

# Communications Guidelines for Grantees

The guidelines below provide guidance to Fondation Botnar awarded/contracted grantees on how to communicate with external audiences regarding Fondation Botnar and its funding award. The content in this document is valid at the time of this publication and subject to changes and updates periodically and as required.

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## Approval Requests

- If you or your organization would like to use the foundation's name or logo, attribute a report or other document to the foundation, or acknowledge the foundation's funding, please submit your request to: [communications@fondationbotnar.org](mailto:communications@fondationbotnar.org)
- Please allow 10 business days for us to process your request.

## Writing about Fondation Botnar

When writing about Fondation Botnar, the following guidelines must be adhered to. Fondation Botnar should never be abbreviated and should always be spelled correctly with both words capitalised.

*Correct use:*  
**Fondation Botnar**

*Incorrect use:*  
Botnar Foundation, FB,  
Foundation Botnar, Botnar

## Boilerplate

When referring to Fondation Botnar in press materials or websites, please include the below:

Fondation Botnar is a Swiss philanthropic foundation working to improve the health and wellbeing of young people living in cities around the world. Advocating for the inclusion of youth voices and the equitable use of AI and digital technology, the foundation invests in and supports innovative programs and research, and brings together actors from across sectors to create dialogue and partnerships: [www.fondationbotnar.org](http://www.fondationbotnar.org)

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This boilerplate is also available in: [French](#), [German](#), [Romanian](#), [Spanish](#), [Swahili](#).

## Logo

Use of the Fondation Botnar logo must be in full compliance with the below requirements. Grantees may only use the logo in a referential manner and should not use it as a prominent visual on any materials. If the foundation's logo is used on the internet, the grantee should link the logo to [www.fondationbotnar.org](http://www.fondationbotnar.org). Any materials which use the logo should be submitted to the foundation for approval prior to use, with two weeks (10 working days) for approval.

Use of the Fondation Botnar logo is prohibited without written permission of the foundation. This applies to all Project Partners.

## Primary logo

The pink version of the logo on a white background should be used as a priority and wherever possible. Other versions of the logo, i.e. black and white versions are to be used as alternatives only when the pink version is unsuitable (white is preferred over black). On a colourful background, prioritise visibility but use the hierarchy of pink most preferred and black least preferred.



## Usage guidelines

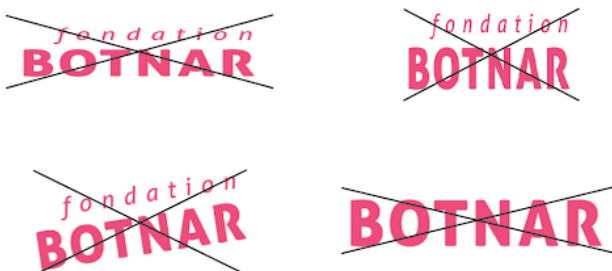
If Fondation Botnar is the lead partner and other organisations are supporting partners, the logo should be placed top right and the supporting partners' logos should be placed along the bottom of the page of communication materials.

If it is an equal partnership, and in cases where there might be several partners involved, the Fondation Botnar logo should appear in a line across the top or bottom of the page.

To ensure better legibility, the logo must always have blank space surrounding it equal to 75% of the capital B, as shown. When the logo is displayed at small sizes, the text 'fondation' must always be clearly legible.



The logo must never be warped, rotated, or partially used.



Please send questions and approvals for logo use to: [communications@fondationbotnar.org](mailto:communications@fondationbotnar.org)

# Materials

No materials are to be produced on behalf of Fondation Botnar without approval.

## Communicating Fondation Botnar-support

As detailed in Article 6.1 of the Grant Agreement, if grantees plan to announce Fondation Botnar funding or partnership on websites, materials, articles, please contact [communications@fondationbotnar.org](mailto:communications@fondationbotnar.org) to discuss the goals and communications plan; and refer to the 'Contact with media and journalists' section if a press release is planned.

## Contact with media and journalists

When relevant, grantees are encouraged to engage with the media in relation to the grant, or evidence generated by the project. Please take below guidelines into account.

### Local and national

Local and national media requests related to the projects do not need to be approved by Fondation Botnar, however you must always adhere to the defined boilerplates provided. If local media plans to include further or additional details than covered by the boiler plate, then the foundation must be notified.

### Top tier/international media

Media and interview requests by top-tier, broadcast or international media outlets should be shared immediately with Fondation Botnar contact persons with a clear plan for spokespeople and responses. This will need to be agreed upon by all parties.

### Press releases and announcements

Press releases and announcement which reference to Fondation Botnar must be submitted for review two weeks (10 working days) prior to the release of such materials. Requests for approval to include the Fondation Botnar logo in the press release should be explicit.

## Social media

The Fondation Botnar social media channels are linked below:

Twitter



Facebook



LinkedIn



Youtube



Grantees are encouraged to follow and engage with Fondation Botnar social media channels to stay up to date on news and activities. Grantees are welcome to mention Fondation Botnar in their social media posts about the grant or related project, as relevant.

# Imagery and consent

Taking photos or videos of anyone, especially children, is sensitive. Always ask before taking someone's photo. If you are taking photos to be used through Fondation Botnar channels (website, social media, presentations etc.), ensure you have had the Fondation Botnar image consent form completed and signed by each individual in the frame, if less than 5 people. Scan and send the images and signed forms to Fondation Botnar. The image consent form can be translated into additional languages if needed. The current versions are available in English, Swahili, French and Spanish (Latin American).

For imagery to be used by Fondation Botnar, grantees are also free to use their own consent form if it includes the mention of its use through Fondation Botnar channels.

## Key contact for clarifications or questions:

**Kiara Marvuglio**  
Engagement & Communications  
[communications@fondationbotnar.org](mailto:communications@fondationbotnar.org)

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## Boilerplate translations:

### German

Fondation Botnar ist eine philanthropische Stiftung mit Sitz in der Schweiz. Ihr Ziel ist, die Gesundheit und das Wohlergehen junger Menschen in Städten weltweit zu verbessern. Die Stiftung unterstützt dazu innovative Programme und investiert in Forschung. Dabei verschafft sie jungen Menschen Gehör und engagiert sich für die gerechte Nutzung digitaler Technologie und Künstlicher Intelligenz. Um Partnerschaften und Dialog zu fördern, bringt Fondation Botnar Akteure aus unterschiedlichen Bereichen zusammen: [www.fondationbotnar.org](http://www.fondationbotnar.org)

### French

La Fondation Botnar est une fondation philanthropique qui s'engage pour l'amélioration de la santé et du bien-être des jeunes en milieu urbain partout dans le monde. Défenseur de l'inclusion de la parole des jeunes, ainsi que de l'utilisation équitable de l'intelligence artificielle et des technologies numériques, la fondation fournit soutien et investit dans des programmes d'implémentation et de recherche innovants. Elle connecte des acteurs de différents secteurs pour créer des dialogues et nouer des partenariats: [www.fondationbotnar.org](http://www.fondationbotnar.org)

### Spanish

Fondation Botnar es una fundación filantrópica suiza que trabaja para mejorar la salud y el bienestar de personas jóvenes que viven en ciudades de todo el mundo. Defendiendo la inclusión de las voces de personas jóvenes y el uso equitativo de la IA y la tecnología digital, la fundación invierte en y apoya programas e investigaciones innovadoras, y reúne a actores de todos los sectores para crear diálogo y asociaciones: [www.fondationbotnar.org](http://www.fondationbotnar.org)

### Swahili

Fondation Botnar ni taasisi ya Uswisi inayofadhili shughuli zenye lengo la kuboresha afya na ustawi wa vijana, wanaoishi katika majiji kote duniani. Inahamasisha kujumuisha sauti za vijana na matumizi sawia ya Akili Bandia na teknolojia za kidigitali. Taasisi inafadhili program, miradi ya utafiti, ubunifu na pia inashirikiana na wadau wa sekta mbalimbali kufanya mikutano na mazungumzo yanayoendena na malengo ya Taasisi: [www.fondationbotnar.org](http://www.fondationbotnar.org)

### Romanian

Fondation Botnar este o fundație filantropică elvețiană dedicată ameliorării sănătății și bunăstării tinerilor care trăiesc în orașele lumii. Susținând includerea vocilor tinerei generații și utilizarea echitabilă a inteligenței artificiale și a tehnologiei digitale, fundația sprijină și investește în programe și cercetări inovatoare, reunind actori din diverse sectoare pentru a stabili dialoguri și parteneriate: [www.fondationbotnar.org](http://www.fondationbotnar.org)