encouraged to use royalty-free or appropriately licensed visual materials and ensure compliance with the applicable license terms of the content provider.

### Examples of commonly used visual resource platforms include:

- Pexels (Free) – Royalty-free photographs and videos <https://www.pexels.com/>
- Unsplash (Free) – Royalty-free photography library <https://unsplash.com/>
- Pixabay (Free) – Royalty-free photographs, illustrations, graphics, and videos <https://pixabay.com/>



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- Shutterstock (Paid) – Licensed stock photography, videos, illustrations, and design assets  
<https://www.shutterstock.com/>

The inclusion of the platforms above does not constitute endorsement or approval by the EU. Beneficiaries remain responsible for ensuring compliance with copyright, licensing conditions, attribution requirements, and intellectual property obligations.

If you have further questions regarding communication and visibility requirements, please contact the Civic Space team.

## 5. Approval Process for Communication Materials

Before developing communication and visibility materials, beneficiaries should first ensure that the relevant communication activities and related budget items are included in their approved action plan and budget.

If communication activities or related costs were not included in the original approved request, beneficiaries should first request a modification in line with the Grow Civic Implementation Guidelines. The Civic Space team may be consulted for guidance where needed.

Where external services are required for the design or production of communication materials, beneficiaries should consult the approved service provider list annexed to the Grow Civic Implementation Guidelines.

Beneficiaries may be expected to obtain quotations, relevant to the required service or material, and copy the Civic Space team in related procurement communications where applicable **and in line with Grow Civic Implementation Guidelines and procurement requirements**.

Whether communication materials are developed internally or through external service providers, beneficiaries should carefully review the Civic Space's Grow Civic Funding Facility Visibility Guidelines before beginning production.

Before submitting materials for approval, beneficiaries are responsible for checking:

- Spelling and grammar accuracy
- Correct use of the EU emblem and Civic Space's Facility logo
- Proper use of acknowledgement and disclaimer statements
- Compliance with communication and visibility requirements
- Overall quality, consistency, and accessibility of materials
- Accuracy of facts, data, references, and information presented

The beneficiary retains full responsibility for the quality assurance of all communication and visibility materials produced under Grow Civic support, including the accuracy, completeness, appropriateness, and editorial quality of the content.

All communication and visibility materials must be submitted to the designated Civic Space team member for review and approval before printing, publication, presentation, or dissemination.

Communication materials may only be printed, published, shared, or publicly presented after formal approval has been received.



Beneficiaries should also ensure that:

- a. At least one copy or sample of communication materials, or as requested by the Civic Space team, produced under Civic Space's Grow Civic Funding Facility (printed and digital, where relevant) are shared with the Civic Space Team for documentation and visibility purposes.
- b. Beneficiaries retain intellectual property rights over materials they develop, while Civic Space retains the right to reproduce, distribute, publish, and communicate materials developed under Civic Space's Grow Civic Funding Facility for programme communication, visibility, reporting, learning, and dissemination purposes.

Where possible, beneficiaries are encouraged to use appropriately licensed or royalty-free visual materials and ensure compliance with applicable copyright and licensing conditions.

If you have any questions regarding communication and visibility requirements, please contact the Civic Space Team.

## 6. Removal of the Visibility

As outlined above, outputs produced under activities supported by the Civic Space's Grow Civic Funding Facility must comply with Grow Civic communication and visibility requirements and receive the necessary approvals before publication or dissemination. However, certain communication and visibility obligations also continue after the completion of activities supported under the Civic Space's Grow Civic Funding Facility.

If beneficiaries intend to reuse communication materials, publications, visuals, videos, or other outputs **without modification and in the same format as originally produced with Grow Civic support**, the original visibility elements, including the EU emblem and Civic Space's Grow Civic Funding Facility visibility references, should remain unchanged. Beneficiaries should also inform the Civic Space team before reusing such materials.

If beneficiaries intend to use materials developed under Civic Space's Grow Civic Funding Facility in a different context, adapt them for new purposes, or develop new materials building upon previously supported outputs, the EU emblem and Civic Space visibility elements should not be included unless visibility requirements applicable to the original supported action continue to apply.

In such cases, beneficiaries should instead acknowledge the original support received by including the acknowledgement statement below within the relevant communication material. This approach helps ensure appropriate recognition of support received under the Civic Space's Grow Civic Funding Facility while maintaining compliance with communication and visibility requirements beyond the implementation period.

An earlier version of this publication/website/video(<date 1 - date 2>) was produced with the support of the Civic Space's Grow Civic Facility<sup>2</sup>

Please also note that visibility requirements relating to social media profile information and account branding apply only to social media pages, accounts, or channels created specifically for actions supported under the Civic Space's Grow Civic Funding Facility.

<sup>2</sup> Please pick the relevant type of material produced.

Existing social media accounts of beneficiaries are not required to apply these visibility elements.

Where beneficiaries create dedicated social media pages, accounts, or channels specifically for Grow Civic Funding Facility-supported actions, beneficiaries may deactivate or delete such pages, accounts, or channels three months after completion of the supported action, if no longer needed.

Beneficiaries are encouraged to inform the Civic Space team prior to deleting programme-specific social media pages, accounts, or channels created under Grow Civic Funding Facility support. This requirement applies only to social media pages, accounts, or channels established specifically for activities supported by the Civic Space's Grow Civic Funding Facility.



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