



# 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 (CSOs) to strengthen their capacity to monitor human rights. CSOs 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 the Etkiniz EU Programme. Such CSOs include associations, foundations, non-profit cooperatives, civil society networks, platforms and initiatives, unions, bar associations and professional organisations. Civil society networks, platforms and initiatives are required to apply through a member that is a recognised legal entity.

**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 which activities are supported by the Etkiniz EU Programme and how to apply on our website at:



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

# 2. European Union Communication and Visibility Rules

The overall aim of the Communication and Visibility Rules 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 Technical Assistance Team operates in compliance with these requirements and helps bodies that receive Etkiniz support to do so. The full document detailing EU Visibility Requirements can be accessed from:



<https://www.avrupa.info.tr/en/learn-about-eu-visibility-guidelines-16>

We have prepared these guidelines to share the basic requirements you need to follow for output produced with Etkiniz support. Your output may be in the form of printed materials such as reports or brochures; or digital materials such as films, websites or social media images and recordings. The guidelines cover the EU flag and the Etkiniz Programme name which together constitute the Etkiniz logo and the disclaimer text and instructions on how to use these.



All supported CSOs must apply the visibility rules set out in these guidelines and to send their drafts to the Etkiniz Technical Assistance Team for approval before printing/publication takes place. No support payments will be issued for any material circulated/publicised without pre-approval and the Etkiniz Technical Assistance team cannot be held responsible for any materials failing to receive approval.

**If you cannot find the information you are looking for in these guidelines, please feel free to contact the Etkiniz Technical Assistance Team**



destek@etkiniz.eu

### 3. Etkiniz visibility elements

The Etkiniz visibility elements consist of the EU flag and the programme name which together constitute the Etkiniz logo and the disclaimer text. You will be required to use both the Etkiniz logo and the disclaimer text in certain materials and only the Etkiniz logo in others. Detailed information about which to use and usage examples are given below.

#### a. 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 logo (please see the next section). On documents in which the programme logo appears, the name of the programme may 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 in the shorter form such as "Etkiniz EU Programme" or "Etkiniz".

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

#### b. The Etkiniz EU Programme Logo



This design that features the EU flag and the full name of the programme is the Etkiniz EU programme logo and comes in Turkish and English versions. The Turkish version must be used on Turkish materials, channels and tools and the English version on English materials. If the output is in a language other than these two, or is bilingual (English-Turkish), then just the English version will be sufficient.

Should a CSO receiving support from the Etkiniz EU Programme have concerns about the visibility of the output it will produce as a result of the support or its dissemination with the support of the Etkiniz EU Programme, or thinks that this constitutes a risk, it should discuss the matter beforehand with the Etkiniz Technical Assistance team and receive its approval.





Such requests must be brought to the prior consideration of the Etkiniz Technical Assistance Team no later than two weeks before the production/dissemination date. It is the supported CSO's responsibility to secure written approval from the Etkiniz Technical Assistance Team. If written approval is not granted, the Etkiniz Technical Assistance Team has the right to refuse to cover the cost of the materials produced.

**Etkiniz visibility elements may be downloaded in high resolution format from:**



<https://etkiniz.eu/blog/etkiniz-ab-programi-gorunurluk-materyalleri/>

### c. Disclaimer text

The European Union cannot be held responsible for the content of any output produced by CSOs supported by Etkiniz. To state this, a standard disclaimer text must be used on all such materials, whether they are disseminated digitally or in print. The disclaimer text must always be used together with the Etkiniz logo.

**You can use the disclaimer text shown in the boxes below for various materials by filling in the required fields.**



#### **Printed or electronic publications (books, reports, brochures etc.)**

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



#### **Websites**

"This website was produced with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....[CSO's name]....\* and do not necessarily reflect the views of the European Union"



#### **Videos**

"This video was produced with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....[CSO's name]....\* and do not necessarily reflect the views of the European Union"



### Training Programmes

“This training programme is being organised with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....[CSO's name]..... and do not necessarily reflect the views of the European Union”

### Dialogue Meeting Agendas

“This dialogue meeting is being organised with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....[CSO's name]..... and do not necessarily reflect the views of the European Union”

### Social Media Images/Infographics/Posters

“This image was produced with the financial support of the European Union provided under Etkiniz EU Programme. Its contents are the sole responsibility of .....[CSO's name]..... and do not necessarily reflect the views of the European Union”

## 4. Using the Etkiniz logo and the disclaimer text together

The basic rules for the use of the Etkiniz logo and the disclaimer text are as follows:

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





The colours of the Etkiniz logo may not be changed. Colour format is preferred; a black-and-white version, given 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



Colour code: #f8c013



Colour code: #5b5b5c

## MONO-COLOUR PRINT FORMAT



%36 BLACK



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

- The Etkiniz EU Programme prioritises the visibility of supported CSOs. For this reason, the Etkiniz logo may therefore be placed either on the inside cover, back cover or on the page with other the logos on printed materials (such as books, reports) produced with Etkiniz support.
- The Etkiniz logo must be smaller than the logo of the supported CSO.
- The size of the logos may be adjusted to the size of the materials in question, such as brochures, booklets or posters.
- If the work supported is co-financed, then the Etkiniz logo should be the same size as the other donor logos used. For the disclaimer text to be used in co-financed outputs, please contact the Etkiniz Technical Assistance Team.
- The disclaimer text font should be no smaller than 12 type size on posters, roll-ups, campaign/promotional films or documentaries; and no smaller than 8 on leaflets, brochures, books/booklets/reports, magazines, websites and social media. The text should be easy to read and proportionate in size to the logos used.





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

## 5. Examples of how to use visibility rules

The Etkiniz visibility rules should be followed in all output produced with Etkiniz support. Below are some examples on how to implement the rules on various materials.

### a. Printed Materials

#### 1. Brochures

You may place the Etkiniz logo on brochures produced with Etkiniz support as in the examples below:



## TIPS FOR BROCHURES

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

**Remember:**

- Brochures should have a longer life cycle. Therefore, avoid any information that may become dated and provide more general information.
- You can divert your audience to other channels such as websites / social media using brochures – so don't forget to include relevant addresses.
- Try to disseminate brochures through digital channels, do not print unless necessary. First plan who you would like to distribute them to, where and when, and then try to come up with a total number of printouts.
- Help recycle. If you cannot print on recycled paper, invite your audience to recycle your brochure after reading or invite them to share it with others.

## 2. Leaflets

Leaflets are usually single page documents (possibly double-sided). You can apply the visibility rules to leaflets you prepare with Etkiniz support as in the example below:

Recommended space for  
Logo of the supported CSO

**FRONT COVER**



Disclaimer Text



## TIPS FOR LEAFLETS/FLYERS

**Leaflets are materials that may be quickly read for information and may be distributed in public spaces.**

**Remember:**

- Leaflets are mainly used to disseminate a message or statement during a campaign to attract interest to your activities, websites or other communication tools.
- These should be a single page, with a 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.
- Don't forget to display your website address and/or social media accounts on the leaflet.
- The life cycle 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, the disclaimer text should be placed on posters that provide detailed information about the event or campaign. An example of how the Etkiniz visibility rules may be applied to posters is given below:

Recommended space for  
Logo of the supported CSO

**POSTER**



Disclaimer Text

## TIPS FOR POSTERS

**Posters are used to promote an idea, a cause or an activity.**

**Remember:**

- Posters 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 in campaigns to promote an idea, a new initiative, or informing the public.
- Posters are very powerful tools of communication and have a longer shelf life than leaflets.
- The dissemination of posters is not as easy as other printed materials. Therefore, when printing posters, distribution channels should be well planned and budgeted for.



## 4. Books/Booklets/Reports

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



### TIPS FOR BOOKS/BOOKLETS/REPORTS

**You may choose to publish your monitoring results in the form of a book, booklet or as a report.**

**Remember:**

- Use images, graphs and tables to convey complicated information.
- If you need to communicate complicated findings, try to put it in infographic form. This way your audience can take in your results at a glance.
- Work with an editor and/or a proof-reader before the design phase.
- Always include a colophon page and provide details about the owner, author, translator, editor, designer and publisher. Remember to obtain an ISBN for your book. You can apply for an ISBN through the e-government website.

### TIPS FOR REPORTS

- Work with 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.
- Include an executive summary, which explains the main objectives, the methodology used, the timeline and the context for the research. Include the key findings in the executive summary.



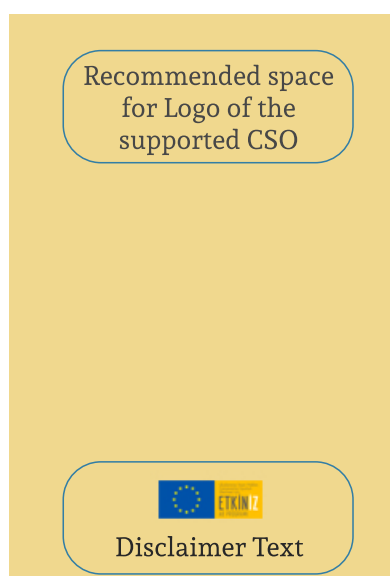


## b. Visibility Materials

You may receive Etkiniz support to organise events, meetings and similar gatherings. During such activities you are required to place at least one Etkiniz visibility material 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



## TIPS FOR VISIBILITY MATERIALS

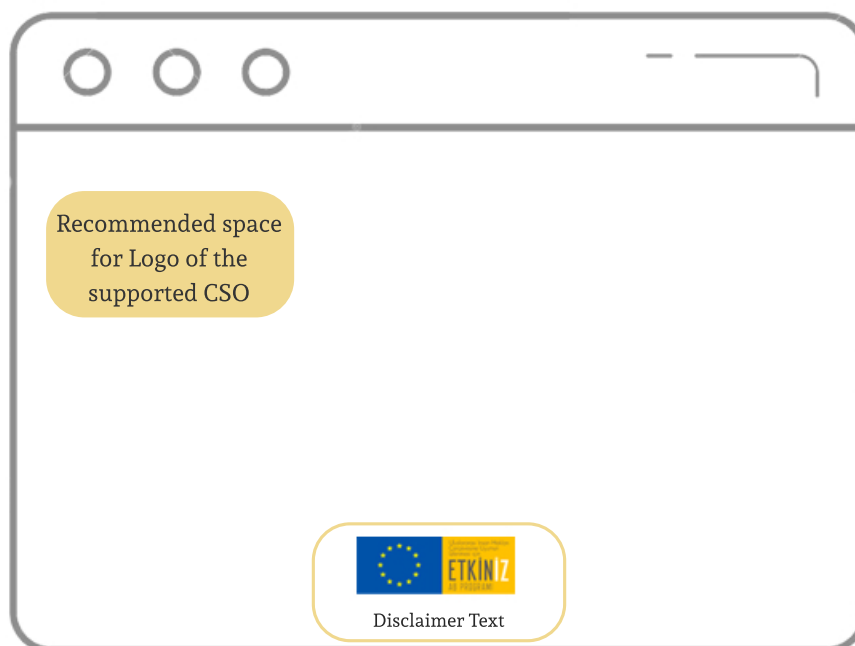
- Roll-ups are easy to transport, so when you organise a series of events at different locations, you may prefer to produce roll-ups.
- Spider banners can be used on stage, as well as at the entrance to the venue. Compared to roll-ups they are more expensive and harder to transport. However, you may use them on multiple occasions by re-printing the front page.
- You may adjust how the logo is to be positioned on visibility materials according to where the material is to be displayed. If people are going to stand in front of the materials, you may consider placing the logos near the top to ensure they are visible in photographs and during speeches.



## c. Digital Channels

### 1. Websites

If you are developing a website with Etkiniz support, you must display the Etkiniz logo and disclaimer text at the very bottom (footer section) of the website, **as in the example below**:



If the supported CSO has concerns about or foresees risks associated with displaying EU visibility on its website, it should state the situation with a justification to the Etkiniz Technical Assistance Team and obtain written confirmation of exemption. The Etkiniz Technical Assistance 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 intend to run a special campaign with Etkiniz support using your existing social media accounts, you are not required to place the disclaimer text in the information section. For social media, you should consult the Etkiniz Technical Assistance Team during the design phase of the campaign for how to use visibility elements and obtain pre-approval for visibility for each and every campaign.

### 3. Campaign videos

You need to place the Etkiniz logo and disclaimer text at the end of campaign videos produced with Etkiniz support, as shown in the example below:



## 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 image that contains discriminatory, offending or insulting element, or anything that could constitute a violation of human rights.
- For any photographs, videos, text, music etc. you use in your output, make sure you have followed intellectual property and copyright requirements. Remember to include an acknowledgement of ownership for such materials.
- For photographs and videos from your events, please ensure that you have obtained official permission from the people featured to publish them. If are going to use photographs of minors attending your events, please ensure that you obtain permission from their legal guardians.
- For photographs containing human faces, be careful not to use agitating or violent images.
- The faces of children in photographs should be blurred out.

**If you have any questions about any element to be used in your output that may be in conflict with the basic principles above, please contact the Etkiniz Technical Assistance Team for advice.**

## 7. Documenting and disseminating your Etkiniz supported output

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.

We have listed some of the main points that you should consider when documenting and disseminating your output:

- For printed materials, you need to send at least three hard copies to the Etkiniz EU Programme office for archiving.
- You need to send photographs and videos of your activities, including training, seminars, meetings etc. to the Etkiniz Technical Assistance Team.
- 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.
- You should tag relevant Etkiniz accounts when promoting your supported work via social media accounts:



Facebook/etkinizab



Twitter/etkinizab



Instagram/etkiniz

- If you want your output shared on Etkiniz's social media accounts and website, please contact the Etkiniz Technical Assistance Team.
- Results/reports promoting your supported work, especially press and social media coverage, should be shared with the Etkiniz Technical Assistance Team. You can establish indicators by planning with the Etkiniz Technical Assistance Team before undertaking the work.
- You may request disseminating the results of your work via Etkiniz's communication channels. Please contact us at [destek@etkiniz.eu](mailto:destek@etkiniz.eu) . The team will get back to you.





## Contact

Applicants any with questions about requests under the Etkiniz EU programme support can contact the Etkiniz support desk:

|   |   |
|---|---|
|    | <a href="mailto:destek@etkiniz.eu">destek@etkiniz.eu</a>  |
|    | +90 312 447 7960 / +90 312 4482543 / +90 539 857 5960<br>The Etkiniz support phone lines are available between 13:30-16:30 on weekdays.   |
|  | Suggestions and complaints about the Etkiniz EU programme can be sent to <a href="mailto:info@etkiniz.eu">info@etkiniz.eu</a> or <a href="mailto:bilgi@etkiniz.eu">bilgi@etkiniz.eu</a> . |
|  | Yıldızevler Mahallesi, Rabindranath Tagore Caddesi, No: 10/4, Yunus Ensari İş Merkezi, Çankaya/Ankara, Türkiye  |
|  | <a href="http://www.etkiniz.eu">www.etkiniz.eu</a>  |
|  | <a href="https://twitter.com/etkinizab">https://twitter.com/etkinizab</a>   |
|  | <a href="https://www.facebook.com/ETKİNİZab">https://www.facebook.com/ETKİNİZab</a>   |
|  | <a href="https://www.instagram.com/etkiniz/">https://www.instagram.com/etkiniz/</a>   |
|  | <a href="https://www.youtube.com/etkiniz">https://www.youtube.com/etkiniz</a>   |
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