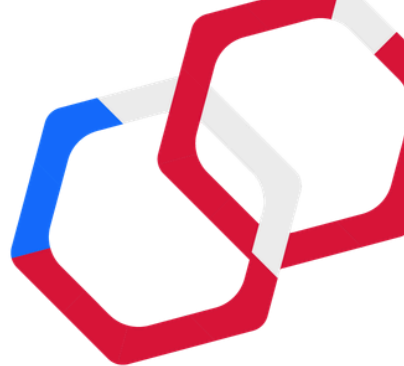




PUBLICITY COOKBOOK

Swiss-Czech Cooperation Programme - a brief publicity guide

Basic materials

- Communication Manual and its annexes
 - <https://www.swiss-contribution.cz/en/general-information/promotion>
- Publicity manuals for individual programmes offered by Programme operators (POs)

Logo

- The official Swiss-Czech Cooperation Programme logo must be used – see the Communication Manual (note: the text is part of the logo).
- No specific restrictions apply when the logo is used on its own.
- When using multiple logos, the Swiss-Czech Cooperation Programme logo must come first (on the left and/or at the top).

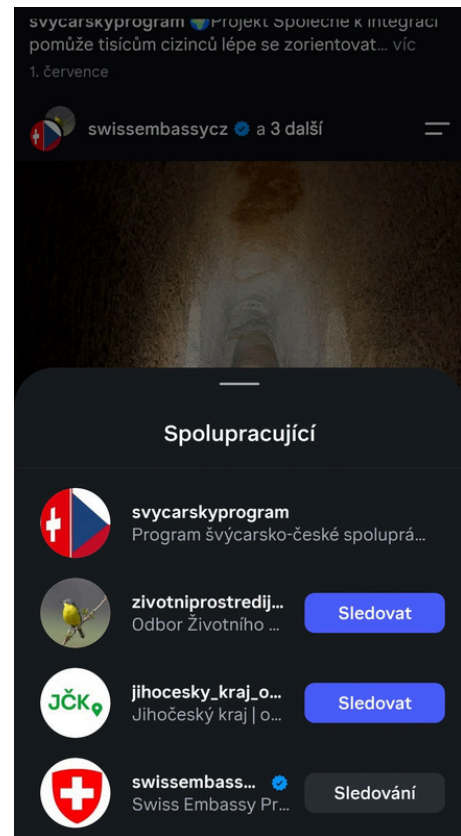
Social media

- Official Facebook page and Instagram account:
 - [@svycarskyprogram](#) – Swiss-Czech Cooperation Programme
 - Tag the account in posts, Reels and Stories.
- For posts/Stories, use of templates created by SCO is recommended for POs
 - Canva links are available on the National Coordination Unit (NCU) website (see above).
 - POs may share templates with project promoters (PPs) / project partners.
- On Instagram, use [#svycarskyprogram](#) and [#swisscontribution](#).
- These hashtags may also be used on Facebook and LinkedIn, although users rely less on hashtags to search there.





- On Instagram, tag the post for publication as a “collaboration”.
 - It will then appear in the feeds and on the profiles of all collaborators.
 - Sometimes this feature is unreliable and may not work on the first try.
 - We stay in touch and communicate via IG messages - also PPs can contact the NCU on Instagram directly via message to [@svycarskyprogram](#) profile.
- We also recommend tagging / inviting the Swiss Embassy’s Instagram profile [@swissembasycz](#) to collaborate, for example at events attended by Embassy representatives.



Articles about projects

- Please share published articles about projects with the NCU (Ministry of Finance).
 - Subject to review, they may be published on www.swiss-contribution.cz
- Please send the article as an editable .docx file or provide a link to the original website.
 - POs should email the information to the NCU.
 - PPs may also contact the NCU directly, copying the relevant PO on the email.
 - The NCU also welcomes information about media coverage of projects.

Photos / video

- POs should send the NCU a selection of photos from programme events, including the photographer’s name.
- If the project has photos that can be reused, the beneficiary (PP) should send them to the NCU via the PO, including the photographer’s name.
- PPs may also send photos directly to the NCU, copying the relevant PO on the email.





Billboards / banners

- The donors' Communication Manual (Annex 1 – Use of logos) does not envisage horizontal banners, but the NCU allows them.
- For square or landscape banners, align the programme logo at the top and the funding acknowledgement at the bottom to the left.
- Adjust the logo size in line with the examples in Annex 1 of the Manual.
- Where possible, also use the Swiss Confederation logo (see the Manual).

Commemorative plaques

- The official Communication Manual does not cover projects funded from multiple sources.
- Where multiple funding sources (and logos) are involved, we favour using one shared plaque, provided it complies with the material, dimensions, thickness, surface finish, screw spacing and other requirements set out in the Communication Manual.
- The Swiss Confederation logo at the top should be reduced proportionately, but must remain first and largest.
 - Other logos should appear underneath (the Swiss programme on the left, followed by, for example, the relevant ministry, region, etc.), with the funding acknowledgement below them.
- Funding acknowledgement – language version
 - If funding is provided solely by the Swiss-Czech Cooperation Programme, use the English wording specified in the Manual.
 - If other logos are used and Czech funding sources also contribute, use the Czech wording: “Podpořeno z Programu švýcarsko-české spolupráce zaměřeného na snižování hospodářských a sociálních rozdílů v EU.”

Project promoters should always raise questions or uncertainties primarily through the relevant PO.

September 2026

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