

GUIDELINES on branding and communication

By signing a project implementation agreement on co-funding by the *dolina:dialoga* fund, the beneficiaries are obliged to inform and publicise the project, indicating everywhere that the project is supported or/in funded by the *dolina:dialogue* fund.

Each beneficiary must organise at least one public event within the funded project to present the project itself or its results. The beneficiary is also required to publish information about the project on its website. The information has to include information about the project and its results, possible participations and explicitly state that the project is co-financed by the dolina:dialoga fund.

Using the logo

The logo, which can be found at the link below, must not be altered. In special circumstances, the opinion of the contract administrator is required. The beneficiary shall also use the specific spelling of the fund's name, as specified (*dolina:dialoga*), always in cursive letters, with a colon and no spacing inbetween, in all occasions providing information to the public, in other materials and in all matters of public relations.

dolina:dialoga

<https://raumau.eu/dolina-dialoga-logo-package>

Where applicable and appropriate, the beneficiary will use the phrase "Supported by means of the *dolina:dialoga* fund".

The logo of the *dolina:dialoga* fund must be used separate from other logos (project, partners, beneficiary, etc.), e.g. *dolina:dialoga* logo above, others below, or *dolina:dialoga* logo right, others left, and similar.

Publication on internet

Each beneficiary must publish information about the project on their websites (their existing website, their facebook-site and the project website). The information should include information about the project, its results, the project implementers (including a contact person), any possible collaboration and should emphasize that the project is co-financed by the dolina:dialoga fund. The information has to be regularly updated by the beneficiaries as the public has to be kept informed about the progress of the project.

Marking of materials

The basic guideline is that all products and materials funded by the project must be marked with the fund's logo.

Logos do not have to be printed on stationery such as envelopes, business cards, invoices, etc., but are required on letters, invitations, reports, analyses, leaflets, publications, presentations, billboards, posters and similar products in connection with the project.

The logo must be used to mark the premises where project events take place (event location) and on equipment purchased as part of the project.

The use of the logo is compulsory on all products for which the beneficiaries will request cost reimbursement and are eligible under their project implementation agreement (with the exception of envelopes, business cards, etc., as mentioned above). The fund manager will consider as ineligible invoices for products and services intended for public communication that do not include the logo.

For further guidance on how to mark different types of material, please contact your contract administrator.