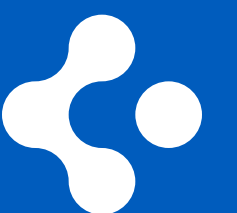


Communication and visual identity guidelines

The non-reimbursable funding programme
Mobilities for cultural professionals



In this handbook you will find guidelines on how to communicate receiving a non-reimbursable grant from the Center for Projects of the Municipality of Timișoara, through funds from the local budget.

Any communication and dissemination materials related to the mobility grant will include the corporate identity described in this guide, in accordance with the provisions of the Guidelines for Applicants and the grant contract signed.



Communication with the Center for Projects

On the basis of the grant contract signed with the Center for Projects, we invite you to maintain good communication throughout the entire duration of your mobility.



Minimum 10 days before the start of the mobility

At least 10 calendar days before the start of the mobility, please send us an e-mail to comunicare@centruldeproiecte.ro with further information about the mobility (additional or updated information to what you have sent when you registered - short description of the mobility, exact period of the mobility, useful links, photos/graphics, etc.)



Maximum 7 days after the end of the mobility

Please send to comunicare@centruldeproiecte.ro a minimum of 10 representative photos, without any graphic marks (logos, etc.), suitable for online and print publication. Include the photo credit in the name of each photo.

Reference of the funder

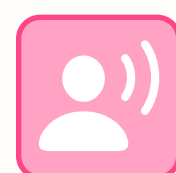
You will mention the source of funding using the reference below:

“

***Funded by the City of Timișoara
through the Center for Projects***

”

This reference will be used:



In speaking:

In public speeches, interviews and in online, print, TV or radio appearances, when talking about the mobility.



In writing:

In social media texts promoting the mobility, in print or digital publications, etc.

Logo usage

The correct use of the logo is an effective way to visually communicate that you benefit from a mobility granted by the Municipality of Timisoara, through the Center for Projects.

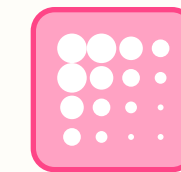


On any materials produced to communicate the mobility, please use the logo:



Digital/online platforms

Website, online communication and advertising (social media, digital posters/banners/billboards, infographics), screenings, presentations, movies, media ads, etc.

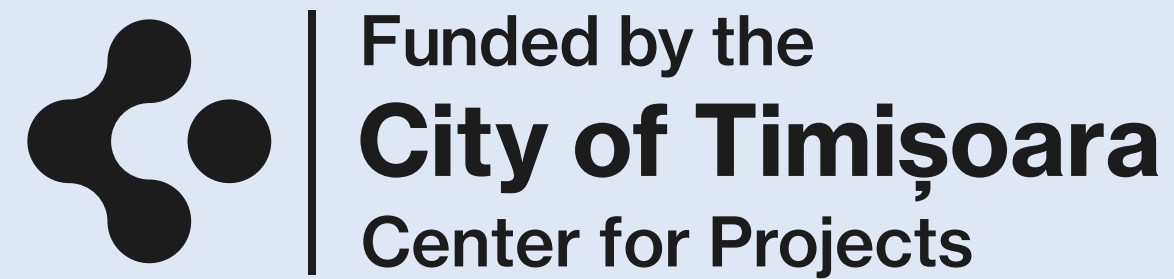


Prints

Posters, banners, billboards, brochures, leaflets, flyers, rollups, program booklets, programs, magazines, newspapers, catalogs, books and other publications, tickets and wristbands, invitations and other promotional materials.

Color

The logo must be reproduced in black on a white or light colored background or white on a black or dark colored background.



Black version

The black version can be reproduced with a 80-100% opacity. Values for printing are either K: 80-100% or rich black. In the digital environment very dark grays can also be used, as long as the brightness does not fall below the equivalent of RGB: 40/40/40.



White version

White cannot be reproduced in transparency and is defined either by an absolute value (RGB: 255/255/255) in the digital environment or by the color of the paper in printing.



By exception, we accept color variants if the graphic identity of the event is built with a special color theme and all other logos present on the artwork are reproduced in the same color. **Any exception must be approved by the Center for Projects upon request to comunicare@centruldeproiecte.ro.**

Safe space and minimum size



Safe space

The safe space (marked in pink) is a minimum clear area where no other graphics are allowed: logos, photos, graphics, text, etc.

Format	Înălțimea minimă logo-ului
>A0*	150mm
A0-A1	18mm
A3-A4	12mm
<A5	10mm

*Banner, billboard, mesh etc.

Accepted minimum size

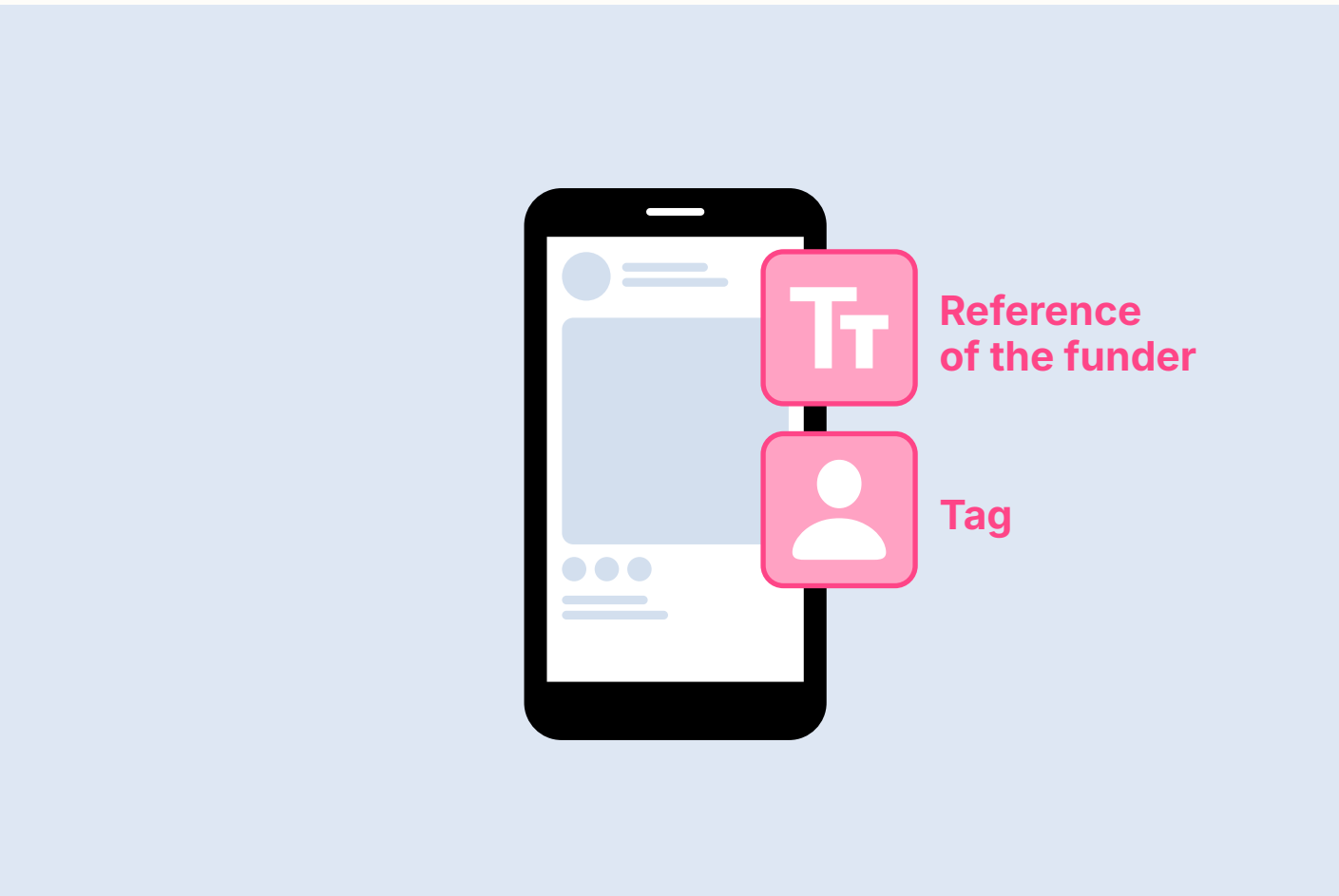
For prints, the minimum allowed size of the logo in relation to its height varies according to the context. For very large materials (outdoor banner, billboard etc.) the limit is 150mm. On poster formats and other printed materials of A0 or smaller, it varies between 18mm and 10mm. See the table above for details.



In the digital environment, the readability of the logo must be preserved by referring optimally to the screen surface and taking into account the technical characteristics (pixel density, display time, etc.) and the minimum reading distance. If the size or format of the design materials does not allow the logo to be reproduced clearly, you may use the mention of the funder as text.

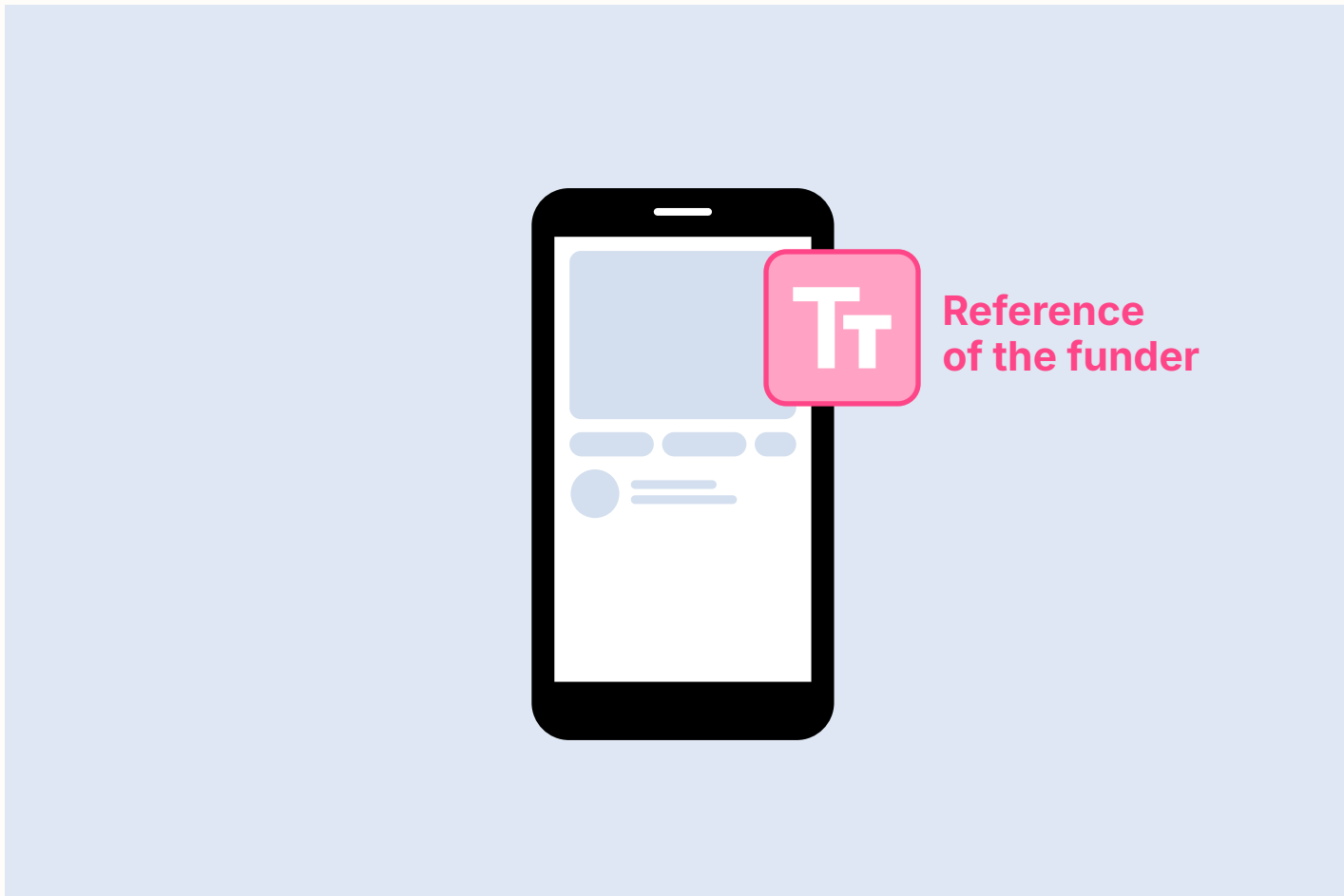
Social Media

Posts



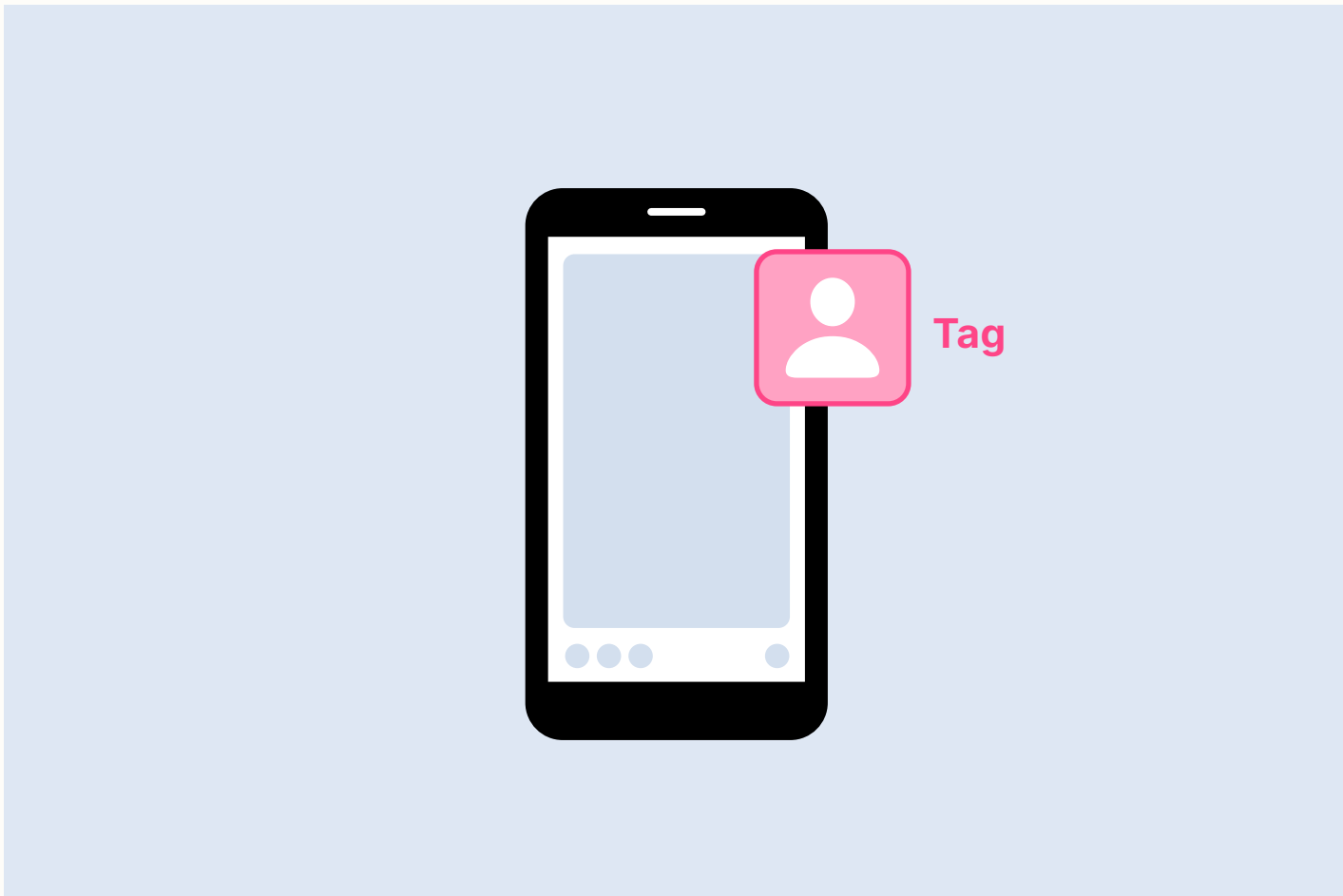
Include the reference **Financed by the Municipality of Timișoara through the Center for Projects**, and tag the social media pages shown below of the Center for Projects.

Facebook events



Include the reference **Financed by the Municipality of Timișoara through the Center for Projects**.

Stories



Tag the social media pages shown below of the Center for Projects.



Facebook
[@centruldeproiectetimisoara](https://www.facebook.com/centruldeproiectetimisoara)



Instagram
[@centruldeproiecte](https://www.instagram.com/centruldeproiecte)

Do you have questions on how to follow these communication guidelines?
Can we help to communicate the project you are carrying out?

**We invite you to consider the team of
the Center for Projects as a partner
in communicating the project you are
carrying out.**

Write to us at comunicare@centruldeproiecte.ro
or call us at +40711.931.123

