



BUSINESS GROWTH PROGRAMME 2 (BGP2) - MARKETING COMPLIANCE CHECKLIST

If your BGP2 project includes grant funding to produce marketing materials, then you MUST acknowledge the source of the funding within any items you produce and follow the ESIF Branding and Publicity Requirements.

The checklist attached gives you an indication of what you need to address to make sure your marketing collateral is ERDF compliant. However, this is an indicative guide and we recommend that to ensure full compliance, you read the ESIF requirements which provide guidance on size of logos, colour , positioning, clearance zones etc.

<https://www.gov.uk/government/publications/european-structural-and-investment-funds-programme-guidance>

FAILURE TO ADHERE TO THE BRANDING & PUBLICITY REQUIREMENTS CAN LEAD TO GRANT FUNDING BEING RECLAIMED

For ERDF, BCC logos, help and support on ERDF compliance, contact Carol Alderson at Birmingham City Council on carol.alderson@birmingham.gov.uk, or telephone (0121) 303 4366.