



European Union
European Social Fund
Investing in jobs and skills

European Social Fund in England and Gibraltar

Logo Guidelines 2007 – 2013

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Contacts

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Introduction

The European Social Fund (ESF) is the European Union's main initiative for investing in jobs and skills. The 2007-2013 ESF programme will invest £4 billion in England and Gibraltar of which £2 billion is EU money from the ESF. The ESF will fund additional employment and training projects to add value to national and regional strategies.

All partner organisations involved in the ESF programme have a role to play in publicising ESF and the financial contribution of the EU. The agencies which manage and distribute ESF money are responsible for providing information on ESF to the general public and potential providers. Project providers must ensure that all their participants know that they are benefiting from ESF, and must also publicise their activities and achievements to the wider community.

This document, produced by DWP's ESF Division, provides logo guidelines to help partner organisations publicise ESF in line with the requirements of EU regulations. The guidelines give details for the use of the ESF logo that should be followed in the production of any ESF-related or supported print or electronic publications or products including posters, leaflets, promotional items, websites, banners and vehicle livery. The logo guidelines should be used in conjunction with the publicity requirements in ESF beneficiary agreements, provider contracts and guidance. The guidelines do not replace these requirements.

By using these logo guidelines you will be helping to publicise ESF in a consistent and coherent way. You will also be helping to effectively promote the work of ESF amongst the general public.



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Our logo

The ESF in England and Gibraltar 2007 – 2013 ESF logo is available to use in three ways – Colour, Black and Reversed out (white).

The logo variants are available for download in Encapsulated Post Script (EPS) and Joint Photographic Experts Group (jpg) formats from the ESF website www.esf.gov.uk

Colour

Wherever possible the standard colour logo should be used, preferably on a white or pale background.

Aim to avoid a background of varied colours, and in any case one that does not go with blue.



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Black

The black logo should be used where it is not practical or economical to use the colour logo.



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Reversed out (white)

The reversed out logo should only be used in the event that:

- blue (Reflex Blue) is the only colour available, in which case it should be used 100% with the stars reproduced in negative white and the field 100% blue.
- the logo needs to be placed over dark colours, including photographs.



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Primary colour palette

Wherever possible the logo should be printed using the 3 colours: Reflex Blue, Process Yellow, and Process Black. When it is not possible to use Reflex Blue, the logo may be reproduced using the four-colour process, as indicated left.

There is also a black only and reversed out version of the logo, examples for usage of which are shown on the page 4.

Primary colours



REFLEX BLUE

Four-colour values:

Cyan: 100%
Magenta: 72%
Yellow: 0%
Black: 6%



**PROCESS
YELLOW**

Four-colour values:

Cyan: 0%
Magenta: 0%
Yellow: 100%
Black: 0%



**PROCESS
BLACK**

Four-colour values:

Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 100%



WHITE

Four-colour values:

Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 0%

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Using the logo

Exclusion zone – There is a designated area around the logo that should not be invaded by other graphics or logos. This area is measured using a distance which is 25% (one quarter) of the width of the logo.

Minimum size – The logo size should be reproduced at a minimum width of 33mm and a maximum width of 45mm for standard format documents such as A4 and A5.

Where necessary the logo can be resized larger or smaller but must always be legible.

Exclusion zone



Minimum size



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Incorrect use of the logo

Incorrect use – For our identity to be effective it should be used consistently across all mediums eg. literature, signage, website and promotional items.

Please see the inappropriate examples:

Incorrect use



Do not distort the logo by stretching it vertically or horizontally

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Do not modify the proportion of the symbol to the name

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Do not recolour the logo

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Do not add any other wording or illustration to the logo

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Correct use



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