



# Etkiniz EU Programme Visibility Guidelines

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## 1. What is the Etkiniz EU Programme?

Etkiniz is a European Union programme designed to provide support to civil society organisations to strengthen their capacity to monitor human rights. Bodies interested in monitoring compliance with international human rights frameworks, that want to report on their results and undertake advocacy actions based on their findings, can apply for support from Etkiniz EU Programme. Such bodies include association, foundations, non-profit cooperatives, civil society networks and platforms, civil initiatives-communities and networks, unions, bar associations and professional organisations.

Etkiniz support is provided under two main categories:

- a. human rights monitoring;
- b. accessing international human rights mechanisms.

Etkiniz support is provided as in-kind support in a variety of ways. For example, you can ask for an expert to contribute to your monitoring exercise; take part in Etkiniz training to improve your monitoring capacity; request the printing and dissemination of your monitoring reports; or seek support to design and implement an advocacy campaign. You can find detailed information on support mechanisms, what you can apply for and how to apply at:

[www.etkiniz.eu](http://www.etkiniz.eu)

## 2. EU Communication and Visibility Requirements

The overall aim of the Communication and Visibility Requirements is to ensure that any communication on EU-funded external actions is consistent with the EU's values and political priorities, and with other EU-related communication activities and events.

Specifically, the requirements are designed to ensure that external actions wholly or partly financed by the EU include information and communication measures intended to inform specific or general target audiences about the reasons for the action, the EU's support for the country or region concerned, and the outcomes and impact of that support.

In line with this, as an EU programme, any visibility actions under Etkiniz have to comply with EU Communication and Visibility Requirements. The Etkiniz Programme team operates in compliance with these requirements and bodies in receipt of Etkiniz support are also expected to do so. The full document detailing EU Visibility Requirements can be accessed from:

<https://www.avrupa.info.tr/tr/avrupa-birligi-gorunurluk-ilkelerini-ogrenin-16>

ETAT has prepared these guidelines to help you apply these requirements when you produce communication materials, be they printed materials in the form of a report or brochure; or a digital tool in the form of a film, website or social media. The guidelines include the EU logo, the Etkiniz Programme name and disclaimer text and instructions on how you can use them. You are required to apply the visibility rules set out in these guidelines and to send your drafts to the Etkiniz team for approval before printing/broadcasting takes place. Any such material circulated/publicised prior to such approval cannot be covered under Etkiniz support and the Etkiniz Technical Assistance team cannot be held responsible for such materials failing to receive approval.

If you cannot find the information you are looking for in these guidelines, please feel free to contact us via the Etkiniz support desk at [destek@etkiniz.eu](mailto:destek@etkiniz.eu).

### 3. The Etkiniz visibility elements

The Etkiniz visibility elements comprise the programme name, the EU logo and disclaimer text. You will be required to use all these elements in certain materials and just the programme name and the EU logo in others.

#### Programme name

The full name of the programme is “*Monitoring Compliance with International Human Rights Framework, Etkiniz EU Programme*”. The programme’s full name is integrated into the programme visual (***please see the next section***). On documents, on which the programme visual appears, the name of the programme can be given as “Etkiniz EU Programme”. If you are referring to the programme in text, such as in a press-release or

report, you are required to use the full name when you first refer to the programme, with subsequent references as “Etkiniz EU Programme” or “Etkiniz”.

The name of the programme should always be given as Etkiniz in both Turkish and English documents and is never translated. Only translations of the full description should be given, as seen in the programme visual below.

#### a. The Etkiniz EU Programme visual



These two versions, in English and Turkish, are designed to be used as the programme visual, bringing together the EU logo and the full name of the programme. You must use the Turkish version on Turkish materials, channels and tools and the English version on English materials. If your materials are in a language other than these two, or are bilingual (English-Turkish), then you must use the English version.

The programme name together with the EU logo must always be used on materials produced with support from the programme. On some materials produced by the Etkiniz Technical Assistance team these two elements can be separated. If you are required to use EU logo and the programme name elements separately, you **MUST** obtain the prior approval of the Etkiniz Programme team.

Should the receiver of support under the programme (***referred to as the supported CSO from now on***) foresee any problems in using Etkiniz visuals on the materials being produced, this should be discussed and agreed with the programme team in advance. Requests for exemptions must be brought to the prior consideration of the programme team no later than two weeks before the production/dissemination date and it is the beneficiary’s responsibility to secure written approval from the Etkiniz Programme team. If written approval has not been granted, the Etkiniz Programme team has the right to refuse to cover the cost of the materials produced.

Etkiniz Programme visuals can be downloaded in high resolution format through [www.etkiniz.eu/english/gallery](http://www.etkiniz.eu/english/gallery).

#### b. Disclaimer text

The EU cannot be held responsible for the content of any output produced by the CSOs supported by the Etkiniz EU Programme. To reflect this, a standard disclaimer statement must be shown on all such materials, including online and offline. The disclaimer text should always be used together with the Etkiniz Programme visuals.

You can use the disclaimer text shown in the box below for different materials by filling in the required fields. Please note that the disclaimer text should be translated into the original language used in the material:

The wording for publications (books, reports, brochures etc.) in print or electronic format produced with Etkiniz support is as follows:

*"This publication was produced with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....\* and do not necessarily reflect the views of the European Union"*

\* Name of the supported CSO

For websites and social media accounts created and maintained with Etkiniz support it is:

*"This **website/account** publication was created and maintained with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....\* and do not necessarily reflect the views of the European Union"*

\* Name of the supported CSO – for social media accounts, the disclaimer should be placed under the "About Us" section. For campaigns run under already established social media accounts, it is recommended to use the Etkiniz Programme visual on postings.

For videos and other audio-visual materials the wording is:

*"This video/film/recording/programme was produced with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....\* and do not necessarily reflect the views of the European Union"*

\* Name of the supported CSO

## 4. Required usage for Etkiniz Programme visual and disclaimer text

The basic rules covering the use of Etkiniz Programme visuals and disclaimer text are given below:

- The EU logo and the programme name should always be used together, as shown in section 3.b.



- The colours of the Etkiniz Programme visual cannot be changed. Colour is the format preferred; a black-and-white version, as described below, may be used in mono-colour prints only:



C=100 M=80 Y=0 K=0  
Colour code: #003399  
Pantone: Reflex Blue

C=0 M=0 Y=100 K=0  
Colour code: #FFCC00  
Pantone: Yellow



C=x M=x Y=x K=x  
Colour code: #xxxxxx  
Pantone: xxxxxxxx

C=0 M=0 Y=0 K=0  
Colour code: #xxxxxx  
Pantone: xxxxxx

OLURS CODES



%36 BLACK

C=25 M=19 Y=16 K=0  
Colour code: #bababa

- The EU logo and the yellow space for Etkiniz Programme name should always be of the same height.



- The Etkiniz EU Programme gives priority to the visibility of the supported CSO. On printed materials (such as books, reports) produced with Etkiniz support, the Etkiniz programme visual can therefore be placed either on the inside cover, back cover or on the page with other logos.
- The Etkiniz Programme visual may be smaller than the logo of the supported CSO; however, it should not be smaller than 1 cm high.
- The size of the logos can be changed to make them visible and to match the type of the materials in question, such as brochures, leaflets or posters.
- If the work supported is co-financed, then the Etkiniz Programme visual should be the same size as the other donor logos used. In such cases, please contact the Etkiniz Programme team for advice on how to use the disclaimer text.
- The disclaimer text font should not be smaller than 12 type size on posters, roll-ups, campaign/promotional films or documentaries; and not smaller than 8 on leaflets, brochures, books/booklets/reports, magazines, websites and social media.



*This publication was produced with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....\* and do not necessarily reflect the views of the European Union*

**Commented [MÇ1]:** Deniz Yenil's comment;  
Why would the ETKİNİZ/EU logo be place inside? Usually, it is on the front cover?

Response of Senior Communication and Campaigning Expert YGE;  
As two EU Programmes, Sivil Düşün and Etkiniz have many features in common, ETAT has built our visibility guideline on the existing Sivil Düşün guideline. ETAT considers that, in Etkiniz, as in Sivil Düşün, work of the beneficiary CSO will be given priority, therefore ETAT used the same guidance approved in Sivil Düşün visibility guideline))

**Commented [MÇ2]:** Deniz Yenil's Comment;  
Why would the ETKİNİZ/EU logo be smaller than the one of the supported CSO? This is against the EU visibility rules

Response of Senior Communication and Campaigning Expert YGE;  
This item is also taken from Sivil Düşün guideline. We interpret that beneficiary CSOs are given priority in visibility of their results supported by Etkiniz (as in Sivil Düşün) therefore ETAT used the same guidance approved in Sivil Düşün visibility guideline)

**Commented [MÇ3]:** Deniz Yenil's comment  
Roll-ups and banner should also be approved by the ETAT. The size of the fonts on banners roll ups should be at an appropriate scale; visible and readable

Response of Senior Communication and Campaigning Expert YGE;  
Text should be easy to read and be proportionate with the logos used. The text should be approved by the Etkiniz team, together with the design, as stated in the general rule above.



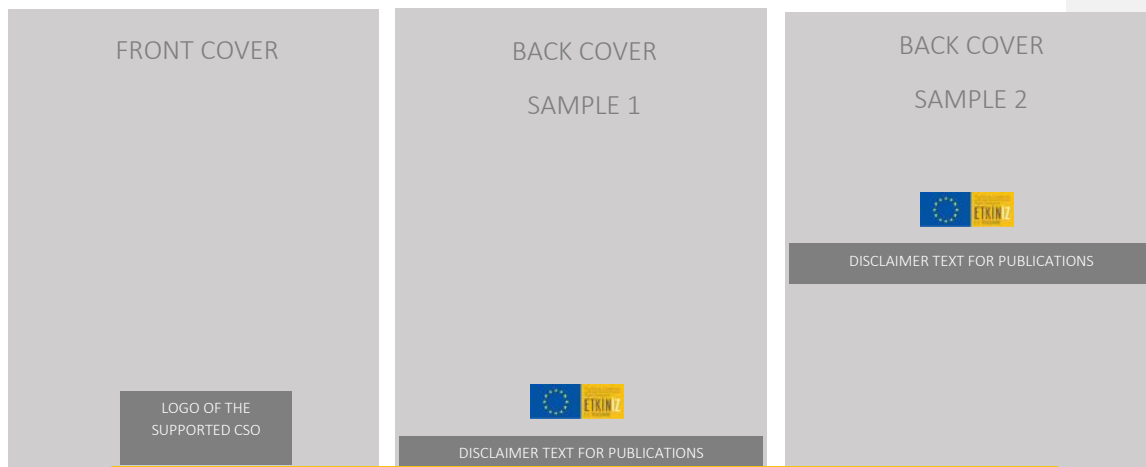
## 5. Usage and tips concerning materials

Etkiniz Programme visuals should be included on all materials produced with financial support received under the programme. Below are some examples on how to implement the visuals on various materials.

### A: PRINTED MATERIALS

#### 1. Brochures

Suggestions for programme visuals for brochures, usually multiple page documents, printed with Etkiniz support, are shown in the examples below:



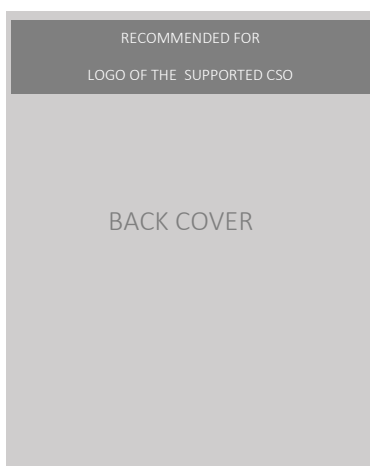
#### TIPS FOR BROCHURES

Brochures are produced to disseminate organised and specific information on a topic. Remember:

- Brochures have longer life cycle therefore, avoid any dated information and rather including generic information.
- Through brochures you can divert your audience to other channels such as websites / social media – so don't forget to include addresses
- Try to write in simple language. Before writing for brochure, think about your messages, and try to reflect it through your text.
- Don't print in high numbers. First plan who you would like to distribute, where and when and try to come up with a total number accordingly
- Help recycling. If you cannot print on recycled paper, invite your audience to recycle your brochure after consumption or invite them to share it with others

#### 2. Leaflets

Leaflets are usually single page documents (possibly double-sided). Recommended examples of programme visuals for leaflets printed using Etkiniz support are shown in the examples below:



#### TIPS FOR LEAFLETS/FLYERS

These are forms of printed advertisements for wide distribution, i.e. posted, distributed in public spaces or inserted into publications. Remember:

- These are mainly used to disseminate a message or statement during a campaign to attract traffic to your activities, websites or other communication tools.
- These should be a single page, with small amount of text and providing a limited amount of information. Do not try to include a lot of data; rather, guide your audience to your website for detailed information.
- Show your website address and/or social media accounts.
- The shelf life of leaflets is very short, so avoid expensive production runs and use lighter weight paper.

### 3. POSTERS

Posters are usually used to promote an event or activity; or to raise awareness about a topic. When used to promote an event or a campaign, giving only name, dates and location, there is no need to use the disclaimer text. However, if the poster carries a statement about the reason for the event or campaign, the disclaimer text should be used. Examples of how posters may be used are shown below:



#### TIPS FOR POSTERS

They are used to promote an idea, a cause or an activity. Remember:

- They need to be well designed to catch the attention of the audience. Try to use a catchy slogan.
- Sometimes sets of posters can be used as campaign materials to promote an idea, a new initiative, a series of items of new public information etc.
- They are very powerful and have longer shelf lives than leaflets.
- The distribution of posters is not as easy as for other printed materials. Therefore, when printing posters, distribution channels should be well planned and budgeted.

### 4. BOOKS/BOOKLETS/REPORTS

The Etkiniz Programme visual and disclaimer text should be placed on the colophon page for books, booklets and reports. It is not necessary to place the Etkiniz visual and disclaimer text on the front covers of such materials.



#### TIPS FOR BOOKS/BOOKLETS

You may prefer to publish your monitoring results in the form of a book, booklet or as a report. Remember:

- Books and booklets need to be written for generic audiences, so try to avoid technical terminology and use simple forms of language.
- Use visuals, graphics and tables to convey complicated information.
- If there are complicated findings, try to turn them into info-graphics, so that your audience can see your results at a glance and absorb the information in detail.
- Use an editor and/or a proof reader before going to print. This will increase the credibility of your findings.
- Always include a colophon page and provide details about the owner, author, translator, editor, designer and print house. Remember to obtain ISBN numbers for your books; it is now even easier and you can apply through the e-government website.

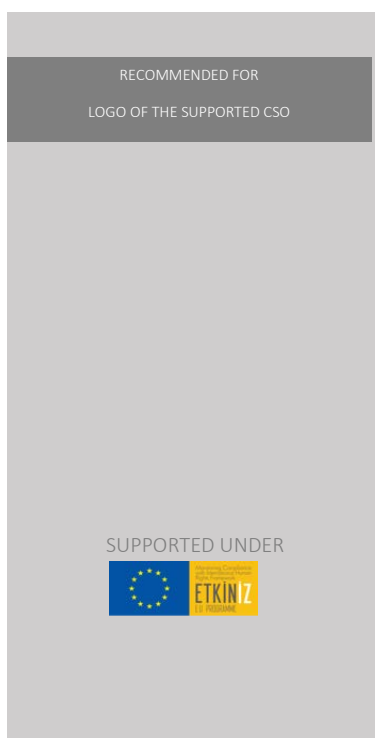
#### TIPS FOR REPORTS

- Use an editor/proof reader for your reports.
- Proceed on the basis that 'less is more': concentrate on the main findings and provide secondary information as further reading.
- Always include an executive summary, which explains your reasoning and explains the main objectives, the methodology used, the timeline and the context for the research. Give the key findings in your executive summary.

## B: VISIBILITY MATERIALS

You may use Etkiniz support to organise events, meetings and similar gatherings, at which you play host to other organisations. At such occasions you are required to use at least one Etkiniz visibility item at your event venue, preferably behind the speaker's podium, if there is one. Sample designs for such materials are shown below.

### Roll-up banners



### Spider banners



For other materials produced with Etkiniz support, including certificates, flags, billboards, plates etc., remember to upload the design of these materials through the Etkiniz Information System (MIS) in order to obtain the written approval of the Etkiniz programme team before going to production.

## C: DIGITAL CHANNELS

### 1. Website

If you are developing a website with support from Etkiniz, you are required to display the Etkiniz Programme visuals and disclaimer text in the footer section of the website, which is repeated on every page of the website. A sample design is shown below:



In cases where there are problems associated with showing EU visibility on supported websites, the CSO should submit a justification to the Etkiniz Programme team and obtain written confirmation of exemption. The Etkiniz team reserves the right not to cover the costs of websites failing to comply with this requirement without any written confirmation of exemption.

### 2. Social media accounts/campaigns

If you are going to establish new social media accounts with Etkiniz support, you are required to put the disclaimer text shown under section 3.c. Since all social media posts display different characteristics, individual campaigns should be discussed with the Etkiniz Programme team in terms of visibility; how Etkiniz visual elements should be used will be decided on a case-by-case basis.

### 3. Campaign films/public spots/documentaries

If you received support from Etkiniz to produce a campaign video, a public spot or a documentary film, you are required to place all the Etkiniz Programme visuals in the intro (first scene) and pack shot (outro scene) of the film, as shown in the example below:



**Commented [MÇ4]:** Deniz Yenil's comment;  
The Etkiniz/EU logo should be at the start and/or at the end of the audio-visual material

ETAT response;  
Corrected.

## 6. Basic design principles

There are some basic rules that every CSO supported by Etkiniz should follow in their design work:

- Your supported output should in no way include any text or visual that has a discriminatory, offending or insulting element, or anything that could be seen as violating human rights.
- For any photographs, videos, text, music etc. you use in your output, make sure you have followed intellectual property and copyright requirements and that you have included an acknowledgement for such materials.
- For photographs from your events, please ensure that you have officially obtained the permission of the people in your photograph to feature them. You can find a copy of the photography/video permission letter at @ [www.etkiniz.eu/destekler/faydalidokumanlar](http://www.etkiniz.eu/destekler/faydalidokumanlar). If you are using photographs of minors attending your events, please ensure that you obtain permission from their legal guardians to feature them.
- For photographs containing human faces, be careful not to use agitating or violent images. For photographs of children, you may blur their faces.

If you have any doubts about any element used in your output that may be in conflict with the basic principles above, please contact the Etkiniz Programme team for advice.

Please do not forget to upload your designed materials to the MIS prior to production and obtain approval regarding visibility from the Etkiniz Programme team.



## 7. Documenting and publicising your outputs

When publicising any output produced with Etkiniz support, please ensure that you refer to the Etkiniz EU Programme using the key visibility elements detailed in these guidelines.

ETAT has created a list of some important issues that you should consider when publicising and documenting your outputs:

- For printed materials, please send at least five hard copies to the Etkiniz EU Programme office for archiving.
- Photographs and videos of your events and gatherings, including training, seminars, meetings etc. must be uploaded to the MIS system.
- When preparing a press release, bulletin or press pack, you should indicate in your text that your work was supported by the Etkiniz EU Programme and that details can be obtained from the Etkiniz Programme team.
- You should tag relevant Etkiniz accounts when promoting your supported work via social media accounts:  
Facebook/etkinizab  
Twitter/etkinizab  
Instagram/etkiniz
- If you want to share your results via the Etkiniz Online Resource Hub, please then send your materials to Etkiniz team.
- Results/reports promoting supported work should be shared with the Etkiniz Programme team, especially press and social media coverage. This should be planned in advance with Etkiniz team and should be monitored in line with the agreed indicators.
- You can ask us to disseminate results of your work via Etkiniz communication channels. To do that, please contact [duyuru@etkiniz.eu](mailto:duyuru@etkiniz.eu) and someone from our team will get back to you.