INSTRUCTIONS FOR MENTIONS

BASIC PRINCIPLES

Under the support agreement, the project manager must note the support provided by Gebert Rüf Stiftung in a suitable and, where necessary, previously agreed form with the Foundation in every publication and/or public or private presentation of the project.

1 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 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 InnoBooster: «((project name)); a project within the area of activity «InnoBooster» by Gebert Rüf Stiftung»
– Area of activity First Ventures: «((project name)); a research and business project within the programme «First Ventures» by Gebert Rüf Stiftung.
– Area of activity Microbials: «((project name)); a research project within the programme «Microbials» by Gebert Rüf Stiftung»
– Area of activity Cluster Funding: «((project name)); a networking project within the programme «Cluster Funding» by Gebert Rüf Stiftung»
– Area of activity Digital Education Pioneers: «((project name)); an education project within the programme «Digital Education Pioneers» by Gebert Rüf Stiftung»
– Area of activity Digital TechPreneurs: «((project name)); an education project within the programme «Digital TechPreneurs» by Gebert Rüf Stiftung»
– Area of activity Scientainment: «((project name)); a project within the programme «Scientainment» by Gebert Rüf Stiftung»
– Area of activity Foundation & Switzerland: «((project name)); a project within the area of activity «Foundation & Switzerland» by Gebert Rüf Stiftung»

3 TECHNICAL INFORMATION

– The Gebert Rüf Stiftung logo is available in various graphical formats on our website as black & white, greyscale and as well as negative.