Annex 2

**To the Co-Financing Agreement for the Event**

**Communication guidelines for “Liepajas 2027” partners**

In order to ensure unified and effective communication of Liepāja as the “European Capital of Culture – 2027” (“Liepāja 2027”), as well as the successful implementation of the goals of this project, we invite you to follow the developed communication guidelines intended for all “Liepāja 2027” partners.

**Communication goals**

● Strengthen the image of Liepāja, the region and Latvia at the national and international level as an unprecedented and unique venue for activities with rich traditions and a modern vision of the future.

● Promote the residents' sense of belonging to Liepāja, Kuldīga and South Kurzeme regions as a unified cultural space , strengthening the values of the region, Latvia and Europe as a whole.

● To create public understanding of culture as a broader sector, also including economic, environmental and public participation issues.

● Strengthen the image of Liepāja as a city of paradoxes by depicting counter-arguments and including the theme of (un)peace in communication.

The “Liepājas 2027” communication and marketing strategy is available here: [*https://liepaja2027.lv/medijiem/*](https://liepaja2027.lv/medijiem/)

**Communication goals for partners**

Partners play an important role in creating the overall story of “Liepājas 2027”. Coordinated communication helps:

* Increase public awareness of the project;
* Strengthening common identity;
* Build trust and support at regional, national and international levels.

To create successful, thoughtful, and professional communication for each event, partners should follow the guidelines below.

**Graphic standard**

When developing communication, design, scenography, marketing and other visual materials, the identity of “Liepājas 2027” and the requirements of the graphic standard manual must be taken into account.

The graphic standard is available here:

<https://drive.google.com/drive/u/1/folders/1l7WZeN4qNxtu0jhz8oVNeKRE1-0v3KJ_>

**Typeface**

All communication and marketing materials must use *Arial* or *Averta* typeface. The use of the typeface is specified in the “Liepājas 2027” graphic standard (pages 26–29).

Averta font file is available here: <https://drive.google.com/drive/u/1/folders/1raFoSsBUPn3px14T-1pB3opftEv7IX0C>

**Colors**

The graphic design colors (primary and secondary colors) of all “Liepajas 2027” projects are defined in the “Liepajas 2027” graphic standard (pp. 20–24).

<https://drive.google.com/drive/u/1/folders/1l7WZeN4qNxtu0jhz8oVNeKRE1-0v3KJ_>

**Visual elements**

To ensure a unified image and graphic style of “Liepāja 2027”, the existing basic visual elements of “Liepāja 2027” should be used in marketing, design, scenography and other communication materials. They are available here:

<https://drive.google.com/drive/u/1/folders/1Pq2FQa0iWmTudKeIouovjsApk0Fyv9kN>

**Use of logos in visual materials**

in visual materials created within the project (posters, displays, digital, printed banners , social media materials, etc.). The rules for using the logo can be found in the “Liepājas 2027” graphic standard (pages 9–18):

<https://drive.google.com/drive/u/1/folders/1l7WZeN4qNxtu0jhz8oVNeKRE1-0v3KJ_>

The Liepāja 2027 logo in various formats is available here: <https://liepaja2027.lv/medijiem/>

The logo of the Ministry of Culture is available here: <https://www.km.gov.lv/lv/km-logo>

the South Kurzeme region is available here:

<https://drive.google.com/drive/u/1/folders/1vOeuXh6yqr3us4E8UZb2v1Wpe9Xb3CkI>

The Kuldīga region logo is available here:

[h ttps://kuldigasnovads.lv/novads/simbolika/logotipi/](https://kuldigasnovads.lv/novads/simbolika/logotipi/)

All materials must use the longer version of the “Liepājas 2027” logo in Latvian, which includes Kuldīga and Dienvidkurzeme novads. Only if this is technically not possible, the short version should be used.

All materials must also indicate current "Liepājas 2027" cooperation partners - sponsors and supporters, which can be found by contacting the "Liepāja 2027" Public Relations and Marketing Department.

**Visual communication of the event (communications, marketing materials, scenography, presentation materials , etc.)**

The basic principles of visual communication for the event are set out in the “Liepajas 2027” graphic standard (pp. 30–47).

**Identity reflection in collaborative projects**

In major partner events with an already developed strong, long-standing brand and recognizable identity, different versions can be used, which are determined by the visual identity rules of the project's lead partner and the creative solutions of the campaign, after prior written coordination and agreement with the Public Relations and Marketing Department of "Liepājas 2027".

When developing materials for collaborative projects, existing strong brands should be clearly legible, following their graphic identity guidelines – minimum logo sizes and color or monochrome versions. At the same time, it is important to maintain visual balance and hierarchy in the design.

You can familiarize yourself with the representation of identity in cooperation projects in the “Liepājas 2027” graphic standard (pp. 48–49).

**Publicity in the Media**

Every publicity message must include the following reference:

*"[SPECIFIC PROJECT] is implemented within the framework of the “Liepāja 2027” programme, with funding provided by the Ministry of Culture, the City of Liepāja, and the municipalities of South Kurzeme and Kuldīga."*

**Publicity on Social Media**

When posting recaps of project activities on social media, the “Liepāja 2027” social media accounts must be tagged.

Posts must tag the “Liepāja 2027” accounts on:

* Facebook: <https://www.facebook.com/liepaja2027.lv/>
* Instagram: <https://www.instagram.com/liepaja2027.lv/>

Social media posts must also include the following reference:
"*[SPECIFIC PROJECT] is implemented within the framework of the “Liepāja 2027” programme, with funding provided by the Ministry of Culture, the City of Liepāja, and the municipalities of South Kurzeme and Kuldīga."*

**Photo**

Please use only high-quality, high-resolution photos. Before publishing content, make sure to respect personal data and copyright.

**Videos**

Only high-quality, high-resolution videos that are designed appropriately for each specific communication channel (length, format, etc.) should be used. Before publishing content, ensure that personal data and copyright are respected.

**Providing information in Latvian and English**

The partner must ensure the preparation of basic information in clear, precise and correct Latvian, as well as in English, following grammatical rules.

**Cooperation with the media**

To ensure uniform and professional communication, when giving interviews, organizing press events or preparing media statements about a specific "Liepājas 2027" project, the message, thesis and form of communication must be coordinated in advance with the "Liepājas 2027" Public Relations and Marketing Department.

Information about planned or published media activities should be provided in a timely manner so that they can be included in the overall "Liepajas 2027" communication plan.

All publications, press materials and communications must clearly indicate that the initiative, event or project takes place during the “Liepāja 2027 – European Capital of Culture” programme.

**Material coordination**

The organizer must coordinate the event's communication and marketing plan with the Public Relations and Marketing Department of "Liepājas 2027" before the start of the event's publicity. Contact person: Zita Lazdāne , *zita.lazdane@liepaja2027.lv.* The communication and marketing plan must be coordinated no later than 90 (ninety) days before the start of the event's publicity.

Any advertising, event design, promotional material, signs, billboards, information announcements, scenography elements , etc. , must be coordinated with the “Liepāja 2027” Public Relations and Marketing Department before production. The creation of materials must comply with ethical principles; they may not contain anti-state symbols, incite hatred, be racist, restrict any group of society, or be of a political or religious nature. Contact persons – Zita Lazdāne , zita.lazdane@liepaja2027.lv , Elizabete Hartmane, elizabete.hartmane@liepaja2027.lv

For additional information, please contact Zita Lazdane , Marketing and Public Relations Manager of “Liepājas 2027” : *zita.lazdane@liepaja2027.lv,* phone: +371 2201727.

We remind you that all publicity, communication, marketing and other visual materials must be coordinated in advance in accordance with the procedure specified in the contract and in writing.