

# Guidelines for Corporate Design

## Information about public relations work as part of the European Climate Initiative (EUKI)

(Last updated: January 2020)

Uniform publicity for the projects of the European Climate Initiative (EUKI) is vital. The following rules must be followed for public relations work on EUKI projects:

### 1) Mention of the EUKI

- In the public relations work (e.g. publications, reports, website, events, cooperation with the media), the financing of the project by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) and the EUKI must be clearly referred to:

Short version (for flyers and publications with limited space):

*'This project is part of the European Climate Initiative (EUKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).'*

Long version for projects selected in the call for project ideas:

*"This project is part of the European Climate Initiative (EUKI). EUKI is a project financing instrument by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU). The EUKI competition for project ideas is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. It is the overarching goal of the EUKI to foster climate cooperation within the European Union (EU) in order to mitigate greenhouse gas emissions.'*

Long version for tender winning projects:

*'This project is part of the European Climate Initiative (EUKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU). It is the overarching goal of the EUKI to foster climate cooperation within the European Union (EU) in order to mitigate greenhouse gas emissions.'*

- *Publications must also contain a remark on the ownership of its content, for example:*

*'The opinions put forward in this [paper, study, article, publication...] are the sole responsibility of the author(s) and do not necessarily reflect the views of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).'*

On behalf of:



of the Federal Republic of Germany

## 2) Logo

- In print and online publications and in other public relations media (banners, signs, etc.), the BMU-EUKI combined **funding logo** must always be used with the **additional words** 'Supported by' (for grant recipients). In exceptional and duly justified cases, the two logos can also be used separately. However, it has to be ensured that both logos are displayed.

Supported by:



based on a decision of the German Bundestag

- The combined funding logo for **grant recipients** is available in English and German.
- The placement of the combined BMU-EUKI logo in publications or other PR materials can be chosen freely by the grant recipient.
- If the language you require is not available, please use the English logo.
- The BMU-EUKI logo does not have to be printed on the **business cards** of the grant recipient.
- The decision as to whether the BMU-EUKI logo should appear on other objects, such as project vehicles, bags or office windows, is taken by the project itself and not by the EUKI public relations team.
- Please note that
  - o the logo may not be changed or used for other purposes,
  - o the logo proportions must be correct (normal print and online media 100%, smaller version 75%, larger formats such as banners 125%) and
  - o the logo must appear on a white background.
  - o all logo files are provided with a white, opaque background. This background determines the protection zone around the logo, in which no other graphic elements may stand.
- In **film productions** about individual EUKI projects, the correct combined BMU-EUKI logo must be used on the CD/DVD, the cover and in the closing credits with the words 'This project is part of the European Climate Initiative (EUKI).'

## 3) Link to the EUKI website

- If the project is presented on the website of an implementing partner or if it has its own website, a link to the EUKI website [www.euki.de](http://www.euki.de) should be included at an appropriate place. This will promote networking among the EUKI stakeholders while also increasing the visibility of the initiative and individual projects.
- Please inform the EUKI secretariat if you present the project online so that they can also include a link to your website on the EUKI website.

On behalf of:



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety



European  
Climate Initiative  
EUKI

of the Federal Republic of Germany

- It is also desirable to include the EUKI website address in any publications on the project.

#### 4) Information about communication measures

- Please inform the EUKI public relations team about any high-profile project news. In some cases, these news items may be used for the website or on Twitter.
  - o **Events** of interest to the public (conferences, technical seminars, exhibitions etc.)
  - o **Studies, press releases** and **film** or **radio** items about EUKI projects
  - o Relevant **newsletters** and other publications that you produce.

#### 5) Quality of publications

- All the studies prepared as part of EUKI should be drawn up on the basis of current scientific findings. Dialogue formats should be implemented in accordance with usual practice in respectful discourse. For more extensive publications, peer review should be taken into account.

#### 5) Contributions for website [www.euki.de](http://www.euki.de)

- After consultation with the EUKI public relations team, draft articles with a clear connection to the EUKI may be submitted for publication on the EUKI website. The EUKI public relations team reserves the right to edit these drafts or not to publish them. Guidelines for articles can be found [here](#).
  - o Each draft text must be accompanied by at least two photos that illustrate the text in a clear and impressive way. The photos should have a resolution as high as possible and may be used for the EUKI website, for Twitter and for print publications. This means that the relevant rights holder and any individuals shown must grant the EUKI the right of use for all content protected by copyright (e.g. pictures, graphs, photographs, street plans, maps). The name of the photographer, the rights holder and any individuals shown must also be supplied.
- Projects can also upload contributions and information about their projects themselves on the "Community" platform. This is particularly suitable for smaller news and events. Access with publication rights can be requested from the EUKI Secretariat. Guidelines for the Community can be found [here](#).

If you have any questions about the EUKI's public relations work, please contact:

European Climate Initiative (EUKI)  
Potsdamer Platz 10  
10785 Berlin, Germany

E: [info@euki.de](mailto:info@euki.de)

T +49 (0)30 338 424 – 570

F +49 (0)30 338 424 – 22 -570