

INFORMATIONAL MATERIALS INSTRUCTIONS FOR MENTIONS

REFERENCE	Gebert Rüf Stiftung website
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BASIC PRINCIPLES

Under the support agreement, the project manager must note the support provided by Gebert Rüf Stiftung *in a suitable manner agreed in advance on a case-by-case basis* with the Foundation in every publication and/or public or private presentation of the project.

1. General Guidelines for Mentions

REPRODUCING THE LOGO OF GEBERT RÜF STIFTUNG

- The logo of Gebert Rüf Stiftung has to be presented *with the Foundation's mission statement* «Wissenschaft.Bewegen» (Making Science Effective). It may be omitted only in exceptional cases.
- The logo should always be displayed at a size that makes the mission statement readily legible.
- The logo should be placed vertically, but can also be used horizontally in exceptional cases.

FORMULATING MENTIONS

- We recommend placing a mention below the logo or within the text, in which the formulation «sponsoring» should be avoided.
- The following core formulations are recommended: initiated, made possible, provided with start-up financing, financed, supported and provided with a grant.
- Example of mention: «The project ((project name)) received start-up funding and was monitored by Gebert Rüf Stiftung.»

2. Examples of mentions of projects from areas of activity

Projects allocated to one of Gebert Rüf Stiftung's areas of activity should be stated accordingly.

- **Area of activity Science Entrepreneurship:** «((project name)); a project/an initiative within the area of activity «Science Entrepreneurship» by Gebert Rüf Stiftung»
- **Area of activity BREF – Brückenschläge mit Erfolg:** «((project name)); a research project within the programme «BREF – Social Innovation» by swissuniversities and Gebert Rüf Stiftung.
- **Area of activity Rare Diseases – New Approaches:** «((project name)); a research project within the programme «Rare Diseases – New Approaches» by Gebert Rüf Stiftung»
- **Area of activity ASCN – Academic Swiss Caucasus Net:** «((project name)); a project within the Eastern Europe support programme «ASCN – Academic Swiss Caucasus Net» by Gebert Rüf Stiftung»
- **Area of activity Scientainment:** «((project name)); a project within the programme «Scientainment» by Gebert Rüf Stiftung: Taking science to the people
- **Area of activity Wissenschaft & Design:** «((project name)); a project within the area of activity «Wissenschaft & Design» by Gebert Rüf Stiftung»
- **Area of activity Stiftung & Politik:** «((project name)); a project within the area of activity «Stiftung & Politik» by Gebert Rüf Stiftung»
- **Area of activity Stiftung & Kompetenz:** «((project name)); a project within the area of activity «Stiftung & Kompetenz» by Gebert Rüf Stiftung»

3. Technical information

- The Gebert Rüf Stiftung lettering/logo can be downloaded via website in various graphical formats as black & white; greyscale as well as negative.
- Likewise there is a sample for power-point-presentation (pptx) available.
- grstiftung.ch → Media desk → Logo Gebert Rüf Stiftung and other matters