



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
مُمَوَّل من الاتحاد الأوروبي

kayist

# FORMAL EMPLOYMENT CREATION PROJECT GRANT PROGRAM

VISIBILITY GUIDELINE FOR USE IN  
TOOLS AND MATERIALS TO BE  
PURCHASED UNDER THE PROJECT  
GRANT PROGRAM



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

## INTRODUCTION

This guideline was developed to support beneficiaries awarded with grants within the scope of the Formal Employment Creation Project, to fulfill the necessary visibility responsibilities in the activities they carry out within the scope of the grant program. The rules and examples in this guide can be taken as basis to ensure that all activities to be carried out throughout the project are carried out within the framework of visibility rules.

This document has been prepared based on the visibility guide of the European Union Delegation to Turkiye, which can be reached by the link below. You can refer to main guideline below for any activity outside the scope of this guide.

[https://www.eeas.europa.eu/delegations/t%C3%BCrkiye/visibility-guidelines-clarification-2022-guidelines-communicating-and-raising-eu-visibility\\_en](https://www.eeas.europa.eu/delegations/t%C3%BCrkiye/visibility-guidelines-clarification-2022-guidelines-communicating-and-raising-eu-visibility_en)



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

## CONTENTS

INTRODUCTION.....	2
CONTENTS .....	3
GENERAL RULES FOR LOGO USE .....	4
1. EU Emblem Logo Use (Just EU emblem) .....	5
2. Cooperation/Partnership Logo Use (Just EU – Turkiye flag).....	6
3. Cooperation/Partnership and Stakeholder Logo Use (All logos) .....	7
SIGNS.....	9
STICKERS.....	12
1. EU Emblem Logo Use (Just EU Emblem) .....	13
2. Cooperation/Partnership and Stakeholder Logos Use (All logos).....	14
PROJECT COLOUR AND TYPOGRAPHIES.....	15
1. PROJECT COLOURS .....	15
2. PROJECT TYPOGRAPHIES .....	16



kayist

## GENERAL RULES FOR LOGO USE

Logo use under the Project activities has been grouped under 3 main categories:

1. EU Emblem Logo Use (Just EU emblem)
2. Cooperation/Partnership Logo Use (Just EU – Turkiye waving flag)
3. Cooperation/Partnership and Stakeholder Logo Use (All logos)



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

## 1. EU Emblem Logo Use (Just EU emblem)

Materials and products purchased with the EU funds to be used by the beneficiary or office supplies to be used by partners must bear the EU emblem logo.

The EU emblem logo must be accompanied by the following statement in English, Turkish and Arabic:

“Funded by the European Union.”

Example:



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmiştir  
بتمويل من قبل الإتحاد الأوروبي

Sample areas for the use of the EU emblem logo are listed below:

- Information Screen
- Laptop
- Printer
- Personnel/Manager Desk
- Desktop Computer (Monitor and Case)
- Chief/Officer/Personnel/Meeting/Guest Chairs
- Executive Chair and Desk
- Guest Waiting/Hosting Sofa Sets
- Kiosk
- File Cabinets With/Without/Glass Doors



kayist

## 2. Cooperation/Partnership Logo Use (Just EU – Turkiye flag)

A common logo was designed for projects other than humanitarian aid implemented in Turkiye within the scope of FRIT. Projects other than humanitarian aid financed or co-financed by the EU in Turkiye are requested to use this logo in all their visibility activities.<sup>1</sup>

The EU-Turkiye partnership logo must be accompanied by the following phrase in English, Turkish and Arabic:

“Funded by the European Union.”<sup>2</sup>

Example:



In order to use the EU-Turkiye joint logo correctly, the logo should not be copied, and downloaded only from the relevant link on the European Union Turkish Delegation at [https://www.eeas.europa.eu/delegations/t%C3%BCrkiye/visibility-guidelines-clarification-2022-guidelines-communicating-and-raising-eu-visibility\\_en](https://www.eeas.europa.eu/delegations/t%C3%BCrkiye/visibility-guidelines-clarification-2022-guidelines-communicating-and-raising-eu-visibility_en) where the logo can be found in several different formats.

<sup>1</sup> Exceptions to this rule are only possible with approval from the EU Turkiye Delegation.

<sup>2</sup> Exceptions may be made to this rule depending on financial arrangements.



kayist

### 3. Cooperation/Partnership and Stakeholder Logo Use (All logos)

All visibility materials, particularly those suitable for external sharing, for awareness raising or communication activities produced within the scope of the Project should carry logos of Development and Investment Bank of Türkiye and The World Bank Group, as well as Project logo (Kayist) in addition to the EU-Türkiye partnership logo, placed accordingly to the design. All materials within this framework are expected to be used with approval from the Project communication team.

Sample areas of use are listed below:

- Vehicles
- All printed and visual visibility materials (Poster, brochure, stage, e-bulletin, bulletin etc.)
- Outdoor TV
- Certificate
- Sign (Exterior and interior of the building)
- Meeting room (Furnishing information)

In cases where Cooperation/Partnership and stakeholder logos are used together, the placement of the logos shall be carried out according to the following rules.

In the 3-way logo layout, the EU-Türkiye partnership logo is placed centered at the top, the Project logo is centered just below, and the 2 stakeholder logos are placed centred at the bottom, as shown in the picture.

Funded by the European Union  
Avrupa Birliği tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

**THE FORMAL EMPLOYMENT CREATION PROJECT GRANT  
PROGRAM**

**IS FUNDED UNDER THE EUROPEAN UNION  
"FACILITY FOR REFUGEES IN TURKEY" (FRIT II)  
AND IS EXECUTED BY THE DEVELOPMENT AND  
INVESTMENT BANK OF TÜRKIYE  
UNDER ADMINISTRATION OF THE WORLD BANK**

DEVELOPMENT INVESTMENT BANK OF TÜRKIYE

THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP

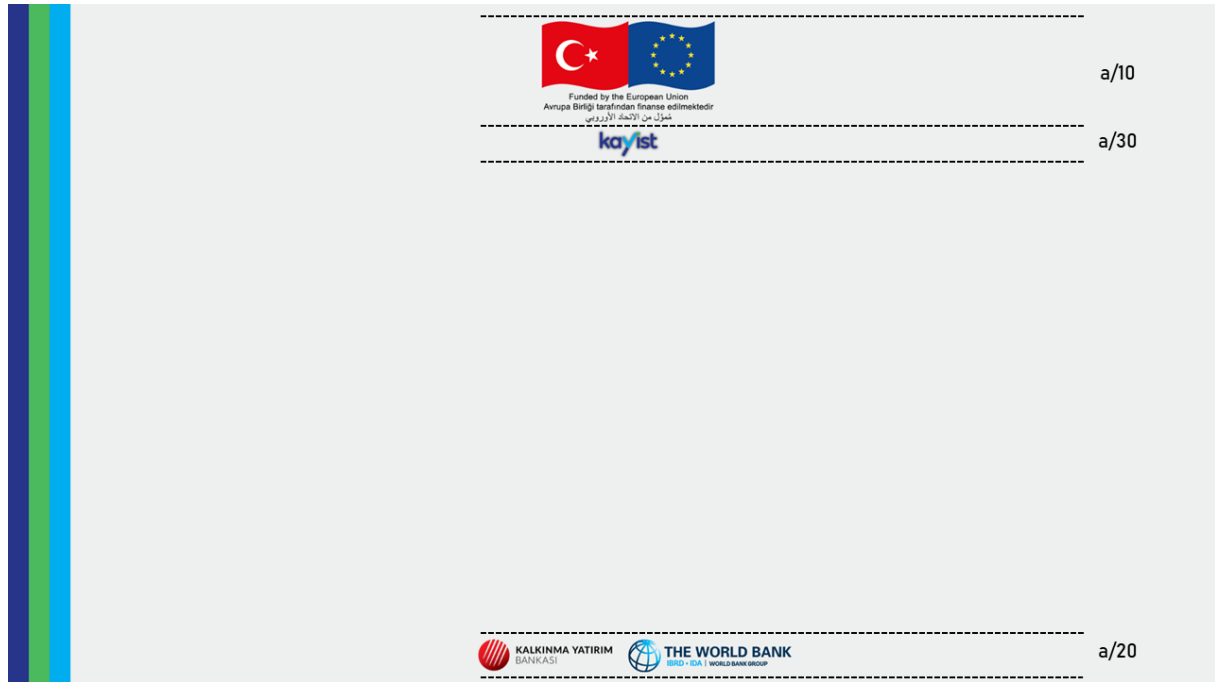


kayist

Details about the use of logos in cases where all logos will be used together are shared below.

- EU-Turkiye Cooperation Logo: Within the scope of FRIT, the EU-Turkiye joint logo must be accompanied by the phrase "*Funded by the European Union*" in English, Turkish and Arabic.
- The logo in question should be used in the dimensions and proportions demonstrated in the images below.
- The EU-Turkiye partnership logo should always be located at the top in the center or in the upper left corner.
- Stakeholder Logos: The stakeholders within the scope of this Project are Development and Investment Bank of Turkiye and the World Bank.
- Logos of these institutions should be placed on the visible surface of the material, at the bottom with TKYB logo on the left and the World Bank Group logo at the right, both centered and equal sized, with the EU-Turkiye partnership logo at the top center.
- Stakeholder logos must be no larger than half of the EU-Turkiye partnership logo.
- Project logo: If the Project logo is used, the logo should be centered just below the EU-Turkiye partnership logo and should be no larger than stakeholder logos.

The proportionate sizes of all logos are specified below.







Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

## SIGNS

This section details different sign examples that are required to be used in line with activities within the scope of the Project.



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

**THIS WORKPLACE IS SUPPORTED UNDER  
THE FORMAL EMPLOYMENT CREATION PROJECT GRANT  
PROGRAM  
FUNDED BY THE EUROPEAN UNION  
AND EXECUTED BY  
THE DEVELOPMENT AND INVESTMENT BANK OF TURKIYE  
UNDER ADMINISTRATION OF  
THE WORLD BANK**



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

**PROCUREMENT OF THIS ITEM WAS FINANCED BY  
EUROPEAN UNION UNDER  
THE FORMAL EMPLOYMENT CREATION PROJECT GRANT  
PROGRAM**





Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

ALL INFRASTRUCTURE, FURNITURE AND ARRANGEMENT  
OPERATIONS FOR THIS MEETING ROOM  
WERE FINANCED BY EUROPEAN UNION UNDER  
THE FORMAL EMPLOYMENT CREATION PROJECT GRANT  
PROGRAM



DEVELOPMENT  
INVESTMENT  
BANK OF TÜRKİYE



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

BU YAPININ VE GÜVENLİK  
SİSTEMLERİNİN TEMİNİ,  
AVRUPA BİRLİĐİ TARAFINDAN  
KAYITLI İSTİHDAM YARATMA  
PROJESİ HİBE PROGRAMI  
KAPSAMINDA FİNANSE  
EDİLMİŞTİR

THIS BUILDING AND ITS  
SECURITY SYSTEMS WERE  
FINANCED  
BY THE EUROPEAN UNION  
UNDER THE FORMAL  
EMPLOYMENT CREATION  
PROJECT GRANT PROGRAM



KALKINMA YATIRIM  
BANKASI



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



DEVELOPMENT  
INVESTMENT  
BANK OF TÜRKİYE



THE WORLD BANK  
IBRD • IDA | WORLD BANK GROUP



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

## STICKERS

This section offers logo stickers to be used in case of any need.

The following pages contain ready-to-use sticker logos.



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmiştir  
شؤل من الإتحاد الأوروبى

kayist

## 1. EU Emblem Logo Use (Just EU Emblem)

If necessary, a 3x4 cm sized printout of the below can be used.



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
Avrupa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union.  
ıpa Birliđi tarafından finanse edilmiştir.  
بتمويل من قبل الإتحاد الأوروبى



Funded by the European Union  
Avrupa Birliđi tarafından finanse edilmektedir  
ممول من الاتحاد الأوروبي

kayist

## 2. Cooperation/Partnership and Stakeholder Logos Use (All logos)

If necessary, A5 sized printout of the below can be used.





Funded by the European Union  
Avrupa Birliği tarafından finanse edilmektedir  
مؤل من الاتحاد الأوروبي



## PROJECT COLOUR AND TYPOGRAPHIES

This section offers project typography and colour use details for reference.

### 1. PROJECT COLOURS



NAME	Royal Blue Dark	NAME	Cosmic Cobalt	NAME	Emerald	NAME	Cyan Process	NAME	Cultured
HEX	1B2562	HEX	26358A	HEX	4BB95D	HEX	00ADEF	HEX	EEF0EF
RGB	27, 37, 98	RGB	38, 53, 138	RGB	75, 185, 93	RGB	0, 173, 239	RGB	238, 240, 239
HSB	232, 72, 38	HSB	231, 72, 54	HSB	130, 59, 73	HSB	197, 100, 94	HSB	150, 1, 94
CMYK	72, 62, 0, 61	CMYK	72, 61, 0, 45	CMYK	59, 0, 49, 27	CMYK	100, 27, 0, 6	CMYK	0, 0, 0, 5



kayist

## 2. PROJECT TYPOGRAPHIES

### BAHNSCHRIFT

abcçdefgghijklmnoöprqsstüvwxyz  
ABCÇDEFGGHIJKLMNOÖPQRSSTUÜVWXYZ  
1234567890. : , ; “ ” ! \* + - / ( ) = ? &

---

### BAHNSCHRIFT SEMIBOLD

abcçdefgghijklmnoöprqsstüvwxyz  
ABCÇDEFGGHIJKLMNOÖPQRSSTUÜVWXYZ  
1234567890. : , ; “ ” ! \* + - / ( ) = ? &

---

### BAHNSCHRIFT SEMICONDENSED

abcçdefgghijklmnoöprqsstüvwxyz  
ABCÇDEFGGHIJKLMNOÖPQRSSTUÜVWXYZ  
1234567890. : , ; “ ” ! \* + - / ( ) = ? &

---

### BAHNSCHRIFT SEMIBOLD SEMICONDENSED

abcçdefgghijklmnoöprqsstüvwxyz  
ABCÇDEFGGHIJKLMNOÖPQRSSTUÜVWXYZ  
1234567890. : , ; “ ” ! \* + - / ( ) = ? &

---

### BAHNSCHRIFT LIGHT SEMICONDENSED

abcçdefgghijklmnoöprqsstüvwxyz  
ABCÇDEFGGHIJKLMNOÖPQRSSTUÜVWXYZ  
1234567890. : , ; “ ” ! \* + - / ( ) = ? &