



Regional Youth Cooperation Office – RYCO

## **Visibility Guidelines**

**(Practical guidelines for RYCO grantees and their partners for a proper and successful communication of their activities supported by RYCO)**

Tirana, June 2018

## **Introduction**

The RYCO Visibility Guidelines sets out the minimum requirements for a convenient communication regarding the RYCO supported projects and their activities. It also contains rules and regulations for the acknowledgement of the provided support by RYCO through its open calls for project proposals.

Visibility is highly important for RYCO because of at least two reasons: firstly, RYCO aims to make a change in the region and it is crucial to assure that the success stories of the awarded projects are well spread; secondly, the visibility is also a question of transparency – as RYCO is a governments-funded organization, all interested stakeholders have a right to be informed about its activities and given support. Moreover, keep in mind that the visibility is a contractual obligation.

We want to highlight the fact that the requirements specified in this document are the minimum that should be followed in all the cases, but that there can also be specific cases which can be handled on a case by case basis, having in mind the given circumstances and the aim of such visibility actions. If you are implementing a project in a special context, please contact RYCO to agree on proper visibility measures.

Visibility is also a question of balance and common sense. Please assure that you avoid the two unacceptable practices in communicating the RYCO support. The first is insufficient visibility where the interested stakeholders cannot get any information about the RYCO support and the second where there is too much visibility, e.g. presenting the RYCO logo on each page of printed materials.

We encourage you to promote your work supported by RYCO through all available channels thus contributing to the promotion of our cooperation but also to the transparency and accountability of our organization. Furthermore, we want to spur on the regular communication with our Communication Officer and Local Branch Officers in order to maximize our communication efforts.

Finally, we highly recommend the use of local language(s) for communication and visibility purposes. It is not mandatory, but it is recommended when possible, the communication and visibility materials should be followed with an English language version.

In case you doubt any part of the Visibility Guidelines, please feel free to contact the RYCO Communication Officer for assistance.

## **Visibility in a Nutshell**

- Always indicate the RYCO support to your organization/institution by displaying RYCO logo and the text that explains the support
- Present RYCO to the participants of the supported activities
- Get in contact with RYCO Communication Officer for inputs and comments
- Keep in mind the difference between different communication and visibility tools that you are using (official documents, printed, electronic and audio-visual materials, websites, posters, roll-ups, billboards)
- When organizing a public event, use them as a powerful tool for visibility
- Use social media and always mention/tag RYCO in your posts
- Invite media to promote your activities
- Make high quality photographs that tell a story

## **General Rules for Visual Identification**

The RYCO logo is an integral part of the organization's visual identity. RYCO uses two versions of its logo with primary and secondary signature. The both versions are to be treated equally. The logo and the Visual Guidelines for its usage are available for download on the [RYCO website](#) and it is mandatory to consult them before preparing and publishing materials that contain the logo.

All the materials (e.g. printed, online, video, etc.) produced within a project supported by RYCO must contain when it is possible and appropriate, the RYCO logo and text describing the support by our organization.

The visual identity of RYCO must enjoy an equally prominent place and size as the logo(s) of a supported grantee and partners.

All equipment purchased for the project must be appropriately branded and should indicate "Funded by the Regional Youth Cooperation Office" next or below the RYCO logo. Please assure that you have consulted the Visual Guidelines for a proper use of the RYCO logo.

**RYCO pays a special focus on the quality of materials produced with the support of the organization. For the best quality of the materials, grantees and partners, when developing them, should contact RYCO for inputs on design, photo selection, layout and use of logos of RYCO and other partners. Draft materials should be sent by e-mail for comments or input to the RYCO Communication Officer before publishing.**

Visibility materials produced, such as banners roll-ups and posters, should be displayed at public events organized by grantees while fliers, brochures, newsletters and other publications, produced within the project, should be handed out to the participants, media and public.

**Please assure that you present RYCO to the participants of the supported activities, especially to the young people. Try to highlight the importance of regional cooperation when presenting RYCO. We will provide you with a one-pager on RYCO that can be distributed.**

We discourage use of a project logo only. However, in case your project has a visual identity separated of a grantee's visual identity, and it is required by the grantee and partners, the logo should be treated the same way as other logos. The project logo cannot be a replacement for visibility requirements stated in this document.

If a project supported by RYCO has sponsors, please be aware that the sponsors' logos may not have an equally prominent place and size as the RYCO logo and logos of the grantee and its partners.

## **Rules for Specific Visibility Materials**

General visibility rules stated in the previous chapter should always be respected. Anyhow, if the rules for specific visibility materials conflict the general rules, the specific ones should be followed.

Publications, reports, websites, videos and all materials that contain enough space, besides the general rules stated above, should contain the following disclaimer (the exact place of the disclaimer should be decided on a case by case basis):

*This publication/report/website/video is produced with the support of the Regional Youth Cooperation Office – RYCO. Its content is the sole responsibility of <name of the grantee> and its partners and does not necessarily present the views of RYCO.*

**Do not forget that all the materials made for the distribution towards participants, third parties and the general public must be sent to the RYCO Communication Officer for approval before their publishing.**

a) Official Documents

All the official documents produced within the supported project should respect the general rules, containing the RYCO logo. These documents are mainly made for external use towards third parties.

b) Printed, Electronic and Audio-Visual Materials

Printed materials (e.g. publications, brochures, folders, leaflets, etc.) published within the project shall include at least the RYCO logo on the front page. Additionally, the printed publications must contain the above-mentioned disclaimer that may be put on the backside (for leaflets) or the second cover page (publications, brochures).

The same rules shall be applied in the same manner to electronic and audio-visual materials.

We encourage grantees to include the link to the RYCO website ([www.rycowb.org](http://www.rycowb.org)) whenever possible on all the printed, electronic and audio-visual materials.

c) Websites

If a grantee and its partner(s) have their own websites the websites may present the support of RYCO by including at least the RYCO logo and direct link to the RYCO website ([www.rycowb.org](http://www.rycowb.org)). The representation of RYCO should not be made in a manner that it reflects the support of the entire organization/institution's work. When possible, the following disclaimer should be present:

*<Name of the grantee/partner> is supported by RYCO. The content of this website is the sole responsibility of <name of the grantee/partner> and does not necessarily present the views of RYCO.*

We encourage the grantees and their partners to present the latest information on the supported project in the local language(s) and if possible in English. The information should be accurately updated.

If there is a website designed for the project purposes, it should follow the guidelines stated at the beginning of this chapter.

d) Posters, Roll-Ups and Billboards

The grantees may use posters, roll-ups and billboards to promote their activities supported by RYCO and to brand the rooms where the activities are held. The content of these materials should follow the general rules.

## **Seminars and Conferences**

All the events organized within the supported project must be properly branded. The general and specific rules should be applied to all the event's materials.

For all the events organized within the supported projects, RYCO Local Branch Officer in charge for the supported project should always be informed well in advance and, depending on the scope and level of the event, invited.

Besides the seminars and conferences, the same rules should be applied to cultural, educational, sporting or other events.

## **Social Media**

RYCO is paying a special focus on being present and active on social media. In case your organization/institution and your partner(s) have social media accounts, please always mention or tag RYCO in the posts related to the supported project's activities.

RYCO is present on the following social media with the following account names:

- Facebook: Regional Youth Cooperation Office – RYCO ([www.facebook.com/RYCOWB](http://www.facebook.com/RYCOWB))
- Twitter: RYCO Western Balkans ([www.twitter.com/RYCOWb](http://www.twitter.com/RYCOWb))
- Instagram: RYCO Western Balkans ([www.instagram.com/rycowb](http://www.instagram.com/rycowb))
- LinkedIn: Regional Youth Cooperation Office – RYCO ([www.linkedin.com/company/rycowb](http://www.linkedin.com/company/rycowb))

As we are aiming to spread the word about the change we want to make together with your organization/institution, we highly recommend sharing the content made by RYCO about its activities and success stories of its grantees and partners.

## **Media Relations**

The media is an exceptionally important stakeholder for RYCO. It cannot and should not be avoided in conducting a strong image building. The RYCO grantees and their partners should focus on the local media and invite them to cover important project events. Because of these reasons, we encourage you to build strong connections with them and make a list of media that can support you in your efforts of spreading the word about your project.

Usually, the media relations are maintained in the two directions – press releases and press visits.

### a) Press Releases

A press release is a written communication sent to the media representatives in order to announce an important event or news. In order to make a good press release, it should contain information that is worth publishing – it has to be new and of interest for a broader group of people.

Press releases should answer the “Five Ws” (Who? Why? What? Where? When?) that are the prerequisite for a good communication. Moreover, they should be enriched with the quotes of the key participants of an event (usually speakers) that can be extracted from their speeches or statements during or after the event.

A newsworthy press release has a clear heading and a strong leading paragraph that summarize the important facts and answers to the “Five Ws”. Moreover, the body should contain the developed answers expressed in the leading paragraph accompanied by the quotes and concluded with the background information and contact persons for more information. The press release should be written on the official memorandum of the organization/institution and send to the journalists.

When issuing a press release, it is recommended to attach a few photographs of the event/activity. For more information about the photographs, please see the next chapter.

We highly recommend contacting our Communication Officer for inputs and comments before issuing a press release. We can also help you in reaching media in your Contracting Party.

## b) Press Visits

Press visits are a great opportunity to meet journalists in person and create a well-built relationship between your organization/institution and them. They also offer an opportunity for raising the visibility of project activities. They should be well planned and prepared.

The press visits are a powerful tool and they should not be used if the event where the journalists are invited has not to offer a good story worth sharing. Keep in mind that media are usually willing to report on the activities that have a direct impact on people's lives and contain human stories. Project milestones, results and impacts are a powerful tool to attract media, too.

When issuing a press release or organizing a press visit, you must include information that RYCO supported the project. Moreover, we recommend including the standardize text about RYCO for these purposes, too:

### **On Regional Youth Cooperation Office**

Regional Youth Cooperation Office (RYCO) is an international organization, founded by the Western Balkans governments: Albania, Bosnia and Herzegovina, Kosovo\*, Macedonia, Montenegro and Serbia, aiming to promote the spirit of reconciliation and cooperation between the youth in the region through youth exchange programs.

The Agreement on Establishment of RYCO was signed by the WB6 Prime Ministers during the Western Balkan Summit held on 4 July 2016 in Paris.

For further information, please visit the RYCO website [www.rycowb.org](http://www.rycowb.org)

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\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

## **Photographs**

Good photographs are a prerequisite for communicating a good story and create a connection with the audience. As it is usually said, a picture is worth a thousand words. The photos taken during the project activities should be of a high quality so that they can be used by the media, but also by your organization/institution and RYCO for further promotional activities.

The photographs that you are using should reflect the results of your activities and tell a positive and human story behind the project. That means that you should focus on your participants and their experiences, not on the organization/institution's staff implementing the project.

## **Reporting and Communication with RYCO**

You are obliged to send a copy of each of the produced visibility and communication materials that you produced within the project supported by RYCO for the reporting purposes. Moreover, we will appreciate if you take care of press clipping and send it to us together with the final reports.

The RYCO Communication Officer remains available for assistance in conducting successful communication and visibility activities. We invite you to use this opportunity whenever needed.