

Communication Guidelines

for events and initiatives organised in collaboration with or at the
Valletta Design Cluster

March 2021

Table of Contents

Document Scope	3
List of Categories of Events or Initiatives	4
Text to be used per category	5
Text to be used for communications:	5
Categories 1 & 2:	5
Category 3:	5
Categories 4 and 5:	
Category 6:	5
Use of Logos	6
Facebook and Instagram posts	8
Website	9
Roll up banners	10
TV ads and videos	11
Radio adverts	12
Billboards	13
Brochures	14
Newspaper adverts	15
Imagery and Videography related to an activity organised at the VDC (all categories)	16
Logos	16
VDC logo	16
VCA logo	16

Document Scope

These are the communication guidelines which need to be adhered to when communicating any event related to the Valletta Design Cluster.

These guidelines differ depending on the category of the event. Kindly find your category below and follow the relevant guidelines.

List of Categories of Events or Initiatives

1. Event or initiative organised/produced entirely by the Valletta Design Cluster as part of the Valletta Cultural Agency (i.e., project entirely coordinated by internal VDC staff / funded by VDC internal budget)
2. Event or initiative organised/produced by or in partnership with the Valletta Cultural Agency (e.g., with the Programming and Production Department)
3. Event or initiative organised/produced/funded in collaboration with / at the Valletta Design Cluster as part of the VCA by a partner organisation, namely:
 - An organisation with which the VCA has a formal agreement;
 - VDC studio-based members (applicable for both on-site and off-site initiatives);
 - Public Cultural Organisations (as per Arts Council Malta Act);
 - Any other public cultural or heritage organisation or entity.
4. Event or initiative organised/produced/funded independently by VDC Regular Members or by Partner Organisations (i.e., without specific VDC or VCA production or funding support) and physically hosted at the Valletta Design Cluster as part of the VCA.
5. Event or initiative organised/produced/funded independently by non-members and non-partners & hosted at the VDC as part of the VCA.
6. Events organised by the VCA (including the VDC) that are receiving a sponsorship or financial assistance/contribution from other organisations and/or entities.

EU funding guidelines supersede these guidelines when it comes to EU funded projects.

Text to be used per category

Text to be used for communications:

Categories 1 & 2:

No text necessary – to follow internal VCA communication procedures.

Category 3:

The text '_____ name of event/ initiative _____ is / is being organised/produced in collaboration with the Valletta Design Cluster as part of the Valletta Cultural Agency.' is to be used in all posts, billboards, brochures, newspaper adverts, Facebook posts etc.

Categories 4 and 5:

The text '_____ name of event/ initiative _____ is hosted by the Valletta Design Cluster as part of the Valletta Cultural Agency.' is to be used in all posts, billboards, brochures, newspaper adverts, Facebook posts etc.

Category 6:

The text _____ 'name of event/initiative _____ is organised by the Valletta Design Cluster as part of the Valletta Cultural Agency // name of event/initiative is organised by the Valletta Cultural Agency at the Valletta Design Cluster is to be used in all posts, billboards, brochures, newspaper adverts, Facebook posts etc.

Use of Logos

VDC and VCA logos



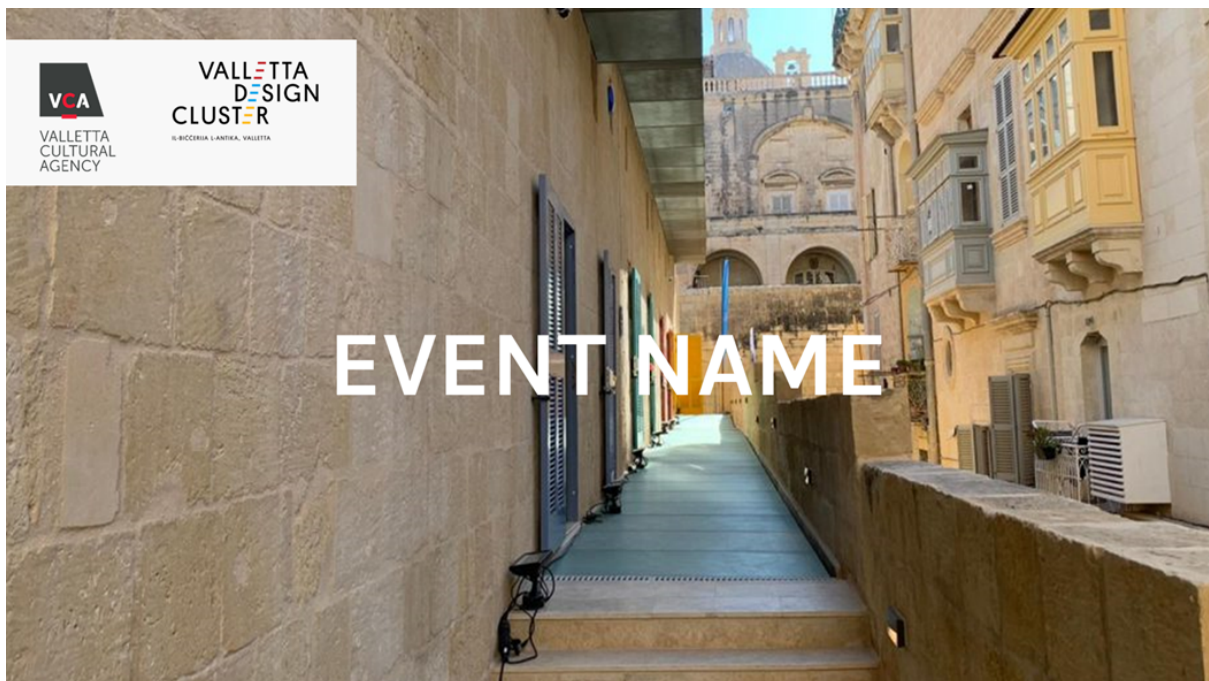
All project partners' logos to have equal prominence, this includes 3rd party/ies, VDC and VCA. The VCA and the VDC logos should always be present and should always be positioned first and second from left as shown below. In the case of a large number of logos, one would place the logos at the bottom (4 and 4 in two rows). These will be treated as a case-by-case and will be discussed together with the graphic designer.

For events organised by the VCA (including the VDC) that are receiving a sponsorship or financial assistance/contribution from other organisations and/or entities the logos of the sponsors are placed at the bottom of the artwork.



Facebook and Instagram posts

- All posts on social media must be linked to VDC social media pages by means of hyperlinks, hashtags and mentions of VDC
- Facebook Event cover photos should include the VDC & VCA logo on the bottom left corner
- [Text](#) to add with Facebook & Insta captions
- To tag VDC and VCA and add: [#VDC #VallettaDesignCluster #VCA](#)



Website

Third parties are to include the link to the VDC website:

(<https://www.vca.gov.mt/en/valletta-design-cluster>) on one of the pages.

(Text is to be approved by the Media Executive or Head of Communications)

Roll up banners

Layout of logos



[Text](#) to be included

TV ads and videos

Logos should appear at the end of the video. The logo of the Valletta Design Cluster should appear first, followed by the VCA logo.

Text to be included

Radio adverts

Radio [text](#) for voice over for end of spot

Billboards

Layout of logos



VALLETTA
CULTURAL
AGENCY

VALLETTA
DESIGN
CLUSTER

IL-BICCĊERĠA L-ANTIKA, VALLETTA

3RD PARTY LOGO/S



NAME OF EVENT/ INITIATIVE HAS BEEN ORGANISED/PRODUCED/FUNDED IN PARTNERSHIP WITH THE VALLETTA DESIGN CLUSTER.

Text to be included

Brochures

Positioning of logos as per Use of [Logo Guidelines](#)

[Text](#) to be included

Newspaper adverts

Positioning of logos at the bottom of the advert as per [Use of Logo Guidelines](#)

[Text](#) to be included

Imagery and Videography related to an activity organised at the VDC (all categories)

Where VCA/VDC, either through internal resources or through commissioned work, gathers photography / videography related to an activity organised at the VDC by a user (all categories), the VDC may provide free access to all or some of this material. In such cases, the user must credit both the photographer / videographer (details to be provided by the VDC) as well as the Valletta Cultural Agency, and tag the VCA and the VDC (where and as relevant) when any of this material is published by the user.

Logos

VDC logo

[JPG](#)
[PNG](#)

VCA logo

[JPG](#)
[PNG](#)