INFORMATIONAL MATERIALS

INSTRUCTIONS FOR MENTIONS

BASIC PRINCIPLES

According to 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 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 Rüf 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 Rüf Stiftung logo is available in various graphical formats on our website (black & white, greyscale, as negative).