

Logotypes application model

Guidelines for publicity and application of logotypes

Funding allocated by the Association (LWU) to grant beneficiaries originates from public sources, namely, Ministry of Culture of the Republic of Latvia and State Culture Capital Foundation (SCCF). Therefore both LWU, on the one hand, and public at large and public administration authorities, on the other hand, are determined to monitor purposes for which the funds administered by LWU are being used.

Agreements concluded between LWU and grant beneficiaries therefore lay down their obligations to publicise the source of the funding in course of implementation of a project. Scope of requirements pertaining to publicity and application of logotypes set by the LWU to the grant beneficiaries does not exceed scope of the requirements set by other Latvian or European Union funds.

The grant beneficiaries are requested to satisfy the following core requirements with respect to publicising the project activities supported by the LWU and to application of logotypes.

The grant beneficiaries must ensure appropriate publicity and recognition of the project and the outcome thereof. The project and the financial contribution provided by the Association, the Ministry of Culture of the Republic of Latvia and the SCCF must be specified by grant beneficiaries in their communication with representatives of the project target audience, in information materials and annual reports, as well as in communication with the mass media (press conferences, interviews etc.). All publications and statements pertaining to the project must include a reference that the project has been implemented with support of the Latvian partners. In case of necessity the grant beneficiaries must address the Association's manager for communication referred to in the Agreement with a request to clarify information about the Association and its activities.

In order to promote adequate and appropriate application of logotypes of the Association, the Ministry of Culture of the Republic of Latvia and the SCCF, as well as sign LATVIA 100, the design of all layouts of printed or electronic publications which feature the logotypes in question must satisfy the following requirements:

- A title "Supported by:" must be included;
- Logotypes of the LWU and the Ministry of Culture of the Republic of Latvia or the SCCF, having analogous size and colour scheme (monochrome or coloured), must be included under the title;
- The title and the logotype must be positioned so that they are noticeable, and must be of adequate size to ensure that they are intelligible
- Using of the sign LATVIA 100 is obligatory for all English publications. For Non-English publications, we advise to use it as additional PR instrument.

Downloads of logotypes of the institutions referred to above:

Latvian Writers Union (<i>Latvijas Rakstnieku Savienība</i>)	http://rakstnieciba.lv/LWU-logo/ for getting the logo, please click on lējupladēt in opposite to the right format
SCCF (<i>Valsts Kultūrkapitāla Fonds</i>)	http://www.kkf.lv/index/par-vkkf/logo.html for getting logo, please click on the right format
Ministry of Culture of the Republic of Latvia	https://www.km.gov.lv/lv/ministrija/km-logo To download, click "Lējupladēt logo"
Sign LATVIA 100	http://latvija100.identity.lv/starptautiska-versija/ password: simts