

Communication guidelines for GLOBUS (The Global Engagement, Education and Cooperation fund)

These guidelines for communicating about GLOBUS are for all contract holders, subcontract holders and partners in GLOBUS projects in Denmark, and other countries. The purpose is to ensure the visibility of specific GLOBUS-funded projects and the GLOBUS fund in general.

Short description of GLOBUS:

GLOBUS – the Global Engagement, Education and Cooperation fund – is a fund under the Danish Ministry of Foreign Affairs. The purpose of GLOBUS is to engage Danes in education in the UN Sustainable Development Goals and international cooperation alongside partners in the Global South.

To achieve this, GLOBUS supports partnership projects between Danish educational institutions, partners in the Danish civil society, and partners in the Global South.

GLOBUS is administered by a consortium consisting of CKU - Center for Church-based Development (Danish: Center for Kirkeligt Udviklingssamarbejde) and DTDA- Danish Trade Union Development Agency (Danish: Ulandssekretariatet).

Mention GLOBUS in your communication:

When communicating about projects supported by the GLOBUS fund, it is required to mention that the project is supported by GLOBUS – the Global Engagement, Education, and Cooperation fund (Danish: GLOBUS – Puljen for Globalt engagement, Uddannelse og Samarbejde). This can be done in writing and/or by the use of the GLOBUS logo. Go to ***Use of GLOBUS logo*** for information about use of logos.

This includes digital and print media such as, but not limited to, the following:

- Articles in print or digital media, e.g. newspapers, magazines, etc.
- Web articles and text on your institution's/organisation's/partner's website
- Posts on social media (go to ***Tag GLOBUS on social media*** for information about tagging).
- Outdoor media, posters, etc.

Tag GLOBUS on social media:

When posting/sharing on social media platforms about projects supported by the GLOBUS fund, please tag GLOBUS. These are our accounts:

Facebook: <https://www.facebook.com/Globuspuljen>

LinkedIn: <https://www.linkedin.com/company/globus-puljen/>

Instagram: globus_puljen

Use of GLOBUS logo:

A GLOBUS logo package is available for download in the document section here:

<https://globuspuljen.dk/soeg-pulje/>

The GLOBUS logo comes in three different versions:

- Standard logo
- Logo with tagline “Puljen for Globalt engagement, Uddannelse og Samarbejde” (only in Danish)
- Logo without text but only the signature mark (the flower)

All three versions are available in colors, black and white, and for print and digital use.

In most situations, the colored version of the standard or the one with tagline should be used, however there can be cases in which the other version will be more visible, e.g. when the background is black or colored. The mark-only logo should only be used when the name of the fund is already prominently displayed.

Please do not hesitate to contact the GLOBUS secretariat if you need any further information.

