



Communication and Branding Guidelines for Hubs funded through the Northern and Western Regional Programme 2021-2027

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Rialtas na hÉireann
Government of Ireland



Arna chomhchistiú ag
an Aontas Eorpach
Co-funded by the
European Union



Tionól Réigiúnach
An Tuaiscirt & An Iarthair
Northern & Western
Regional Assembly



Taighde Éireann
Research Ireland

The ARC Hub for HealthTech is co-funded by the Government of Ireland and the European Union through the ERDF Northern and Western Regional Programme 2021-2027.

ERDF Northern & Western Regional Programme 2021-27



Rialtas na hÉireann
Government of Ireland



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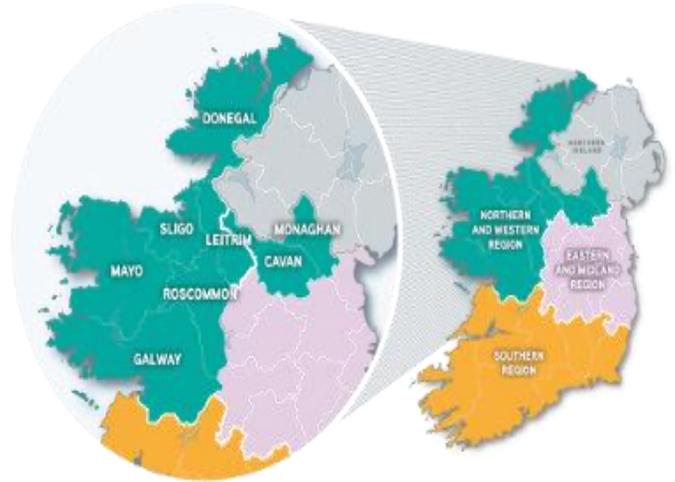
Tionól Réigiúnach
An Tuaiscirt & An Iarthair
Northern & Western
Regional Assembly



Taighde Éireann
Research Ireland

The Northern and Western Regional Programme 2021-27 is a €217 million investment programme, co-funded by the European Regional Development Fund (ERDF) and the Government of Ireland.

The Programme is part of the European Regional Development Fund which co-finances regional investment activities to strengthen economic and social cohesion by correcting imbalances between EU regions.



The programme is supporting investment in the region via three priorities:

- **Priority 1 Smarter & More Competitive Regions:** building research, development & innovation capacity in our region's public research institutions
- **Priority 2 Low Carbon, Energy Efficient Regions** supporting investments to improve energy efficiency of residential homes, targeting homeowners in/ at risk of energy poverty
- **Priority 3 Sustainable & Integrated Urban Development** taking an integrated strategic approach to the regeneration of our towns using a Town Centres First Framework.

The Northern & Western Regional Assembly is leading the delivery of the Programme as the Managing Authority. Research Ireland is an Intermediate Body for the Regional Programme responsible for overseeing the successful roll-out of the ARC Hubs ERDF scheme which is co-financed under Priority 1: Smarter & More Competitive Regions.

As a beneficiary of this scheme, the ARC Hub is required to comply with these communications and visibility guidelines in the Common Provisions Regulation¹ (CPR). The EU supports thousands of projects, the most tangible benefit of EU membership in our communities and regions. We want to work with you to tell those who live in our regions about the positive impact your activities are having on their daily lives.

[1] Regulation (EU) 2021/1060 of the European Parliament and the Council of 24 June 2021

About the ARC Hub Programme

The ARC Hub Programme's goal is to build a new model for regional innovation and entrepreneurial training, that will catalyse a step-change in the translation of cutting-edge publicly-funded research toward impact at a regional level. The ARC Hub Programme will enhance and accelerate the commercialisation of research to create new products, processes and services. The realisation of the overall national programme will be through the establishment of regional ARC Hubs focused on specific thematic areas that will be aligned with the respective regional strategic priorities and the 'National Smart Specialisation Strategy for Innovation 2022-2027' (S3). An ARC Hub, as a distributed consortium of Research Bodies, will create a regional ecosystem focused on optimising research translation and training future entrepreneurs through establishing new academic networks and bringing together stakeholders, while leveraging existing supports, as appropriate. It is expected that ARC Hubs will foster a culture of innovation and entrepreneurship supported by processes that will operationalise and scale opportunity realisation to deliver transformative new products, processes and services to market.

The national ARC Hub Programme is co-funded by the Government of Ireland and the European Union under two European Regional Development Fund (ERDF) Regional Programmes - the Southern, Eastern and Midland Regional Programme 2021-2027 and the Northern and Western Regional Programme 2021-2027. The ERDF aims to promote economic, social and territorial cohesion across all European regions.

This guidance is specific to the **ARC Hub for HealthTech** that has been established in the Northern and Western Region.

ARC Hub as an EU Flagship Project

The ARC Hub Programme has been designated as an *operation of strategic importance*² under the Northern and Western Regional Programme 2021-27. This means that the ARC Hubs are the flagship projects for the programme and the Hubs will collaborate with the Managing Authority (MA) and Research Ireland on communications and visibility activities. In particular, the ARC Hubs will work with Research Ireland, the Managing Authority, the Member State and the Commission on high-level events or activities. Research Ireland and the Managing Authority will liaise with the ARC Hubs on these activities.

Funding Acknowledgement Requirements for ARC Hubs

Dissemination, communications, and public engagement are important means of demonstrating the value of publicly funded investment in research and can be key enablers for generating awareness, stakeholder engagement, collaboration, and impact. The ARC Hub Programme is co-funded by the ERDF under the Northern and Western Regional Programme 2021–27, therefore all communication materials and activities must adhere to ERDF Communications Compliance Guidelines and Operational Regulations. **Non-compliance can result in the loss of up to 3% of ERDF financial support.**

Funder logo strip and co-funding statement

It is a requirement that the source of funding be acknowledged in all communications and visibility activities. In terms of design, this means that **(1) a funder logo strip and (2) a co-funding statement** must be prominently incorporated into materials at a readable size. Both elements should appear together. For example, in documents, they are typically required only on first use, with the funder logo strip and co-funding statement appearing on the cover and first page rather than on every page. In presentations, both elements should be included on the first and last slide.

Further details on these elements and their usage across various materials are explained in this document.

[2] https://ec.europa.eu/regional_policy/sources/policy/communication/communicating_operations_2021-2027_updated_EN.pdf

1. Funder logo strip

The funder logo strip, featuring the EU emblem, Government of Ireland, Managing Authority and Research Ireland logo must be prominently displayed on all printed and digital products, websites, social media channels and other communication products related to the Hub.

The funder logo strip is available in horizontal and vertical versions, in colour and greyscale (see appendix). The funder logo strip must be in colour wherever possible, particularly on websites. Only use greyscale when colour is not possible. The funder logo strip must be used in the format supplied and must not be recreated or modified in any way.

Note, that if other logos are displayed with the funder logo strip, e.g., university logo, they must be no bigger (height or width) than the EU logo.



Coloured horizontal version of the funder logo strip



Coloured vertical version of the funder logo strip



2. Co-funding statement

The co-funding statement must appear alongside the funder logo strip on all printed and digital products, websites, social media channels and other communication products related to the Hubs.

English: *The ARC Hub for HealthTech is co-funded by the Government of Ireland and the European Union through the ERDF Northern & Western Regional Programme 2021-2027.*

Irish: *Tá ARC Hub for HealthTech arna chomhchistiú ag Rialtas na hÉireann agus ag an Aontas Eorpach trí Chlár Réigiúnach an Tuaiscirt agus Iarthair 2021-27 de chuid CFRE.*

Communication & Branding Guidelines

Consistency is critical in establishing and maintaining a strong and recognisable brand identity. The following sections provide guidance on key aspects such as naming conventions, logo usage, plaque requirements, online visibility, digital and print media, press release preparation, and event management. ERDF-compliant branding materials have been created specifically for each Hub. These materials include logos, presentation templates, pull-up banners, plaque templates, profile icons and banners for X (formerly Twitter), and research poster templates, all of which are outlined in the appendix. By following these guidelines, the Hubs can ensure consistent and effective representation across all media engagements, as well as ERDF compliance.

Accessing Communication & Branding Materials

All the material featured in this document can be downloaded from:
[Research Ireland ARC Hub for HealthTech External Sharepoint](#)

Contact arc@researchireland.ie for access.

Research Ireland & Programme Name

The programme should be referred to as the Research Ireland ARC Hub Programme on first mention, and subsequently as the ARC Hub Programme.

Please note acronyms are not permitted when referring to Research Ireland, i.e. do not use RI or TE-RI.

ARC Hub Names

It is important that an ARC Hub consistently format their title across all materials, online platforms and in all media engagements. The full ARC Hubs titles should be used in all cases:

- ARC Hub for HealthTech
- ARC Hub for ICT
- ARC Hub for Therapeutics

ARC Hub Logos

The specific logos for each ARC Hub are available in various formats, colours and layouts to ensure flexibility of use (see appendix). They must be used in the format supplied and must not be recreated or modified in any way. The logos should be used in colour wherever possible.

Physical Visibility

Plaque & Posters

ARC Hubs must prominently display a permanent plaque in a location visible to the public when the project starts. The plaque must be of significant size and durable for long-lasting display and located where the project takes place. For the ARC Hubs, this means the plaque should be located in the host Research Body and could be displayed near the office of the Hub Director. Since an ARC Hub will be associated with multiple locations, we recommend creating a poster version of the plaque, either as a physical poster (minimum A3 size) or an equivalent digital version. This should be displayed at secondary locations in a clearly visible area.

Research Ireland has designed an ERDF-compliant plaque (see appendix), which includes the necessary components namely the ARC Hub logo, funder logo strip and co-funding statement for the Northern & Western Regional Programme 2021-27. Note that the ARC Hub website and respective QR code will need to be added to the final design. Sign-off on the final design of the plaque must be sought from Research Ireland before production.

A photo of the erected plaque (at the main location) and posters (at the secondary locations) must be sent to Research Ireland as a visual verification of compliance and the Hub should keep this verification on file for audit purposes.



Photo: Example of ERDF-compliant plaque

Stickers

The Northern & Western Region Managing Authority can provide stickers to the Hubs to enhance the visibility of the ERDF support on equipment etc. Stickers are not required under the Common Provisions Regulation, however, and do not replace plaques.

Online Visibility

The Hubs must acknowledge Research Ireland and the ERDF co-funding in all communications across digital and online platforms, by incorporating the funder logo strip and co-funding statement. Research Ireland has developed a range of digital templates for each Hub, including presentation templates, X (Twitter) icons, and banners, to ensure compliance and consistent branding.

Websites

ARC Hubs must create and maintain a **dedicated webpage** on their main website to highlight the Hub's aims, objectives, progress and outcomes. The page must prominently display the ARC Hub logo, funder logo strip and co-funding statement, ensuring they are visible within the viewing area of digital devices without requiring users to scroll. At a minimum, the webpage must include:

- Description
- Aims & objectives
- Progress
- Outcomes
- Clear visibility of EU funding – display the funder logo strip and co-funding statement

The website must have a link to the ARC Hub Research Ireland webpage ([ARC Hub Programme](#)) and the Northern & Western Regional Programme's webpage ([NWRA - Northern & Western Regional Assembly](#)).

Social Media

The Hubs can use existing social media platforms to communicate about their activities. If a dedicated ARC Hub social media profile is created, it should clearly indicate its status as an ARC Hub in its descriptions and bios. The co-funding statement must be used as part of the profile description. X (Twitter) profile icons and banners have been provided and can be used on other social media platforms, such as Instagram and Facebook, to maintain consistent branding.

Social Media Posts

The Hubs are expected to share regular updates and content about their projects.

- Individual posts must include the hashtag #euinmyregion.
- Individual posts must include the Irish and EU flag emojis.  
- If the character limit allows, the Northern & Western Regional Assembly and EU Funds Ireland accounts can be tagged via the appropriate handles (see below).
- Individual social media posts are not required to include the funder logo strip and a co-funding statement (in image or written form) as the flag emojis fulfil that purpose.

Social media handles

Research Ireland

Website: www.researchireland.ie

X: @ResearchIrel [<https://x.com/Researchirel>]

Instagram: @researchireland [<https://www.instagram.com/researchireland/>]

LinkedIn: @Research Ireland [<https://www.linkedin.com/company/research-ireland/>]

Northern & Western Regional Assembly

Website: NWRA - Northern & Western Regional Assembly

X: @NWAssembly

Facebook: @NWAssembly

Instagram: @nwassembly

LinkedIn: @northern-and-western-regional-assembly

EU Funds Ireland

Website: eufunds.ie

X: @eufundsireland [<https://x.com/EUfundsIreland>]

Facebook: @EUfundsIreland [<https://www.facebook.com/EUfundsIreland>]

Instagram: @eufundsireland [<https://www.instagram.com/eufundsireland/>]

Communications Material

The funder logo strip and co-funding statement must be used for all communications directly related to the Hubs. If you're uncertain about the accuracy of the design on any communication materials, contact Research Ireland for guidance. As the Hub is being established and Hub staff are becoming familiar with the communications requirements, it is advisable to share any communication material with Research Ireland for compliance approval.

Digital & Print Media

All materials related to the Hubs that are intended for the public or participants must display the funder logo strip and co-funding statement. These materials include but are not limited to, approval letters, contracts, brochures, project updates in corporate annual reports, booklets and leaflets, certificates, invitations, and presentation slides.

Research Ireland has designed ERDF-compliant pull-up banners, conference poster templates and presentation templates (see appendix). It is encouraged to use the templates as provided, ensuring the ARC Hub logo, funder logo strip, or co-funding statement are not altered, and maintaining the same colouring and text styles for consistency.

Advertising & Advertorials

The following must acknowledge the support of Research Ireland and ERDF:

- Print and online advertising, including advertorials or job advertisements, must display the funder logo strip alongside the co-funding statement.
- Radio advertising must, at a minimum, include the co-funding statement.
- Television advertising must, at a minimum, include the funder logo strip and co-funding statement at a readable size and for a sufficient duration (8-10 seconds).

Press Releases, PR & Promotional Material

The Hubs should issue press releases and seek media coverage for:

- significant milestones,
- achievements,
- and impacts of the project.

Specifically:

- Press releases, speeches, presentations and information directed to local, regional and national media (press, radio or television) must reference the ERDF support.
- The press must reference the ERDF support in the body of the main text, not just the note to editors.
- Press releases should be shared with Research Ireland before publishing for sign-off with the option to insert a quote.
- Project spokespersons must be briefed to mention ERDF support when speaking to the media. An example of speaking notes: *"The ground-breaking ARC Hub programme is administered by Research Ireland, and co-funded by the Government of Ireland and the European Union through the European Regional Development Fund"*.
- Any promotional material used to communicate the Hub activity, such as display stands or giveaway items, should include the funder logo strip and co-funding statement where possible.
- Videos must include the funder logo strip and co-funding statement at a size that can be read and for an appropriate time period. For example, a slide displaying the funder logo strip and co-funding statement appears at the end of the video for 8-10 seconds. See an example of a compliant video here, [TU Rise video event V4](#).

Research Publications

Any and all publications resulting from an ARC Hub project must include the following text:

"This publication emanated from research conducted under the ARC Hub Programme, administered by Research Ireland and co-funded by the Government of Ireland and the European Union through the ERDF Northern & Western Regional Programme 2021–2027 under Grant Number [24/ARC/13383] at the ARC Hub for HealthTech."

Open Access Requirement: "For the purpose of Open Access, the author has applied a CC BY public copyright licence to any Author Accepted Manuscript version arising from this submission."

Events, Conferences, Workshops & Launches

The Hubs should organise and participate in public events, conferences, and seminars to promote the Hubs and its outcomes.

Invitations must include the funder logo strip and co-funding statement and sign-off of invitations is required from Research Ireland.

Research Ireland and the Managing Authority are to be invited to the launches, events, meetings and announcements regarding the Hub. While attendance may not always be possible, invites should be received at least four weeks before the event.

For official launches, because the Hubs are an Operation of Strategic Importance, the Commission should be invited, in addition to Research Ireland and the Managing Authority. For the official Hub launch, please liaise with Research Ireland's ARC Hub team to align on event details, agree on a suitable date, and coordinate the submission of the invitation to the European Commission.

In general, liaising with Research Ireland from an early stage in the event management process will mean Research Ireland's ARC Hub team can offer support in promoting the event across Research Ireland's networks and ensuring representation from Research Ireland and the Managing Authorities can attend if required. The following information should be sent to arc@researchireland.ie:

- Event title and summary
- Key attendees at the event
- Date & location of event

The Hubs should ensure the visibility of the funder logo strip and co-funding statement during events.

Collaborating with ERDF Managing Authority

The EU supports thousands of projects and these are a tangible benefit of EU membership in our communities and regions. As a condition of the ERDF grant award, Research Ireland and the Managing Authority will ask the Hubs to collaborate from time to time to show those who live in our regions the positive impact your activities are having on their daily lives.

The Managing Authority is required to ensure that all communication and visibility material, including that generated by the Hubs, is made available to EU institutions, bodies or agencies and that a royalty-free, non-exclusive and irrevocable licence to use such material and any pre-existing rights attached to it is granted to the EU in accordance with the Common Provisions Regulation³.

The Managing Authority will publish press releases, case studies and beneficiary stories and arrange events and site visits, to highlight the successes and benefits of ERDF co-funded projects. The European Commission regularly asks for case studies or stories to highlight at a European level. The ARC Hub will be required to provide information and photos to support this activity, as requested.

Listing on Managing Authority & European Commission Websites

- The ARC Hubs will be listed as beneficiaries on the Managing Authority, Northern & Western Regional Programme 2021-27 website: [NWRA - Northern & Western Regional Assembly](#)
- The Hubs will also feature on the European Commission's beneficiary search platform, Kohesio: <https://kohesio.ec.europa.eu/en/>.

The information will include the ARC Hub's name, location, project name and outline, ERDF co-funding award and overall project budget.

Irish Language

Public bodies must adhere to the Official Languages Act 2003 (Section 9) Regulations 2008 for signage, stationery and advertising. Further details on the provisions of these regulations are available at <https://www.coimisineir.ie/>. Please contact your Irish Language Officer for guidance.

[3] CPR Annex IX

Important Record Retention

Audit checks to verify expenditure⁴ on the co-funded activity include communications compliance checks. The Hub must maintain a communication file to retain evidence of communication activities to demonstrate compliance with the regulations. Screenshots of all communication and dissemination activities should be taken, labelled, saved to the Hub's communications file and retained beyond the end of the project.

Non-compliance with Communications & Visibility Requirements

An ARC Hub is required to comply with these communications and visibility guidelines set out in the Common Provisions Regulation⁵. **Non-compliance can result in the loss of up to 3% of ERDF financial support.**

Key Resources

Programme Managing Authority: [NWRA - Northern & Western Regional Assembly](#)

Operations of Strategic Importance Guidance: [Communicating operations_2021-2027](#)

EU Regulation: [Common Provisions Regulation \(Articles 46, 47, 50 and Annex IX\)](#)

EU Funds: [National EU Funds portal](#)

National Guidance: [National Communications Guidelines for EU Funds 2021-27](#)

EU Commission Guidance: [Support Kit for EU Visibility](#)

Research Ireland SharePoint site for sharing comms & branding materials: [Research Ireland ARC Hub for HealthTech Sharepoint](#)

Communications Point of Contact in the Managing Authority

Barry Guckian,

Communications Officer,

Northern and Western Regional Assembly, Dillon House, The Square, Ballaghderreen, Co Roscommon

Tel: 094 986 2970

Email: bguckian@nwra.ie

W: www.nwra.ie

Communications Point of Contact in Research Ireland

Email: arc@researchireland.ie

[4] CPR, Article 74(1a)

[5] Regulation (EU) 2021/1060 of the European Parliament and the Council of 24 June 2021



Appendix

Materials Available: [Research Ireland ARC Hub for HealthTech External Sharepoint](#)

ARC Hub Logo

Research Ireland has designed logos for each Hub.

Each ARC Hub logo is available in two versions, standard and centred, and come in the following colour variations: Full Colour, Black & White, Black, and White. These variations ensure flexibility for different design needs and backgrounds.

ARC Hub for HealthTech - Standard Logo



ARC HUB for HealthTech
Standard logo CMYK - Full Colour



ARC HUB for HealthTech
Standard logo Black & White



ARC HUB for HealthTech
Standard logo Black



ARC HUB for HealthTech
Standard logo White

ARC Hub for HealthTech - Centered Logo



ARC HUB for HealthTech
Centered logo CMYK - Full Colour



ARC HUB for HealthTech
Centered logo Black & White



ARC HUB for HealthTech
Centered logo Black



ARC HUB for HealthTech
Centered logo White

The logos are in Illustrator AI format (vector) and PNG format. The Illustrator AI logos are intended for professional print purposes and can be shared with third-party printers or designers. PNG logos are suitable for use in applications like PowerPoint and Word.

Funder Logo Strip

The funder logo strip is available in horizontal and vertical versions in colour and greyscale. Only use greyscale when colour is not possible.

Coloured Horizontal Versions



Greyscale Horizontal Version



Coloured and Greyscale Vertical Versions



Co-Funding Statement

Ensure the funder logo strip is accompanied by the co-funding statement at a readable size.

English: *The ARC Hub for HealthTech is co-funded by the Government of Ireland and the European Union through the ERDF Northern & Western Regional Programme 2021-2027.*

Irish: *Tá ARC Hub for HealthTech arna chomhchistiú ag Rialtas na hÉireann agus ag an Aontas Eorpach trí Chlár Réigiúnach an Tuaiscirt agus Iarthair 2021-27 de chuid CFRE.*

Logo Block

- ARC Hub logo, funder logo strip and co-funding statement

For convenience, Research Ireland has designed ERDF-compliant 'logo blocks', which include the unique ARC Hub logo, funder logo strip, and co-funding statement. These logo blocks can be used when it is beneficial to have all logos combined, such as on the cover page of a document, event banners, presentation title slides, promotional materials, and digital graphics.

Please use the logo block in full colour on all print and digital media and display at a readable size.



ARC Hub for HealthTech – Logo Block

ARC Hub Social Media Platform Headers

e.g. X (Twitter)



ARC Hub for HealthTech - Social Media



ARC Hub Presentation Templates

The presentation template features a pre-designed front and final slide in PowerPoint format incorporating the necessary elements; ARC Hub logo, funder logo strip and co-funding statement. For the remaining slides, it is recommended to include the ARC Hub logo in the footer and follow the designated color scheme to ensure brand consistency throughout the presentation. Note, that if including other logos, e.g., research body logo, they must be no bigger (height or width) than the EU logo.



ARC Hub for HealthTech - Presentation layout

ARC Hub Pull Up Banners

The pull-up banners are provided in two colour variations and in .ai format, designed to align with ARC Hub brand identity. These banners are ideal for use at public events and gatherings. To maximize their impact, position them in highly visible areas and encourage attendees to use them as backdrops for photo opportunities.



**ARC Hub for
HealthTech -
Standard banner layout**

ARC Hub Conference Poster Templates

The conference poster template provided is in PowerPoint format and available in A4, A3, A2, and A1 sizes. These banners are ideal for use at research conferences. It is recommended to use the templates as provided, ensuring the ARC Hub logo, funding logo block, funding statement, colour palette, and fonts are maintained for brand consistency.



ARC Hub for HealthTech - Conference Poster Template

ARC Hub Plaque Templates

An ARC Hub must prominently display a permanent plaque in main location of the Hub where it is visible to the public. Research Ireland has developed plaque templates, which include the necessary components for ERDF compliance. The plaque template is in PowerPoint format in the size 400mm wide x 300mm high. The Hub website and respective QR code will need to be added to the final design. The finalised plaque requires sign-off by Research Ireland before production.

At the Hubs secondary locations, a poster version of the plaque design, either as a physical poster (minimum A3 size) or an equivalent digital version should be clearly displayed.



**ARC Hub for HealthTech
400mm wide x 300mm high**

ARC Hub Colours

The branding features the following colors, as seen in the logo. Please use these colors consistently to reinforce the brand identity.

Colour Breakdowns



CMYK Colours (for print only)



Teal
C: 86 / M: 0 / Y: 42 / K: 0



Dark Blue
C: 100 / M: 57 / Y: 0 / K: 38

RGB Colours (for online only)



Teal
R: 0 / G: 177 / B: 170
Hex: #00b1aa



Dark Blue
R: 0 / G: 70 / B: 127
Hex: #00467f

ARC Hub Fonts

The font used in the logo is **Visby Round CF**.

It is recommended to use **Arial** in text around the logo to maintain consistency. The Visby Round CF font should only be displayed in the logo.

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Arial Regular

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Arial Bold