



Co-funded by  
the European Union

# RIGGERS

## COMMUNICATION PACK

Dear RIGGERS partners, here is a quick and handy manual to optimize RIGGERS communication, in order to amplify its impact on the sector.

Please find here the slides of the presentation of the RIGGERS Communication strategy.

You are strongly encouraged to spread the word about your participation in the project on your existing communication channels! Below are some suggestions for communication and dissemination.

### 1) ADD A RIGGERS SECTION/LINK ON YOUR WEBSITE

To be mentioned on the page:

- "RIGGERS is a European project co-funded by the Erasmus+ programme of the European Union".
- "Project led by the FEDEC - International network for professional circus education, in collaboration with Stockholm University of the Arts."
- "For more information, visit [FEDEC website](#)"

Add the 4 logos:



If you need some content:

- [RIGGERS page on FEDEC's website](#)

### 2) SPREAD THE WORD ON SOCIAL MEDIA

FACEBOOK 

**Always tag:**

- [FEDECpro](#)
- [Stockholm University of the Arts](#)
- [Erasmus+](#)

**Always use the #:**

- #RIGGERS
- #RIGGERScircus
- #FEDEC
- #Erasmus+

### If you wish to tag RIGGERS partners:

- [Stockholm University of the Arts](#)
- [Fontys Academy of Circus and Performance Art - ACAPA](#)
- [AFUK Akademiet For Utæmmet Kreativitet](#)
- [Fondazione Cirko Vertigo](#)

- [Codarts](#)
- [École nationale de cirque](#)
- [EcoleSupérieuredes ArtsduCirque](#)
- [Ésacto'Lido](#)

### INSTAGRAM

#### Always tag:

- @fedec\_network
- @stockholmskonstnarligahogskola
- @erasmusplusprojects

#### Always use the #:

- #RIGGERS
- #RIGGERScircus
- #FEDEC
- #Erasmus+

### If you wish to tag RIGGERS partners:

- @stockholmskonstnarligahogskola
- @acapatilburg
- @afuk\_official
- @cirkovertigo
- @codartsrotterdam
- @ecolenationaledecirquemtl
- @esacbruxelles
- @esactolido
- @fedec\_network

### YOUTUBE : [FEDEC](#)

## 3) USE THE PROJECT VISUAL IDENTITY

### LOGO:

You can use any of the RIGGERS logos on your communication media.



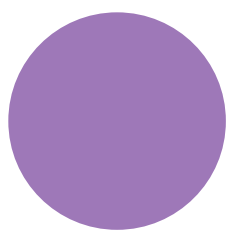
### FONTS:

A day without sun

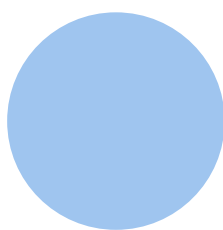
Poppins light

- Download the fonts on [the RIGGERS Google Drive](#).

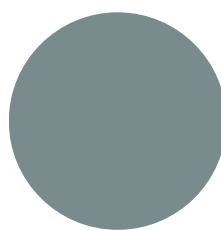
## COLOR CODES:



#9E78B8



#9FC5EF



#798B8D

## BANNERS:

Download the banners on [the RIGGERS Google drive](#).



## 4) USE THE DISCLAIMERS ON EVERY COMMUNICATION MEDIA

The 4 logos (RIGGERS + SKH + FEDEC + European Union) should appear in all your communications. You can also use a banner.

- You can also download the logo in any of the official EU languages [on this website](#).

## 5) CONTACT US IF NEEDED :)

- FEDEC Communication Manager (Carole BERTRAND) : [communication@fedec.eu](mailto:communication@fedec.eu)