



Circular No: 05-2024

From: LEADER Policy and Operations Unit

To: All LAGs, Implementing Partners and Article 48 Checking Bodies

Date Issued: 5 June 2024

Subject: Guidance for the visual identification of LEADER

This Circular is being issued to inform recipients that:

1. the previous LEADER logo is no longer permitted; and
2. an optional visual identifier for LEADER can be used to compliment the information, publicity and visibility requirements for the 2023-2027 LEADER Programme.

A new section will be created in the 2023-2027 LEADER Operating Rules to provide for a visual identifier for LEADER, as per guidance received by the EU.

While not specifically required, a complimentary visual identifier for LEADER may be included in line with the following guidance:

- The visual identifier for LEADER must be displayed separate to the following sequence of logos that are required (see example in Appendix I):



Rialtas
na hÉireann
Government
of Ireland

Tionscadal Éireann
Project Ireland
2040

Ár dTodhchaí
Tuaithe
Our Rural
Future



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

- “LEADER” must be followed by the tagline “Development led by local communities” in smaller size. The alignment can be on the right, left or center.
- Suggested colours can be white and green, but not exclusively.
 - When the title is displayed against a dark background, the text colour is white to improve visibility – see example below.



- When the title is displayed against a light background, the text colour is dark green to improve visibility – see example below.

Examples



- The primary typography to be used is Arial, for office material and website Roboto Medium can be used:

LEADER
Development led by local communities

Arial

Example here: text sizes: 26 pt
and 11 pt (ratio 1/23)

LEADER
Development led by local communities

Roboto Medium

Example here: text sizes: 26 pt
and 11 pt (ratio 1/23)

Examples of the identifiers are provided with this Circular in an accompanying zip folder.

For clarity, please be advised that the previous LEADER logo (see below) is no longer permitted and is not to be used for information, publicity and visibility of the 2023-2027 LEADER Programme.



Any material, e.g. leaflets, plaques, etc., with the previous LEADER logo that is already made can be used. However, material created from the date of this Circular must be updated.

All electronic information such as websites, e-mail footers, etc., must also be updated to remove the previous LEADER logo.

Any queries in relation to the application of this Circular should be submitted to OR2327@drcd.gov.ie

LEADER Policy & Operations Unit