



take care  
circus life in a swing

# Communication pack

Take care - Circus life in a swing (2024-2027)

## Introduction

Dear Take Care partners,

**We are pleased to share a concise and practical manual designed to optimize all Take Care communication, enhancing its impact across the sector.**

You are strongly encouraged to share your participation in the project through your existing communication channels, such as social media, your website, or newsletters. Feel free to repost our content to your audience on Instagram and Facebook!

All communication resources are available on [the Take Care Google Drive link](#).

## 01. Visual identity

### Cogo

The main logo is available in 2 main versions: vertical and horizontal.

**The vertical version should be prioritized**, while the horizontal version should be used when visually more appropriate.

Vertical

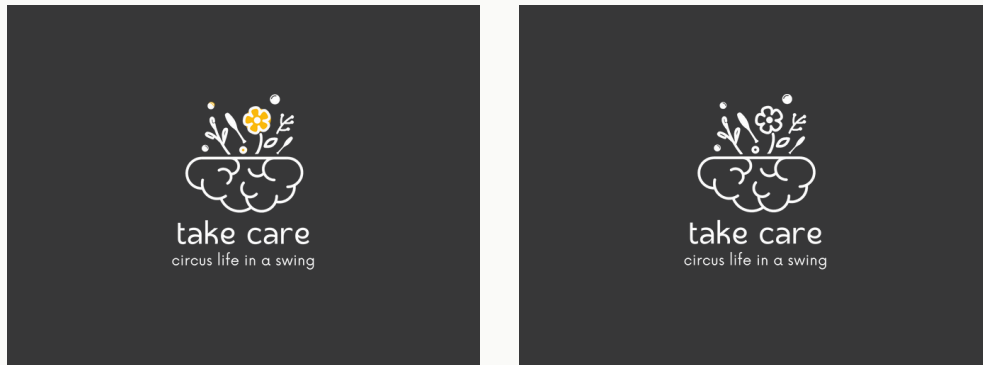


Horizontal



## Cogo variations

The Take Care logo is available in a white version, designed for use **on dark backgrounds only**.



## Color palette



**Light pearl grey**  
#FAFAF8



**Luminous orange-yellow**  
#FEBA0D



**Anthracite**  
#373738

## Typography

The project's visual identity uses 2 fonts:

For headings

TAN Summers

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
0 1 2 3 5 6 7 8 9 0

For subtitles & body text

Now

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz  
0 1 2 3 5 6 7 8 9 0

## Correct use of the project's name

To ensure consistency and maintain the visual identity of the project, the project name must always begin with an uppercase letter, followed by lowercase letters, as follow: **Take Care**.

## 02. Mandatory elements (on any communication medias)

### Cogos

These 3 logos must always appear : Take Care, FEDEC and the logo "Co-funded by the European Union" (vertical or horizontal).



The "Co-funded by the European Union" logo (vertical or horizontal) must be:

- at least **as big as the other logos**,
- displayed **at the bottom right corner** and/or **on the cover or in the first pages** of any document (poster, visual, report...). See all rules for using the EU logo [here](#).

We also recommend to add the **project partner logos** whenever possible (events visuals, publications, etc.):



The **associated partners logos** can be added when a complete overview of all the project partners is required:



They should be smaller than those of the project partners.

### Disclaimer

the following disclaimer must appear on the back cover of any Take Care-related publication, event posters and social media post:

**"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 Commission. Neither the European Union nor the granting authority can be held responsible for them."**

## 03. Take Care on your website

### Highlight Take Care!

We recommend creating a 'Take Care' page or tab on your website with the mentions:

- "Project led by FEDEC - International network for professional circus education"
- "Take Care is a European project co-funded by the programme Creative Europe of the European Union".
- "For more information, visit [www.fedec.eu/en/take-care](http://www.fedec.eu/en/take-care)"

If you need any information or content:

- [Take Care page on FEDEC's website](#)
- [Take Care project presentation](#)

## 04. Social media

### Facebook

Always tag:

- [FEDEC](#)
- [European Commission](#)
- [Creative Europe](#)
- The project partners: [Codarts](#), [Circus Dance Festival](#) & [Around About Circus](#).

Always use the hashtags:

- #takecarecircus
- #FEDEC
- #creativeeurope

### Instagram

Always tag:

- [@fedec\\_network](#)
- [@europeancommission](#)
- [@creativeeurope](#)
- The project partners: [@codartscircusarts](#), [@circusdancefestival](#) & [@aroundaboutcircus](#).

Always use the hashtags:

- #takecarecircus
- #FEDEC
- #creativeeurope

### LinkedIn

Always tag:

- [FEDEC](#)
- [European Commission](#)
- The project partners: [Codarts](#), [Filip Jacobson](#).

Always use the hashtags:

- #takecarecircus
- #FEDEC
- #creativeeurope

## 05. Any questions?

### Contact us!

- Carole Bertrand (Communication manager): [communication@fedec.eu](mailto:communication@fedec.eu)

For any questions related to the project, please refer to Sarah Weber (Take Care EU Project manager): [takecare@fedec.eu](mailto:takecare@fedec.eu)