

PRACTICAL GUIDE

1027

2027

**COMMUNICATION
OBLIGATIONS FOR ORGANISERS
OF PROJECTS CERTIFIED UNDER
THE MILLENIUM LABEL**

PREAMBLE

Any beneficiary of the MILLENIUM label and regional funding (association, company, local authority, etc.), except private individuals and certain schemes, must acknowledge their participation in MILLENIUM and the financial support of Région Normandie through sufficiently visible branding in accordance with its visual identity guidelines. This is a contractual commitment that must be complied with in accordance with the communication obligations applicable to applicants for regional funding, available at the following link:

Application for regional funding | Normandy Region

→ If your organisation already receives a regional grant and one of your events has been awarded the MILLENIUM label, this means that your promotional materials must display both the Region logo and the MILLENIUM logo.



OBLIGATIONS AT A GLANCE



For all events certified under the Millenium label:

- **Logo application** Millenium on all materials and/or at all events relating to the labelled project.
- **Mention of the labelling** on the communication materials presenting the event: website, social networks, newsletter, newspaper, etc.
- **Mention of the labelling** "Millenium" in communications with the media (TV, radio, press)

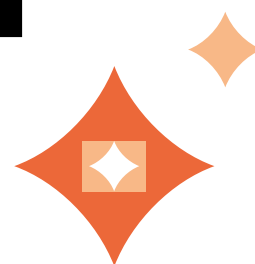
All materials bearing the MILLENIUM logo and/or the Normandy Region logo must be approved by the Communications Department via email at the following address:

communication@normandie.fr

In this practical guide, you will find advice, examples and templates to help you meet your obligations.



THE MILLENIUM LOGO



As the lead organisation for a project awarded the Millenium label, you must acknowledge this designation by displaying the Millenium logo on all information and communication materials relating to the project, as well as at events receiving financial support.

→ IMPORTANT

No document mentioning the Millenium logo may be published without prior agreement. Any use must be approved by the Communications Department, with a proof for approval sent to the following address:

communication@normandie.fr



MILLENIUM
2027, EUROPEAN YEAR OF
THE NORMANS 1027-2027



Download the logo and the full graphic charter from:
<https://www.millenium.fr/en/logo-and-graphic-charter>

IN COMMUNICATION MEDIA

(PRINT AND MULTIMÉDIA)

In addition to the Millenium logo among your partner logos, all communication and information documents relating to the labelled project must include, on the first page, the label below using one of the proposed colours:

Some examples of use:



Non-exhaustive list of media concerned:

- Booklet/leaflet
- Brochure/flyer
- PowerPoint presentation
- Invitation card
- Poster
- Video, etc.



Download the label in its different versions from [millenium.fr](https://www.millenium.fr/en/logo-and-graphic-charter).
<https://www.millenium.fr/en/logo-and-graphic-charter>

ON THE INTERNET AND SOCIAL NETWORKS

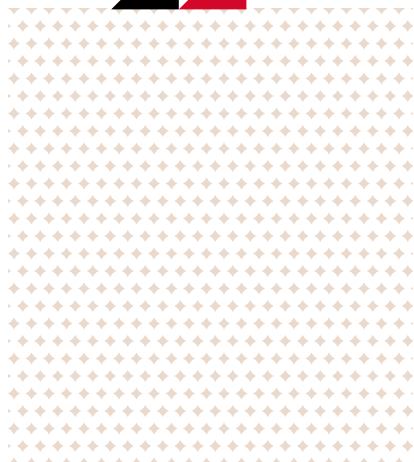


If your organisation has a website, as a beneficiary you are required to display the support of the Normandy Region on the appropriate page:

- the Millenium logo with a link to **millenium.fr**
- a description of the event (objectives, achievements, Millenium labelling)

On social media, beneficiaries are asked to reference Millenium in their posts when the event is associated with the project by mentioning:

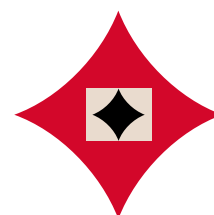
- Instagram : **millenium_normandie**
- Facebook : **Millenium Normandie**
- Linkedin : **Millenium Normandy**



IN THE PRESS AND MEDIA

If you plan to communicate with the press
(local, regional, national), it is necessary to:

- **Specify the labelling** in press releases and press kits as well as in the event of an interview (TV/radio/press).
- **Mentionner la labellisation** during your speeches and interviews.





Contact :

communication@normandie.fr

millenium.fr

