

Guideline on PR

(§ 12 Funding Agreement for the Sponsoring of Provenance Research Projects)

Dear Funding Recipients, dear Project Partners,

This guideline provides you with a summary of the principles of public relations work in connection with your project activities as applicable in connection with project funding provided by the German Lost Art Foundation (§ 12 Funding Agreement). In order to facilitate cooperation between us, we should like to provide you with a brief overview. If you have questions that are not answered here, please feel free to get in touch with us at any time:

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The following principles apply:

Reference to funding by the German Lost Art Foundation:

- In the interests of transparency, it is the responsibility of the funding recipient to take appropriate measures to inform the local press and public about the project funded by the German Lost Art Foundation and its results. In all such measures, please be sure to consistently refer to the fact that the project is funded by the Foundation. Such measures may include the following: press releases, press conferences, conferences and other events, websites, publications (flyers, brochures, posters, essays, books, etc.), interviews, etc. In addition to informing the relevant department, we would appreciate it if you would also inform the Foundation's press office should any objects or human remains you have investigated become the subject of a claim or a return. This will enable us to handle the appropriate press enquiries.
- To comply with the requirement to refer to Foundation funding in printed matter (press releases, flyers, brochures, posters, essays, books, invitations to press conferences and other events...) and websites, please place the Foundation logo in an appropriate position along with the reference "funded by the German Lost Art Foundation". Please contact us using the above e-mail address to request the logo; it is available in various file formats, depending on the purpose.
- The shape and colour of the wordmark/logo are fixed and may not be altered. The logo should preferably appear against a white background. Placement against a coloured background is possible, but care must be taken to ensure sufficient contrast. Against a dark background, the font and image element may appear in white. Readability must be ensured even if the size is reduced. A protective space must be maintained from other logos. See our style guide for further details: we will be happy to send it to you.
- The Foundation funding should likewise always be mentioned in interviews and oral statements (speeches, lectures, presentations, etc.) in connection with PR work.

Submission of publications for approval:

- Please submit your planned print products to the Foundation for approval at least three days before going to press (press releases, flyers, brochures, posters, essays, books, invitations to press conferences and other events...). We check the correct use of the logo and whether you have sufficiently complied with the requirement to include a reference to the funding.
- When publishing information on websites, a preview should also be sent to the Foundation for approval before publication if possible (e.g. by means of screenshots).

Submission of specimen copies:

- Specimen copies of publications (flyers, brochures, posters, essays, books, CDs, DVDs, etc.) must be sent to the Foundation after printing. Please get in touch with us to find out the number of copies required.

Information on website:

- As part of your PR work, we would encourage you to provide information about the project and its results on your website. Here again, please remember to use the logo and include the reference to funding (see above). Please also include a link to the Foundation's website <https://www.kulturgutverluste.de/Webs/EN/Start> and – if you refer to the Lost Art Database – to <https://www.lostart.de/en/start>.
- This works both ways: in the project finder on our website we also publish a link to the relevant funding recipient for each project.

Use of visual materials:

- As a project, you provide the Foundation with text and image materials free of charge for its PR work and grant the relevant rights of use and exploitation for this purpose. The images may then be used for brief short reports about the project and its results on our website, for example.

Other:

- At project events (press conferences, conferences, workshops, etc.), the Foundation should be given the opportunity not only to attend the event but also to be actively involved by giving a presentation or introduction. In the case of more extensive publications, the Foundation should be given the opportunity to contribute a foreword or similar.
- The use of acronyms such as "DZK" and "DZKV" to refer to the Foundation is inadmissible since these are already used by other institutions (<http://www.dzk-tuberkulose.de/>). The German Lost Art Foundation is to be referred to in abbreviated form as "the Foundation".

If you have any questions regarding these principles, we will be more than happy to help.