



Marketing and communication guidelines Orange Corners Incubation and Acceleration Component

If you are selected as a recipient of the Orange Corners subsidy programme, you must follow our marketing and communications guidelines. You will find all relevant guidelines in this document.

Project branding

The project for which you will be granted a subsidy is to be branded and named as an **'Orange Corners' programme**.

Orange Corners visual identity and Brand Book

Use the Orange Corners visual identity for all communications about the training programmes. You can find the instructions in the Orange Corners Brand Book. We will share this Brand Book with you if you are selected as a subsidy recipient. The Brand Book includes specific instructions for the use of photography and video.

Guidelines for your workspace

Add the Orange Corners visual identity to (a part of) your workspace, for example, a wall or room. See the Orange Corners Brand Book for more information.

Guidelines for communication about the training programmes

- At the start of every call for applications for a new cohort, you must send updated information about the application period and a link to the application form to the Orange Corners HQ Marketing and Communication Advisor. They will then add this to the Orange Corners website.
- Communicate regularly with the Orange Corners HQ Marketing and Communication Advisor. Provide them with the following input:
 - Contact details of 2 to 3 entrepreneurs per cohort to interview on the Orange Corners website and feature on the social media accounts;
 - Relevant local events that are of interest to the majority of the Orange Corners followers.

Guidelines for social media

Manage the local Orange Corners LinkedIn page and 1 to 2 other Orange Corners social media channels that are relevant to the country you work in. For example, Facebook, Instagram or Twitter. Guidelines for managing social media accounts are:

- Post relevant topics at least 2 to 3 times weekly on each channel. Such as stories about incubatees and training programme alumni, or invites to masterclasses and other events;
- Whenever possible, tag the social media accounts for the Orange Corners HQ, the local embassy and private partners in the posts;
- Engage with Orange Corners HQ and private partners online whenever possible. Like and share relevant content with your audience;
- Answer the questions that come in via your social media channels;

- Build a local Orange Corners network with relevant governmental, non-governmental and private sector organisations.

Guidelines for e-mail

Check and answer the e-mails in your Orange Corners e-mail inbox often, at least once every work day.

Participation in the Orange Corners communications community

We invite you to participate in the larger Orange Corners communications community to:

- Share local communications, social media plans and best practices;
- Share templates for the Orange Corners Toolkit. This is a collection of helpful designs and other best practices for marketing and communication outings;
- Share experiences with other local Orange Corners implementing partners.

Marketing and communication onboarding

The Orange Corners HQ Marketing and Communication Advisor will share the Brand Book with the selected subsidy recipients. Also, they will schedule a call at the start of the programme. The call will explain all the practical details of marketing and communication.