Short guide to acknowledge FCT and the International Partnerships

04/SI/2019 Call

Projetos de I&DT em Co-Promoção – Parcerias Internacionais

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Obligation to Acknowledge Public Funding

Beneficiaries in Portugal of projects approved in the frame of Call 04/SI/2019 are obliged to explicitly acknowledge their projects have received support from the **European Regional Development Fund (ERDF) and the Portuguese State through Portugal2020.** This must be ensured across all communication, dissemination and IPR activities and materials as well as on all equipment, infrastructure and major results of the funded projects.

The purpose of acknowledging EU and National funds is to inform the final beneficiaries and the general public about the role played by the European Union and the Portuguese State in the development of relevant projects and operations and their respective results and impact.

Compliance with the rules for advertising incentives constitutes therefore a contractual obligation that recipients of public funding in Portugal must not overlook.

Good Practice of Acknowledging FCT and the International Partnerships

Additionally, **projects funded through Call 04/SI/2019 are highly encouraged to publicize FCT's funding and the International Partnerships' support through the use of acknowledgement texts (e.g.: in scientific papers; communications) and visual marks (e.g.: banners in posters, brochures, videos or animations).**

This short guide has been produced by FCT and the three International Partnerships acting as interested parties in the said call. It intends to help beneficiaries give visibility to FCT as funder and to the International Partnerships as enablers of their projects, side-by-side with EU and the Operational Programs, for which there are already clear publicity rules.

Please, bear in mind that the rules for application of logos and acknowledgement texts arising from your contractual obligations should always take precedence over the guidelines included herein.

Funder:

International Partnerships as Cooperation Enablers:

Getting Started

1- Recognition of EU's role as funder through the European Regional Development Fund is mandatory. Therefore, do not skip the "Guia de Informação e Comunicação para Beneficiários – Portugal 2020".

2- Refer to your grant agreement to check which are the Operational Programs funding your project: Programa Operacional de Competitividade e Internacionalização and/or Programa Operacional Regional. The Program(s) funding your project will determine which other publicity rules and recommendations you must pay attention to.

3- Recognize the role of FCT and your International Partnership in all publications and media related to your funded project.

Application of Visual Mark – Integrated Logo Banner

Beneficiaries are encouraged to use the mandatory logos of the European Regional Development Fund, Portugal 2020 and applicable Operational Programs (Thematic and / or Regional) **in combination with the logo of FCT, acting as funder, and that of the International Partnership under which their funded project is being supported**.

FCT and the International Partnerships' logos should be placed always to the right of the said mandatory logos, **with larger spacing**. The scale and dimension of FCT and the International Partnerships' logos must be proportionate to the mandatory logos, i.e., must have a similar scale and dimension.

On the left side				On the right side	
Operational Program for Competitiveness and Internationalisation	Regional Operational Program	Portugal 2020 Partnership Agreement	EU emblem + ERDF	FCT	International Partnership

Mandatory logos and their placement in the banner

Refer to your grant agreement to check whether your project is funded through both COMPETE 2020 and a Regional Operational Program or only through one of them.

Visual mark (logo banner) to use in written reports, posters, press releases, brochures, website, books, billboards, advertisements, participation certificates, merchandise, letters, videos and animations, cards, Power Point presentations, DVDs and similar.

Extendable to American partners in the event of joint communication materials

Acknowledgement Text | How to mention FCT and the International Partnerships

Example of acknowledgement text to use in scientific papers, written communications, IPR applications, recognizing FCT and the International Partnerships.

Extendable to American partners in the event of joint deliverables /outcomes.

Refer to your grant agreement to check whether your project is funded through both COMPETE 2020 and a Regional Operational Program or only through one of them.

(PT): "O projeto ACRÓNIMO – Título (Referência XXXXXXXX) conducente a este trabalho é co-financiado pelo FEDER – Fundo Europeu de Desenvolvimento Regional através do Programa Operacional Competitividade e Internacionalização – COMPETE 2020 e do Programa Operacional Regional do Norte – NORTE 2020 e pela Fundação para a Ciência e a Tecnologia no âmbito do Programa **[INSERIR DESIGNAÇÃO OFICIAL DA PARCERIA INTERNACIONAL AO ABRIGO DA QUAL O PROJETO FOI APROVADO – CMU Portugal ou MIT Portugal ou UT Austin Portugal].**

(EN): "The project ACRONYM – Title (reference XXXXXXXX) leading to this work is co-financed by the ERDF – European Regional Development Fund through the Operational Program for Competitiveness and Internationalisation – COMPETE 2020, the North Portugal Regional Operational Program – NORTE 2020 and by the Portuguese Foundation for Science and Technology – FCT under **[INSERT OFFICIAL DESIGNATION OF THE INTERNATIONAL PARTNERSHIP UNDER WHICH THE PROJECT WAS APPROVED – CMU Portugal or MIT Portugal or UT Austin Portugal].**

Acknowledgement Text | How to mention FCT and the International Partnerships

Example of acknowledgement text to use in written communication products such as press releases, news articles, a project's official webpage, and in oral communication products such as tv or radio spots, recognizing FCT and the International Partnerships. <u>Extendable to American partners in the event of joint media communication outputs.</u>

Refer to your grant agreement to check whether your project is funded through both COMPETE 2020 and a Regional Operational Program or only through one of them.

(PT): "O projeto ACRÓNIMO – Título (Referência XXXXXXXX) é co-financiado pelo FEDER – Fundo Europeu de Desenvolvimento Regional através do Programa Operacional Competitividade e Internacionalização – COMPETE 2020 e do Programa Operacional Regional do Norte – NORTE 2020 e pela Fundação para a Ciência e a Tecnologia no âmbito do Programa **[INSERIR DESIGNAÇÃO OFICIAL DA PARCERIA INTERNACIONAL AO ABRIGO DA QUAL O PROJETO FOI APROVADO – CMU Portugal ou MIT Portugal ou UT Austin Portugal].**

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# Application of the Integrated Logo Banner and Acknowledgement Text

The right use of the integrated logo banner and of the acknowledgement text **referring FCT and the International Partnerships in supported projects** should be, first and foremost, disciplined by the rules and recommendations laid down in "Guia de Informação e Comunicação para Beneficiários – Portugal 2020" in regard to recognition of European Structural and Investment Funds in:

- Websites;
- Information materials such as reports leaflets, invitations, newsletters, video and audio spots, billboards, press releases and similar;
- Information activities such as conferences, trade fairs, workshops, and similar.
- Infrastructure investments;

This means that such rules and recommendations will dictate, for instance, the placement of the integrated logo banner in a billboard or on the website of a funded project or even the adaptation of the acknowledgment text (page 7) to best match time requirements of video spots or radio ads.

Application of the Integrated Logo Banner and Acknowledgement Text

Example: Posters with the integrated logo banner at the bottom
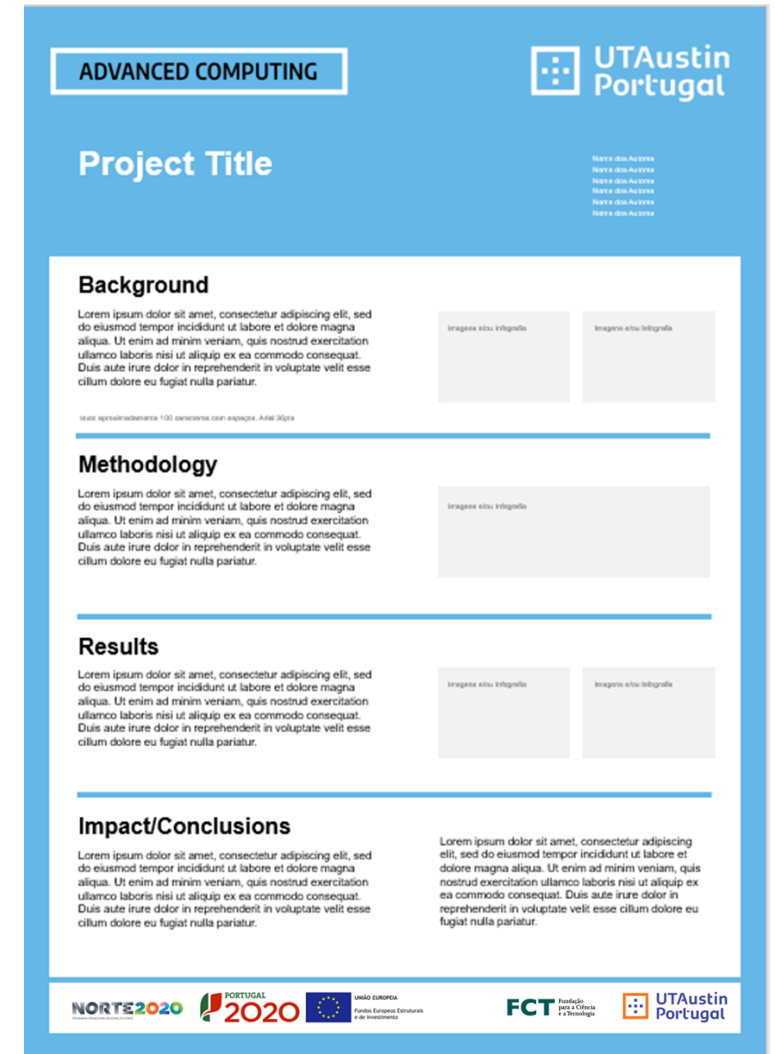
Recommended Sources

- <u>Information and Communication Guidelines – Portugal2020</u>

- <u>Communication Guidelines - COMPETE 2020</u>

- <u>Communication Rules - NORTE 2020</u>

- <u>Communication Guidelines - CENTRO 2020</u>

- <u>Communication Guidelines - ALENTEJO 2020</u>

- <u>Communication Rules - LISBOA 2020</u>

- <u>Communication Rules - CRESC ALGARVE2020</u>

- <u>FCT – Logos</u>

- <u>CMU Portugal - Logos & Identity Standards</u>

- <u>MIT Portugal – Graphic Identity</u>

- <u>UT Austin Portugal – Logo & Identity</u>

International Partnerships Visual Identity

CMU Portugal – Our visual identity

- The appearance of the CMU Portugal brand is identified through the logo.

- The **main version (1)** of the CMU Portugal's logo should be used whenever possible.

- The **secondary version (2)** should be used if there is a limited space and a more vertical shape is preferable to increase legibility.

pdf. and vector files are provided at <u>CMU Portugal website</u>. E-mail to <u>info@cmuportugal.org</u> if any doubts arise on the use of the logo or if further information is required.

2. Secondary version

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CMU Portugal – Our visual identity

- The main version of the CMU Portugal logo (**color**) **should be used whenever possible** but the color version for the logo must be chosen depending on the background color, ensuring maximum legibility.

- **Sufficient contrast between the logo and background is essential**.

- Under no circumstances may it be changed, adapted, or used arbitrarily.

- The CMU Portugal Logo may be used only in the approved manner and without alteration.

Main colours

Black
Pantone: Process Black C
Hex colour: #000000
CMYK: 0 0 0 100
RGB: 0 0 0

Red
Pantone: 200 C
Hex colour: #bb0000
CMYK: 0 100 79 20
RGB: 187 0 0 *

Color use

Applications

MIT Portugal – Our visual identity

The MIT Portugal logo represents the program and expresses its leadership qualities.

- The MIT Portugal logo should always be supplied, not created.

- Do not distort or re-create the logo on the computer.

- Do not change the colors of the logo.

- Do not use the official MIT logo in the MIT Portugal logo.

.png, .pdf. and vector files are available on the MIT Portugal website or can be requested at info@mitportugal.org

Main logo:

PRIMARY
MIT RED

PMS 201 C
C24 M100 Y78 K17
R162 G31 B52
#A31F34

PRIMARY
SILVER

PMS 877 C
C45 M34 Y34 K0
R141 G144 B147
#8D9093

MIT Portugal – Our visual identity

MIT Red and Silver are the colors of the main logo – do not change.

- Otherwise and if inevitable to allow legibility, you can use the black & white (grayscale) and white versions. Contrast between the logo and background is essential.

- For more information on how to use the MIT Portugal logo, please refer to the Graphic Identity design guidelines available on the MIT Portugal website.

Alternative logos for legibility:

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UT Austin Portugal – Our visual identity

- **Orange, blue and white. This is our institutional color universe – do not change.**

This is our logo and its color code. The colors are designed for screen view (RGB).

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- Otherwise and if inevitable to allow legibility, you can use the black and white versions.

pdf. and vector files will be provided to you upon request at communication@utaustinportugal.org

- Do not change any graphic elements.

- Do not stretch, bend, reflect, distort, ungroup or do anything besides applying it accordingly and as provided to you.

Also bear in mind that:

- When mentioning the Program, you can write UT Austin Portugal or UT Austin Portugal Program.

- Do not write UTAPT; UTA | Portugal Program; UTA PT Program.