Ursimone Wietlisbach Foundation

Communication Guideline

The Ursimone Wietlisbach Foundation brings together impact investing, long-term partnerships, targeted grantmaking and strategic action through a Total Impact approach. Through this approach, the Foundation supports sustainable and scalable initiatives that contribute to healthier, more inclusive and sustainable futures.

Consistent communication helps make the impact of supported projects visible. This factsheet provides an overview of key guidelines for how the Foundation's support can be communicated.

Guidelines for Communicating the Foundation's Support
The following points provide guidance for clear, consistent, and transparent communication:

- Mention the Foundation's support on relevant communication and promotional materials (website, publications, press releases, flyers, etc.)
- Link to the Ursimone Wietlisbach Foundation on social media, where appropriate
- Use terms such as "project partner," "funding partner," "supported by," "enabled by," or "funded by"
- Do not refer to the Foundation's support as "sponsorship" or in any way that could be interpreted as such
- Use the Foundation's logo and name only in connection with the supported project and only during the funding period, unless the support is directed to the organization as a whole
- When mentioning the Foundation in text (without logo), ensure the name is spelled correctly: **Ursimone Wietlisbach Foundation** (without quotation marks, hyphens, or abbreviations)

Use of the Logo
The logo of the Ursimone Wietlisbach Foundation is available on the website in the footer ("Download logos and guidelines"). When using the logo, please note:

- Display it in a clearly readable size
- Whenever possible, use the full-color original version
- Link the logo to www.uswf.ch whenever technically possible
- For additional image formats, please contact info@uswf.ch

Download green logo (for use on white/light backgrounds)
Download white logo (for use on white/light backgrounds)

Print Approval
All communication materials and publications mentioning the Ursimone Wietlisbach Foundation should be submitted for print approval before production. Please send the documents in good time to info@uswf.ch.