

Fondation Botnar 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.

Key contacts for clarifications or questions:

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Boilerplate

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

English

Fondation Botnar is a Swiss-based foundation which champions the use of AI and digital technology to improve the health and wellbeing of children and young people in growing urban environments. To achieve this, the foundation supports research, catalyses diverse partners, and invests in scalable solutions around the world:

<https://www.fondationbotnar.org/>

German

Fondation Botnar ist eine Schweizer Stiftung. Sie engagiert sich für die Verbesserung der Gesundheit und des Wohlbefindens von Kindern und Jugendlichen in rasch wachsenden urbanen Gebieten und setzt dafür auf digitale Innovationen und Künstliche Intelligenz. Die Stiftung unterstützt Forschungsprojekte, bringt unterschiedliche Partner zusammen und investiert weltweit in skalierbare Lösungen: <https://www.fondationbotnar.org/>

French

La Fondation Botnar est une fondation implantée en Suisse qui prône l'utilisation de l'IA et des technologies numériques pour améliorer la santé et le bien-être des enfants et des jeunes dans des milieux de plus en plus urbains. Pour y parvenir, la fondation soutient la recherche, entretient divers partenariats et investit dans des solutions évolutives aux quatre coins du monde: <https://www.fondationbotnar.org/>

Spanish

Fondation Botnar es una fundación con sede en Suiza que promueve el uso de la IA y la tecnología digital para mejorar la salud y el bienestar de los niños y jóvenes en entornos urbanos en crecimiento. Para lograr esto, la fundación apoya la investigación, fomenta a diversos socios e invierte en soluciones escalables en todo el mundo:

<https://www.fondationbotnar.org/>

Swahili

Fondation Botnar ni wakfu ulioko Uswisi unaotetea matumizi ya AI na teknolojia ya dijitali ili kuboresha afya na hali njema ya watoto na vijana katika mazingira ya mijini yanayokua. Ili kutimiza hili, wakfu unafadhili utafiti, kuchochea wabia tofauti na kuwekeza katika masuluhisho ya kupimika kote duniani: <https://www.fondationbotnar.org/>

Romanian

Fondation Botnar este o fundație elvețiană care susține utilizarea IA și a tehnologiei digitale pentru a îmbunătăți sănătatea și bunăstarea copiilor și tinerilor din mediile urbane în dezvoltare. Pentru a realiza aceste lucruri, fundația sprijină cercetarea, catalizează parteneri diverși și investește în soluții scalabile din întreaga lume:

<https://www.fondationbotnar.org/>

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, Fondation Botnar, Botnar

Logo

Fondation Botnar 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. 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.

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.

fondation
BOTNAR



fondation
BOTNAR



Usage guidelines

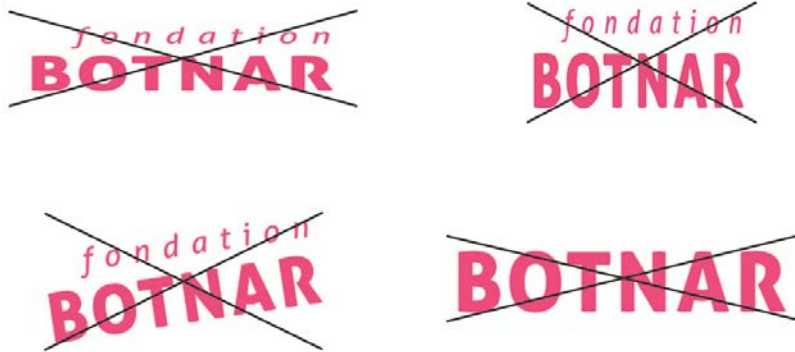
If Fondation Botnar is the lead partner and other organisations are supporting partners, the logo should be placed top right and the supporting partners' logos should be placed along the bottom of the page of communication materials.

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 spacing 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

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 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

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 boilerplate, 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 as follows:

- www.twitter.com/FondationBotnar
- www.facebook.com/FondationBotnar
- www.linkedin.com/company/fondationbotnar
- <https://www.youtube.com/channel/UCUKAnlke9W5cExDlblSroEQ/featured>

Grantees are encouraged to follow and engage with Fondation Botnar social media channels to stay up to date on news and activities.

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.

Current versions available:

- English
- Swahili
- French
- Spanish (Latin American)