

About this guidance

This branding guidance is for staff in DFID and UK government departments other than DFID that spend Official Development Assistance (ODA) money. It is also relevant for staff in implementing partner organisations.

Branding is a requirement under DFID's Smart Rules for programme management (Smart Rule 14) and, for DFID's implementing partners, it is a condition of accepting funding from the UK government. Key points are highlighted in the checklists on page 3.

UK government departments other than DFID that spend ODA money should consult Section 7 for information on using the UK aid logo on their ODA funded programmes. They should also consider the actions in the checklists on page 3 and are strongly encouraged to apply these wherever possible alongside their department's own rules for programme delivery.

Smart Rule 14

Smart Rule 14: The SRO must ensure that all programmes follow DFID's UK aid branding guidance – including having a completed visibility statement in place - and that digital elements of programmes (e.g. text messaging, cash transfers with a digital angle, websites and databases), are reviewed at the earliest possible stage in the process by DFID's Digital Service Team.

Branding checklists

Checklist for SROs (Senior Responsible Owners)

DFID SRO's must:

- Read this branding guidance in full and apply it to your programmes, in accordance with Smart Rule 14
- Ensure there is a finalised visibility statement in place for each programme you are responsible for, saved with the programme documentation
- Ensure exceptions to recognising UK aid have written record of approval from the Head of Department of the team in whose portfolio the programme sits
- Review past programme branding decisions in light of this guidance – are these still relevant or there any additional opportunities to increase UK aid visibility?
- Agree with implementing partners how and when they will provide updates to show that agreed branding is in place e.g. at programme review meetings, programme visits, or by asking implementing partners to provide photos
- Share any good examples of photographs showing UK aid branding in situ with corporatecommunications@dfid.gov.uk

Checklist for Implementing Partners

Implementing Partners must:

- Read the full branding guidance and ensure that your programme complies – if you have questions on applying the guidance, discuss these with your DFID SRO
- Work with your DFID SRO to ensure a completed visibility statement is in place for your programme, setting out how and where you will recognise funding from the UK government
- Discuss and agree with your DFID SRO at the earliest opportunity any circumstances requiring an exception from recognising funding
- Ensure your programme colleagues are aware of the commitment to brand as set out in the visibility statement, and use the logo wherever appropriate, observing this guidance on correct usage
- Provide evidence of branding to your DFID SRO, e.g. at programme review meetings, programme visits, or by supplying photos from the field
- Ensure that your supply chain and any sub-contractors bidding for work know that the funding for the work is from the UK government, and that they are also committed to acknowledging this on the work they deliver

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1. Introduction

Effective branding helps build the UK's reputation as a global leader in international development, communicates to beneficiaries and wider audiences where aid comes from, and recognises the role that British taxpayers play in international development efforts. The main way we communicate this is through use of the UK aid logo.

This branding guidance is for all DFID staff and DFID funded implementing partners. Branding is part of the Smart Rules for DFID programme management (Smart Rule 14) and DFID Senior Responsible Owners (SROs) are responsible for making sure it is applied to their programmes.

Staff from other UK government departments that spend Official Development Assistance (ODA) money should also consult this guidance if permission has been granted by DFID to use UK aid branding on their programmes (refer to Section 7 for further information).

SROs should share this guidance with implementing partners at the earliest opportunity, so they can familiarise themselves with the guidance, be clear about their own responsibilities with respect to UK aid branding and visibility, and make sure they are compliant.



Shelter provided by UK aid for people displaced by Daesh in Dalal, Iraq, July 2015.

Picture: Florian Serieux / Action Against Hunger



A UK aid funded humanitarian flight arriving in Cebu in the Philippines, following Typhoon Haiyan

Picture: Simon Davis / DFID

2. DFID's logos

DFID has two visual identities:



Department
for International
Development



The DFID corporate logo

This represents who we are as an organisation – DFID, the UK government department leading the UK's work to end extreme poverty. It uses the same style as all other UK government departments.

This guidance predominantly covers use of the UK aid logo, which is the logo most relevant to implementing partners. Brief information on use of the DFID corporate logo is provided in Section 9 of this guidance.

Before using the DFID corporate logo, contact corporatecommunications@dfid.gov.uk as permission must be sought for each use.

The UK aid logo

This is used to show where the UK development budget is spent. It should be used on ODA funded programme assets, communications and events to recognise the contribution of the UK government and UK taxpayers.

How to get the UK aid logo

To get the UK aid logo files, send an email to corporatecommunications@dfid.gov.uk. There is a separate process for staff from UK government departments other than DFID wishing to use the logo - refer to section 7.

If you are an implementing partner, please include in your email:

- your name
- the name of your organisation
- the name of a contact person in DFID and the programme your request relates to
- a sentence to explain why the logo is required and where it will appear

If you are from DFID, please include in your email:

- your name
- the name of your team / department in DFID
- the name of the implementing partner and the programme your request relates to
- a sentence to explain why the logo is required and where it will appear

If, after reading this guidance, you need further advice about how to use the UK aid logo, please contact corporatecommunications@dfid.gov.uk

Rules on how to use the UK aid logo artwork are in Annex B.

Creation of new logos

DFID staff and implementing partners must not create or commission any new logos, programme identities or other branding outside of the UK aid and DFID logos, whether to represent their department, team or programmes. This rule applies also to the creation of logos for DFID internal purposes e.g. for a specific work stream or project. If there is a perceived need for a new logo, either for external or internal programmes, DFID staff must contact corporatecommunications@dfid.gov.uk first to discuss whether there is an exceptional case.

3. Recognising UK aid: roles and responsibilities

Recognising UK aid is not optional - it is a requirement under DFID's Smart Rules for programme management (Smart Rule 14) and, for implementing partners, it is a condition of accepting funding from the UK government.

DFID SROs and programme managers in other ODA spending departments must ensure implementing partners use the UK aid logo and acknowledge funding from the UK government when communicating about their programme work. This can take a variety of forms, fully detailed in Section 4, but includes branding on programme assets, communications that are part of the programme (operational) and communications about the programme (proactive) such as mentioning UK aid in interviews and press releases.

The primary global brand for all ODA funded programmes is UK aid, except

for in transition countries where specific considerations apply. DFID SROs in transition countries must first seek advice on use of the logo for their programme(s) from their Head of Office before contacting corporatecommunications@dfid.gov.uk for further guidance.

Implementing partners must use the UK aid logo on ODA funded programmes to be transparent and acknowledge that they are funded by UK taxpayers. Typically this will be wherever the partner's own logo and that of any other donors is displayed (see Section 4 for further information how to acknowledge UK aid).

See page 3 for a full checklist of SRO and implementing partner responsibilities.



Humanitarian response work for people affected by Typhoon Haiyan / Yolanda in the Philippines, led by the International Organisation for Migration.

Picture: Henry Donati / DFID

Visibility statements

A UK aid visibility statement must be completed for all DFID funded programmes at the time of signing the formal funding arrangement. The visibility statement sets out how organisations will acknowledge funding from the UK government on programmes, in written materials and verbal statements, and through use of the UK aid logo on programme assets.

ODA spending departments other than DFID who have been permitted to use the UK aid logo must document agreements made with implementing partners, and are strongly encouraged to use the visibility statement as a template to do so. See Section 7 for advice on working with implementing partners to ensure UK aid visibility and appropriate use of the logo.

Visibility statements are a vital part of recognising UK aid, which:

- ensure that implementing partners are clear on their branding responsibilities from the outset of the programme
- enable SROs to answer questions and provide information about branding on their programmes as required e.g. in advance of a ministerial visit
- empower SROs in their conversations with implementing partners about their branding responsibilities throughout the lifetime of the programme

The requirement to complete a visibility statement comes under Smart Rule 14 and it is the responsibility of DFID SROs to make sure that this is completed with implementing partners at the programme set up stage. The completed visibility statement should be saved alongside other programme documentation for future reference.

Visibility statements must include details of any exceptions to using the UK aid logo and the rationale for this (see Section 5 for further detail on branding exceptions).

Even where the exception applies to the whole programme a visibility statement must still be completed to this effect. This will ensure that there is a record of this having been discussed and agreed with the implementing partner. In all cases, exceptions must be approved by the Head of Department of the team in whose portfolio the programme sits.

A record of this approval, e.g. an email, and the completed visibility statement detailing the exception should be saved together.

See Section 6 for further guidance on multilateral and core funded programmes.

DFID SROs can find the visibility statement template on inSight along with the other Smart Rules documents and templates, and in Annex A of this document.

A staff member with the appropriate authority within the implementing partner should complete and sign this form as part of their funding arrangement with DFID.

For any programmes where a visibility statement is not in place, the programme SRO should now ensure this is completed.

Examples of completed versions are available on request from corporatecommunications@dfid.gov.uk.

4. Where UK aid branding should appear

Examples of where the UK aid logo and/or written and verbal statements should be used to acknowledge UK support include but are not limited to:

Programme assets

- infrastructure (e.g. bridges, buildings, roads, wells, pumps)
- educational materials (e.g. public health leaflets)
- shipments and goods (e.g. blankets, tents, tarpaulins, jerry cans) as part of humanitarian responses
- building signage (e.g. on health centres, distribution points)
- packaging of smaller items for distribution (e.g. malaria nets, hygiene kits and medical supplies) where possible and appropriate on these items
- staff clothing, but only where relevant to successful project delivery, such as uniforms for community outreach staff. During emergency humanitarian relief operations, DFID staff should

be the only personnel wearing UK aid branded clothing, to avoid confusion on the ground

- other materials where donors and other sources of funding are recognised

Communications and events associated with the programme or partnership

- publications (e.g. annual reports, research reports)
- banners, posters or backdrops for interviews or media events
- media relations activity (e.g. press releases, briefings, presentations, in interviews)
- websites (e.g. on home page or a page listing donors)
- social media content
- video content
- speeches and lectures
- on tenders for subcontractors / sub-grantee

Visual examples of the UK aid logo in use appear in Annex C.

Verbal / written acknowledgement of UK aid

Branding is not limited to the use of the UK aid logo. Implementing partners should also acknowledge funding from the UK government in any interviews, press releases, public statements, on social media and in all other public communication.

Implementing partners must, as a minimum include the following statement in communications activities such as those listed above: 'this project was funded with UK aid from the UK government' or 'this project was funded with UK aid from the British people' or some appropriate variation agreed with the programme SRO.

The UK government, rather than DFID or other UK government department, should be credited as the source of funding within the text of a document.

The following disclaimer can be used: 'This material has been funded by UK aid from the UK government; however the views expressed do not necessarily reflect the UK government's official policies.'

Logo translation

The UK aid logo is available in English and Arabic. Translation of the logo into other languages may be permissible following discussion with Corporate Communications - please contact corporatecommunications@dfid.gov.uk for further guidance.

5. Where UK aid branding should not appear

The default position is that implementing partners should always use the UK aid logo to highlight UK government funding in line with the guidance above. However, in deciding where and how UK funding is recognised, consideration should be given to the safety, security and dignity of beneficiaries and staff. Implementing partners must agree exceptions with DFID SROs. Exceptions (for entire programmes or aspects of them) must then be approved by the Head of Department of the team in whose portfolio the programme in question sits.

These exceptions may be relevant to any ODA funded programme. ODA spending departments other than DFID must consider them when seeking permission to use UK aid branding on their programmes, and detail any exceptions on their request form (see Section 7 for further information).

An exception to branding a programme or aspects of a programme may be approved where:

- it may cause loss of individual or organisational human dignity – for example personal goods, individuals’ homes and businesses
- visual or verbal identification of UK support in country may endanger the lives, safety and security of beneficiaries and staff, and threaten the safe and effective delivery of the project or humanitarian assistance
- it obstructs, humanitarian operations. For example, the delivery of humanitarian aid supplies should never be slowed down for a branding activity
- visibility of funding towards a specific programme or organisation could undermine the independence or credibility of the programme or organisation. For example, programmes supporting civil society organisations lobbying the local government to increase transparency;

- programmes in which the final delivery partner in the chain (for example, with multilateral development banks) is a partner government
- the number of donors is too large for co-branding to be practical, and none of the donors are being recognised individually. In such cases, branding with UK aid may risk being misrepresentative

- vehicles not exclusively used for delivering UK-funded projects
- staff clothing (unless by prior agreement for project-specific materials)
- small, personal goods (for example, toothbrushes, razors)
- school books/bags
- clothing for beneficiaries

Implementing partners with queries about items that do not appear here should speak to the relevant DFID SRO or contact at another UK government department in the first instance for advice and agree what is appropriate.

Generally, the following items should not be branded and no exception need be sought:

- every day stationery used by implementing partners
- business cards of staff not directly employed by DFID
- an organisation’s own office signage and office equipment including computers

6. Co-branding with other organisations

While for some programmes, the number of donors makes it impractical to acknowledge them all, generally programmes should be co-branded. Where there are multiple donors all contributing similar amounts to a programme, UK aid should be given recognition in line with that given to other donors. This includes use of the UK aid logo alongside other donor logos and implementing partner logos, and equal acknowledgement in any public statements or other communications.

DFID will not accept instances in which acknowledgement of UK government funding and UK aid branding is less than that of other co-donors contributing similar amounts.

If the UK government is the main donor and contributes a significantly larger amount than other donor organisations, this should be duly recognised by the partner where feasible.

For example, by citing UK aid from the UK government as the main source of funding in public statements or in other communications / documents.

There may be some programmes where the number of donors is so large that it would be impractical to acknowledge them all through co-branding. In such cases, an exception to using UK aid branding may be agreed, but DFID will look at each one on its merits.

Multilateral agencies

DFID has negotiated specific arrangements with multilateral agencies with respect to communications and branding. DFID SROs should ensure they are familiar with these arrangements and apply this UK aid branding guidance as appropriate in light of the provisions within these arrangements. This includes completing a visibility statement wherever possible. Templates for formalising agreements with UN agencies, development banks

and other multilateral agencies, which include provisions on communications and branding, can be found on inSight.

Core funding

It is generally not feasible to apply UK aid branding to core-funded programmes because the contribution

of UK aid is not identifiable from that of other donors and to recognise UK aid alone would misrepresent the UK government's involvement. However DFID should actively consider if opportunities to acknowledge funding are available, and enact these where appropriate.



Dereige refugee camp, Sudan, co-funded with UK aid

Picture: WFP

7. Use of the logo by other ODA spending departments

UK government departments other than DFID may use the UK aid logo on their ODA funded programmes. Permission to do so must first be sought from DFID via HMG-UKaidrequest@dfid.gov.uk.

A form will be sent to you to complete with information about your programme, which will help DFID assess the benefits and risks of using the UK aid logo on the programme in question. Completed forms should be sent to HMG-UKaidrequest@dfid.gov.uk.

Other UK government departments are responsible for ensuring their departmental colleagues and implementing partners adhere to the full UK aid branding guidance, as set out in this document, once approval is given to use the UK aid logo.

Measures to support this include, but are not limited to:

- Sharing the UK aid branding guidance with colleagues / implementing partners
- Discussing visibility and branding arrangements with implementing partners at the earliest opportunity, documenting agreements made using the visibility statement in Annex A as a template
- Including provisions on the use of UK aid branding and visibility in contracts and other formal agreements with partners, where feasible (e.g. when new agreements are being made)
- Agreeing with partners to review branding arrangements, and asking partners for evidence (e.g. pictures) of UK aid branding in situ, at regular intervals, such as existing programme review meetings

There is approved artwork and design standards for the UK aid logo that must be adhered to, to ensure brand consistency and integrity. Other UK government departments should only use the approved artwork as provided by DFID and must not alter the UK aid logo.

Artwork will be provided once approval to use UK aid branding has been given.

8. Spending on branding and communications activities

Funding from the UK government must not be used by implementing partners to pay for communications materials and activities that do not directly support agreed programme outcomes. These include, but are not limited to, branded promotional goods, including

- pens
- mugs
- bags
- hats / caps / t-shirts (unless part of a uniform that necessarily identifies those delivering the programme)
- communications activity and materials to promote the implementing partner organisation (as opposed to activities to promote the adoption of the development activity e.g. hand washing campaigns, vaccination drives, gender equality advocacy, etc)

Cost of using the UK aid logo

Where branding forms part of an organisation's own standard practices, applying the UK aid logo is unlikely to incur significant additional costs and will, in most cases, be used wherever the implementing partner's own logo is to be used in the field. For instance, if signage at a health centre is required, incorporating the UK aid logo onto that signage should not add significant cost.

If applying the UK aid logo to acknowledge funding from the UK government does involve additional costs, for example for production of signage that would not otherwise have been required, a proportionate amount of the programme budget may be used. This amount should be agreed in advance as reasonable by both the implementing partner and programme SRO. In all cases, costs associated with

applying the UK aid logo should be kept to a minimum, and implementing partners should always ensure that UK aid branding is being applied in the most cost effective way.

If branding is not in place on ODA funded programme assets but should be according to the completed visibility statement, the implementing partner is responsible for any costs associated with putting this right.

Ordering branded items

DFID staff may occasionally need to order branded items, such as pop up banners or t-shirts, for events, field visits, or to refresh branding in country offices. Enquiries about ordering branded items should be sent to GovernmentClientServices@theapsgroup.com, copying in corporatecommunications@dfid.gov.uk

DFID country offices are responsible for ensuring that up-to-date branding is in place inside and outside DFID buildings. DFID country office staff should contact their local FCO Corporate Services team (who manage the local estate) in the first instance with enquiries about building signage. DFID staff should ensure that the design guidelines in Annex B are followed when new signs are made.

Spend on branded materials may be subject to communications spending controls. DFID staff should read the information on communications spending controls on inSight to make sure they are compliant.

9. The DFID corporate logo



Department for International Development

This logo is used to represent DFID's organisational presence – such as on DFID letters, and on DFID offices - rather than DFID funding.

Permission must be sought for each use. All queries regarding which logo to use should be directed to: corporatecommunications@dfid.gov.uk

There are only a few circumstances in which it should be used instead of the UK aid logo by DFID's implementing partners, which may include:

- invitations to some co-hosted events
- to recognise a working partnership or collaboration in which no funding is involved
- on letters from DFID to partner governments

Annex A: visibility statement template

UK aid visibility statement

As part of your funding agreement with DFID, you are required to acknowledge funding from the UK government on your programme, in written materials and verbal statements and through use of the UK aid logo on programme assets. Please refer to the UK aid branding guidance for further information on how to acknowledge funding from the UK government

You may be asked to provide, as part of your agreed reporting to DFID, evidence of the branding in use, including photographs of the logo in the field and examples of communications materials.

By completing and signing this statement you agree to fulfil these requirements.

1. Organisation name:
2. Programme name and brief description of what it will deliver:
3a. Please list the assets that will be delivered by the programme that will carry the UK aid logo or acknowledgement of UK aid funding. <i>List <u>all</u> assets including physical items and supplies, and other non-physical items that will be delivered as part of the programme e.g. annual reports, research reports, websites, press releases, other communication or event materials (refer to Sections 5 & 6 of the branding guidance for more information on where UK aid branding should / should not appear).</i>
3b. Please list the assets that will be delivered by the project that <u>will not</u> carry the UK aid logo or acknowledgement and explain clearly why these items will not carry UK aid branding. All exceptions require approval by the Head of Department of the team in whose portfolio the programme sits and a record of this approval, e.g. an email, should be kept along with the programme documentation (refer to Section 6 of the UK aid branding guidance for more information on branding exceptions):

Annex A: visibility statement template

Declaration:

I understand that no UK aid funds may be used to procure any promotional communications goods or activities that do not have a direct impact on the successful delivery of this programme or serve to increase the transparency of funding.

By signing this statement, you agree to fulfil the commitments stated above:

Partner organisation representative:

Name:

Job title:

Signature: _____ Date: _____

Agreed by DFID programme manager:

Name:

Job title, department:

Signature: _____ Date: _____

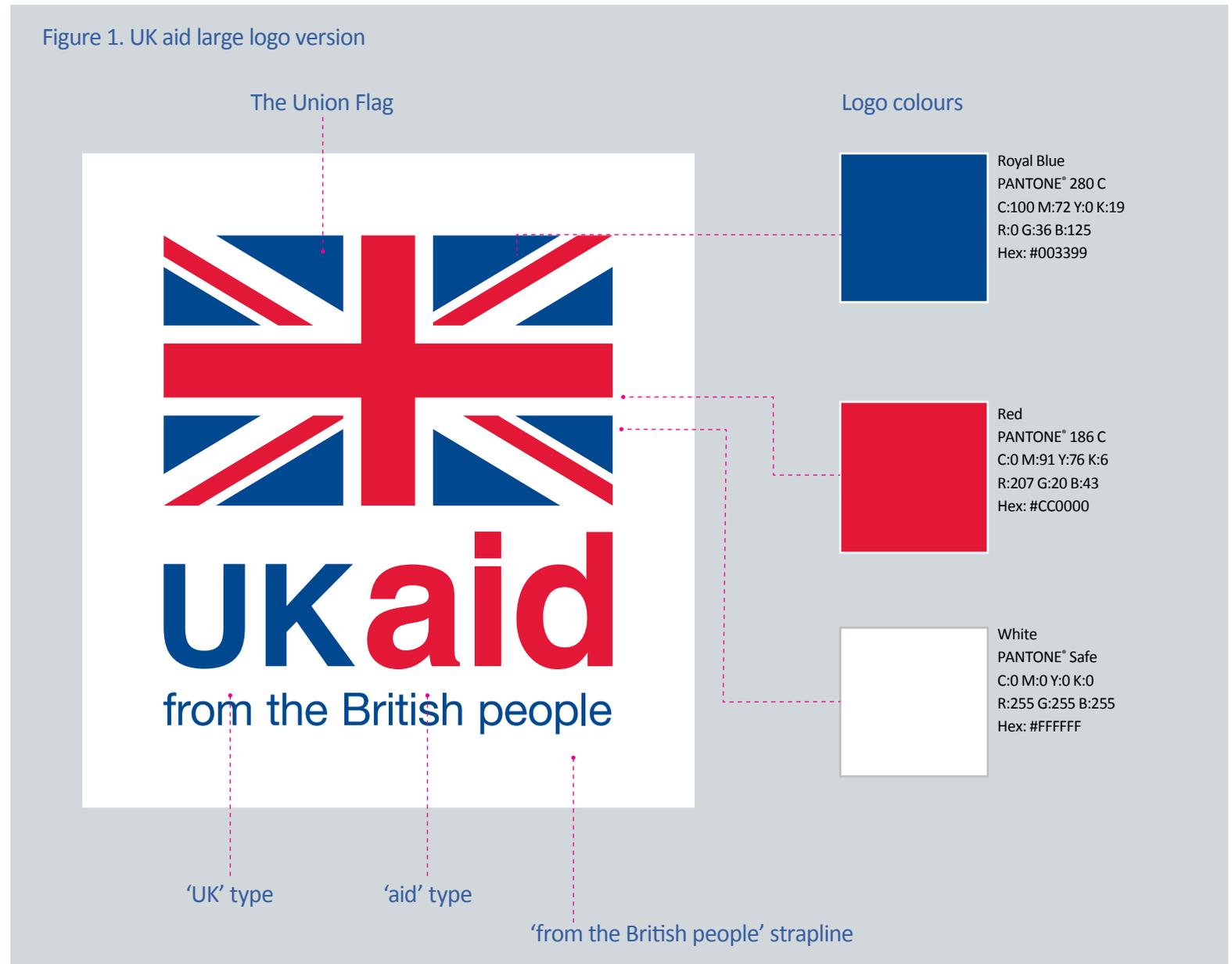
Annex B: using the logo - the elements

The UK aid logo is made up of four elements:

- **the Union Flag:** one of the most recognised images in the world, clearly linking our work to the UK
- **UK:** this signifies that the activity is funded by the government of the United Kingdom of Great Britain and Northern Ireland
- **aid:** a word that members of the UK public associate with our work
- **from the British people:** reinforces recognition that UK aid is funded by British taxpayers
- the **colours** used are the officially recognised colours of the Union Flag.

If you are using red and blue elsewhere in your design, try to match them to those of the logo.

Figure 1. UK aid large logo version



Annex B: using the logo - clear space and minimum size

The UK aid logo should always have a border of clear space to ensure it stands out clearly. This is also known as the exclusion zone, and its width is determined by the width of the letter 'U'. Nothing, including the edge of a page, should fall within the exclusion zone.

See Figure 2 opposite for details.

Minimum size

The minimum width of the logo is 17mm, measured by the width of the flag.

See Figure 3 below.

Figure 3. UK aid minimum size



Figure 2.
UK aid logo
exclusion zone

The width of the 'U' in the 'UK aid' text equals the depth of the exclusion zone



Annex B: using the logo - official versions

You can obtain the logo files by emailing corporatecommunications@dfid.gov.uk (see Section 2, p6).

Colour

The red, white and blue colours reflect the Union Flag and are integral to the logo's design. You should use the colour logo where possible. The colour logo should be used against a white background with white exclusion zone.

Black

The black logo format should only be used when colour production is not possible, and where the background does not interfere with the legibility of the logo.

White

If your communication uses a background colour that clashes with the logo, for example, because it is too dark, you may reverse the logo out in white (see Figure 5). You must ensure that colour or any image or pattern on the background does not interfere with the logo's legibility.

All UK aid logo formats are available for print and online use.

Figure 3. Colour UK aid logo



Figure 4. Black UK aid logo



Figure 5. White UK aid logo



Logo file format best for you

The logo files are available in two different file formats, JPEG and AI.

JPEG files can be used in most programmes, including Microsoft office, and on the web.

AI files are vector files - files that can be enlarged without losing resolution. For professional print and design you should always use these files.

For designers: how to identify the different colour logo files

Each file name uses one of the following suffixes:

1S (spot or Pantone - for single colour printing (blue) for stationery)

4C (CMYK or 4 colour - for normal colour printing)

WT (White - for use on solid colour backgrounds)

BK (black - for use on black & white documents only)

Annex B: using the logo - what not to do

Alterations to the UK aid logo are not permitted. It is important for consistency and recognition that you use only official versions of the UK aid logo. Start with the original artwork files each time.

The full colour UK aid logo should only be used against a white background.

If you use a sign painter, do not accept work unless it is faithful to the original.

Do not alter the size of or rearrange any of the elements



Do not change the font or alter any of the text



Do not remove or create your own straplines



Do not rotate



Do not change the colours



Do not stretch the logo out of shape



Do not use the text without the flag



Annex C: the UK aid logo in use

The images here provide just a few examples that illustrate how DFID's partners have used the UK aid logo to acknowledge the UK as a donor.



South Sudanese refugees in a child friendly space in Bidibidi settlement, Uganda
Picture: Angela Balakrishnan / DFID



A tented settlement home to Syrian refugee families, Bekaa Valley, Lebanon
Picture: Russell Watkins / DFID



A MAG mine clearance team at work in Ban Naxai district, Laos
Picture: San Sutton / MAG



UK aid supported 'She Leads' programme in Burma providing training to Burmese women.
Picture: IFES



The Girls' Education South Sudan Programme which is supported by UK aid.
Picture: Bruno Bierrenbach Feder



A UK aid supported water, sanitation and hygiene facility in DRC.
Picture: Alexandra Jonnaert / Mercy Corps

Annex C: the UK aid logo in use

The images here provide just a few examples that illustrate how DFID's partners have used the UK aid logo to acknowledge the UK as a donor.



UK aid funded Protection of Civilians site in Wau, South Sudan
Picture: IOM



Vehicle used by Action Against Hunger to deliver water to those in need in Gaza
Picture: Action Against Hunger



Emergency food distribution point for people fleeing violence in Burma
Picture: Anna Dubuis / DFID



A UK aid funded food parcel in Leer, South Sudan provided as part of famine relief.
Picture: Angela Balakrishnan / DFID