

Communication guide
August 2016



ŒUVRE Nationale de Secours Grande-Duchesse Charlotte

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introduction

Launched in late December 2015, in the middle of the migrant crisis, by Oeuvre Nationale de Secours Grande-Duchesse Charlotte, *mateneen* is an ambitious call for projects. More than 10 million euros have been placed at the disposal of the civil society in response to the extraordinary wave of solidarity it had extended to refugees.

The stream of proposals from an impressive number of project holders means the *mateneen* programme is now at the centre of everything related to migrant integration and, on a wider scale, to social cohesion in Luxembourg.

The *mateneen* call for projects aims to create a setting favourable to projects that bring new arrivals and members of their host society together.

mateneen also intends

- *to unite all those involved in the call for projects so as to boost the visibility of each project and generate synergy between them;*
- *to build and support a collective nationwide spirit of emulation by bringing together and connecting associations and residents to debate and take action on the integration of refugees;*
- *to raise the public's awareness of issues relating to the inclusion and collective construction of a welcoming and supportive society.*

why a strong visual identity?

mateneen is a call for projects broad in scope that will have many and varied consequences. With a view to drawing attention to the unique and federating source of inspiration of the range of projects, the project holders will all be asked to display *mateneen's* impactful visual identity.

This communication guide has been drawn up with this aim in mind: to give the rules for communication and use of the logo to ensure strong visibility for the call for projects and for Oeuvre Nationale de Secours Grande-Duchesse Charlotte.

what?

This communication guide is a reference document that contains:

- the graphic chart for the *mateneen* visual identity (use of the logo)
- the communication recommendations so as to give *mateneen* strong visibility

who?

This communication guide is for use by all the project holders who have received financial assistance from Oeuvre Nationale de Secours Grande-Duchesse Charlotte as part of the *mateneen* call for projects.

It is contractually agreed that each project holder shall use the *mateneen* logo on all the following communication media throughout the period of (co-)financing:

- **printed media: posters/leaflets/brochures/publications, etc.**
- **audiovisual media: films/promotional videos**
- **digital media, including internet**

graphic chart

The most important element in a graphic chart is the logo. This chart contains all the rules for use of the logo in all media.

The logo is formed by the inter-linking symbol and the *mateneen* name, representing the organization's collective and mutually supportive nature, and its wordmark (Oeuvre Nationale de Secours Grande-Duchesse Charlotte). These two elements cannot be separated.

This colour version of the logo is the one to be used on a pale or white background (printed or digital media).

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Symbol
Signature



ŒUVRE Nationale de Secours Grande-Duchesse Charlotte

the logo's colours

palette of primary colours

C59 M54 Y56 K27
R102 G96 B90



C12 M100 Y47 K1
R179 G21 B83



C0 M28 Y86 K0
R236 G190 B65



C2 M100 Y0 K0
R194 G0 B122



C70 M4 Y34 K0
R110 G177 B177



logo

proportions



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logo

minimum size of the logo

wordmark font: Whitney 7.5pt, tracking 30pt

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logo

minimum clear space
around the logo

height of the logo = **X**



logo

white version

This version of the logo is only to be used if the ground is dark in colour (printed or digital media).

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ŒUVRE Nationale de Secours Grande-Duchesse Charlotte

logo

examples of its use:

reference logo on a pale
photographic ground

version 2 of the monochrome
logo on a dark/black photographic
ground

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logo

The logotype cannot be altered, divided into parts, distorted or reworked in any way, whether of the typography, colour or dimensions (valid for all versions).

Nor can the reference logo be placed on a ground of the same colour.



recommendations

for all types of communications
that do not allow use of the
mateneen logo

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Printed (paper or digital media) and audiovisual press

As a general rule, you are asked to communicate about the progress and the highlights of your project. On request, we can send you a list of national press contacts.

The media do not allow the publication of logos, so, in the case of a **press release, article** or **interview** regarding your project, you will need to ask the journalist or media manager to end the text with the following mention:

E : Project X has been developed with the financial support of Oeuvre Nationale de Secours Grande-Duchesse Charlotte (*mateneen* call for projects).

F : Le projet X est soutenu financièrement par l'Oeuvre Nationale de Secours Grande-Duchesse Charlotte (appel à projets *mateneen*).

G : Das Projekt X ist durch die Oeuvre Nationale de Secours Grande-Duchesse Charlotte (Programm *mateneen*) finanziell unterstützt.

Also make every effort to publicise the address of the *mateneen* site – www.oeuvre.lu/mateneen – which will be online towards the end of September, to boost the visibility of all the *mateneen* projects.

Social networks

- Facebook/Twitter/LinkedIn, etc. – project holders who use their personal pages to publicise their project or who have created a dedicated page for it:
 - make regular mentions of the Oeuvre's (co-)financing;
 - discuss the progress and highlights of your project with regular links to its page on the *mateneen* website: www.oeuvre.lu/mateneen – which will be online towards the end of September.

For all further information, please contact Martine Neyen.
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