



Introduction

The Department for International Development (DFID) was created to meet the many challenges of tackling world poverty.

Research shows that while the UK public supports the fight against world poverty, most people are unaware of the government's work in this area.

To address this, we have created a strong, easily recognisable logo – UKaid – to identify where UK taxpayers' funds are being spent on development.

The UKaid logo should be used when we communicate with UK audiences, on our responses to humanitarian emergencies and on the development programmes we fund overseas.

These guidelines are for use by DFID staff in the UK. They set out the rules around the basic design elements of both the DFID and UKaid logo and provide examples of how and when you should use the logos on your work.

Together these elements will help to convey the benefits of our work to the UK public in a meaningful way.

Contents

| | | |
|--|----|--|
| Which logo should I use? | 04 | About these guidelines |
| DFID logo | 05 | If we want to be associated with our achievements, we must take the time to present ourselves clearly and consistently. |
| DFID logo versions | 06 | |
| DFID logo exclusion zone and sizes | 07 | By following these brand guidelines, we will ensure that a recognisable look and feel runs through all our communications. |
| DFID logo placement | 08 | |
| DFID logo – what not to do | 09 | These guidelines are for DFID staff who are creating communications and materials that are aimed at the UK public. |
| UKaid logo – principles of use | 10 | |
| UKaid logo elements | 11 | All designers commissioned by DFID should ensure that these guidelines are correctly applied in their work. DFID’s Communications Division may withdraw any new print or electronic material that departs from these guidelines. |
| UKaid logo exclusion zone | 12 | |
| UKaid logo formats | 13 | |
| UKaid logo – what not to do | 14 | |
| Co-branding and UKaid logo placement | 15 | |
| Colour palette | 16 | |
| Typography | 17 | |
| Introducing the Department for International Development | 18 | |
| How to credit the Department for International Development | 20 | |
| Example applications – DFID only | 22 | |
| Example applications – DFID and UKaid co-branding | 23 | |
| Partners using UKaid | 24 | |
| Checklist for partners’ use of UKaid | 26 | |

Important contacts

For more information about these guidelines and how to apply them email marketingteam@dfid.gov.uk

For more information about online communications email website-team@dfid.gov.uk

For queries on internal documents email DFIDInsight@dfid.gov.uk

DFID Marketing Communications
Room 5S18
Department for International Development
1 Palace Street
London SW1E 5HE
UK

DFID contact details

The DFID address and contact details should appear as shown on the right on all communications using the DFID brand.

Department for International Development
1 Palace Street
London SW1E 5HE
UK

and at:

Abercrombie House
Eaglesham Road
East Kilbride
Glasgow G75 8EA
UK

Tel: +44 (0)20 7023 0000
Fax: +44 (0)20 7023 0016
Website: www.dfid.gov.uk
Email: enquiry@dfid.gov.uk
Public enquiry point: 0845 3004100
or +44 1355 84 3132 (if you are calling from abroad)

© Crown copyright [ADD YEAR]

Copyright in the typographical arrangement and design rests with the Crown. This publication (excluding the logo) may be reproduced free of charge in any format or medium, provided that it is reproduced accurately and not used in a misleading context. The material must be acknowledged as Crown copyright with the title and source of the publication specified.

Published by the Department for International Development, [ADD YEAR PUBLISHED], [ADD PAPER DETAILS e.g. on recycled paper containing 80% recycled fibre and 20% totally chlorine-free virgin pulp].

Which logo should I use?

The primary objective of introducing UKaid is to communicate what the Department for International Development delivers to the UK public. These guidelines should help us to use UKaid to increase the visibility of our work in a meaningful way with the UK public. The diagram shown on the right will help you decide which logo to use for your purpose.

The routes for DFID staff in the UK are shown on the left-hand side of the diagram:

- If you are creating a public-facing communication or a policy document, you should use the DFID logo together with the UKaid logo, e.g. white paper, new policy document, country plan and newsletters.
- If you are creating a corporate communication, you should use the DFID logo only, e.g. the annual report, internal communications.

The UKaid logo should not be used on its own in any communication created by DFID staff for UK audiences.

The UKaid logo can be used on its own by partner and non-governmental organisations (NGOs) and Country Offices. Separate guidelines are available for this.

If you would like further guidance on the correct logo to use, contact DFID's Marketing Communications team at: marketingteam@dfid.gov.uk



DFID logo

All DFID communications should be branded consistently, using each element of our visual identity as directed by these guidelines.

The DFID logo represents who we are and should be clearly displayed on communications with the public and stakeholders, following the rules outlined in this section.

Acronym

The letters 'DFID' form the core of the department's brand identity and must always appear in the logo in the correct proportion.

Name

Our name is an important element of our identity. The full name, 'Department for International Development', is integral to the logo and should always be used along with the acronym.

Colour

The text version of the logo must appear in the corporate blue colour (PANTONE® 541) as shown in Figure 1.

The block version of the logo must always appear in the corporate blue colour (PANTONE® 541) as shown in Figure 2.

How to get the logo

The DFID logo must only be used in a form supplied by DFID's Marketing Communications team. You can access it via Insight or email marketingteam@dfid.gov.uk

Do not attempt to reproduce the logo from any other source.



Figure 1. DFID text logo



Figure 2. DFID block logo

DFID logo versions

Which version should I use?

The text logo is the preferred version for use in all DFID communications, for both external and internal audiences, in print and online (see Figure 3).

The block version of the logo should be used only when it is not possible to use the text version, for example when printing on complex imagery or backgrounds (see Figure 4).

In black and white documents, use the text version of the logo as black text on a white background (see Figure 5). Do not use the block version of the logo in black or white.

All of these versions are available for print and online use.



Figure 3. DFID text logo version



Figure 4. DFID block logo version



Figure 5. DFID text logo black version

DFID logo exclusion zone and sizes

Exclusion zone

An area of clear space must always appear around the logo to ensure that it stands out.

The depth of this exclusion zone is determined by the height of the letter 'D' in 'DFID' as shown in Figures 6 and 7.

Logo sizes

To ensure that the logo is always clear and legible, the text version must not be used at less than 8mm high (see Figure 8). The block version of the logo must not be used at smaller than 16mm high (see Figure 9).



Figure 6. DFID text logo exclusion zone



Figure 8. DFID text logo minimum size



Figure 7. DFID block logo exclusion zone



Figure 9. DFID block logo minimum size

DFID logo placement

Position

Always place the DFID logo in the top left corner of the communication as shown in Figure 10. The logo must always be used in the correct proportions and at an appropriate size. Both the text and block logo versions are available for use on paper sizes from A5 to A1 and for online use.

The dimensions for A4 paper (international standard ISO 216) size are:

DFID text logo = 55mm (W) × 11mm (H)

DFID block logo = 72mm (W) × 24mm (H)

Orientation

The logo must always be placed horizontally on the page.

Background

The logo should always be placed on a plain background.

The text version should be against a white background. If this is not possible, ensure that there is sufficient contrast between the text version of the logo and the background on which it is printed, to create consistent and maximum legibility.

The block version should be on a white background or a colour which contrasts well with it.

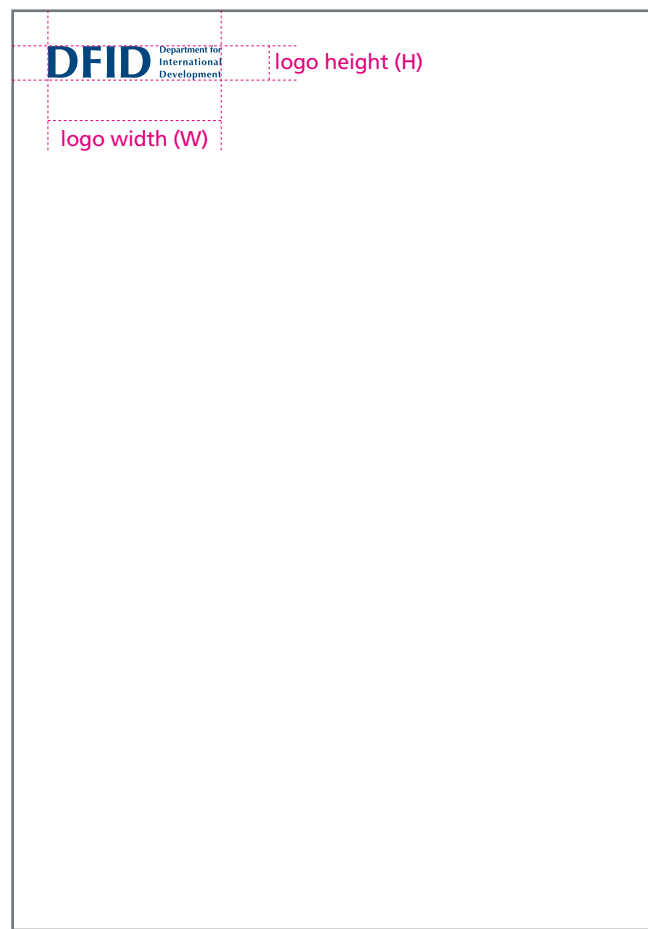


Figure 10. DFID logo placement example

DFID logo – what not to do

Alterations to the logo dimensions, typeface and colour are not permitted.

Examples of incorrect use of the logo are shown on this page to make clear what is not acceptable.

The points below (and as shown in the figures, right) apply to both the text and block versions of the logo:

11. Do not change the colour of the logo.
12. Do not distort the logo.
13. Do not use the logo on a low-contrast background.
14. Do not rearrange or resize the logo elements.
15. Do not change the typeface of the logo.
16. Do not ignore the exclusion zone.
17. Do not break up the logo.
18. Do not rotate the logo.
19. Do not use shadows or 3D effects.
20. Do not use the text version of the logo on complicated imagery or backgrounds.
21. Never use the logo to replace our name in copy, whether in a sentence or in a headline.



Figure 11



Figure 12



Figure 13



Figure 14



Figure 15



Figure 16



Figure 17



Figure 18



Figure 19



Figure 20

Nunc et tellus est interdum porta. Nulla viverra, nisi scelerisque ~~DFID~~ lobtis, lorem massa eleifend lacus, non hendrit eros urna quis purus.

Figure 21

UKaid logo – principles of use

UKaid is a badge designed to raise awareness of how taxpayers' money is being spent on development. We should use UKaid wherever possible when communicating with people in the UK, including in public-facing communications and policy documents.

The diagram shown on the right gives examples of when the logo can be used and what to avoid. It will help you understand the new logo and how it applies across the range of DFID activities.



IN THE UK

Consider using the UKaid logo:

- ✓ on materials for UK media events and press conferences
- ✓ on press releases
- ✓ on branding for ministerial visits
- ✓ for events where DFID has a presence, e.g. the Greenbelt festival
- ✓ on public-facing publications including magazines and brochures
- ✓ on web pages
- ✓ for presentations on development issues
- ✓ on communications about our development programmes and for development awareness activity.

Avoid use of the UKaid logo:

on corporate communications that show DFID as a government department, such as:

- ✗ the annual report
- ✗ strategy documents
- ✗ Public Service Agreement (PSA) performance updates
- ✗ HR documents
- ✗ security passes
- ✗ funding agreements
- ✗ by other government departments, unless agreed by DFID's Communication Division.

Contact us

If you are unsure about how to apply the logo, please contact DFID's Marketing Communications team (see contacts on page 3).

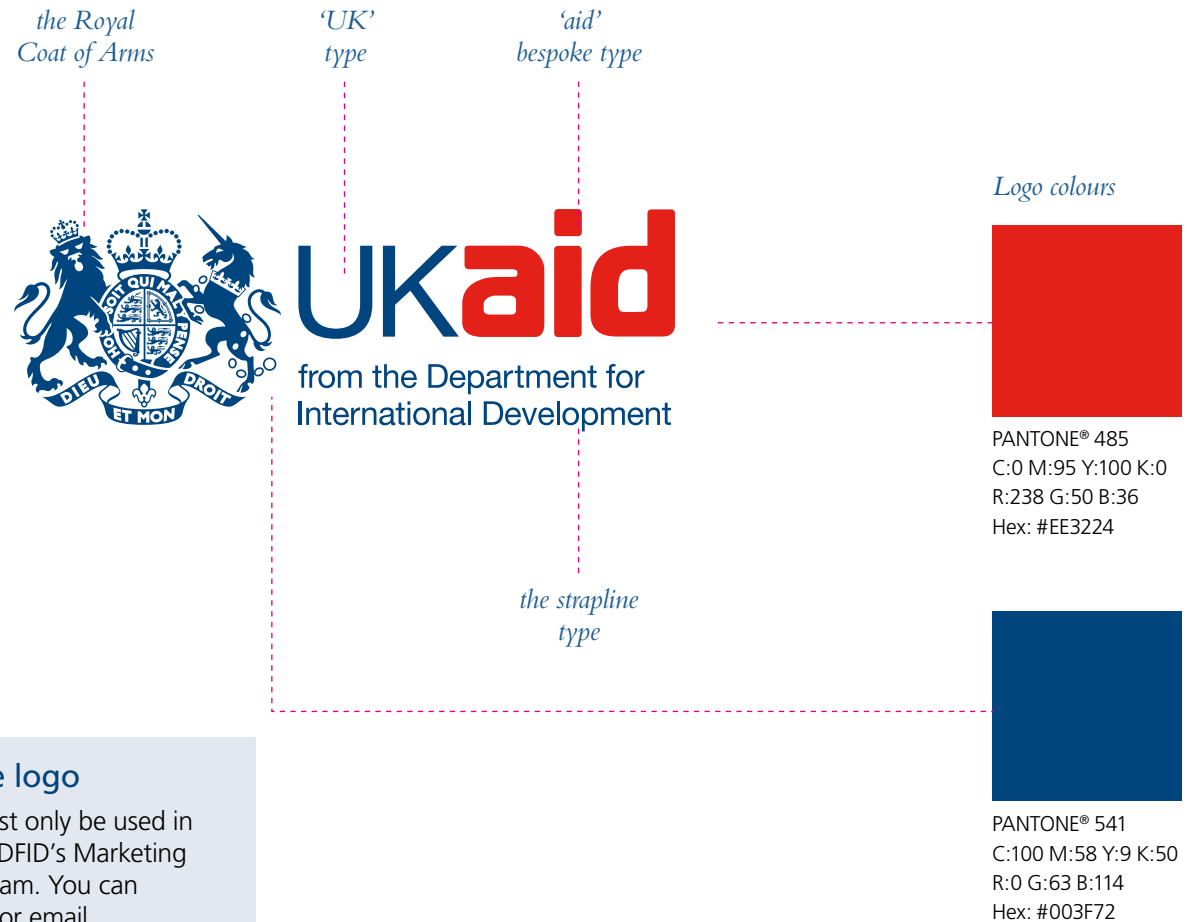
UKaid logo elements

The UKaid logo is designed to prompt instant recognition of DFID's development work (see Figure 22). To ensure that it always achieves this, the logo must be used consistently in the ways outlined in this document.

Our logo is made up of five elements:

- the Royal Coat of Arms: this gives the logo its authority. It should never be altered
- 'UK': this signifies that the activity is funded by the UK
- 'aid': in research, this emerged as the word that was meaningful to the UK public. Specially drawn characters are used in this word. They are unique to this logo and should not be redrawn
- the strapline: 'from the Department for International Development' reinforces the fact that UKaid is from the UK government
- the logo colours: red, white and blue have been chosen to reflect the Union Jack flag and are integral to the logo's design.

Figure 22. UKaid large logo version



How to get the logo

The UKaid logo must only be used in a form supplied by DFID's Marketing Communications team. You can access it via Insight or email marketingteam@dfid.gov.uk

Do not attempt to reproduce the logo from any other source.

UKaid logo exclusion zone

A minimum area of clear space should always be kept around the logo to ensure that it stands out clearly. This is the exclusion zone, and its depth is determined by the height of the letter 'U' (see Figures 23 and 24).

The exclusion zone applies to all sizes and versions of the logo, and should be used consistently.

The minimum size that UKaid should be used is 35mm wide. This is to ensure that the Royal Coat of Arms and text is legible.



Figure 23. UKaid large logo version

Minimum size: 35mm



Figure 24. UKaid minimum size

UKaid logo formats

The red, white and blue colours reflect the Union Jack flag and are integral to the logo's design. Therefore, you should use the colour logo where possible. The colour logo formats should be used against a white background wherever possible.

Colour

Wherever possible, the two-colour PANTONE® formats should be used (PANTONE® 541 blue and PANTONE® 485 red as shown in Figure 25). The four-colour process format should be used when printing in CMYK. The RGB format is for screen and online use.

Black

The black logo format (see Figure 26) should only be used when colour production is not possible.

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 27).

All UKaid logo formats are available for both print and online use.



Figure 25. UKaid logo – colour format



Figure 26. UKaid logo – black format



Figure 27. UKaid logo – white format

UKaid logo – what not to do

Alterations to the UKaid logo are not permitted. It is important for consistency and recognition that the UKaid logo versions and formats provided by DFID's Marketing Communications team are used at all times. Wherever possible, the UKaid logo should be used against a white background.

These are some things you should never do with any version of the logo:

28. Do not distort the logo.
29. Do not rotate the logo.
30. Do not rearrange or resize the logo elements.
31. Do not use the UKaid logo without the Royal Coat of Arms.
32. Do not replace the logo typeface.
33. Do not change the logo colour.
34. Do not reverse parts of the colour version of the logo.
35. Do not use the logo on a low-contrast background.
36. Do not use the logo on complicated imagery or backgrounds.
37. Do not ignore the exclusion zone.
38. Do not combine UKaid with other logos.
39. Do not use UKaid without the departmental name.



Figure 28



Figure 29



Figure 30



Figure 31



Figure 32



Figure 33



Figure 34



Figure 35



Figure 36



Figure 37



Figure 38



Figure 39

Co-branding and UKaid logo placement

Position

The UKaid logo is a badge identifying where taxpayers' money is being spent on development. It should always appear co-branded with the DFID logo in any policy or public-facing communication created by DFID staff in the UK.

The UKaid logo should be positioned in the top right hand corner of the communication as shown in Figure 40, with the DFID logo in the top left hand corner.

The logos should be given equal weight and be used in the correct proportions and in a size appropriate to that of the communication.

As a general rule, nothing should be printed above the Royal Coat of Arms. However, this rule may be relaxed in branding for event materials and when co-branding with other departments or NGOs. If you are unsure about any aspect of co-branding or where to position the logos, please contact DFID's Marketing Communications team (see contacts on page 3).

Orientation

The logo must always be placed horizontally.



Figure 40. UKaid logo placement example on a co-branded communication

Colour palette

Colour

The corporate blue colour should appear on all full-colour communications material. All other colours should be drawn from our primary or secondary colour palettes as shown on the right. Tints of these colours may be used where necessary.

Please note that we have made some minor changes to our colour palette to streamline the colours used in our logos and align them with those of relevant government departments such as the Foreign and Commonwealth Office (FCO).

Corporate colour

Our corporate colour has changed from PANTONE® 308 to PANTONE® 541. This should appear in all full-colour documents, although not necessarily as the dominant colour.

Primary colour palette

Our primary colour palette is a set of vibrant colours for use in all print or online communications. Our primary red colour has changed from PANTONE® 199 to PANTONE® 485.

Secondary colour palette

These are supporting colours for use in our communications.

Corporate colour



PANTONE® 541
C:100 M:58 Y:9 K:50
R:0 G:63 B:114
Hex: #003F72

Primary colours



PANTONE® 485
C:0 M:95 Y:100 K:0
R:238 G:50 B:36
Hex: #EE3224



PANTONE® 1655
C:0 M:63 Y:91 K:0
R:255 G:102 B:0
Hex: #FF6600



PANTONE® 341
C:100 M:0 Y:67 K:29
R:0 G:102 B:102
Hex: #006666

Secondary colours



PANTONE® 139
C:0 M:37 Y:100 K:23
R:204 G:102 B:0
Hex: #CC6600



PANTONE® 300
C:100 M:44 Y:0 K:0
R:0 G:102 B:204
Hex: #0066CC



PANTONE® 718
C:0 M:58 Y:100 K:8
R:204 G:102 B:0
Hex: #CC6600



PANTONE® 1805
C:0 M:91 Y:100 K:23
R:153 G:51 B:51
Hex: #993333



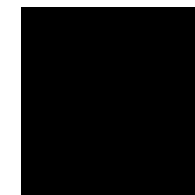
PANTONE® 363
C:68 M:0 Y:100 K:24
R:51 G:153 B:51
Hex: #339933



PANTONE® 520
C:64 M:100 Y:12 K:0
R:102 G:51 B:102
Hex: #663366



PANTONE® 1545
C:0 M:53 Y:100 K:72
R:102 G:51 B:0
Hex: #663300



PANTONE® 431
C:11 M:1 Y:0 K:64
R:102 G:102 B:102
Hex: #666666



PANTONE® 124
C:0 M:28 Y:100 K:6
R:255 G:153 B:0
Hex: #FF9900

PANTONE® is a registered trademark of PANTONE®, Inc. The colours shown on this page and throughout this guide are not intended to match the PANTONE® Colour Standards. For use of the PANTONE® colours, refer to the standards found in the current edition of the PANTONE® Colour Formula Guide.

Important note: The colours represented electronically will differ on various computer monitors and will vary when printed.

The most recent version of the PANTONE® colour formula guide should be used for matching purposes for PANTONE® and CMYK colour values.

Typography

Using the same set of typefaces across all our communications gives a consistent look and ensures that all our communications are easy to read.

Bembo

Serif typefaces such as Bembo have been shown to be easier and quicker to read in print than sans serif typefaces. The standard book version of Bembo should be used as body text for long documents such as reports and plans.

The Bembo type family includes the following variations: regular, italic, semibold, semibold italic, bold, bold italic and extra bold.

Frutiger

Frutiger is a strong, clear sans serif typeface. Use it for front page and section headings, captions, pull-out quotes and other areas where the design will benefit from use of a contrasting typeface. It can also be used for body text in shorter documents.

The Frutiger type family includes the following variations: roman, italic, condensed, light, light italic, bold, bold italic, black, black italic and ultra black.

Arial

Arial is the standard typeface to use in electronic communications, including MS Word and PowerPoint documents.

Verdana

Web designs and applications launched through our intranet or from CDs and DVDs should use Verdana.

Optima

This is the typeface used in the DFID logo. It can also be used online for page headers. Do not use it for headers or body text in printed documents.

Type size

In printed documents, 12pt should be used for all body text. If this is not practical, ensure that copies of the document are available on request in large print.

Bembo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*()

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*()

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*()

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*()

Optima Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*()

Introducing the Department for International Development

The written content of all published material should be appropriate to the audience. While an academic style has its place, academics are very rarely the sole audience for our communications.

Most readers, from politicians to members of the public with only a passing interest in development, are looking for clear, concise writing that explains the issues in ways they can relate to.

Detailed guidance on writing for DFID is available on the intranet and in the DFID publication, *Get Your Point Across*. In some cases, it may be a good idea to commission a professional writer – contact DFID’s Marketing Communications team for advice (see contacts on page 3).

When referring to the department, the full name, ‘Department for International Development’, should always be used at first mention with the acronym (DFID) in brackets. For subsequent mentions, use the acronym, DFID.

When referring to UKaid, the name should always be written in full as one word, with ‘UK’ in upper case and ‘aid’ in lower case.

Statement of purpose

A version of DFID’s statement of purpose, along with our contact details (in the format shown on page 3 of this document) should appear on every publication that is aimed at an external audience.

Electronic files of all three versions can be found on Insight or via DFID’s Marketing Communications team.

Short version

The Department for International Development (DFID): leading the UK government’s fight against world poverty.

Medium version

The Department for International Development (DFID): leading the UK government’s fight against world poverty.

Since its creation, DFID has helped more than 250 million people lift themselves from poverty and helped 40 million more children to go to primary school. But there is still much to do.

1.4 billion people still live on less than \$1.25 a day. Problems faced by poor countries affect all of us. Britain’s fastest growing export markets are in poor countries. Weak government and social exclusion can cause conflict, threatening peace and security around the world. All countries of the world face dangerous climate change together.

DFID works with national and international partners to eliminate global poverty and its causes, as part of the UN Millennium Development Goals. DFID also responds to overseas emergencies.

Long version

The Department for International Development (DFID): leading the UK government’s fight against world poverty.

Since its creation, DFID has helped more than 250 million people lift themselves from poverty and helped 40 million more children to go to primary school. But there is still much to do.

1.4 billion people still live on less than \$1.25 a day. Problems faced by poor countries affect all of us. Britain’s fastest growing export markets are in poor countries. Weak government and social exclusion can cause conflict, threatening peace and security around the world. All countries of the world face dangerous climate change together.

DFID works with national and international partners to eliminate global poverty and its causes, as part of the UN Millennium Development Goals. DFID also responds to overseas emergencies.

DFID works from two UK headquarters in London and East Kilbride, and through its network of offices throughout the world.

From 2013 the UK will dedicate 0.7% of our national income to development assistance.

UKaid is the logo DFID uses to clearly label when UK funds are being spent on help to developing countries.

Introducing the Department for International Development (continued)

Introductory text

For UK public facing materials, such as Country Plans and Development Awareness publications, we recommend you use the following introductory text to explain what international development is and why the UK government is involved.

What is international development?

International development is about helping people fight poverty. Thanks to the efforts of governments and people around the world, there are 500 million fewer people living in poverty today than there were 25 years ago. But there is still much more to do.

1.4 billion people still live on less than \$1.25 a day. More needs to happen to increase incomes, settle conflicts, increase opportunities for trade, tackle climate change, improve people's health and their chances to get an education.

Why is the UK government involved?

Each year the UK government helps three million people to lift themselves out of poverty. Ridding the world of poverty is not just morally right, it will make the world a better place for everyone. Problems faced by poor countries affect all of us, including the UK. Britain's fastest growing export markets are in poor countries. Weak government and social exclusion can cause conflict, threatening peace and security around the world. All countries of the world face dangerous climate change together.

What is the Department for International Development?

The Department for International Development (DFID) leads the UK government's fight against world poverty.

DFID has helped more than 250 million people lift themselves from poverty and helped 40 million more children to go to primary school. But there is still much to do to help make a fair, safe and sustainable world for all.

Through its network of offices throughout the world, DFID works with governments of developing countries, charities, non-government organisations, businesses and international organisations, like the United Nations, European Commission and the World Bank, to eliminate global poverty and its causes. DFID also responds to overseas emergencies.

DFID's work forms part of a global promise, the eight UN Millennium Development Goals, for tackling elements of global poverty by 2015.

What is UKaid?

UKaid is the logo DFID uses to demonstrate how the UK government's development work is improving the lives of the world's poorest people.

How to credit the Department for International Development

Verbal or written acknowledgment

In verbal or written acknowledgement we should be referenced as the 'Department for International Development'. This includes: announcements, public statements, interviews, press releases, and speeches.

Where appropriate, such as in press releases, speeches or publications, partners should use a descriptor to explain our involvement:

- 'Funded by UKaid from the Department for International Development'
- 'Supported by UKaid from the Department for International Development'
- 'In partnership with UKaid from the Department for International Development'

On any materials produced by a partner organisation that include the UKaid logo, you can use the following disclaimer as needed:

'This material has been funded by UKaid from the Department for International Development, however the views expressed do not necessarily reflect the departments official policies.'

Multimedia

In photos and films we should aim to have UKaid incorporated into the visuals to demonstrate what our funding is delivering (see Figure 41).

Some reminders:

- Images used for print should have a minimum resolution of 300dpi at 100% scale
- DFID staff photos should be credited: DFID/name of photographer
- Non-DFID photos should be credited with the photographer's name as agreed
- Use of non-DFID photos needs to be agreed in advance and fees need to be paid.

For more information and advice on photography visit the Photography Tips section on Insight at: dfidinsight/Other/Departments/CommunicationsDivision/OneStopComms/Howdoi/index.htm

On films we produce or fund we should highlight our support by using UKaid at either the beginning or end of the film (see Figure 42).



Figure 41. UKaid logo placement examples in photos and films



Figure 42. UKaid logo credit for film

How to credit the Department for International Development (continued)

Websites

Partner websites should reference our support using UKaid. We would prefer that UKaid be featured top right of the screen and be viewable when you open the page (see Figure 43).

However if this is not possible, or if UKaid is being featured alongside a number of other partner logos, UKaid should be of equal prominence and be at least at the minimum size of 35mm.

On partner websites the UKaid logo should be a link back to the DFID website: www.dfid.gov.uk



Figure 43. UKaid logo placement on partner websites



Figure 44. UKaid logo used alongside other partners on a website

Example applications – DFID only

If you are producing branded corporate communications, you should use the DFID brand only, placing the logo in the top left-hand corner of the page.

The examples on this page show the logo applied to a range of communications. More examples of possible applications include:

- briefings (see Figure 45)
- annual reports (see Figure 46)
- factsheets
- internal newsletters
- intranet
- corporate brochures



Figure 45. Briefings



Figure 46. DFID annual report 2008

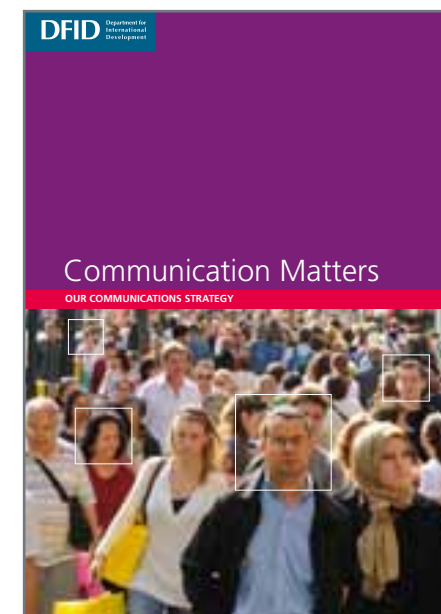


Figure 47. DFID communications strategy

Approval

Communications must have the appropriate level of approval before being commissioned. If you are unsure about approval for your communication, contact DFID's Marketing Communications team (see contacts on page 3).

Example applications – DFID and UKaid co-branding

Using the logos together

The examples on this page show how DFID and the UKaid logo should be co-branded. They show where to position each logo, giving equal weight to each.

The logos should be printed against a white background wherever possible. A white header bar should be used to enable this when printing on colour backgrounds or photography, as shown in Figure 48.

More examples of possible applications include:

- policy documents
- websites (see Figure 49)
- banners
- educational materials
- materials for UK media events and press conferences
- press releases
- branding for ministerial visits
- events where DFID has a presence, e.g. the Greenbelt festival
- public-facing publications including magazines and brochures (see Figure 50)
- presentations on development issues
- campaigns

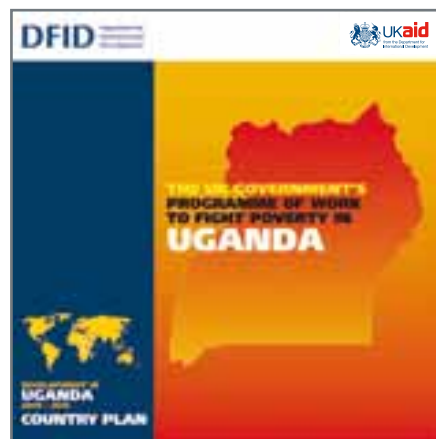


Figure 48. Country plan front cover (public-facing communication)



Figure 49. Website

Approval

Communications must have the appropriate level of approval before being commissioned. If you are unsure about approval for your communication, contact DFID's Marketing Communications team (see contacts on page 3).



Figure 50. Public-facing publications

Partners using UKaid

In most situations we will be co-branding with partner organisations. The common situations are:

- where we are the lead or sole donor of a programme, UKaid should be the prominent logo used (see Figure 51)
- where we are partnering with other international donors or agencies, all logos should be featured and have equal weight and prominence (see Figure 52)
- where another organisation leads and we support, the lead organisation's logo will be most prominently featured and UKaid will be featured less prominently, i.e. on the inside cover, or back cover of a document. The nature of the relationship should also be explained (see Figure 53 on pg 25).

Where we are working in partnership with other organisations, UKaid should be used alongside the partner logos on all programme activity and communication materials about the programme. For example:

- media or other profile events: press releases, announcements, press conferences, interviews
- promotional materials for the programme: flyers, posters, publications, educational materials, newsletters, leaflets
- presentations and public events
- professional photography
- videos and webcasts
- corporate materials: such as on the supporters' sections of websites, annual report, other materials where funders are recognised
- we should also work with partners to provide case studies, success stories, beneficiary testimonials and visuals for us to use in our communications activity.

Communications and branding should be discussed and agreed with your partners as part of the initial project proposal for a new programme. These agreements should be formalised through the project approval documentation and funding agreements.



Figure 51. UKaid logo used as lead or sole donor on postcard



Figure 52. UKaid logo used in partnership with other donors

Partners using UKaid



Figure 53. UKaid logo used where another organisation leads and we support

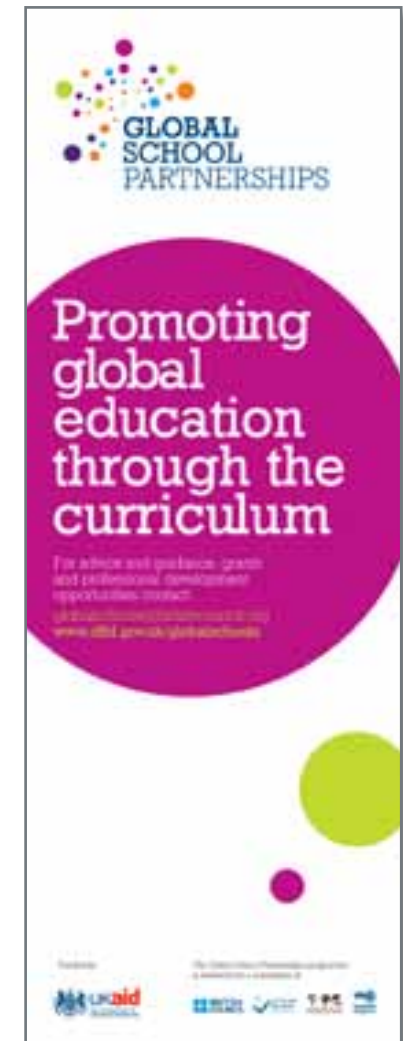


Figure 54. UKaid logo used as lead or sole donor on banner

Checklist for partners' use of UKaid

We will ask partners to use UKaid on external communications and activities funded by the Department for International Development as outlined in these guidelines.

Our introduction of UKaid does not change the way we deliver on our policy. This means branding opportunities will not drive the programmes we fund or the partners we work with internationally.

For partner organisations to use UKaid they should:

- have a formal arrangement with the Department for International Development
- have a DFID contact who supports and manages their use of UKaid
- comply with the artwork guidelines for UKaid, pages 11-15
- use original artwork/logos from the Department for International Development. All logos and artwork mentioned in these guidelines are available on Insight, from your local communications lead or from the Marketing Communications team
- have the final artwork approved by their DFID contact.

As the DFID lead for external organisations you should:

- check that the organisation should be using UKaid with the relevant programme officer
- provide the artwork files and partner guidelines for the logo
- check the final artwork complies with the brand guidelines.

Communications and branding should be discussed and agreed with your partners as part of the initial project proposal for a new programme. These agreements should be formalised through the project approval documentation and funding agreements.

If you have any questions please contact your Communications lead or the Marketing Communications team by emailing marketingteam@dfid.gov.uk