



DFID and UKaid brand guidelines

For use by DFID overseas

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 who manage DFID activities or development programmes overseas. They set out the basic design elements of the UKaid logo and provide examples of how and when you should use UKaid to highlight the development work we fund overseas.

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

Contents

Using UKaid	04	About these guidelines
Using UKaid on our own presence	05	If we want to be associated with our achievements, we must take time to present ourselves clearly and consistently.
Using UKaid on our development programmes	06	
Using UKaid during humanitarian responses	07	By following these brand guidelines, we will ensure that a recognisable look and feel runs through all our communications.
Exceptions on use of UKaid	08	These guidelines are for DFID staff who are creating communications and materials that are aimed at the UK public.
UKaid logo elements	09	
UKaid logo exclusion zone	10	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 formats	11	
UKaid logo – what not to do	12	
Co-branding and UKaid logo placement	13	
Partnering with other government departments	14	
How to credit the Department for International Development	15	
Co-branding	16	
Checklist for partners' use of UKaid	17	

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 local DFID address and contact details should appear on all local publications. For publications that will be used in the UK also include:

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].

Using UKaid Overseas

The primary objective of introducing UKaid is to communicate to the UK public what the Department for International Development delivers.

These guidelines should help us to use UKaid to increase the visibility of our work in a meaningful way to the UK public, but without undermining the department's country led, principled approach to development.

For overseas offices we will use:

- both the DFID and UKaid on our own presence
- only the UKaid logo on our communications materials or development activity
- only the UKaid logo to demonstrate our support or funding for partners

If you would like further guidance on which logo to use, please contact your local communications lead or the Marketing Communications team by emailing marketingteam@dfid.gov.uk



Using UKaid on our own presence

We are the Department for International Development. What we deliver is UKaid.

We will continue to use DFID alongside UKaid for our administrative purposes, but when we are communicating externally we will use only UKaid as a more meaningful 'badge' to highlight our work.

We should use UKaid alongside DFID on our local presence:

- ✓ DFID/UKaid stationery (see Figure 1)
- ✓ DFID/UKaid business cards
- ✓ DFID/UKaid press releases
- ✓ internal and external office signage should incorporate UKaid
- ✗ we should not generate any new combined local logos for DFID/UKaid/ other government departments.

We should use UKaid on our external communications activity:

- ✓ UKaid backdrop or visuals during external events and Ministerial or officials' visits
- ✓ UKaid visual in backdrop of interviews or photo opportunity
- ✓ staff being interviewed wearing branded clothing, i.e. branded polo shirt or lapel pin.

Overseas offices can use UKaid on other staff activity if the local head of office agrees it is safe and feasible to do so:

- ✓ on our presence at external meetings and when in the field/ visiting programmes
- ✓ removable branding on our vehicles
- ✓ staff clothing such as polo shirts, baseball caps, lapel badges (see Figure 2).

Your Head of Office will agree the level of branding that is safe and feasible to use in your country.



Figure 1. DFID and UKaid logos on letterhead



Figure 2. UKaid logo on polo shirt

Using UKaid on our development programmes

Our default position is that **we will use UKaid to highlight our overseas development work**. We will work with our partners to review and agree the communications and opportunities to use UKaid on new programmes that we fund.

This means we will review the new programmes we fund and look for ways we can use UKaid to highlight the deliverables. For example this could be:

- ✓ UKaid visuals or banners used at the distribution point for humanitarian aid supplies or field based health centres
- ✓ UKaid displayed on the visible assets we fund, such as opening plaques or signage for buildings or roads. Temporary signage should be displayed while new buildings, roads or other physical assets are being built
- ✓ UKaid included on the packaging for individual items we fund, such as food aid, malaria nets or medical supplies
- ✓ UKaid included on programme communications or educational materials, such as leaflets, posters, publications
- ✓ use UKaid visuals during any high profile or ministerial visits to programmes we have funded.

For example, for a new programme providing access to clean water, we could:

- use UKaid on press releases about the programme
- use a UKaid visual in the background during the initial funding announcement
- put up a temporary sign with the UKaid (and partner) logo on while new wells were being built
- use a UKaid banner in the background during the opening ceremony
- have a UKaid plaque (with partner logos if appropriate) on the wells provided
- use UKaid banners during any media, ministerial or high profile visits to the programme.

Communications and branding should be discussed and agreed with your partners as part of the initial project proposal for a new programme.

Your Head of Office will agree the level of branding that is safe and feasible for each project we fund.

Any exceptions on use of UKaid must be reviewed by your Head of Office and agreed by Ministers.

We will use UKaid to highlight our development work unless your Head of Office agrees there are exceptional circumstances. The reasons for agreeing not to brand programmes we fund are outlined on page 8.

If we have agreed not to use branding for a specific development programme at the point of delivery, or when the programme does not have obvious outcomes to brand, we should still consider:

- ✓ using UKaid branding during announcements and high profile events surrounding these programmes – such as launch events, the opening of a new road, school or hospital
- ✓ using UKaid visuals during media and ministerial visits
- ✓ working with local partners to gather case studies of results, testimonials and visuals that can be used and branded UKaid in our external communications activity in the UK.



Figure 3. Highlighting UKaid development work

Using UKaid during humanitarian responses

Our default position is that we will use UKaid to highlight our response during humanitarian emergencies. This means we should:

- ✓ use UKaid visuals during announcements, high profile events, press releases and press conferences. For example using UKaid banners as a backdrop for media activity
- ✓ use UKaid branded clothing or lapel pins during interviews
- ✓ staff involved in the response should wear UKaid branded clothing as appropriate: Velcro badges, polo shirts, lapel pins, hi-visibility jackets, arm bands, baseball caps
- ✓ use UKaid to brand emergency aid supplies in transit. For example on pallets of supplies, on vehicles, on staff clothing
- ✓ use UKaid to brand emergency aid distribution. For example staff clothing, banners at distribution points, where feasible on packaging of items being distributed.

When we decide not brand a humanitarian response overseas, we should still consider:

- ✓ using UKaid visuals during announcements and high profile events surrounding this activity – such as announcements, press releases and press conferences
- ✓ using UKaid branding during media or ministerial visits
- ✓ using UKaid branding on materials and activity before the team or supplies arrive into the affected area
- ✓ working with local partners to gather case studies of results, testimonials and visuals that can be used and branded UKaid in our external communications activity in the UK.

The Head of CHASE or Head of Office will decide if it is not safe or appropriate to use UKaid to highlight our response to a humanitarian emergency.

Any exceptions on use of UKaid will be agreed by Ministers.



Figure 4. Side of van



Figure 5. Pallet wrapping



Figure 6. Aid supplies

Exceptions on use of UKaid

Our default position is to work with partners to use UKaid to highlight our work. Unless:

- ✗ **Security risk:** if use of UKaid creates additional security risks to staff, agents or beneficiaries of aid. For example, we would not use UKaid to highlight our activity/NGO partners operating in hostile environments where branding could make recipients of aid a target, such as in areas of Somalia or Afghanistan.
- ✗ **Obstructing, detracting or slowing down humanitarian operations:** We would not use UKaid if branding was too costly or could obstruct, detract or slow down our humanitarian response. For example, we would not hold up humanitarian aid supplies for branded materials to arrive.

Communications and branding should be discussed and agreed with your partners as part of the initial project proposal for a new programme.

Your Head of Office will agree the level of branding that is safe and feasible for each project we fund.

Any exceptions on use of UKaid must be reviewed by your Head of Office and agreed by Ministers.

- ✗ **Undignified:** where use of branding could be undignified for the recipients of our support. For example on sensitive health supplies.
- ✗ **Numerous donors:** where we centrally fund a multilateral organisation or when we are one of many international donors for a specific programme and our support is very limited. For example a central humanitarian response by UNICEF which we contributed to.
- ✓ However where we are funding a multilateral organisation for a specific project, through local funding, we should consider use of UKaid.
- ✗ **Partner independence:** where 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. Or a humanitarian response in a hostile area which we funded but which is provided by the Red Cross.

- ✗ **Undermines local delivery or ownership:** if a programme is delivered in partnership with the local government and use of UKaid would undermine local government delivery or ownership of the initiative.
- ✓ However where possible we should consider using UKaid alongside the partner government's logo.



Photo © Barry Trevdyan-Johnson



Photo © Spjefendi Spjefar



Photos © Zeehan Khan

Figure 7. Demonstrating UKaid use in humanitarian responses

UKaid logo elements

The UKaid logo is designed to prompt instant recognition of DFID's development work (see Figure 8). To ensure that it always achieves this, the logo must be used consistently as 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 8. UKaid logo



How to get the logo

The UKaid logo must only be used in a form supplied by DFID. To order it, contact your local communications lead 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 Figure 9).

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 (see Figure 10).



Figure 9. UKaid exclusion zone

Minimum size: 35mm



Figure 10. 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. The colour logo formats should be used against a white background wherever possible.

Colour

Wherever possible, the two-colour PANTONE® formats should be used. 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 12) should 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 13).

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



Figure 11. UKaid logo – colour format



Figure 12. UKaid logo – black format



Figure 13. 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:

15. Do not distort the logo.
16. Do not rotate the logo.
17. Do not rearrange or resize the logo elements.
18. Do not use the UKaid logo without the Royal Coat of Arms.
19. Do not replace the logo typeface.
20. Do not change the logo colour.
21. Do not reverse parts of the colour version of the logo.
22. Do not use the logo on a low-contrast background.
23. Do not use the logo on complicated imagery or backgrounds.
24. Do not ignore the exclusion zone.
25. Do not combine UKaid with other logos.
26. Do not use UKaid without the departmental name.



Figure 14



Figure 15



Figure 16



Figure 17



Figure 18



Figure 19



Figure 20



Figure 21



Figure 22



Figure 23



Figure 24



Figure 25

Co-branding and UKaid logo placement

The UKaid logo is a badge to identify where taxpayers' money is being spent on development. It should appear co-branded with partner logos on development activity and the public facing communications we fund, unless agreed in advance, as outlined on page 6.

Where we are the sole donor of a programme, or working in partnership with other organisations, UKaid should be used alongside the partners' logos on materials about the programme, for example on:

- programme deliverables
- 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.

We should also work with partners to provide case studies, success stories, beneficiary testimonials and visuals for us to use in our communications activity.

Position

The UKaid logo should be positioned in the top right hand corner of the communication, as shown in Figure 26, opposite the partner logo. Although this can be relaxed to accommodate the brand guidelines of partner organisations.

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 for large or international meetings 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.

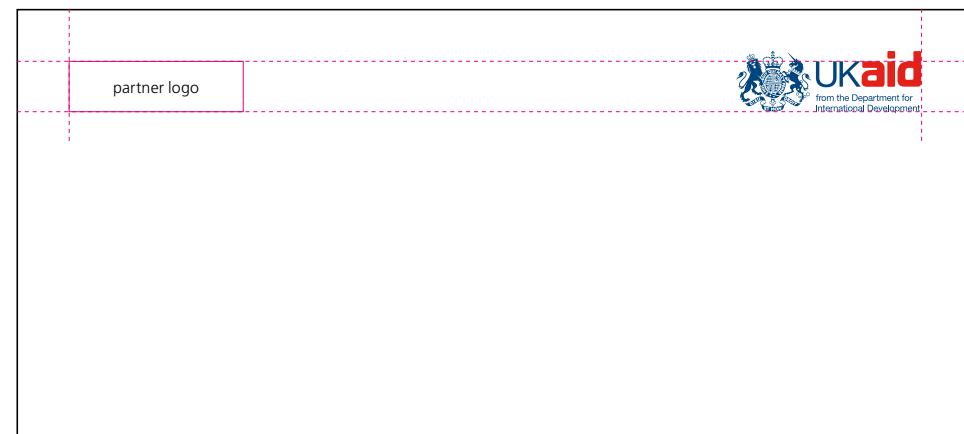


Figure 26. UKaid logo placement example on a co-branded communication

Partnering with other government departments

When we are working on cross-government Official Development Assistance (ODA) programmes we should use UKaid to highlight our involvement. The programme should be reviewed with the partner organisation to agree the communications opportunities and appropriate level of branding as we would do for any other programme.

Unless otherwise agreed:

- ✓ The UKaid logo should be used alongside the logos for the other government departments on programme materials and communications products.
- ✗ UKaid should not be used without the departmental name.
- ✗ Other government departments should not use the UKaid logo.



Figure 27. UKaid logo used as partner to other government departments/organisations

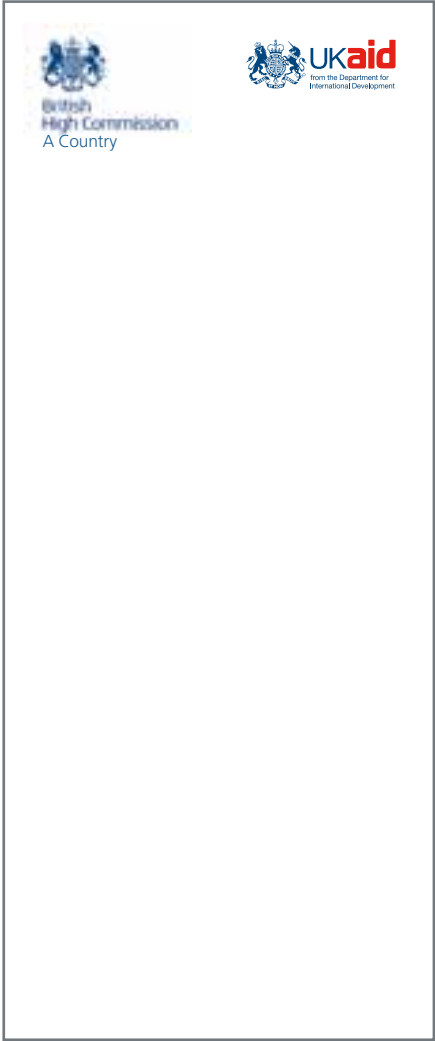


Figure 28. UKaid logo used as partner

Your head of office will agree the level of branding that is safe and appropriate for cross-government activity.

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'
- 'Produced by the Department for International Development'
- 'In partnership with 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 29).

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 30).



Photos on left © DFID Ethiopia, Barry Trevdyan-Johnson / Photos on right © Travis Beard

Figure 29. UKaid logo placement examples in photos and films



Figure 30. UKaid logo credit for film

Co-branding

In most situations we will be co-branding with partner non-government 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 31)
- where we are partnering with other international donors or agencies, all logos should be featured and have equal weight and prominence (see Figure 32)
- where another agency 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.

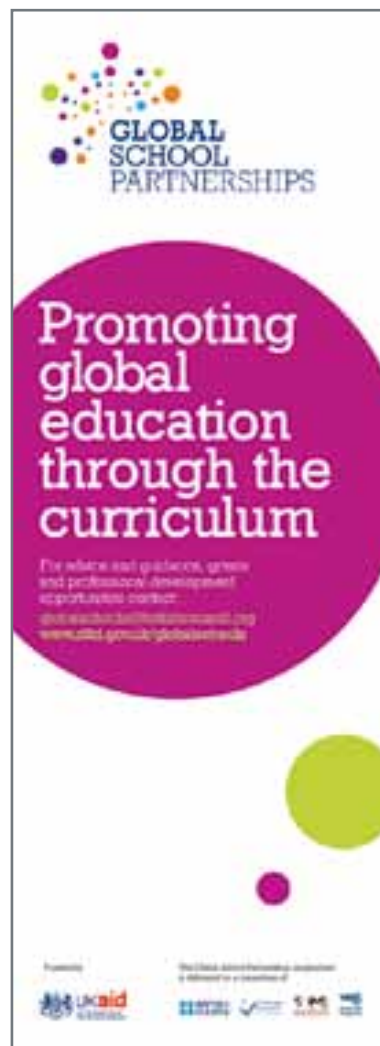


Figure 31. UKaid logo used as lead or sole donor on banner



Figure 32. UKaid logo used as partner to other international donors or agencies 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 agreement 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 9-13
- 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 agreed 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.

If you have any questions please contact your local/regional communications lead or the Marketing Communications team on: marketingteam@dfid.gov.uk