Department for International Development



UKaid

from the British people

# UK aid branding guidance

June 2014

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# 1. Introduction

The Department for International Development (DFID) leads the UK's work to end extreme poverty. This includes ending the need for aid by creating jobs, unlocking the potential of girls and women and helping to save lives when humanitarian emergencies hit.

**DFID has two visual identities:**

Department for International Development

**DFID corporate logo**
This is who we are as an organisation, the UK government department with responsibility for the UK development budget and policy. It is consistent with the corporate branding of all UK government departments.

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**UK aid logo**
This is used to describe what DFID does – it shows where the UK development budget is spent.

This branding guidance is for staff in DFID and its partner organisations. It predominantly covers use of the UK aid logo, which is the logo most relevant to delivery partners. Brief information on use of the DFID logo is provided in section 7 of this guidance but prior to use, further advice must be sought by emailing corporatecommunications@dfid.gov.uk.

**Creation of new logos**
DFID staff **must not** create or commission any new logos or other branding outside of the UK aid and DFID logos, whether to represent their department, team or programmes. If there is a perceived need for a new logo, they must contact their strategic communications adviser to discuss whether there is an exceptional case.

# 2. Recognising UK aid

- **Your responsibilities as a recipient of funding from the UK government.** Partners that receive funding from DFID must use the UK aid logo on their development and humanitarian 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.

- **Its use is not optional – it is a condition of accepting funding from DFID.** It is a simple way of giving visibility to work funded by the UK to beneficiaries, the international development community, the media, and the UK taxpayer. Exceptions are outlined in section 6.

- **Branding is not limited to the use of the logo – it includes what you say and write.** Partners should also acknowledge funding from the UK government in any interviews, press releases, public statements, on social media and in all other public communications.

For example, we would expect as a minimum the following statement to be included in communications activity: '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, agreed variation. Further examples of where to include such statements are provided in section 5.

**Disclaimers**
The UK government, rather than DFID, should be credited as the source of funding within the text of a document. If necessary, use the following disclaimer: '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.'

As a programme officer in DFID or one of its partner organisations, you are responsible for making sure that your programme acknowledges UK funding through correct use of the logo, verbal, and written recognition.

# 3. How to get the UK aid logo

Send an email request for the logo files and any questions you have about its use and other ways your organisation should be acknowledging UK government funding to corporatecommunications@dfid.gov.uk.

Include in your email:
- your name
- the name of your organisation
- the name of a contact person in DFID
- a sentence to explain where and on what you will be using the logo

Rules on how to use the logo artwork appears in Annex B.

# 4. Roles and responsibilities

**DFID programme managers**
It is the responsibility of programme managers to ensure that funding 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 5, but include branding on programme assets, communications that are part of the programme (operational) and communications about the programme (proactive) such as mentioning the UK in interviews and press releases.

Increasingly, DFID templates for memoranda of understanding, framework arrangements and other documents such as contracts, will contain standard language on the requirement for partners to acknowledge UK government funding.

Depending on the type of funding, partners will, at the time of agreeing the funding arrangement, provide a visibility statement - a document on which they state how and where they will use the UK aid logo and acknowledge DFID funding.

A template visibility statement is provided in Annex A and partners should be asked to complete and sign this form as part of their funding arrangement with DFID.[1] An MS Word version of this template is available in DFID's programme management templates to provide to your partners.

1 The new requirement for visibility statements does not apply to existing funding arrangements at July 2014 with less than a year remaining.

**Partner programme managers**
It is your responsibility, as a manager of funds received from the UK government, to ensure that you, your colleagues and delivery partners use the UK aid logo on programme assets and make the appropriate verbal and written statements of acknowledgement in your public communications.

You will need to:

- complete, as an integrated part of your organisation's funding agreement with DFID, a visibility statement, setting out how and where you will recognise funding from the UK government on your programme outputs
- discuss and agree with DFID programme managers early on, any circumstances from which you require an exception from using the logo and/or explicit acknowledgement of funding from the UK government (see section 5 of this guidance)
- ensure you, your programme colleagues and delivery partners use the logo wherever appropriate, observing this guidance on correct use
- ensure that sub-contractors bidding for contracts will know that the funding for their work is from the UK government, and that they should also be committed to acknowledging this on the work they deliver (though not on their own presence)

# 5. 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 (eg bridges, buildings, roads, wells, pumps)
- educational materials (eg public health leaflets)
- shipments and goods (eg blankets, tents, tarpaulins, jerry cans) as part of humanitarian responses
- signs at distribution points
- packaging of smaller items for distribution (eg 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 the brand, 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 (eg annual reports, research reports)
- banners, posters or backdrops for interviews or media events
- media relations activity (eg press releases, briefings, presentations, in interviews)
- websites (eg on home page or a page listing donors, social media stories)
- video content
- speeches and lectures
- on tenders for subcontractors / sub-grantee

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

**Co-branding**

While for some programmes, the number of donors makes it impractical to acknowledge them all, generally programmes should be co-branded. In these cases, the UK aid logo should be given due prominence with those of other donors and UK support should be acknowledged in any public statements.

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

# 6. Where UK aid branding should not or need not appear

The general rule is that partners should use the UK aid logo to highlight UK government funding. However, in deciding where and how UK funding is recognised, consideration should be given to the safety, security and dignity of beneficiaries and staff. Partners must agree exceptions with DFID programme managers. Exceptions (for entire programmes or aspects of them) must then be approved by the relevant DFID head(s) of office.

Exceptions to branding a programme may be granted by DFID heads of country office 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 (though organisations may recognise UK aid in communications with the UK public unless their involvement must remain outside of the public domain entirely)
- it obstructs, detracts from or slows down humanitarian operations. For example, the delivery of humanitarian aid supplies should never be slowed down for a branding activity. Agencies that deliver humanitarian aid will not know which donors will pledge to contribute to any particular emergency and will therefore have a stockpile of items with their own branding. We would not expect full UK aid branding on these occasions, though where practical, UK aid stickers may be provided to other agencies for UK aid funded consignments
- 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

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

- every day stationery used by partners
- business cards of staff not directly employed by DFID
- an organisation's own presence and office equipment including computers (as opposed to an office or other building delivering a project)
- vehicles not exclusively used for delivering UK-funded projects
- staff clothing (unless by prior agreement for project-specific staff uniforms)
- small, personal goods (for example, toothbrushes, razors)
- school books/bags
- clothing for beneficiaries

For queries on items that do not appear here, please liaise with your programme manager or contact corporatecommunications@dfid.gov.uk

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

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

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

# 8. Spending on branding

Funding from the UK government must not be used 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)
- PR to promote the organisation (as opposed to PR to promote the adoption of the development activity eg hand washing campaigns, vaccination drives, gender equality advocacy etc)

**Cost of using the UK aid logo**

It is recognised, that branding often forms part of an organisation's own standard practices and that applying the UK aid logo may not incur any significant additional costs on some programmes. The UK aid logo will, in most cases be used wherever the partner's own logo is to be used in the field.

However, if using the UK aid logo to transparently acknowledge funding from the UK government incurs additional costs, a proportionate amount of the programme budget may be used. This amount should be agreed in advance as reasonable by both the partner and DFID. Costs of applying the UK aid logo should be kept to the minimum to ensure compliance with this guidance.

# Annex A: visibility statement

**As part of your funding agreement with DFID, you are required to acknowledge funding from the UK government throughout the lifecycle of your programme, in written materials and verbal statements and through use of the UK aid logo on programme assets.**

**By completing and signing this statement, you agree to fulfil this requirement, and 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.**

1. Organisation name:

2. Programme name and brief description of what it will deliver:

3a. Please list the assets and supplies that will be delivered by the project that will carry the UK aid logo:

3b. Please list the assets and supplies that will be delivered by the project that **will not** carry the UK aid logo:

If you have identified any items at 3b, please explain why (using terms from Section 6 of the UK aid branding guidance for reference):

**4. 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

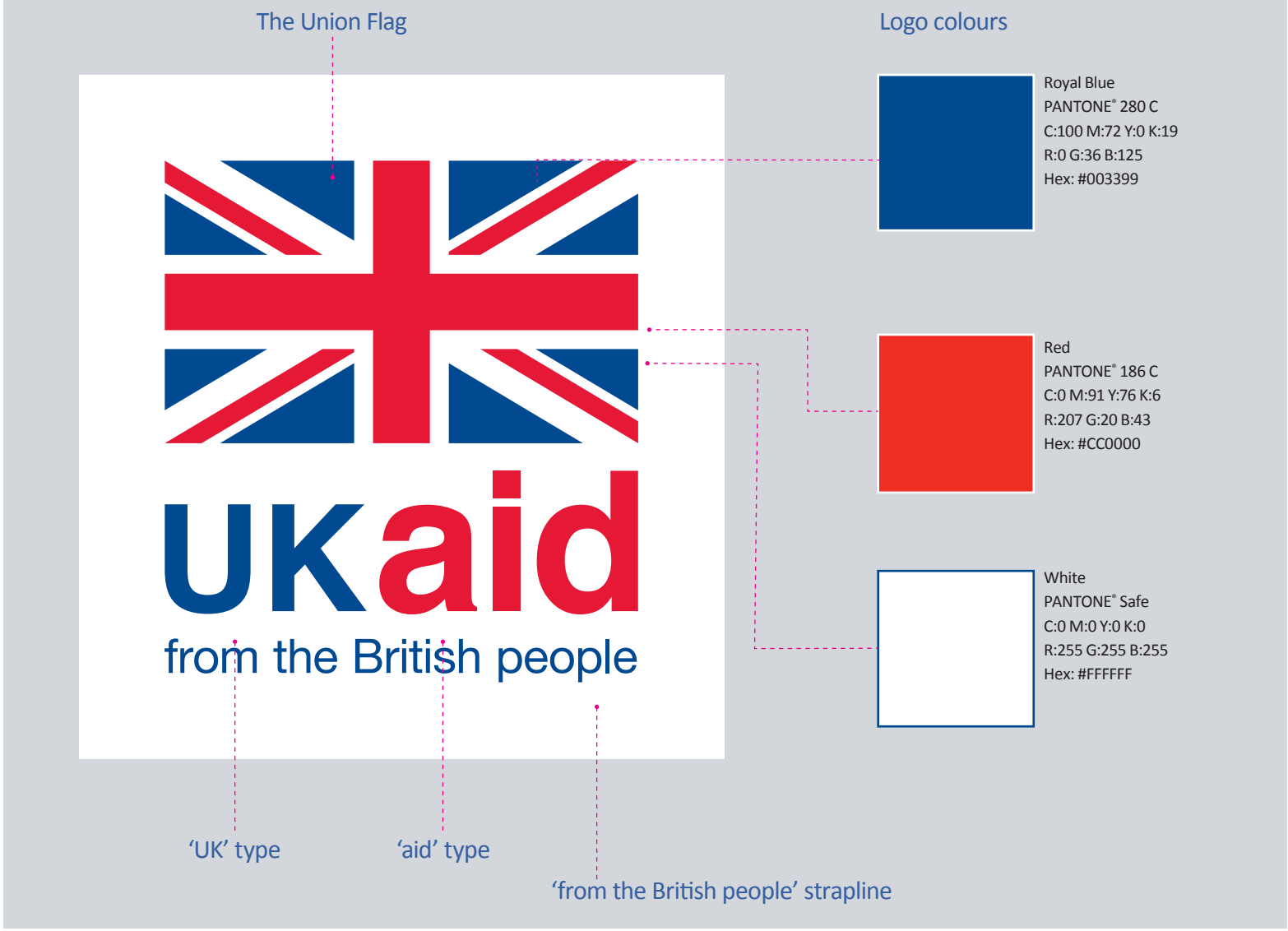
The UK aid logo is made up of 5 elements:

- **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 exclusion zone



# Annex B: using the logo - official versions

You can obtain the logo files by emailing corporatecommunications@dfid.gov.uk (see Section 3, p4).

## 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.

## 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.




A shelter for victims of gender based violence in Kumi, Uganda led by ActionAid
Picture: ActionAid




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




Sacks of maize distributed by the World Food Programme in Malawi
Picture: Gregory Barrow/WFP