

VISUAL IDENTITY RULES

Erasmus+ projects have to strictly respect and observe the **visual identity rules** for ERASMUS + CBHE projects, that are also indicated in the Grant Agreement and Partnership Agreement, available on the following website: https://eacea.ec.europa.eu/about-eacea/visual-identity_en, and are provided for you below:

1. Beneficiaries of European Union (EU) funding are obliged to display the EU flag and to acknowledge the support received under the relevant EU programmes in all communication and promotional material.

The European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag.

E.g. "Co-funded by the Erasmus+ programme of the European Union" or "With the support of the Erasmus+ programme of the European Union".

For projects funded by the Erasmus+ programme alone, the following should be used:

Text on the left, EU flag on the right :

Co-funded by the
Erasmus+ Programme
of the European Union



Text on the right, EU flag on the left :



Co-funded by the
Erasmus+ Programme
of the European Union

2. Guidelines on the application of the visual identity on studies and publications produced by external organisations.

The following disclaimer shall be added to the inner pages of the publications and studies written by external independent bodies with support from the European Commission:

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

From the Grant Agreement

1.10.9 Publicity obligations

1.the beneficiaries must follow the instructions available on the website (mentioned above).

2.The beneficiaries must inform the public, press and media of the action (internet included), which must, in conformity with Article II.7 mentioned above, visibly indicate “with the support of the Erasmus+ Programme of the European Union” as well as the graphic logos.

3. Where the action, or part of the action, is a publication, the mention and graphic logos must appear on the cover of the first pages following the editor`s mention.

1.10.10. Penalties in the case of non-compliance with publicity obligations.

The obligation to comply with the publicity provision set out in Article II.7 of the General Conditions constitutes a substantial obligation. Without prejudice to the right to terminate the grant, in case of failure to fulfil this obligation, the Agency may apply a 20% reduction of the grant initially provided for.

Availability of the project results:

According to the Article 1.7.

If the beneficiaries produce materials under the scope of the project, such materials must be available for the public, in digital form, freely accessible through the Internet. (more details Article 1.7.)

Project logo

All materials, developed within the project, are obliged to display MEDIATS logo

Project materials, conclusion

If to sum up, you have to use EU logo mentioned above and project logo in all news, publications, posts in social media, photos, presentations for PSCM, presentations and materials of your Mediation Program, Mediation structure activities, papers of internal communication – on everything related to MEDIATS. For your convenience the logos, Document template are available on google disc, folder Visual identity.

#MEDIATS

Please, use #MEDIATS to mark any post, that is connected to MEDIATS activities, that will help to make all project activities recognizable, especially when lots of people do publications.