

ENERGY HOUSE 2.0 COPY GUIDELINES

Energy House 2.0 is part-funded by the European Regional Development Fund (ERDF); as per the funding agreement, we must adhere to their guidelines in all branding and publicity.

When promoting the project, we must acknowledge that it is funded by ERDF through the use of the ERDF logo and a reference to the Fund.

ERDF logo

Where possible, the colour logo must be used. You have the option of a portrait or landscape version of the logo. If using portrait, it needs to be a minimum of 25mm height; if using landscape, it needs to be 40mm minimum width (plaques and billboards have separate size requirements). They must be at least equal size to the largest of any other logos included, have a suitable 'clearance zone', and must not be placed against the document edge.

ERDF reference to the Fund

Suggested wording that can be used:

- The Energy House 2.0 project is being part-funded by the European Regional Development Fund

OR

- The Energy House 2.0 project is being part-funded by the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020

Press releases **MUST** include one of the above text references in the main body of the release as well as the following:

The project is receiving up to £8,244,043 of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Ministry of Housing, Communities and Local Government (and in London the intermediate body Greater London Authority) is the Managing Authority for European Regional Development Fund. Established by the European Union, the European Regional Development Fund helps local areas stimulate their economic development by investing in projects which will support innovation, businesses, create jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.

ERDF branding guidelines

Full ERDF branding and publicity guidelines are available [here](#)



European Union

European Regional
Development Fund



Images and Logos

These can be downloaded by using the following links:

- Images:

- [Artist's impression of the new facility \(external\)](#)
- [Artist's impression of the new facility \(cross section of internal chambers\)](#)
- [Artist's impression of the new facility \(cutaway\)](#)
- [Pit construction](#)
- [Construction workers](#)
- [Construction time-lapse](#)

- Logos:



- [Energy House 2.0](#)
- [Energy House 2.0 \(white and red\)](#)
- [Energy House 2.0 \(all white\)](#)

- [The University of Salford](#)
- [The University of Salford \(black\)](#)
- [The University of Salford \(white\)](#)

- [ERDF](#)
- [ERDF \(white\)](#)
- [ERDF portrait](#)
- [ERDF portrait \(white\)](#)

Useful links that can be included in copy

Where relevant, the following hyperlinks can be added to copy:

- <https://energyhouse2.com>
-  https://twitter.com/energy_house2
-  [promo video of Energy House 2.0](#)

Energy House 2.0 contact

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