

نساء في الصناعة السمعية
البصرية: تجربة جنوب المتوسط

Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA

Communication Guidelines

- SouthMed WiA Sub-granted Projects -

*This project is co-funded by the
European Union under the Med
Film regional programme*



SouthMed WiA's partners:



culture & media agency europe, ASBL

CUMEDIAE



Associate partner:



COPEAM

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Sub-granted Project Communication Guidelines

I. Introduction

The following guidelines have been designed to ensure that during the project implementation, the communication and dissemination meets the EU and Med Film requirements.

- Any documents for communication and/or dissemination purposes, drafted during the implementation of the sub-granted project, shall be sent to the coordinator institution of SouthMed WiA, **Interarts**, for approval, before any materials can be made public. Some examples: press releases, reports, leaflets, booklets, brochures, posters, display panels, banners, video, photography, etc.
- Documents for communication and/or dissemination purposes must always contain the logotypes of SouthMed WiA, the consortium partners and the co-funders.
- Documents for communication and/or dissemination purposes must always contain the sub-granted project title in English. For those purposes, the use of a logotype or a different language is a complementary option only.
- Documents for communication and/or dissemination of the sub-granted projects may contain the logotypes of the main applicant organisation and the partner(s), when applicable.

Sub-granted Project Communication Guidelines

II. Use of logotypes and sub-granted projects title

Use of logotypes and title of sub-granted projects must be implemented according to the following criteria:

1. SouthMed WiA: Project logotype, the consortium partners and the co-funders.
2. Title in English of the sub-granted project. When applicable, a logotype with the project title in English.
3. Logotype(s) of the sub-granted project organisation(s): the main applicant and the partner(s), when applicable.

Examples on the next pages.

Sub-granted Project Communication Guidelines

1. SouthMed WiA: Project logotype, the consortium partners and the co-funders

Position: Footer

Typography: Arial

Size: Text within the frame of logotypes should be readable

Settings: Please check the examples of full page settings on the pages 8-11

Language: All text references must be in English: 'Funded by' / 'SouthMed WiA partners', etc.

Example:

<p><i>Funded by:</i></p> <p>نساء في الصناعة السمعية البصرية: تجربة جنوب المتوسط</p> <p>Women in Audiovisual in the Southern Mediterranean</p> <p>SouthMed WiA</p>	<p><i>SouthMed WiA's partners:</i></p> <p>inter arts</p> <p>culture & media agency europe, ASBL</p> <p>CUMEDIAE</p> <p>SCREEN INSTITUTE BEIRUT مؤسسة البصرية في بيروت</p> <p>esac</p> <p>ECOLE SUPERIEURE DE L'AUDIOVISUEL ET DU CINEMA</p> <p>COPEAM</p> <p><i>Associate partner:</i></p> <p>EWAN</p> <p>european women's audiovisual network</p>	<p><i>This project is co-funded by the European Union under the Med Film regional programme</i></p> 
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Sub-granted Project Communication Guidelines:

2. Sub-granted project title or logotype (when applicable)

Position: Upper right corner of the document

Typography: Arial

Size: Text within the frame of logotypes should be readable

Settings: Please check the examples of full page settings on the pages 8-11

Language: English

There are three different cases:

- a) When the sub-granted project has its own logotype, with the project title in English, no need to add a line with the title in English.
- b) When the sub-granted project has its own logotype, but the project title is not in it or is not in English , a line with the title shall be added.
- c) When the sub-granted project has NOT a logotype, a line with the project title in English should be added.

Example:

a)

Sub-granted
Project
logotype with
title in English

b)

Sub-granted
Project
logotype
Title in English

c)

Sub-granted
Project title in
English

Sub-granted Project Communication Guidelines:

3. Sub-granted project's logotype(s): main applicant organisation and its partner(s) (when applicable)

Position: Footer, above SouthMed WiA logotypes.

Typography: Arial.

Size: Text within the frame of logotypes should be readable.

Settings: Please check the examples of full page settings on the pages 8-11.

Language: English.

There are three different cases:

- a) When main applicant and partner(s) of sub-granted project have logotype
- b) When main applicant of sub-granted project has a logotype but the partner(s) have not
- c) None of the sub-granted project organisations have logotype

Sub-granted Project Communication Guidelines:

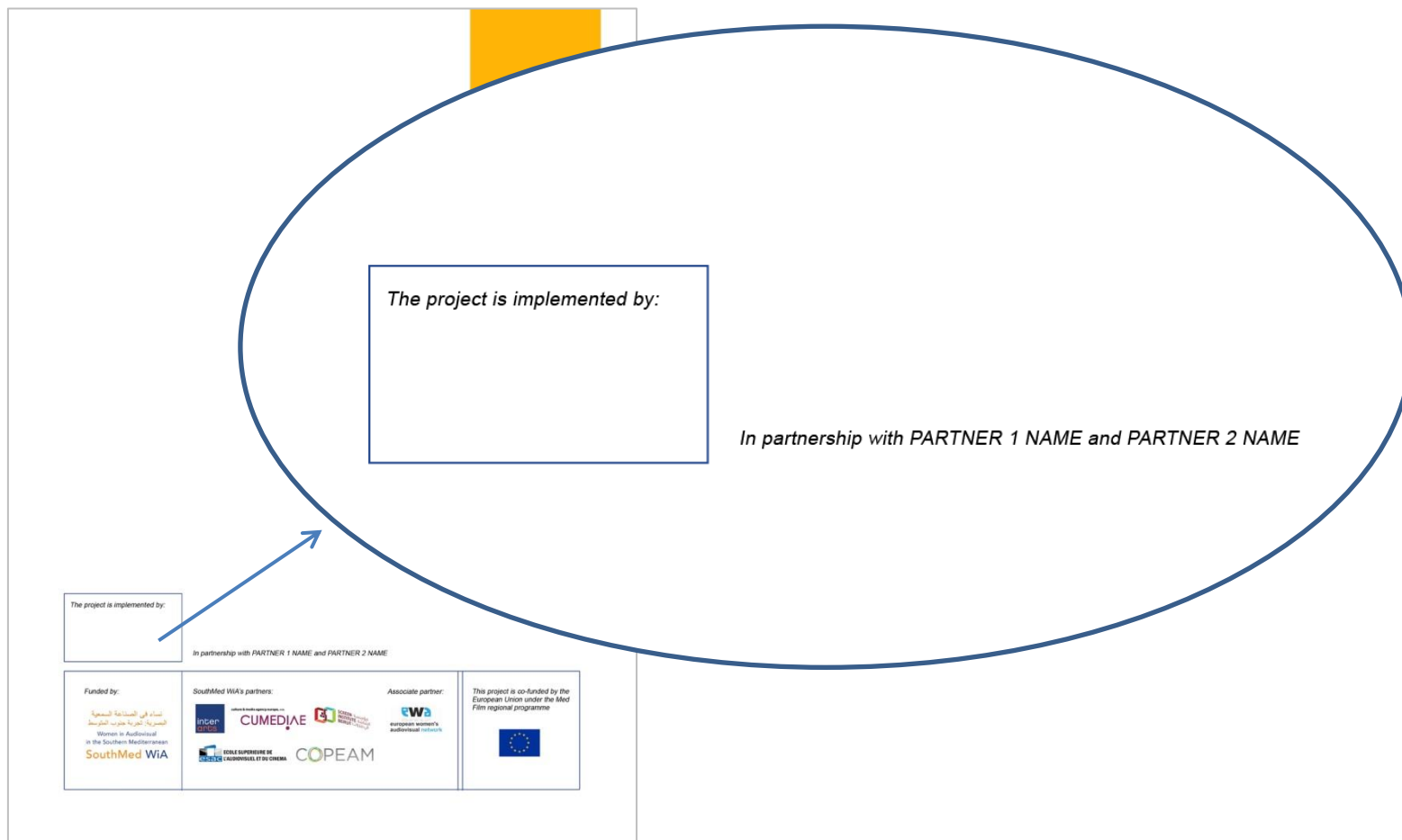
a) When main applicant and partner(s) of sub-granted project have logotype

<i>The project is implemented by:</i>		<i>In partnership with:</i>	

<small>The project is implemented by:</small>	<small>In partnership with:</small>		
<small>Funded by:</small> نساء في الصناعة السمعية البصرية: تجربة جنوب المتوسط Women in Audiovisual in the Southern Mediterranean SouthMed WiA	<small>SouthMed WiA's partners:</small> INCEP CUMEDJAE Ecole Supérieure de Cinéma et de Vidéo COPEAM	<small>Associate partner:</small> EWA European Women's audiovisual network	<small>This project is co-funded by the European Union under the Med Film regional programme</small>

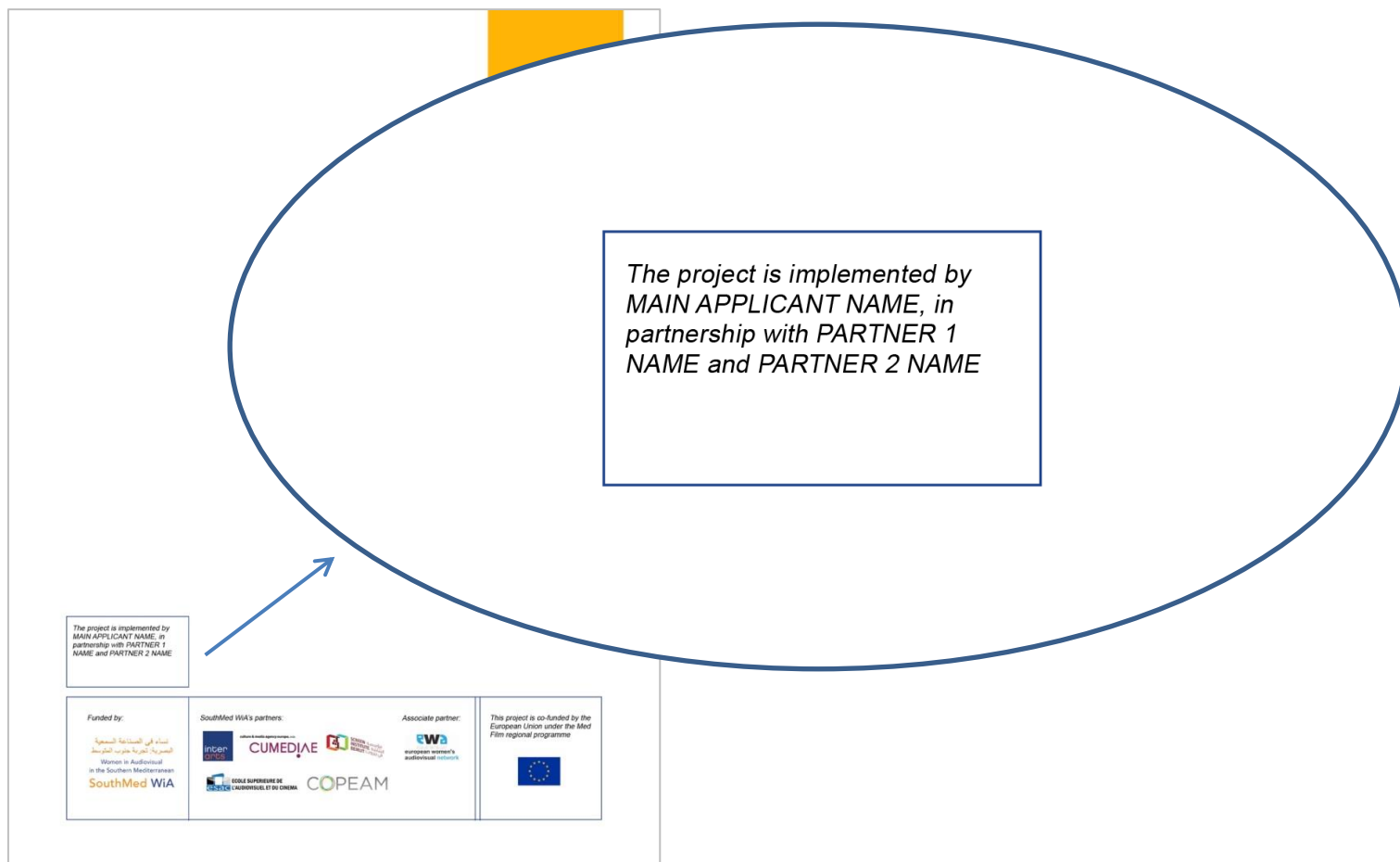
Sub-granted Project Communication Guidelines:

b) When main applicant of sub-granted project has a logotype but the partner(s) have none



Sub-granted Project Communication Guidelines:

c) None of the sub-granted project organisations have logotype



Sub-granted Project Communication Guidelines:

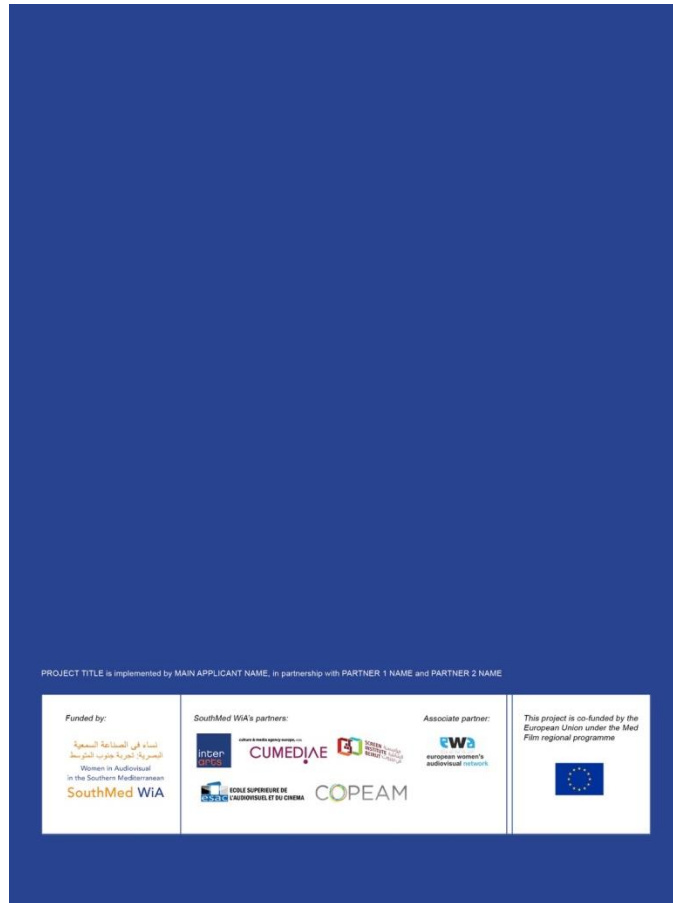
III. Special Cases

- a) When the format is Din-A3 and bigger (posters, display panels, banners, etc.), all logotypes shall be in the same line.

<p><i>This project is implemented by:</i></p> 	<p><i>In partnership with:</i></p>  	<p><i>Funded by:</i></p> <p>نساء في الصناعة السمعية البصرية: تجربة جنوب المتوسط Women in Audiovisual in the Southern Mediterranean SouthMed WiA</p>	<p><i>SouthMed WiA's partners:</i></p>       	<p><i>Associate partner:</i></p>  <p>European women's audiovisual network</p> <p><i>This project is co-funded by the European Union under the Med Film regional programme</i></p> 
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Sub-granted Project Communication Guidelines:

b) When the background is dark, logotypes and the text shall be in the contrast so it can be visible.



Note: Here you can see only the case when none of the sub-granted project organisations have logotype, but the same logic shall be applied to all other cases.

Sub-granted Project Communication Guidelines:

c) When the sub-granted project has several donors or sponsors, the following logos must be always displayed together. Before publication, all communication material has to be approved by SouthMed WiA coordination team.

