



## Logo and Acknowledgement

*A guide for grantees*

By accepting a grant from the Visegrad Fund, you have made a commitment to publicly acknowledge our support throughout the project's implementation.

With your acknowledgment of our support you contribute to the transparency of the grant process and help us reach out and promote regional cooperation.

This guide presents basic information on how our grant support shall be acknowledged with the use of the Fund's logo and verbal/written reference to our support at public events, in print and in digital formats.

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# 1. General requirement

Our logo and support statement must be present in all communication and outputs of your project.

Support statement:

*The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.*

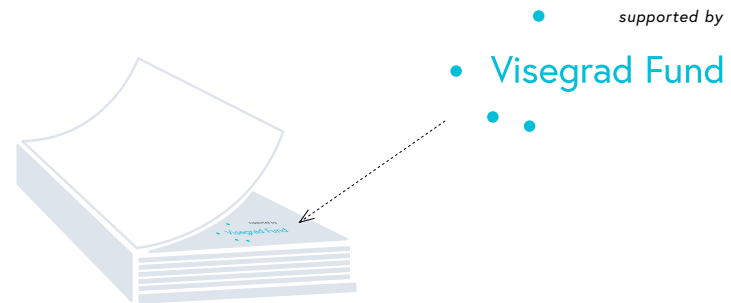
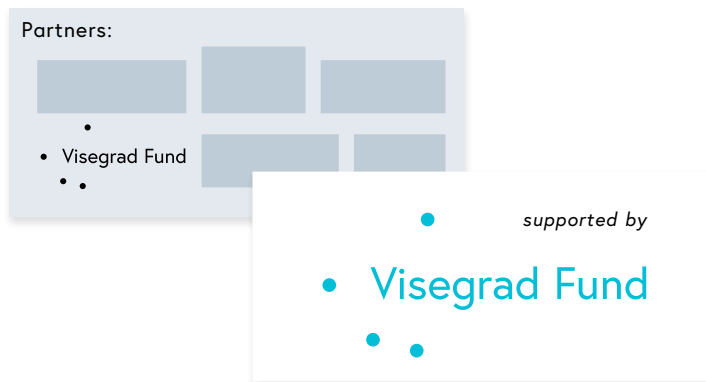


## 2.1 Logo Versions

The fund's logo comes in two versions—a standard, **simple logo** with the 'Visegrad Fund' word mark, and an **acknowledgement logo** with the tagline 'supported by.'

We advise using the simple logo in instances where other donors and sponsors are listed in a specific section headed by 'Supported by', 'With support from partners:', etc.

We advise using the 'supported by' logo in instances where it is free standing and where the inscription 'supported by' is meaningful.





## 2.2 Logo Use

### 2.2.1 EXCLUSION ZONE

The clear space around the fund's logo must be kept at a consistent distance to ensure the integrity of the logo. It defines the minimum distance between the logo and the edge of a printed piece.

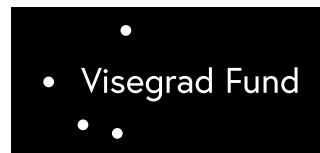
The clear space is equal to the height of the letter 'n' in the Visegrad Fund wordmark on the top and on the bottom of the logo. On the left and right sides of the logo the clear distance is twice as wide as the height of the letter 'n'. This area is the minimum and should be increased wherever possible. No graphic device, photos, or type should interrupt this area.

### 2.2.2 MINIMUM SIZE

The minimum size of the fund's logotype should never be below 8 mm in height. Wherever possible, the logo should be larger; there is no maximum size. The size of the logo should be reasonable and recognizable.

### 2.2.3 LOGO MISUSE

The logo cannot be anyhow altered (change of colors or background) or skewed (disproportionally changed in size), and its use must respect its exclusion zone, minimum size, and color versions. The logo should not be used as a background element or a watermark, nor is it permitted to use the fund's logo in the grantee's email signature.



BLUE  
 CMYK 070-000-020-000  
 RGB 003-191-215  
 WEB #03BFD7

GREY  
 CMYK 000-000-000-060  
 RGB 102-102-102  
 WEB #666666

BLACK  
 CMYK 000-000-000-100  
 RGB 000-000-000  
 WEB #000000

## 2.3 Logo—Color and Resolution

### 2.3.1 COLOR VERSIONS

There are four color instances of the fund's logotype illustrated below. The logotype should not be modified by any other colors than shown. The logo color palette consists of three colors: blue, black, grey. If reversed, use white (no color).

### 2.3.2 RESOLUTION

The minimum resolution for the logo is:

300 dpi—for printed materials

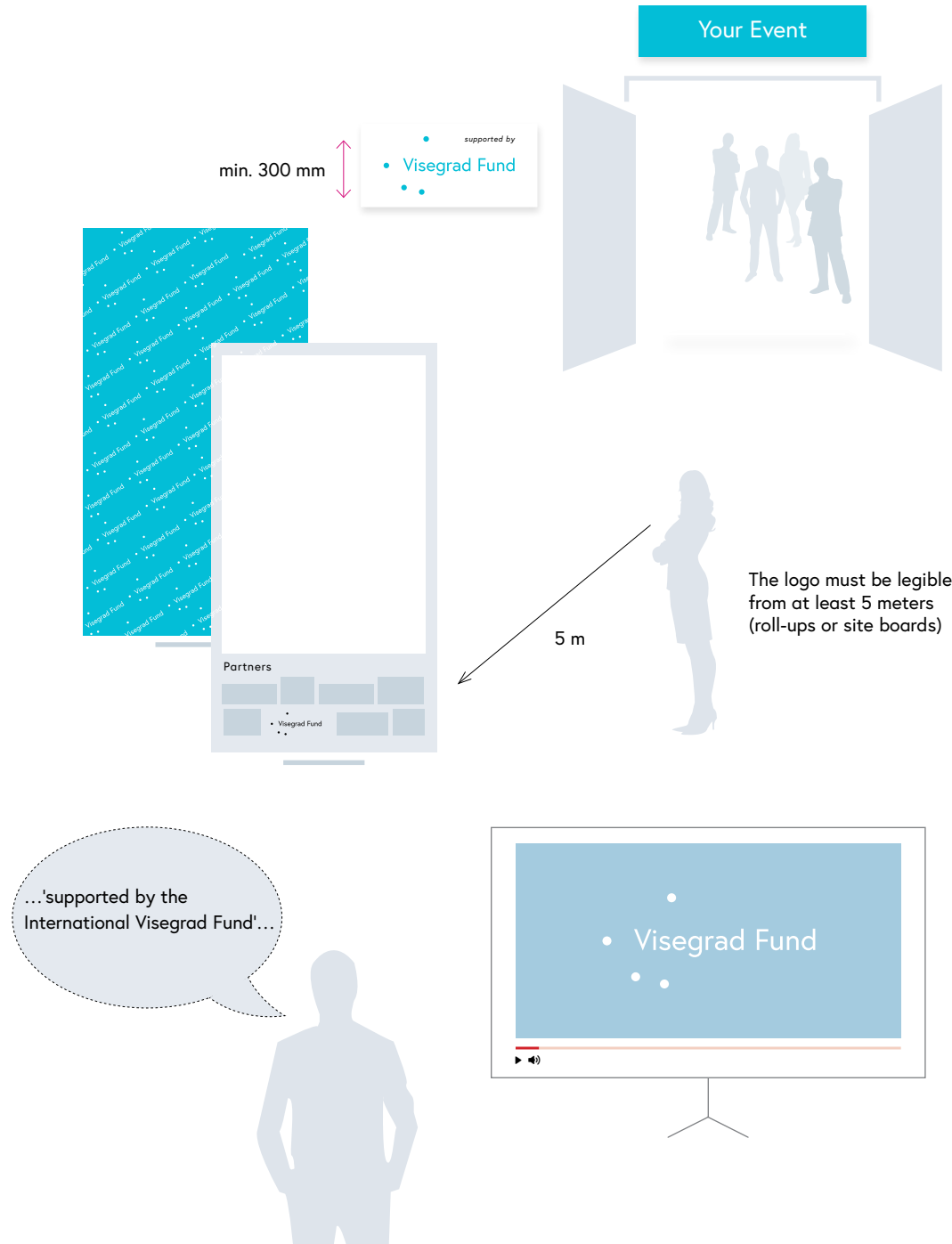
72 dpi—for online communications

(e.g. websites, electronic newsletters, etc.)

### 2.3.3. FORMAT

The recommended format of the logo for offline/print use is pdf. If you need outlines of the logotype, you can open pdf in Adobe Illustrator, where you will find the logo outlined.

The recommended format for online use is jpg, or png if a transparent background is desired.



### 3. Public Events

#### 3.1 SIGNAGE

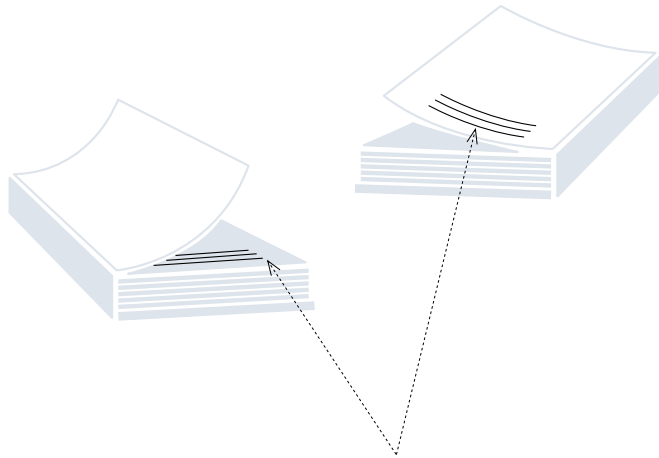
The fund's logo shall be displayed wherever the project events take place (conference rooms, auditoriums, outdoor venues, etc.) in the form of site boards, podium signs, flags, or roll-up banners. Such boards should be visibly placed on main stages, at venue entrances/exits. The logo's size must be proportionate to the size of your board but should be no smaller than 300 mm high.

#### 3.3 TRAILER

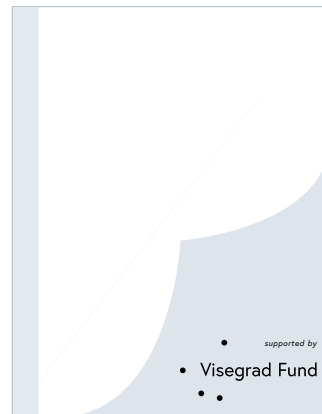
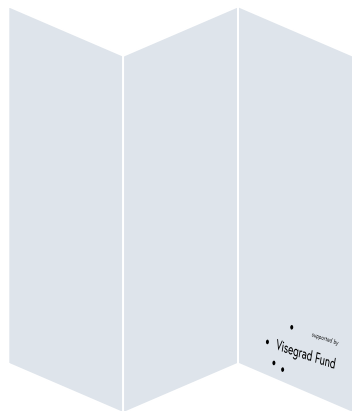
You may also acknowledge our support using a promotional trailer, which can be screened before or during your public event, such as during film screenings, opening ceremonies, concerts, etc. (see our [YouTube channel](#), or [contact us](#)).

#### 3.4 VERBAL ACKNOWLEDGEMENT

When officially communicating about a project to the public or the media or during implementing public events, which are part of the project (exhibition or conference opening), you shall acknowledge the fund's support verbally by mentioning that the project was **'supported by the International Visegrad Fund.'**



This project was made possible through Standard Grant No. 007 from the International Visegrad Fund.



## 4. Print

### 4.1 PRINT COMMUNICATION AND PROJECT OUTPUTS

The fund's logo must be visible at all publicly distributed printed materials which are part of the project's communication—invitations, posters, newsletters, leaflets, conference packages, press releases—as well as in all materials which are part of the project's outputs—books, diplomas, journals, policy papers, publications or any other outlets published and distributed in hard-copy as part of the project. In addition, any such printed output must include the following acknowledgment.

*The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.*

If you would like to consult the use of our logo on specific occasions (e.g. large events) or in different forms (creativity has no limits) please contact Michal or Jiří at [www.visegradfund.org/people](http://www.visegradfund.org/people).



## 5. Digital Formats

### 5.1 DIGITAL COMMUNICATION AND PROJECT OUTPUTS

All public digital communication related to the project must contain acknowledgement of the fund's support with the fund's logo and the following statement

*The project is co-financed by the Governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from International Visegrad Fund. The mission of the fund is to advance ideas for sustainable regional cooperation in Central Europe.*

### 5.2 PROJECT WEBSITE

Project website shall be set up and made available within 20 workdays after the approval of a project and must remain active during the whole contractual period. Each project website must have a unique address (URL). The website can alternatively have the form of a sub-site within an existing website (e.g. [www.myorganization.com/visegrad](http://www.myorganization.com/visegrad)). The websites of all organizations involved in the project must have direct link to the project website, or have separate project sub-site both in English and national language.

The project website or project sub-site shall include information on:

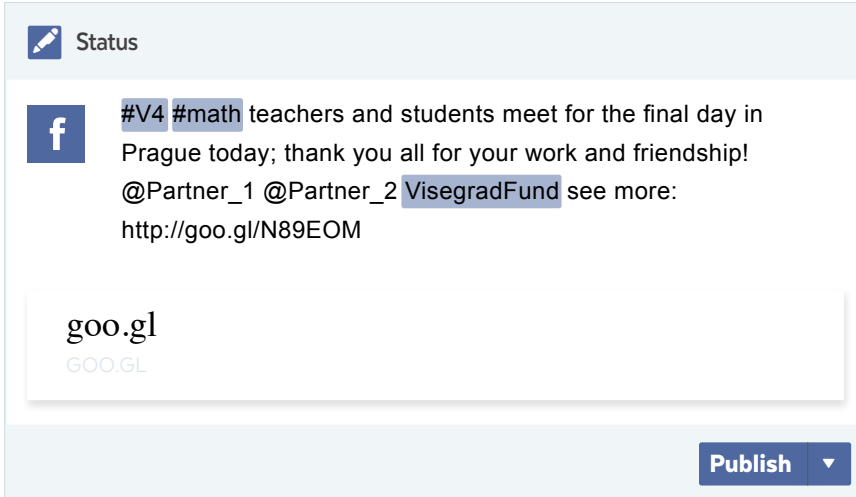
- grant support received by the project from the Visegrad Fund
- contact details of the project coordinator
- description of the main project objective
- updated information on project events/outputs

In addition, the website has to acknowledge the fund's support by displaying the fund's logo with a direct link to the fund's website [www.visegradfund.org](http://www.visegradfund.org). The logo has to be positioned in a place which is visible without scrolling or clicking.



## 6. Social media

### Facebook



A screenshot of a Facebook status post. At the top, there is a 'Status' header with a pencil icon. Below it is a blue Facebook 'f' logo. The text of the post reads: '#V4 #math teachers and students meet for the final day in Prague today; thank you all for your work and friendship! @Partner\_1 @Partner\_2 VisegradFund see more: http://goo.gl/N89EOM'. Below the text is a white box containing a 'goo.gl' link with 'GOO.GL' underneath. At the bottom right of the post area is a blue 'Publish' button with a dropdown arrow.

When communicating through social media channels, grantees are requested to acknowledge the fund's support and use the fund's logo, where possible. Mention our support on your social media website or blog by linking back to our website, where possible. We are on Twitter, so please use our main Twitter handle [@VisegradFund](https://twitter.com/VisegradFund) to acknowledge our support. When on Facebook or Instagram, please tag us when releasing project-related posts or photos by using our hashtag [#VisegradFund](https://twitter.com/VisegradFund); you can also use [#V4](https://twitter.com/VisegradFund) or [#Visegrad](https://twitter.com/VisegradFund) hashtags when referring to the V4 region:

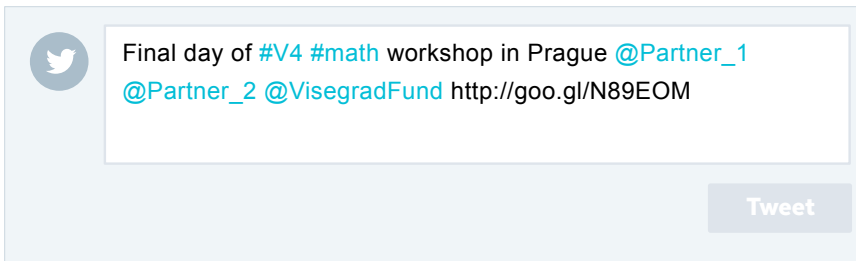
 <http://www.facebook.com/VisegradFund>

 <https://twitter.com/VisegradFund>

 <https://goo.gl/s85uqr>

 <https://instagram.com/visegradfund/>

### Twitter



A screenshot of a Twitter tweet. On the left is a circular profile picture icon with a white bird on a blue background. The text of the tweet reads: 'Final day of #V4 #math workshop in Prague @Partner\_1 @Partner\_2 @VisegradFund http://goo.gl/N89EOM'. At the bottom right of the tweet area is a grey 'Tweet' button.

## 7. Monitoring and reporting

In case of monitoring visit during your project implementation, we will look for appropriate visual recognition of your grant.

In addition, all print and digital outputs have to be uploaded to the online system as part of your project's Final report. For public events, you will have to upload at least 2 pictures per event.

## 8. About Us

The International Visegrad Fund is an international donor organization established by the governments of the Visegrad Group (V4) countries (the Czech Republic, Hungary, Poland and Slovakia). Its aim is to support closer understanding and cooperation among people in the V4 region, as well as between the V4 region and other countries and regions, particularly in the non-EU neighbourhood of the Eastern Partnership countries and in the Western Balkans. The fund does fosters the development of civil society by financing joint grant projects and by awarding university scholarships and artist residencies. The fund's annual budget of €8 million consists of equal contributions by the V4 governments.

How to refer to the Visegrad Fund in English and in V4 languages?

- EN** The International Visegrad Fund – or simply the Visegrad Fund
- CZ** Mezinárodní visehradský fond – nebo pouze Visegradský fond
- HU** Nemzetközi Visegrádi Alap – vagy csak Visegrádi Alap
- PL** Międzynarodowy Fundusz Wyszehradzki – czy tylko Fundusz Wyszehradzki
- SK** Medzinárodný vyšehradský fond – alebo len Vyšehradský fond