

HAKLARA DESTEK

İNSAN HAKLARI ÖRGÜTLERİNİ
DESTEKLEME PROGRAMI

VISIBILITY GUIDE
BASIC PRINCIPLES



This project is funded by
the European Union.
Bu proje Avrupa Birliği tarafından
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ABOUT THE PROGRAMME

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Haklara Destek programme is prepared in partnership with Hafıza Merkezi (HM) and Heinrich Boell Stiftung (HBS) and funded by EU. The objective of the programme is to increase the capacity of human rights organizations (rights-based organizations) to contribute to the development and institutionalization of human rights and democracy in Turkey.

The programme aims to provide one-year operational grant to approximately 50 rights-based organizations, and to implement a mentoring program.

FOR MORE INFORMATION, PLEASE VISIT THE WEBSITE:

www.haklaradestek.org



ABOUT THE
VISIBILITY GUIDE

Haklara Destek Visibility Guide specifies the rules and conditions of how and where should the visibility items be used. You can find the items and their specific conditions in this guide. The programme is following the guideline of EU which can be found in the link below:

<https://www.avrupa.info.tr/tr/ab-dis-faaliyetler-icin-iletisim-ve-gorunurluk-sartlari-7431>

Any material that should comply with the guideline but does not is ineligible for reimbursement and will be deducted from the budget. Thus, sharing the drafts with the programme before production is strongly advised.



NAME OF THE
PROGRAMME

The full name of the programme is “Haklara Destek İnsan Hakları Örgütlerini Destekleme Programı”. Any other use such as “Haklara Destek AB Programı”, “Haklara Destek Avrupa Birliği Programı”, “AB Haklara Destek Programı” is prohibited.

If the programme is to be mentioned several times, only in the first case it should be called by the full name “ Haklara Destek İnsan Hakları Örgütlerini Destekleme Programı ”. The following uses can be in short form such as “Haklara Destek”.

As Haklara Destek offers operational grant, the information about the programme must be placed mainly in texts about the grantee CSO, such as on their official web site, in the brochures and handouts, the activity report covering the period, etc.

If the grantee CSO applied to the programme with a specific action plan, such as organizing a conference; then the visibility guide would be applied to the materials related with activity (i.e. conference) as well.

It is not expected of grantee CSOs to mention the programme in any activity that is not directly supported by Haklara Destek.



LOGO

LOGO



HAKLARA DESTEK

İnsan Hakları Örgütlerini
Destekleme Programı



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YOU MAY FIND DIFFERENT VERSIONS OF LOGO
AT WWW.HAKLARADESTEK.ORG WEBSITE.

COLORS

The logo should be used with the exact color codes provided below.

PANTONE is a color palette for off-set printing. Should be used for printing where possible.

CMYK Short for four basic colors for print: CYAN, MAGENTA, YELLOW, KEY (BLACK).

Should be used for printing where Pantone is not available.

RGB Short for color codes: RED, GREEN, BLUE. The color system for all digital medium including the Internet.

HTML Hex color coding system for using in software coding, mostly for the Internet.

PANTONE **7676C**
CMYK **63C 65M 5Y 0K**
RGB **112R 100G 156B**
HTML **70649C**

PANTONE **7549C**
CMYK **0C 33M 100Y 0K**
RGB **238R 181G 0B**
HTML **EEB500**

PANTONE **360C**
CMYK **63C 0M 84Y 0K**
RGB **136R 190G 85B**
HTML **88BE55**

PANTONE **7531C**
CMYK **51C 53M 60Y 22K**
RGB **117R 103G 87B**
HTML **756757**

GENERAL USE

Support to Rights logo must always be used with the EU logo

COLOR Support to Rights logo should be used with official color codes when possible.



SIZE The Support to Rights logo should be at least 25mm in width.¹



USING WITH EU LOGO

Haklara Destek logo should always be used with EU logo.

VERTICAL USE The EU logo must be placed first and the distance between two logos must be **half of the height** of EU logo.



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HORIZONTAL USE The EU logo must be placed first and the distance between two logos must be half of the height of EU logo.



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USING AMONG OTHER SUPPORTER LOGOS

When there are other supporter logos, their size must not exceed half of the Support to Rights logo.



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36 mm

DISCLAIMER

A standard disclaimer must be included in cases where Support to Rights and the EU logos are used.

VERTICAL USE



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HAKLARA DESTEK
İnsan Hakları Örgütlerini Destekleme Programı

“This* was created within the scope of Support to Rights programme and funded by the European Union. Its contents are the sole responsibility of <<name of CSO>> and do not necessarily reflect the views of European Union and/or Support to Rights programme.”

HORIZONTAL USE



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* FILL IN THE BLANKS WITH APPROPRIATE TYPE SUCH AS, ‘BROCHURE’, ‘BOOK’, ‘WEBSITE’, ‘PLATFORM’, ‘EXHIBITION’, ‘PUBLICATION’, ‘VIDEO’, ‘DOCUMENTARY’, ‘MEETING’, ‘ACTIVITY’, ‘CAMPAIGN’ ETC.



GENERAL RULES

In the thruput of the actions supported by Haklara Destek Programme, text and visuals which are discriminatory, offensive, libellous;

In the photographs used, images of violence or content which can be considered agitative, faces of children; must not be apparent.

When using photographs, videos, texts, etc, the copyright law must be considered and the artist's name must be indicated.

Choosing visual materials without copyright (licensed with creative commons or similar free licenses, or public domain) is suggested. Otherwise all copyrights should be cleared.

Should you have any questions related to these criteria please consult with the coordination team.



CONTACT

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