



**Communicating PRIMA projects:
Compliance, visibility: let's build
together the #PRIMA Community!**

I. Visibility and Compliance

Lost in translation: navigating the intricacies of obligations, logos, and compliance.

- A. Visibility of PRIMA**
- B. Section 1: falling under the EU requirements and rules**
- C. Section 2: ensuring proper visibility of PRIMA and the NFAs**

A. Visibility of PRIMA

You're part of the #PRIMAFamily and #PRIMACommunity! **Let's make it known and seen!**

Ensuring PRIMA's visibility is mandatory and must be automatic, consistently applied, and in compliance with established rules.

PRIMA visibility includes:

- **Visual**: Display of the logo and emblems.
- **Text**: Disclaimer and written acknowledgment of PRIMA's support in all materials.

The main objective is that **anyone who comes across your project should instantly recognize it as a PRIMA project** and remember its connection to the programme.

On the following page, we outline how these visibility guidelines are applied to the projects in both Section 1 and Section 2.

B. Section 1: falling under the EU requirements and rules

As stated in the grant agreement:

38.1.1 Obligation to promote the action and its results

The beneficiaries must promote the action and its results.

38.1.2 Information on PRIMA funding — Obligation and right to use the PRIMA logo and the EU emblem

Any project communication and/or activity must:

(a) display the PRIMA logo, and

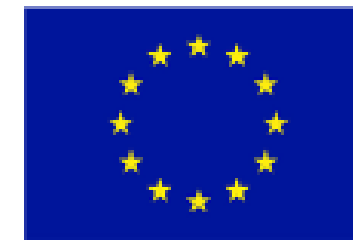
(b) display the EU emblem, and

(c) include the following text:

For communication activities: ***"This project is part of the PRIMA Programme supported by the European Union"***

For infrastructure, equipment and major results: *"This [infrastructure], [equipment] [insert type of result] is part of the PRIMA programme supported by the European Union"*

Section 1: falling under the EU requirements and rules



This project is part of the PRIMA programme supported by the European Union

(a) display the PRIMA logo, and (b) display the EU emblem, and (c) include the following text:
“This project is part of the PRIMA Programme supported by the European Union”

When displayed together with another logo, the PRIMA logo and the EU emblem must have appropriate prominence.

You can download the EU emblem here: https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en

You can download PRIMA logos here: <https://prima-med.org/press-tool-kit/>

Section 1: falling under the EU requirements and rules

38.1.3 Disclaimer excluding the PRIMA Foundation's responsibility

Communications about the project must state that the content reflects only the author's views and that PRIMA Foundation and the European Union are not responsible for how the information is used:

Example with a video created by the project Change-Up:

“The content of this video represents the view of the CHANGE-UP project only and is its sole responsibility. It does not necessarily reflect the opinion of the European Union or the PRIMA programme.”

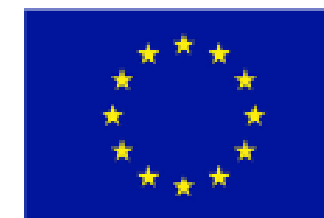
Consequences of non-compliance: If a beneficiary fails to meet these obligations, the grant could be reduced (see Article 43).

Take visibility seriously—failure to comply may result in financial or administrative penalties, as visibility and communication are key contractual requirements.

C. Section 2: ensuring proper visibility of PRIMA and the National Funding Agencies (NFAs)

Projects in this section, although not bound by the visibility rules of Section 1, are still required to highlight PRIMA, a program co-financed by the EU. As such, it is essential to follow the same guidelines for using the PRIMA logo and the EU emblem.

Additionally, it is important that Section 2 projects also provide visibility to their **National Funding Agencies** (NFAs) by including their full names on the website, along with logos and links to their websites. **For this, they should follow the visibility rules outlined in the national contracts.**



This project is part of the PRIMA programme supported by the European Union

Do – don'ts

- Make sure to display the European flag (official EU emblem), do not use the European Commission logo.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana
- Make sure to use the correct written sentence “*This project is part of the PRIMA Programme supported by the European Union*”, do **not** use the sentence “co-funded by the European Union”
- The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way.

Do – don'ts



This project is part of the PRIMA programme supported by the European Union



No alignment + the logo of the EU Commission must not be used



The EU emblem's color must be: blue, black or white but never in another color



The logo must not be rotated or distorted or cut, and no additional visual effects are allowed.



the logo must be placed on a background that allows everything to be clearly distinguished

Please do not use the “Co-funded by the European Union” or “Funded by the European Union” logos — these are reserved for use by the PRIMA programme only.



Co-funded by the European Union

Conclusion

Main Objective

Ensure everyone knows your project is part of the PRIMA community.

How?

- **Mention it:** Clearly state PRIMA's support in your communications.
- **Multiply visibility:** Use the PRIMA logo and name across all key materials.
- **Be consistent:** Visibility should be strong, clear, and immediate.

Where should the PRIMA logo appear?

- **Website:** In the header, clearly visible upon first visit. Make sure the logo is well-positioned and used according to the branding guidelines.
- **Reports, documents, presentations:** In the header and/or footer.
- **Social media assets:** Include the logo in visuals and credit PRIMA in captions where relevant.

Thank you