



# COMMUNICATION PACK

Dear SPEAK OUT partners, here is a quick and handy manual to optimise all SPEAK OUT communication, in order to amplify its impact on the sector.

You are strongly encouraged to spread the word about your participation in the project on your existing communication channels (social media, website, newsletters...). Feel free to share our posts to your own audience on Instagram and Facebook!

All communication resources [are available in this Google Drive](#).

## Visual identity

### Logo



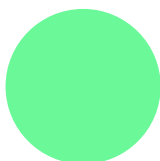
These are the only colours that can be used on the logo.



You can use the black version only when black & white is mandatory (or white on a black background).

Download the logos [on the Google Drive](#).

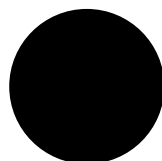
### Pantones



#6AF898



#FF1DCD



#000000

### Fonts

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

**Open San Extra Bold**

Montserrat

# Disclaimers

## On every communication media

These 4 logos must always appear : SPEAK OUT, FEDEC, JUMP and the logo "Co-funded by the European Union" (vertical or horizontal).



Co-funded by  
the European Union

The "Co-funded by the European Union" logo must be:

- at least as big as the other logos,
- displayed at the bottom right corner of any document (poster, visual, report...).

All logos are available on the Google Drive.

## In any publications

In addition to the 4 logos, the following disclaimer must appear on the back cover of any SPEAK OUT-related publication:

*Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.*

## On your website

We recommend you to create a SPEAK OUT page or tab on your website.

It should mention:

- 👉 "SPEAK OUT - together for a safer circus (2023-2024)"
- 👉 "Project led by FEDEC - International network for professional circus education, in partnership with JUMP - Solutions for equality at work."
- 👉 "SPEAK OUT is a European project co-funded by the programme CERV-2022-DAPHNE (DG Justice) of the European Union".
- 👉 "For more information, visit FEDEC website"

If you need any information or content:

- [SPEAK OUT page on FEDEC's website](#)
- [SPEAK OUT project presentation](#)

# Social media

## Facebook

Always tag:

- FEDEC (@FEDECpro)
- JUMP, Solutions for equality at work (@jumpequality)
- European Commission (@EuropeanCommission)

And the project associated partners:

- Archaos, Pôle National Cirque (@archaos.fr) and Biennale Internationale des Arts du Cirque when relevant (@biennale.cirque)
- circusnext (@circusnext)
- FiraTàrrega (@firatarrega)
- La Central del Circ (@lacentraldelcirqbcn)

If you wish to tag the external experts:

- Rosa Matthis (@rosa.matthis)
- Balance Ton Cirque

Always use the #:

- #speakoutcircus
- #FEDEC
- #speakout
- #balancetoncirque

## Instagram

Always tag:

- @fedec\_network
- @europeancommission

And the project associated partners:

- @firatarrega
- @circusnext
- @biennale\_cirque
- @lacentraldelcirq

If you wish to tag the external experts:

- @balancetoncirque

Always use the #:

- #speakoutcircus
- #FEDEC
- #speakout
- #balancetoncirque

# Any questions?

FEDEC's Communication Manager (Carole Bertrand): [communication@fedec.eu](mailto:communication@fedec.eu)