Visibility Guidelines

This document is designed for the purposes of the project ‘Luxembourg support for civil society in Kosovo’, financed by the Government of the Grand Duchy of Luxembourg and managed by the Kosovar Civil Society Foundation (KCSF).
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INTRODUCTION

This guideline aims to ensure that the activities supported by the Luxembourg support for civil society in Kosovo (hereinafter referred to as Luxembourg support), financed by the Government of the Grand Duchy of Luxembourg and managed by KCSF, are properly promoted. Consequently, the guide sets out the rules, conditions and guidelines for promotion.

Grantees are obliged to comply with the requirements and guidelines specified in this document. For illustration of the requirements of this guide, refer to the Appendix with visibility templates. For any inquiry or additional information about the visibility rules, grantees may contact KCSF to ask questions and request clarifications.

For any potential question or requirement not prescribed in the guideline, KCSF project team will need 15 working days for its review.
VISIBILITY REQUIREMENTS

All grantees are responsible for the adequate promotion of activities supported by the Luxembourg support.

When communicating for topics related to the awarded grant, grantees should use this supporting clause: “This grant is funded by the project ‘Luxembourg support for civil society in Kosovo’, financed by the Government of the Grand Duchy of Luxembourg and managed by Kosovar Civil Society Foundation (KCSF).”

For all the rules set forth in this document grantees should seek KCSF approval at least 10 working days in advance / prior to publishing the information.

Products/Activities

Some of the products / activities that should contain project identity elements are:

- Press release and press conferences;
- Websites;
- Photographs;
- Banners;
- Audio-visual productions;
- Public events;
- Leaflets, brochures and newsletters;
- Publications.

Press release

As a general rule, the press release should be drafted and issued at the beginning of every public event whereas it can be disseminated before or after the event, depending on the activity and discretion of the organization. The document should contain the disclaimer presented in the Visual Identity section but not the logo of the Government of Grand Duchy of Luxembourg and KCSF. All press releases should be sent electronically to the KCSF project team. The email address kcsflux@kcsfoundation.org should be
placed in the BCC field in the email through which each communication is sent to the media. In any case, the grantee holds the sole responsibility of the content of the communication.

**Press conferences**

KCSF team should be notified in advance for all press conferences supported through Luxembourg support. The invitations shall contain the supporting clause presented in the Visual Identity section but not the logo of the Government of Grand Duchy of Luxembourg and KCSF.

The logo of the Government of Grand Duchy of Luxembourg should be posted at the press conference in case that logos of other supporting donors are presented. Additional information on promotional tools may be requested from the project team at KCSF at least 10 working days prior to the activity.

**Websites**

The website of the grantee should include the logo of the Government of the Grand Duchy of Luxembourg and KCSF. The first logo should be linked to the following link https://cooperation.gouvernement.lu/en/partenaires/pays-a-projet/kosovo.html while the second logo with the KCSF website www.kcsfoundation.org.

If the design of the entire website or any sub-section is foreseen to be supported by the grant, the grantee must ensure that the supporting clause is included in the website or the respective sub-section.

**Photographs**

Photographs showing the progress of all activities should be made whenever necessary so that project and event progress could be documented and be used in every communication material. Grant beneficiary shall ensure that copies in their final format for distribution and in professional format be sent to the project team. *The Government of the Grand Duchy of Luxembourg and KCSF shall be entitled to use and reproduce the photographs sent to the archive without a requirement for the payment of extra fee.*

**Banners**

All banners of the Luxembourg grant beneficiaries should include the logos of the Government of the Grand Duchy of Luxembourg and KCSF, as well as the project supporting clause.
Audio-visual productions

Audio-visual productions should contain the disclaimer at the beginning or at the end. Grantees shall ensure that copies in their final format for distribution are submitted to KCSF team.

Public events

The supporting clause should be indicated in all the materials for public events. Pictures and audio-visual materials should be shared with KCSF in case they are part of the means of verification presented in the logical framework (logframe).

Leaflets, brochures and newsletters

In general, all hardcopy materials should also be provided electronically so that they could be sent via e-mail or posted on websites.

All publications should contain the logo of the Government of Grand Duchy of Luxembourg and KCSF and disclaimer presented in the most adequate part enabling easy identification.

Copies, including the electronic copies of publications, shall be submitted to KCSF project team.

Publications

The disclaimer should be presented in the last page of each publication.

VISUAL IDENTITY

Logo of the Government of Grand Duchy of Luxembourg and KCSF

Logo of the Government of Grand Duchy of Luxembourg and KCSF can be downloaded from the KCSF webpage. In case other logos are presented, similar dimensions should be ensured.

Supporting clause

In Albanian:

Ky grant është financuar nga projekti ‘Mbështetja e Luksemburgut për shoqërinë civile në Kosovë’, financuar nga Qeveria e Dukatit të Madh të Luksemburgut dhe menaxhuar nga Fondacioni Kosovar për Shoqëri Civile (KCSF).
This grant is funded by the project ‘Luxembourg support for civil society in Kosovo’, financed by the Government of the Grand Duchy of Luxembourg and managed by Kosovar Civil Society Foundation (KCSF).

Ovaj grant je finansiran od projekta "Podrška Luksemburga za civilno društvo na Kosovu", koji finansira Vlada Velikog Vojvodstva Luksemburga i upravlja Kosovska Fondacija za Civilno Društvo (KCSF).

Disclaimer

In English:
This grant is funded by the project ‘Luxembourg support for civil society in Kosovo’, financed by the Government of the Grand Duchy of Luxembourg and managed by Kosovar Civil Society Foundation (KCSF). The content and recommendations do not represent the official position of the Government of the Grand Duchy of Luxembourg and Kosovar Civil Society Foundation (KCSF).

In Serbian: