

Annex 12 Visibility Manual for Project financed by Czech Development Agency and Czech Ministry of Foreign Affairs

Abbreviations and terminology:

Donor – Czech Development Agency or Ministry of Foreign Affairs of the Czech Republic

CCR - Caritas Czech Republic

Implementing agency - entity in a target country that implements a project in cooperation with CCR (local branch of CCR or partner organization)

General rules

- The implementing agency is obliged to ensure appropriate visibility of the Donor and CCR in all stages of project implementation: during the project launch, in implementation of individual project activities, in all project locations and when the project is presented in the media.
- The implementing agency is obliged to regularly inform CCR about all available media outputs created within the project (articles, news reports, interviews etc.) and about informational and promotional activities carried out within the framework of the project.
- In case promotion material presenting project activities (leaflets, brochures etc.) is created within the project, it should be prepared and printed early enough, i.e. not near the end of the implementation period. If, however, the purpose of the promotional material is to present results that have been achieved, it is obvious that distribution will take place in later stages.
- The implementing agency is obliged to use the Donor logo (see the Annex 3 of the contract) and CCR logo whenever the project is promoted. It is necessary to respect the correct order of logos (the logo of the main donor shall be listed as the first with the other logos behind or below it), right colours, size and font type. Each logo is always to be used as a whole, so it is impermissible to change its proportions or colours in any way. The logos of the Donor and CCR cannot be smaller than the other logos. In case of projects where the financial contribution of the Donor presents the smaller part, the logo of the more important partner is given precedence (EU, UN etc.).
- In case of designing leaflets, brochures and other similar types of promotional material, the implementing agency is obliged to consult their content and form with CCR. The implementing agency is also obliged to provide CCR with an agreed number of copies.
- All the assets bought or acquired under the project should remain labelled by logos of the Donor and CCR at least for three years after the end of the project implementation period specified in the Contract.

Visibility rules applied to specific situations or materials

- All **administration documents** (such as contracts) have to contain logos of the Donor and CCR.
- **Promotional materials** in small format (such as certificates, invitations, events programs, stickers and official correspondence concerning the project) have to contain logos of the Donor and CCR.

- **Promotional materials in bigger format** (information panel/banner, informational board, official reports, publications, leaflets, brochures, CDs or DVDs, advertisement) have to contain:
 - logos of the Donor and CCR
 - text: *“This (publications) was created within the framework of project XY supported by XY (the respective Donor)”*.
- **Project events** (such as trainings, informational meeting, conferences) should secure the visibility of the Donor and CCR as follows:
 - the Donor funding and CCR involvement must be explicitly mentioned in an **introductory speech** (e.g. *“This training is carried out within the framework of project XY, implemented by CCR and the implementing organisation and supported by XY”*)
 - Banner with logos of the Donor and CCR
 - Attendance sheets and invitations shall be marked by logos
 - Photographs shall be taken and published on the website of the implementing agency
 - Media outputs (such as articles, news reports, interviews) shall be produced and promoted.
- **Promoting of the project and its funding (the Donor and CCR)** shall be done through websites, Facebook pages, annual reports of the implementing organisation and other channels (TV, radio, press releases).
- **Equipment** bought in the frame of the project (furniture, cars, computers) must be labelled by stickers with logos of the Donor and CCR.
- **Premises** (especially entrance to the building, offices and training rooms) rented in the frame of the project shall be labelled by logos of the Donor and CCR.
- **Building**, purchased or reconstructed, should have informational board on front of yard/on the building containing:
 - logo of the Donor and CCR
 - name of the project and the Donor (e.g. *“This building is reconstructed in the framework of project XY, implemented by CCR and the implementing organization and supported by XY”*)