Guidelines for the announcement of Migros Culture Percentage m2act grants

Projects or organisations that receive funding from Migros Culture Percentage m2act must express this in their communication materials in accordance with the rules listed below.

The MGB reserves the right to make changes to these guidelines at any time.

The current version of this document can be viewed at any time at www.m2act.ch/en/logo and is deemed to have been accepted by the contractual partner.

1. logo insert

Migros Culture Percentage m2act is a sponsor/supporter:

the m2act logo is always used with the addition "Migros Culture Percentage".

When supporting a specific part of the programme of an event or a specific field of activity of an institution, the following applies in particular:
placement of the logo in the general list of supporters and additional textual mention (see point 2) in the specific programme section/area of activity.

The Migros Culture Percentage is part of the social commitment of the Migros Group: **www.migros-engagement.ch**

2. Textual mention

The support is mentioned in a text: <mark>"((project name)) is supported by m2act, the funding and network project of the Migros Culture Percentage for the performing arts".</mark>

Short version: <mark>"((project name)) is supported by Migros Culture Percentage m2act"</mark>.

The aim and purpose of Migros Culture Percentage is also set out in major publications, media releases and on large websites:

"The Migros Culture Percentage is a voluntary commitment by Migros to promote cultural, social, educational, leisure and business undertakings."

3. mention on websites

For placement on the website, please use the logo with the website www.m2act.ch link.

4. templates from m2act

To ensure correct reproduction, the organisers or institutions are provided with the necessary templates (logo/text box). These can be downloaded at https://www.m2act.ch/en/logo/.

5. Proofreading

All advertising material must be approved by Migros Culture Percentage before production/placement. Please send the print approval (stating the correct project name) in good time to: rebeccamaria.frey@mgb.ch