

INFORMATIONAL MATERIALS

INSTRUCTIONS FOR MENTIONS

BASIC PRINCIPLES

According to the support agreement, the project manager must note the support provided by Gebert RUF Stiftung in a suitable and, where necessary, previously agreed form with the Foundation on his website, in every publication and public presentation of the project.

GENERAL GUIDELINES FOR MENTIONS

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 RUF Stiftung.»
- If questions arise, you can send us a text proposal and we will be glad to give you feedback in due time.

TECHNICAL INFORMATION

- The Gebert RUF Stiftung logo [is available in various graphical formats on our website](#) (black & white, greyscale, as negative).