

# **MINDCHANGERS LOGO GUIDELINES G R A N T E E S**

2021 VERSION 1.0

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The present document is aimed at the Civil Society Organizations and Local Authorities (CSOs and LAs) beneficiaries of Mindchangers' funds, to show and explain them how to correctly treat Mindchangers' logo and all the relevant communication tools.

The objective is to guarantee respect to the general directions by the European Union regarding the DEAR Programme of which Mindchangers is part and the coherence with Mindchangers project's visual identity.

## **GENERAL INSTRUCTIONS**

If possible, plan your communications in advance and notify the funder's local entity (Mindchangers' regional partner entity), who is in charge of supervising your communication regarding the project as well as of mediating between your entity and Mindchangers' communication team. Communicate to them in case you have special requirements or doubts regarding the communication materials.

The beneficiary CSOs or LAs must mention the Mindchangers project and the contribution by the European Union in the information and communications towards the recipients, as well as in its internal and yearly reports, budgetary reports and in any kind of communication to the media.

**The EU emblem must be in local language: please download it at**

**[https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/)**

It is desirable that, before closing the communication tools and products, the beneficiaries send one copy to their funder Mindchangers' partner entity for their check.



Please apply Mindchangers logo to your communication tools as explained within these guidelines.

# LOGO VERSIONS

The EU emblem must always be present, no matter the size, preferably accompanied by the sentence “This project is co-funded by the European Union” or “Co-funded by the European Union”.

It must also be accompanied by Mindchangers’ logo.

Whenever possible, also include your local Mindchnager’ partner entity’s logo.

Always use the colour version whenever is possible.

Black & white and negative applications should always be used for special needs.

## USE THESE VERSIONS WHENEVER IS POSSIBLE



Logo with claim, colour version



Logo with claim and EU emblem, colour version

## USE ONE OF THESE VERSIONS ONLY IF THE ABOVE VERSIONS ARE NOT APPLICABLE



Logo with claim, black & white version



Logo with claim and EU emblem, black & white version



Logo with claim, negative version

Logo with claim and EU emblem, negative version

# CLEAR SPACE AND MINIMUM SIZE



To preserve the integrity and visual impact of the Mindchangers logo always maintains adequate clear space around it. The clear space around the logo is an integral part of its design and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Logo with claim  
minimum size



30 mm  
110 px

Logo with claim and EU emblem  
minimum size



65 mm  
240 px

To ensure Mindchangers logo and its claim legibly at smaller scales, never reduce it below 30 mm width (110 px for digital usage).

When used together with the EU emblem the minimum size is larger in order to grant legibility to the emblem text. In this case, never use the composition below 65 mm width (240 px for digital usage).

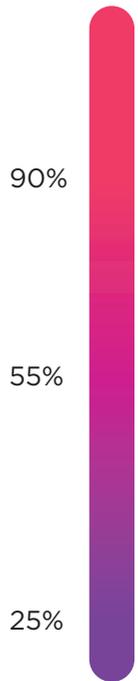
# COLORS



REGIONS  
AND YOUTH  
FOR PLANET  
AND PEOPLE



REGIONS  
AND YOUTH  
FOR PLANET  
AND PEOPLE



### Bright red

CMYK > C. 0; M. 90; Y. 45; K. 0  
RGB > R. 232; G. 51; B. 94  
Hex: #E7335D

### Light purple

CMYK > C. 15; M. 97; Y. 0; K. 0  
RGB > R. 208; G. 23; B. 130  
Hex: #cf1682

### Dark purple

CMYK > C. 63; M. 87; Y. 0; K. 0  
RGB > R. 124; G. 59; B. 143  
Hex: #7b3b8e



### Dark purple

CMYK > C. 63; M. 87; Y. 0; K. 0  
RGB > R. 124; G. 59; B. 143  
Hex: #7b3b8e



### Black

CMYK > C. 0; M. 0; Y. 0; K. 100  
RGB > R. 0; G. 0; B. 0  
Hex: #000000

Chose Gotham Gotham font family for all Mindchangers printed tools.

In case of digital assets that require a websafe font (websites, etc.) please use the websafe font: Montserrat.

Use Century Gothic font family only for digital presentations that have to be shared in an editable version on any OS (Power Point, etc.).

## MAIN FONT: **GOTHAM**

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

## WEBSAFE FONT: **MONTSERRAT**

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

## PRESENTATION FONT: **CENTURY GOTHIC**

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789,,:!()?/

# CORRECT USAGE

Logo on white background



Logo on flat / gradient colour background



Logo on image background



Logo on black & white tools with white background



Logo on black & white tools with flat dark background



Logo on black & white tools with photo / dark gradient colour background



# WRONG USAGE



Do not remove the white box on colour/image background



Do not change logo / claim proportions



Do not change the claim position



Do not change claim font or composition



Do not change colour to the logo



Do not use black & white or negative logo when colour version can be used



Do not stretch or rotate the logo



Keep a logo size proportioned with other logos of it same relevance

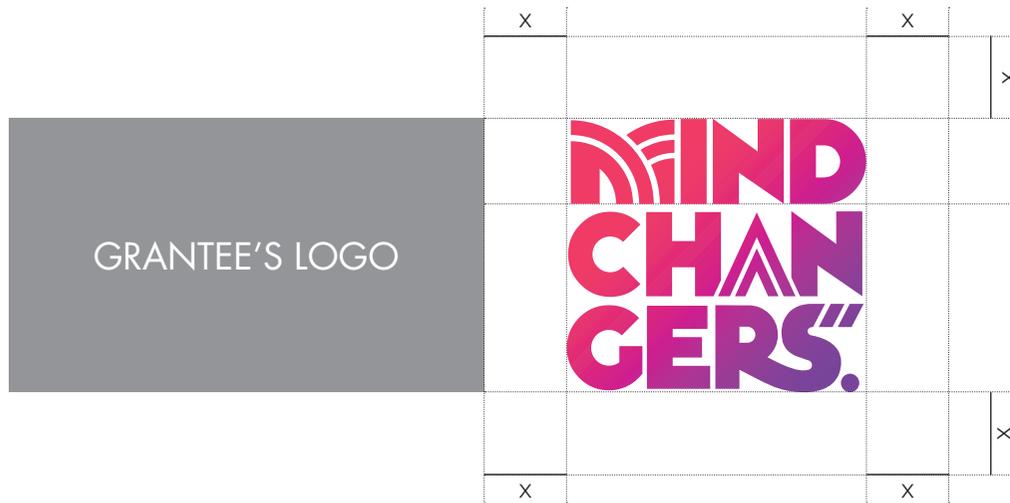
# ASSET SAMPLE - Logo composition with payoff



Mindchangers' logo must be as high as the Grantee's logo, when they are next to each other. For minimal reductions and spacing between the other elements please follow the rules at page 5".

Mindchangers' logo must include a white area if it's positioned above a photo or a coloured background that would affect its readability.

# ASSET SAMPLE - Logo composition without payoff



Mindchangers' logo without payoff must be as high as the Grantee's logo when the two are one next to each other. For minimal reductions and spacing between the other elements, please follow the rules at page 5".

Mindchangers' logo without payoff must comprise a white area if it's positioned above a photo or a coloured background that would otherwise affect its readability.

# ASSET SAMPLE - Digital presentation for grantees' communications

## Template for grantees' communications regarding their own project

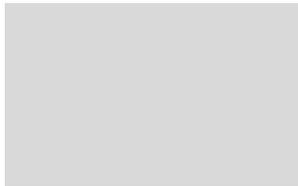
The display chosen for your digital presentations gives more space to your entity's logo, in the cover slide.

The closing slide must always include your entity, Mindchangers' and the EU's logos, and your local Mindchangers' partner's logo. Also, it must include the sentence: "This action is implemented within Mindchangers project."

## Main content slide

### Lorem ipsum amet queia lipsi

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute iure dolor in reprehenderit in voluptate **veit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident**, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute iure dolor in reprehenderit in voluptate **veit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident**.



Grantees Presentation Title, 01.01.2022 | This initiative

### Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute iure dolor in reprehenderit in voluptate **veit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident**, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute iure dolor in reprehenderit in voluptate **veit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident**.



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Grantees Presentation Title, 01.01.2022 | This initiative is part of Mindchangers project

02

## Cover slide



## Closing slide



# ASSET SAMPLE - Digital presentation for Mindchangers' communications

MINDCHANGERS LOGO GUIDELINES GRANTEES  
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## Template for grantees' communications about Mindchangers

The display chosen for your digital presentations gives more space to Mindchangers' visual identity, keeping the logo and colours, always following the present guidelines.

The closing slide must always include Mindchangers' and the EU's logos, as well as the following disclaimer:

**“This initiative is part of Mindchangers' project”**

in the closing slide.

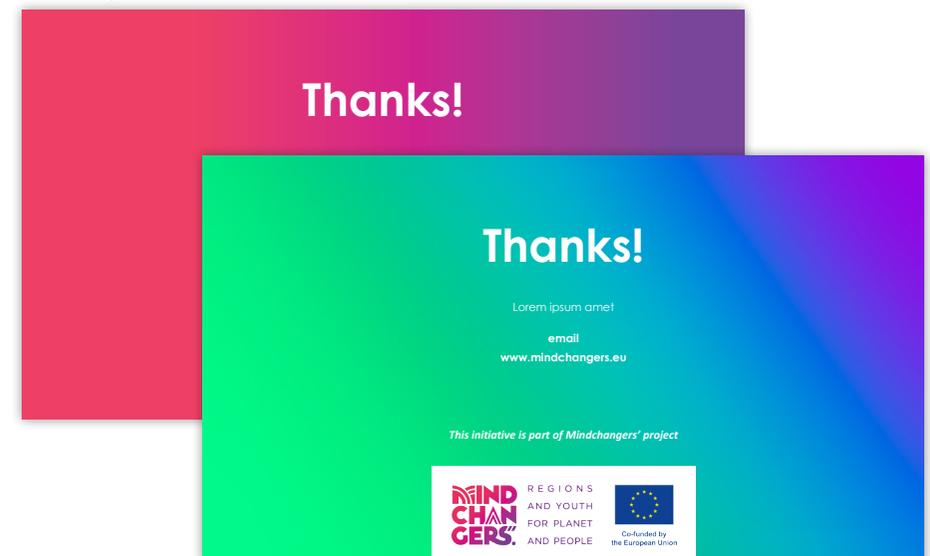
## Cover slide



## Main content slide



## Closing slide



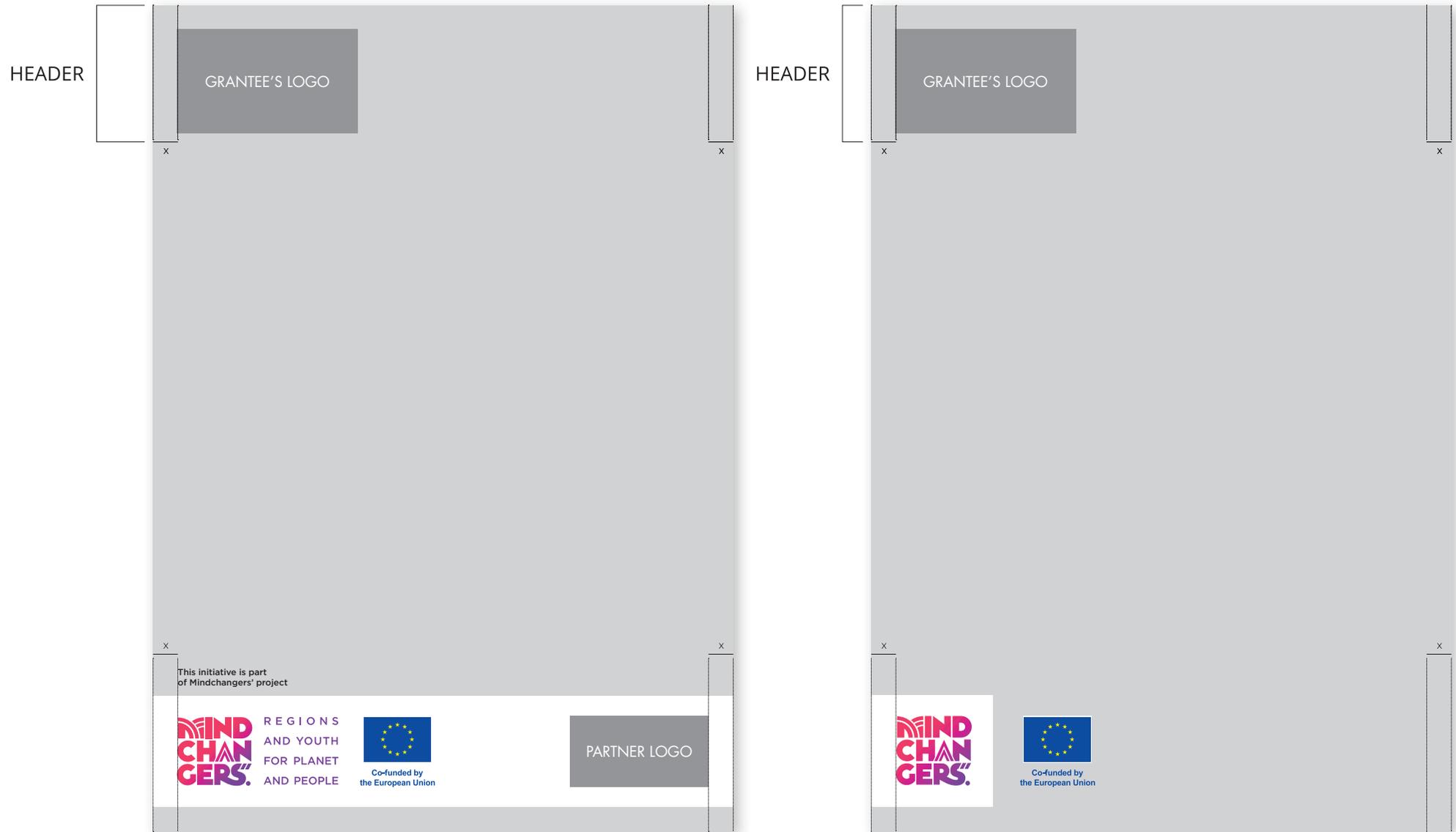
The display chosen for the billboard and press release keeps the defined Mindchangers' logo and colours.

The priority is given to your entity's logo, in the header, while Mindchangers' and the EU's logos must be added in the footer; if it's possible, also include your local Mindchangers' partner's logo, as well.

If it's possible, use Mindchangers' logo with the payoff and include the following sentence in the footer: **"This initiative is part of Mindchangers' project"**. Always use the colour version whenever it's possible.

# ASSET SAMPLE - Billboard A4 displayed in a table

## Template composition rules



Vertical format

# ASSET SAMPLE - Billboard A4 displayed in a table

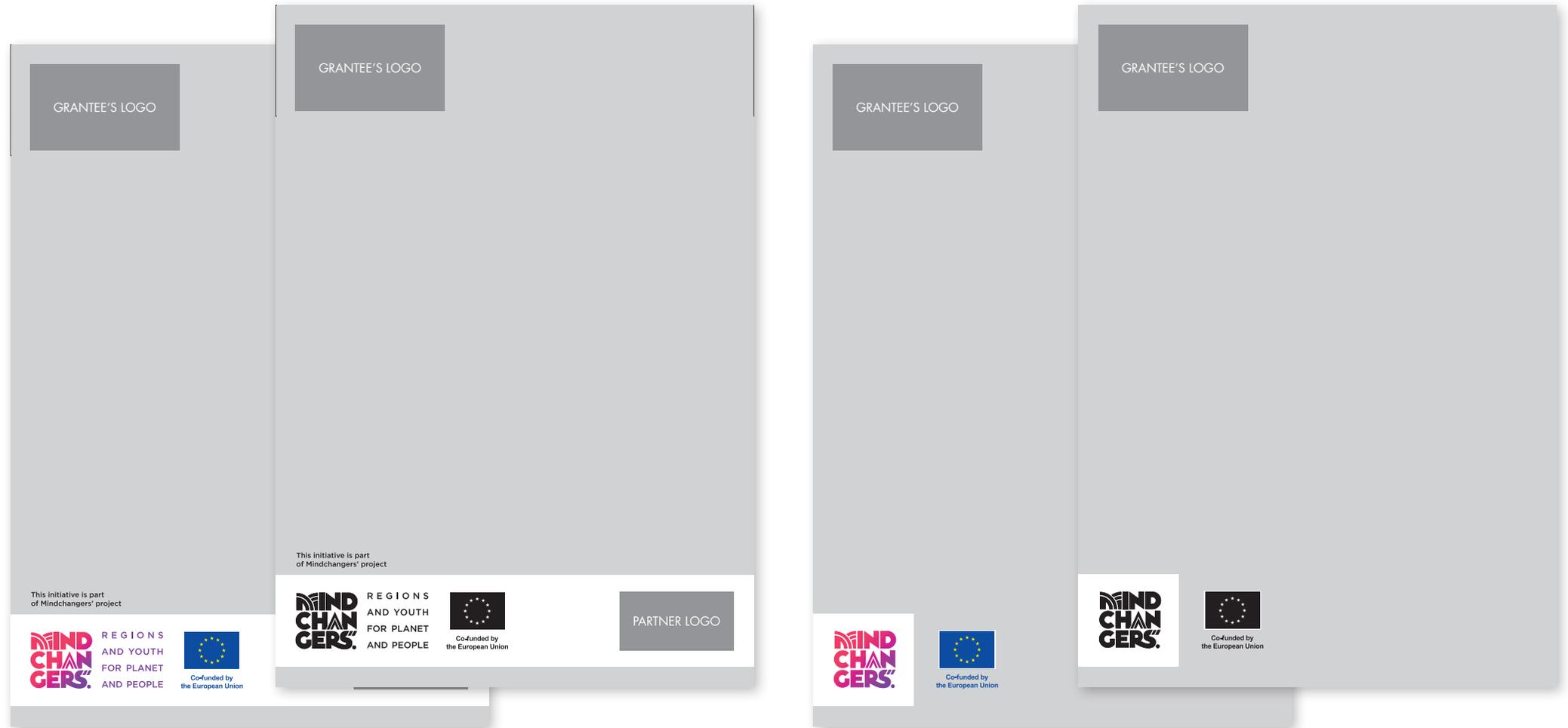
## Vertical

Colour

Black and white

Colour

Black and white



Always use the colour version whenever it's possible

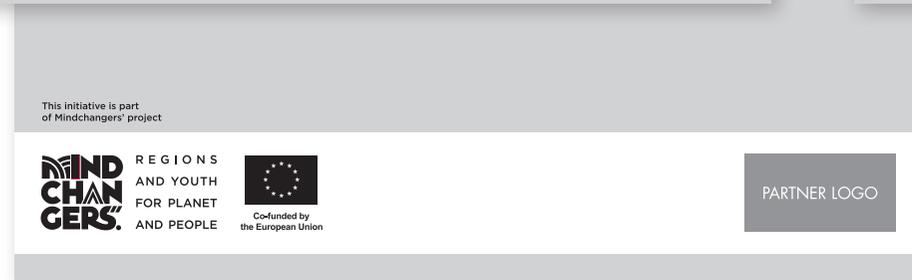
# ASSET SAMPLE - Billboard A4 displayed in a table

## Horizontal

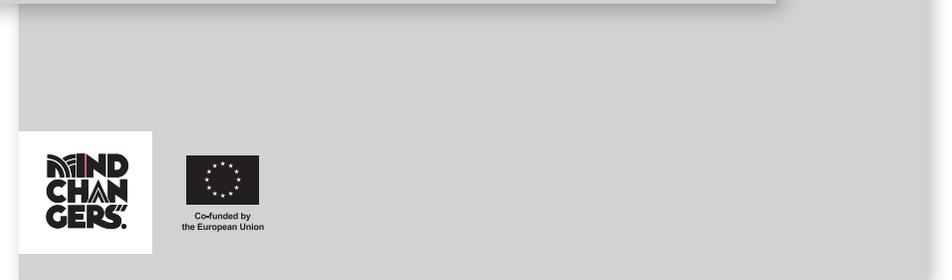
Colour



Colour



Black and white

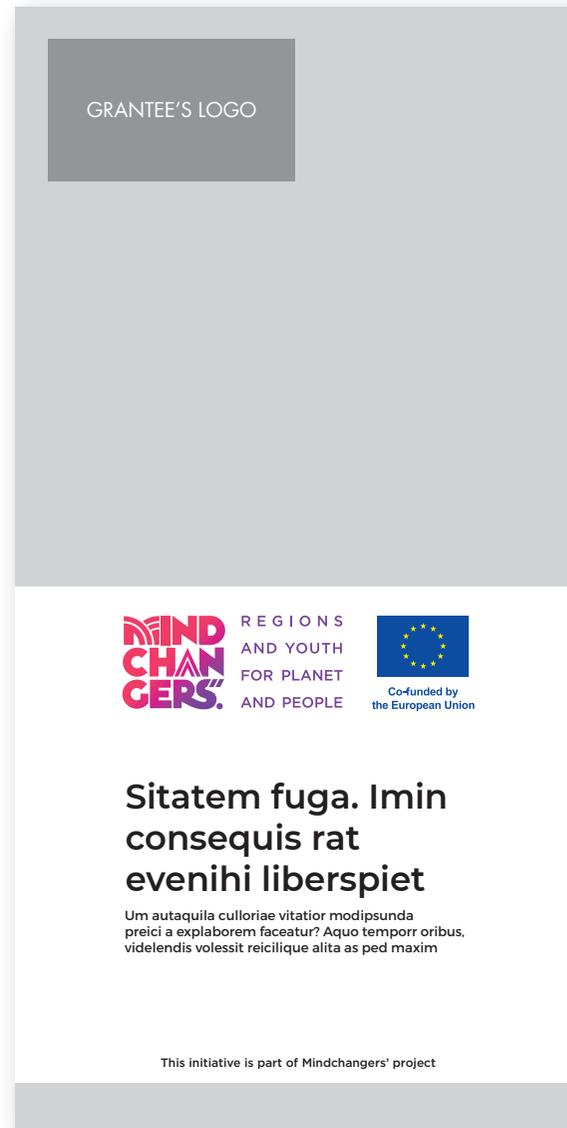


Black and white

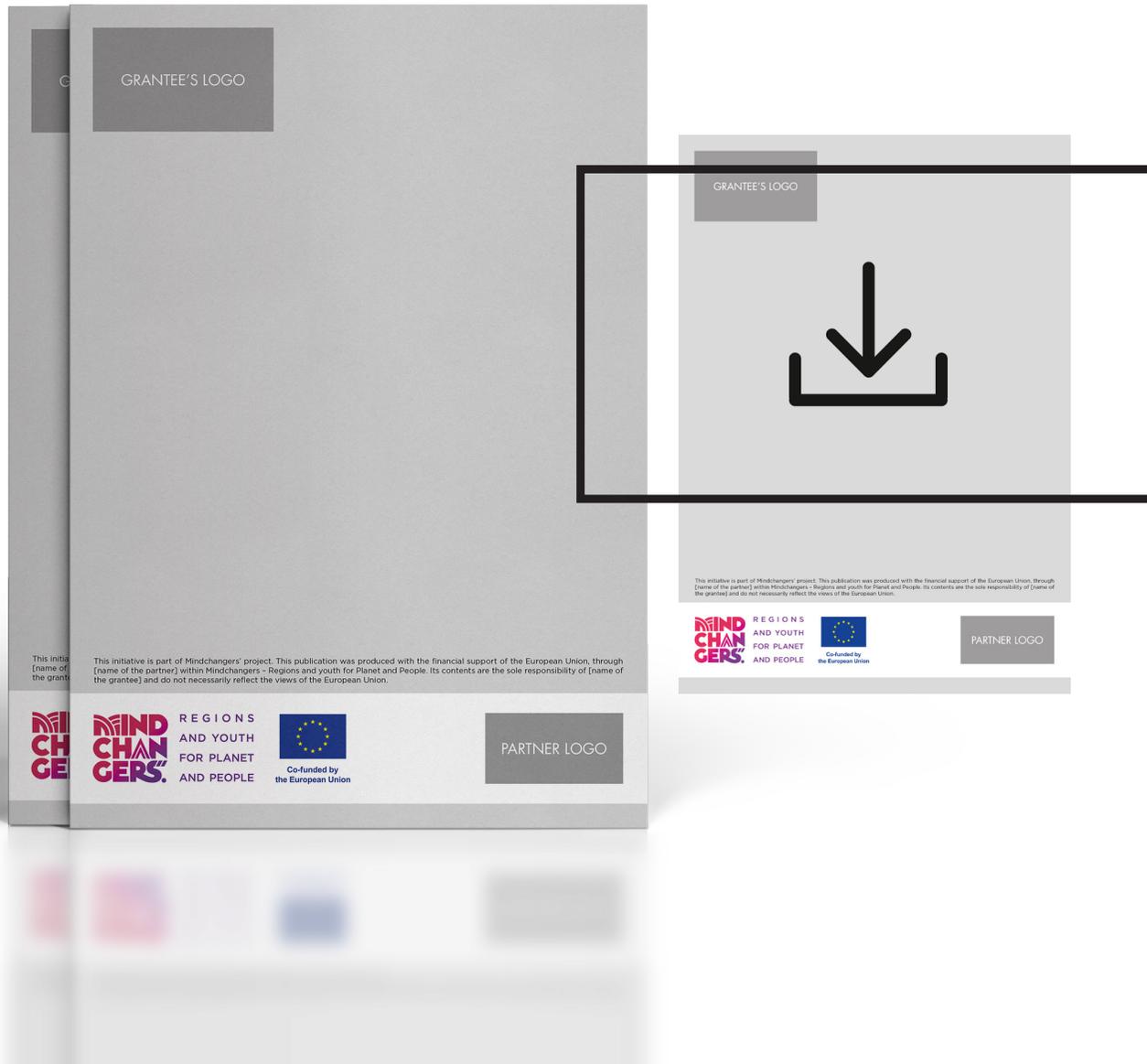
Always use the colour version whenever it's possible

# ASSET SAMPLE - Press release template

The press release will follow the same guidelines as the billboard A4 template displayed in a table



The display chosen for the press release follows the same composition rules of the billboards. The priority is given to the beneficiary entity's logo, in the header, while Mindchangers' and the EU's logos must be added in the footer. Whenever it's possible, also include your local Mindchangers' partner logo. All press releases must include the following sentence: **"This initiative is part of Mindchangers' project"**. Always use the colour version whenever it's possible.



Publications such as reports, booklets and other printed or digital materials follow the same basic composition rules of the billboards and press release.

The priority is given to the beneficiary entity's logo, in the header, while Mindchangers' and the EU's logos must be added in the footer. Whenever it's possible, also include your local Mindchangers' partner logo.

All press releases must include the following sentence: **"This initiative is part of Mindchangers' project"**.

Both in print or electronic format, the press release must include the following disclaimer: **"This publication was produced with the financial support of the European Union, through [name of the partner] within Mindchangers - Regions and youth for Planet and People. Its contents are the sole responsibility of [name of the grantee] and do not necessarily reflect the views of the European Union"**, making sure you insert the names of the subjects involved in the place of the square brackets. Always use the colour version whenever it's possible.

The beneficiary entity must notify information about the project on their own website. If they create a website dedicated specifically to the Mindchangers-funded project, the website must contain the link to Mindchangers' official website ([www.mindchangersproject.eu](http://www.mindchangersproject.eu)) and social media official accounts (@mindchangers\_project on Instagram and @mindchangersproject on Facebook). Also, it is compulsory to include the following disclaimer: **"This website was created and maintained with the financial support of the European Union, through [name of the partner] within Mindchangers - Regions and youth for Planet and People. Its contents are the sole responsibility of [name of the grantee] and do not necessarily reflect the views of the European Union."**

When the Mindchangers-granted project comes to an end, the grantee must ensure that the websites indicates that it is no longer active or updated. When the project continues without Mindchangers funding, the grantee must indicate the following statement: **"An earlier phase of this project [<date 1 - date 2>] was supported by the European Union, through [name of the partner] within Mindchangers - Regions and youth for Planet and People."** All disclaimer can be either in English or in the local language: in this case, the grantee is responsible for the translation, with the supervision of the local Mindchangers' partner entity.



## ACCOUNT

If the beneficiary entity opens its own official account dedicated to the Mindchangers-funded project, the account information must include the following disclaimer:

**“This account was created and maintained with the financial support of the European Union, through [name of the partner] within Mindchangers – Regions and youth for Planet and People. Its contents are the sole responsibility of [name of the grantee] and do not necessarily reflect the views of the European Union”.**

When the Mindchangers-granted project come to an end, grantees must ensure that the account indicates that it is no longer active or updated. When projects continue without Mindchangers’ funding, grantees must indicate the following statement: **“An earlier phase of this project [<date 1 - date 2>] was supported by the European Union, through [name of the partner] within Mindchangers – Regions and youth for Planet and People”.**

All disclaimer can be either in English or in the local language: in this case, the grantee is responsible for the translation, with the supervision of the local Mindchangers’ partner entity.

## CONTENT CREATION

The images for posts about the launching of the Mindchangers-granted project should use, if possible, the Mindchangers’ fuchsia/violet gradient as shown in the present guidelines and the main claim must use the font Animal Silence regular. The images for posts regarding the three steps **\_KNOW, \_ACT, \_CHANGE** must use the corresponding gradient of orange, light blue and green.

When posting your content, respect the following requirements:

- tag Mindchangers project (@**mindchangers\_project** on Instagram and @**mindchangersproject** on Facebook)
  - use the hashtag **#mindchangers** and **#mindchangersproject**
- And possibly:
- tag your local Mindchangers’ entity partner
  - tag the DEAR programme (@**dearsupportteam** on Instagram and @**DEARSupportTeam** on Facebook)

## CONTENT SHARING

When posting your content, respect the following requirements:

- tag Mindchangers project (@**mindchangers\_project** on Instagram and @**mindchangersproject** on Facebook)
  - use the hashtag **#mindchangers** and **#mindchangersproject**
- And possibly:
- tag your local Mindchangers’ entity partner
  - tag the DEAR programme (@**dearsupportteam** on Instagram and @**DEARSupportTeam** on Facebook)



Any video or multimedia product must contain the logos of both Mindchangers and the European Union, accompanied by the following statement:

**“This [video/film/programme/recording] was produced with the financial support of the European Union, through [name of the partner] within Mindchangers – Regions and youth for Planet and People. Its contents are the sole responsibility of [name of the grantee] and do not necessarily reflect the views of the European Union”.**

If it's possible, the material should also include the regional Mindchangers' partner entity logo.

It is required that the grantee monthly provide its referent Mindchangers' partner entity with materials regarding the project, such as articles, photos and social media posts that will be later published on Mindchangers' website and/or Mindchangers' official social media accounts.



The results and communication products deriving from the project belong to the beneficiary entity, but the Mindchangers' project and the European Union have the right to use them freely and according to their needs both during and after the duration of the project, provided that this does not interfere with the industrial and/or intellectual property rights.

Please contact Mindchangers for more information regarding the possible uses by Mindchangers and the European Union.

Refer to your referent entity Mindchangers' partner for what concerns the type of licence to use. Please note that there is the possibility that, during the project implementation, the European Commission might indicate a different procedure for this aspect: if this happens, you will be informed.