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Partners' guidelines for using UKaid

Contents and Introduction

Important contacts

If you have any questions about these guidelines or using UKaid you should contact your DFID Programme Officer or email: **marketingteam@dfid.gov.uk**

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, DFID has created a strong, easily recognisable logo – UKaid – to identify where UK taxpayers' funds are being spent on development.

We will work with our partners to review all new funding agreements and agree whether it is safe, feasible and appropriate for us to use the UKaid logo to demonstrate our support.

Where appropriate, we will ask partners to use the UKaid logo in the UK and overseas to demonstrate our funding for humanitarian emergencies, development programmes and development awareness work and include verbal and written acknowledgement of our support in programme communications.

These guidelines are for partner organisations using UKaid to highlight the support DFID provides. They set out the rules around the basic design elements of the UKaid logo and provide examples of how and when you should use UKaid to demonstrate the UK government's support.
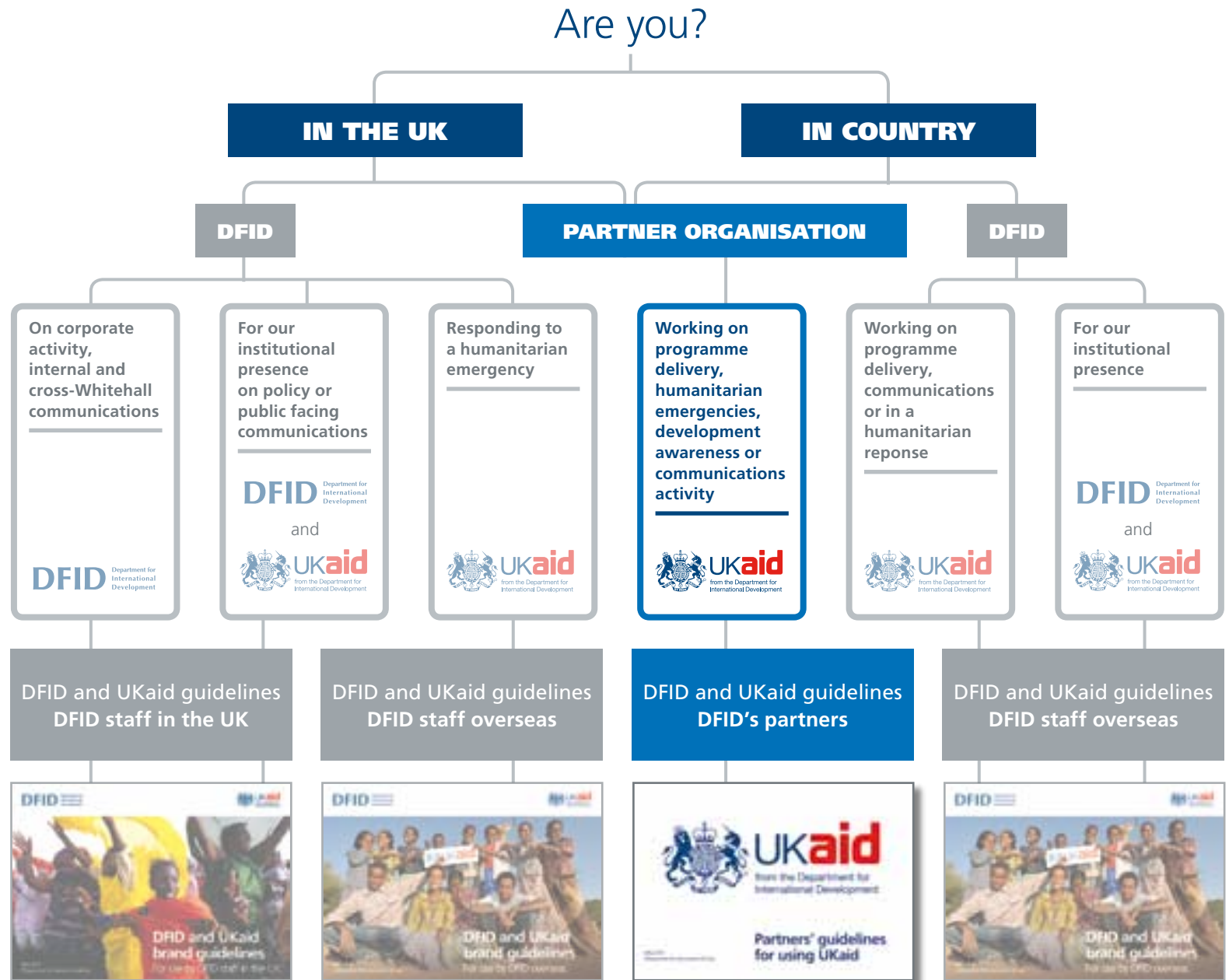
Using UKaid

The main aim of introducing UKaid is to ==increase the visibility of the Department for International Development's work in a meaningful way with the UK public.==

We will have already agreed that it is appropriate for you as a partner to use UKaid on your activity to highlight the support provided by the UK government. This may be on your work funded by DFID:

- for a specific development programme

- for an emergency humanitarian response or long-term humanitarian programme

- for development awareness activity in the UK or overseas

- or for communications materials from your activity funded by DFID in the UK or overseas

In all of the situations we ask partners to use only the UKaid logo to highlight our support. We will not ask you to use both the DFID logo and the UKaid logo.

If you are unsure if you should be using the UKaid logo on your activity, please contact your DFID Programme Officer or email: marketingteam@dfid.gov.uk

Are you?

IN THE UK

IN COUNTRY

DFID

PARTNER ORGANISATION

DFID

On corporate activity, internal and cross-Whitehall communications

DFID Department for International Development

For our institutional presence on policy or public facing communications

DFID Department for International Development

and

UKaid from the Department for International Development

Responding to a humanitarian emergency

UKaid from the Department for International Development

Working on programme delivery, humanitarian emergencies, development awareness or communications activity

UKaid from the Department for International Development

Working on programme delivery, communications or in a humanitarian reponse

UKaid from the Department for International Development

For our institutional presence

DFID Department for International Development

and

UKaid from the Department for International Development

DFID and UKaid guidelines **DFID staff in the UK**

DFID and UKaid guidelines **DFID staff overseas**

DFID and UKaid guidelines **DFID's partners**

DFID and UKaid guidelines **DFID staff overseas**

Using UKaid on activity funded by the Department for International Development

Where we are the sole or major donor for a specific project, UKaid should be used alongside other partner logos on programme activity. For example:

✓ **on programme deliverables**: on assets we have funded such as buildings or roads and on the packaging of smaller items for distribution such as malaria nets and medical supplies

✓ **during a humanitarian crisis**: on shipments and supplies of goods, using UKaid visuals at distribution points

✓ **on programme communications, such as**:
  • on educational materials
  • leaflets
  • posters
  • newsletters
  • presentations
  • videos
  • webcasts
  • photographs
  • websites
  • email updates
  • blogs or publications about the programme for use in the UK or overseas
  • audio visual cd's
  • project specific banners
  • project specific t-shirts for staff

✓ **on media activity**: on joint press releases, during announcements such as launching a programme, communicating results, beneficiaries' testimonials, during interviews or high profile/media events for the programme

✓ **testimonial and case studies**: we will also ask local partners to gather case studies, testimonial and photos that can be co-branded and used by DFID or our partners to increase awareness and understanding of the work we fund

✓ **on corporate materials**, such as on the supporters' sections of websites, annual report, other materials where funders are recognised.

Partners should not use UKaid on:

✗ **your own presence such as**:
  • offices
  • stationery
  • business cards
  • contracts
  • office equipment
  • vehicles and staff clothing (unless by prior agreement for project specific materials).

We will work with our partners to review and agree communications and branding activity at the outset of any new programme.
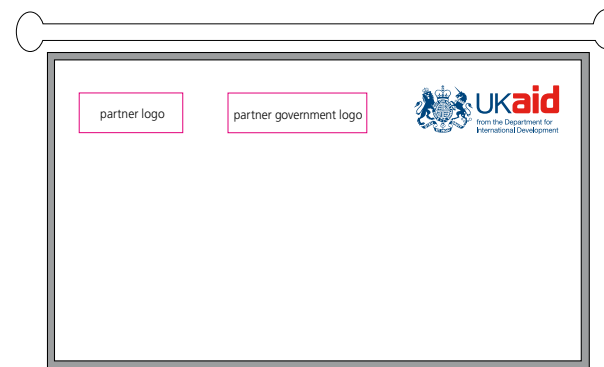

Figure 1. Building plaque

Figure 2. Sign for new road

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 including 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 department's official policies.'

Multimedia

On multimedia materials funded by DFID or produced for a programme co-funded by DFID, our support should be highlighted using UKaid at either the beginning or end of the materials.

Websites

On partner websites you 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 4).

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 at: **www.dfid.gov.uk**

Figure 3. UKaid logo credit for film

Figure 4. UKaid logo placement on partner websites

UKaid logo elements

The UKaid logo is designed to prompt instant recognition of DFID's development work (see Figure 5). 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.

Recreating the Royal Coat of Arms

In some situations it may not be possible to recreate the Royal Coat of Arms clearly, for example on hand painted signs or embroidered materials. In these cases please consider an alternative method of producing the logo such as a printed version, plaque or hard wearing sticker.
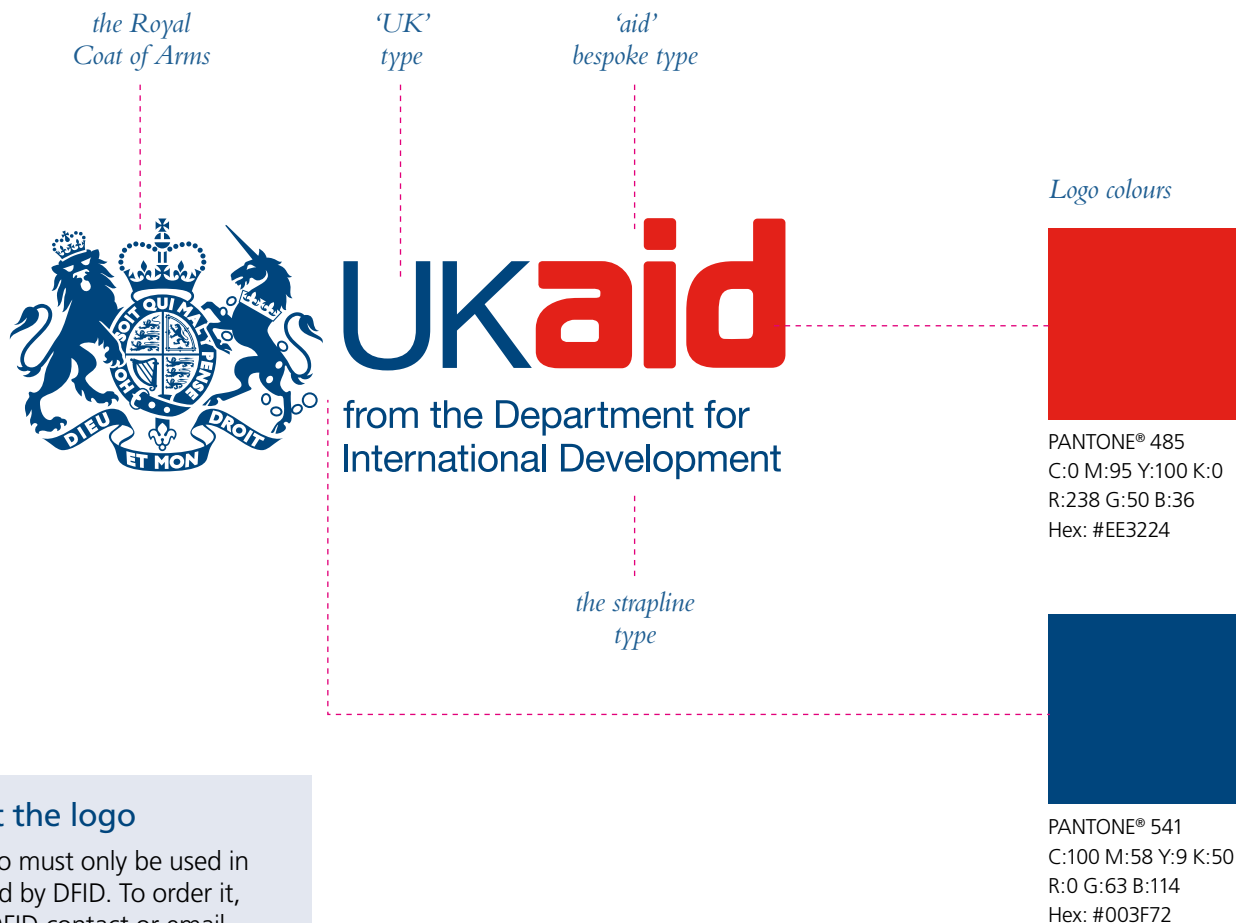
How to get the logo

The UKaid logo must only be used in a form supplied by DFID. To order it, contact your DFID contact or email marketingteam@dfid.gov.uk

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

Figure 5. UKaid logo

the Royal Coat of Arms

'UK' type

'aid' bespoke type

from the Department for International Development

the strapline type

Logo colours

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

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

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 6).

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 7).

Figure 6. UKaid exclusion zone

Minimum size: 35mm

Figure 7. 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 (see Figure 8).

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 9) 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 10).

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

Figure 8. UKaid logo – colour format

Figure 9. UKaid logo – black format

Figure 10. 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:

11. Do not distort the logo.

12. Do not rotate the logo.

13. Do not rearrange or resize the logo elements.

14. Do not use the UKaid logo without the Royal Coat of Arms.

15. Do not replace the logo typeface.

16. Do not change the logo colour.

17. Do not reverse parts of the colour version of the logo.

18. Do not use the logo on a low-contrast background.

19. Do not use the logo on complicated imagery or backgrounds.

20. Do not ignore the exclusion zone.

21. Do not combine UKaid with other logos.

22. Do not use UKaid without the departmental name.

Figure 11

Figure 12

Figure 13

Figure 14

Figure 15

Figure 16

Figure 17

Figure 18

Figure 19

Figure 20

Figure 21

Figure 22

Examples of UKaid co-branding on communications materials

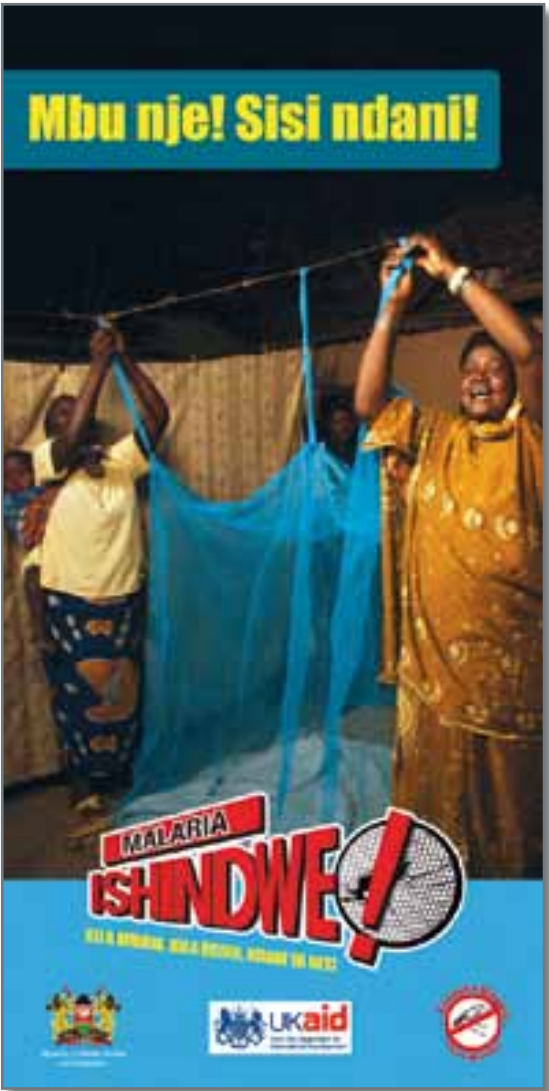*Figure 23. UKaid logo used as partner to other international donors or agencies on banner*

Figure 24. UKaid logo used as partner to other international donors or agencies on banner

Figure 25. UKaid logo used by NGO partners on promotional postcard

Figure 26. UKaid logo used by partners on educational material

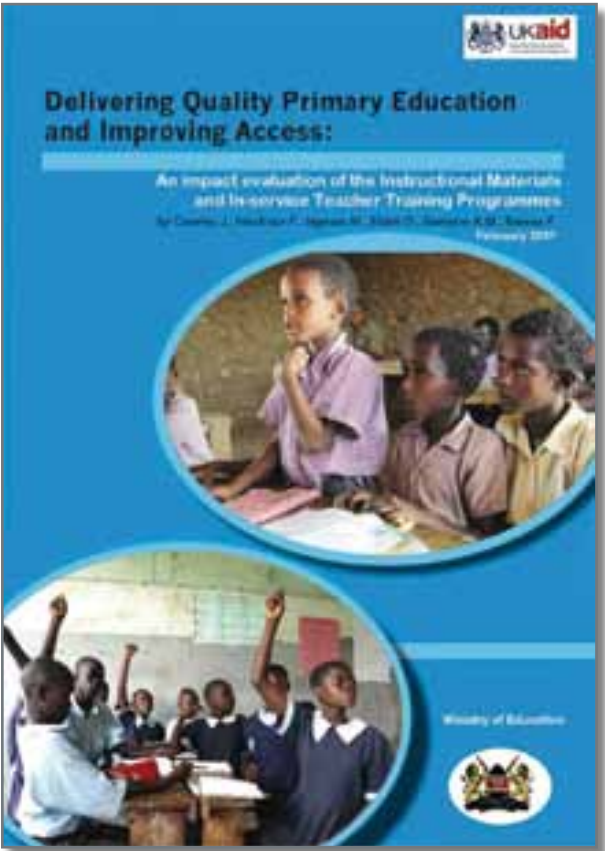# Examples of UKaid co-branding on communications materials

Figure 27. UKaid logo used as partner to overseas government on a report

Figure 28. UKaid logo used alongside other partners on a website

Figure 29. UKaid used as a partner on conference materials

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.

As a partner organisation using UKaid you should:

- have a formal arrangement with the Department for International Development

- have a DFID contact who supports and manages your use of UKaid

- comply with the artwork guidelines for UKaid, pages 6-9

- use original artwork/logos from the Department for International Development. All logos and artwork mentioned in these guidelines are available from your DFID contact or from the Marketing Team

- have your final artwork agreed by your DFID contact.

The DFID lead working with your organisation 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 DFID contact or the Marketing Team on:
marketingteam@dfid.gov.uk