

Guidelines of Communications and Visibility

Compliance with these guidelines is obligatory for all associations that operate with funding from the Prosolidar Foundation.

Regardless of the size, the reach or the objectives of a program or a project, the Foundation's logo must appear in a clearly visible manner, as specified in the present directives.

The instructions provided herein were formulated to ensure that projects funded by the Prosolidar Foundation provide visible indications of the support received.

They indicate how communications activities to be planned, carried out and managed, providing suggestions on how to use the main instruments of communication to ensure that the role played by the Prosolidar Foundation is recognisable.

In addition to audiovisual products, institutional information and communication activities can also be developed through other modes of communication and complementary means, such as: events (expositions, conventions, trade fairs etc.); printed products (publications, pamphlets, brochures etc.); digital content (applications for smartphones and tablets); posted materials, static and mobile (roadway billboards, advertisements on mass transit vehicles etc.); direct communications (direct mail, public relations office, citizens' information outlet); on-line communications (web, social networks).

Of the various tools mentioned above, on-line communication merits particular attention. It is important that all associations increasingly focus on alternative tools, which offer both more space and the ability to reach the younger age groups. In addition to the tools traditionally used to communicate to the public, it is vitally important that non-traditional approaches be reinforced as well, promoting innovative techniques of communication, in particular social networks and viral communication. The new media are capable of collecting and distributing messages on the web at great speed, making them more efficient, more economical tools, especially for reaching specific target audiences.

PHOTOGRAPHS

The associations must make photo reports to document the point of progress reached on projects and related initiatives. The photographic material must be sent together with each required report, illustrating the progress made on the project activities, as called for under the guidelines.

EVENTS

Those who take part in events held, at least in part, thanks to funding from the Prosolidar Foundation (training courses, conferences, seminars, trade fairs, conventions etc.) must be informed of the fact that these activities are funded by the Foundation. All the documentation produced must display the Foundation's logo and its website.

PRESS RELEASES

Press releases must contain references to the goals of the project, to the partnership between Italy and the beneficiaries and to the results achieved up to time at which the press release is put out.

The release must display the Foundation's logo and its website and it must specify that the Foundation has contributed to the financing.

PRESS CONFERENCES

If a press conference is held on the project being financed, then the Foundation's logo and website must appear on the invitations, at the same size and with the same level of visibility as the logo of the beneficiary institution(s).

LEAFLETS AND BROCHURES

All leaflets and brochures created to promote a program or a project must display the Foundation's logo and make reference to its website.

INFORMATION BULLETINS

The formats of bulletins can vary, based on the topics addressed, but they must clearly indicate that the initiative is part of a program and/or project co-financed by the Prosolidar Foundation, with the Foundation's logo and website appearing on the cover, or in some other visible position.

WEB PAGES

Publication of web pages should be part of the communication strategy of a project. Depending on the communication strategy implemented by the partner, the Foundation and its website can be afforded visibility right on the page that addresses the project being financed (the preferred strategy) or in a more distant area. In any case, whenever a website (or another tool of on-line communication, such as Facebook) includes a page set aside for the project, the support of the Foundation must be indicated in a clearly visible manner.

SIGNS

Projects whose funding includes a contribution from the Prosolidar Foundation must be clearly identified as such, using visible signs that indicate the main information identifying the project. The number and sizes of the signs to be posted must be in keeping with the importance of the initiative, and they must be clearly visible, so as to allow passersby to read the information presented and understand the nature of the project. The signs must be displayed along the roads leading to the site on which the project is carried out, and they must remain posted right from the start of the project, forever afterwards.

PLAQUES

During the ceremonies held to unveil permanent structures built with co-financing from the Foundation, a permanent plaque must be placed in a visible position on the building. The plaque must contain a phrase agreed to for the occasion, with the Foundation logo appearing below.

STICKERS FOR VEHICLES

Any vehicle used in the course of a project financed by the Prosolidar Foundation must be clearly identified, presenting in a visible manner the phrase "Donated by" (when Prosolidar provides all the funding) or "With a contribution from" (in cases of co-financing), in both Italian and the operational language of the program (when other than Italian), followed by the Foundation's logo.

PROMOTIONAL MATERIALS

All promotional materials (such as T-shirts, caps and pens) must be clearly identified with the logo of the Prosolidar Foundation.

AUDIOVISUAL PRODUCTIONS

It is best that audiovisual productions be carried out in accordance with the instructions found in the project communication strategy. The opening and closing credits should include the Foundation's logo. The contractor and/or partner responsible for the production of the audiovisual materials should make sure that a copy in the final format for distribution, as well as one in the professional format, are sent to the Prosolidar Foundation.

PERSONAL IMAGES

In all cases in which the produced material includes personal data, such as images of natural persons, the Organization shall work towards respect for privacy in fulfilling the regulations in force.

NOTIFICATION OBLIGATION

Fondazione shall receive a copy in digital format (photos, images, scans, etc.) of the material in which the logo is used, solely for documentary purposes. Moreover, all the places, both physical and virtual, where Fondazione is spoken about (links to a page on the site, Facebook or social media in general, YouTube videos, hardcopy publications, conferences, events, etc.) shall be made known.

LOGO

To download the logo access must be obtained using the following username and password:

username: *associazione*

password: *scaricalogo*

Enter the Foundation's site:

www.fondazioneprosolidar.org

Go to the section Communication – Foundation Logo, which presents the list of files that can be downloaded.

Notification must be given of all references that mention the Foundation (links to pages of the site, facebook or social media in general, videos on youtube, paper publications etc.).

NEGATIVE



POSITIVE