

Corporate Guidelines for Communication and Visibility

Employment Promotion in Lebanon II
December 2025

Shared with local partners

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OBJECTIVES OF GUIDELINES

This document seeks to ensure that communication and visibility material of the Employment Promotion Lebanon II (EPL II) and its implementation partners follow the guidelines of GIZ and its commissioning party, the German Federal Ministry for Economic Cooperation and Development (BMZ).

It is a living document that will be updated and improved regularly to serve the needs of implementing partners and ensure their communication about EPL remains in line with GIZ and BMZ requirements.

This document is part of the grant agreement, and commitment to the guidelines is the responsibility of the grantee.

PROJECT OFFICIAL NAME

Official name of the project in English:
Employment Promotion in Lebanon II (EPL II)

Official name of the project in Arabic:
دعم التوظيف في لبنان ٢

EPL II PROJECT BRIEF

EPL II, commissioned by BMZ and implemented by GIZ in partnership with (name of partner), and the Lebanese Ministry of Social Affairs (MoSA) aims to improve employment opportunities for young adults, women, and people with disabilities by building skills, supporting the private sector, and strengthening cooperation among key actors in the ecosystem.

COMMISSIONING PARTY OF EPL II

EPL II is Commissioned by the

German Federal Ministry for Economic Cooperation and Development(BMZ)

The official Arabic translation for BMZ shall be

الوزارة الاتحادية الألمانية للتعاون الإقتصادي والتنمية(BMZ)

ABOUT GIZ

GIZ Vision: We work to shape a future worth living around the world

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a public-benefit federal enterprise owned by the German government. GIZ delivers services in the field of international cooperation for sustainable development.

With our work, we support people and societies in shaping their own future and improving their living conditions.

Learn more about GIZ: www.giz.de

GIZ POSITION ON VISIBILITY

GIZ encourages visibility of the work done by its partner organisations.

GIZ encourages its implementation partners to showcase the impact of their work. This builds a momentum of change and sustainable development.

GUIDELINES COMPANY NAME

GIZ stands for **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**

According to GIZ guidelines, the company name should not be translated into any language. It should be used in German, even when used within Arabic text.

Implementing partners may explain the German company name in the relevant language, e.g., in publications with the following phrases in Arabic and English:

بصفتها مؤسسة مملوكة من قبل حكومة ألمانيا الاتحادية، تساند GIZ الحكومة الاتحادية في تحقيق أهدافها في مجال التعاون الدولي للتنمية المستدامة.

As a federally owned enterprise, GIZ supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

LEGAL FORM OF GIZ

GIZ is a German federally-owned public benefit enterprise, working in the field of international cooperation for sustainable development.

Hence, GIZ is not an NGO and should not be described as such.

USE OF LOGOS

WHEN TO USE THE GERMAN COOPERATION AND GIZ LOGOS?

All communication and visibility activities and materials that are produced within the framework of a project implemented by GIZ, and that are funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), are to comply with the visibility requirements of commissioning parties and form part of a streamlined and standardized corporate design.

Examples of Communication materials that should include BMZ and GIZ logos:

- ✓ Print-out materials such as; informative brochures, leaflets, flyers, posters, factsheets, infographics
- ✓ Press releases
- ✓ Event based materials such as: roll-ups, banners, backdrop and nametags
- ✓ Digital documents such as reports or presentations
- ✓ Invitations
- ✓ Agenda

USE OF LOGOS

WHEN NOT TO USE THE GERMAN COOPERATION AND GIZ LOGOS?

Neither the German Cooperation Logo nor the GIZ Logo should be used in business cards, letterheads (or the like) or job announcements of implementing partners.

PLACEMENT AND PROPORTIONS OF LOGOS



For EPL, please use the German-Lebanese Cooperation logo – also for documents in English and Arabic use the logo with the Arabic tagline. Mainly, use the logo with the Arabic tagline for products without text.



- 1 The English text part of the cooperation logo's will determine the size of the GIZ and other logos.
The height is the reference size (100%).
The GIZ and other logos will be displayed at 80% of this size.

- 2 And here's how to put together your logo combination for office products:
Click on the image to the left. Once selected, click once more on the cooperation logo then right click and choose 'change image'. In the next window, choose the bmp Version of your logo and click 'insert'.

- 3 If after insertion, the flag edges on the left and right don't touch the grid lines, choose just the cooperation logo once more and first position its left edge on the left grid line. Then shift + click and drag the bounding box until the right edge touches the right grid line (click and drag with the shift key pressed ensures that the logo is scale proportionally).

- 4 If the prefix 'Published by' does not apply, other formulations must first be clarified by the senior policy officers of the commissioning party/parties with BMZ's public relations department.

- 5 You can now copy the logo combination into your document.

- 6 If partner logos are to be shown, these are placed to the right of the GIZ logo. If no partner logos are to be shown, the GIZ logo is moved to the right of the page within the type area.



LOGOS AND PLACEMENT

German Cooperation logo

- ✓ Positioning : Top left

Implementing Partner logos

- ✓ All implementing partner logos are positioned after GIZ logo on the right side of the German Cooperation logo
- ✓ Size: The height of the implementing partner logos must be 80% of the German Cooperation logo
- ✓ The phrase 'implemented by' or 'published by' is to be placed above the GIZ logo.

LOGOS AND PLACEMENT

Please note the logos on the following slides aren't vector (.ai) high resolution logos and are not suitable for design of posters and publications for example, a graphic designer, however, can refer to these.

Example



Implemented by

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH



Partner's Logo
– same size as
GIZ



تنفيذ
giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Partner's Logo
– same size as
GIZ

For further details, please consult the GIZ manual on logo usage.

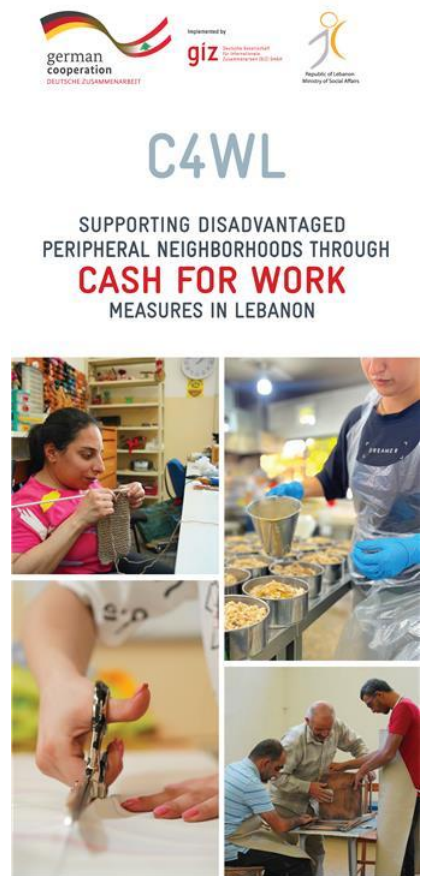
LOGOS AND PLACEMENT

Example - Image



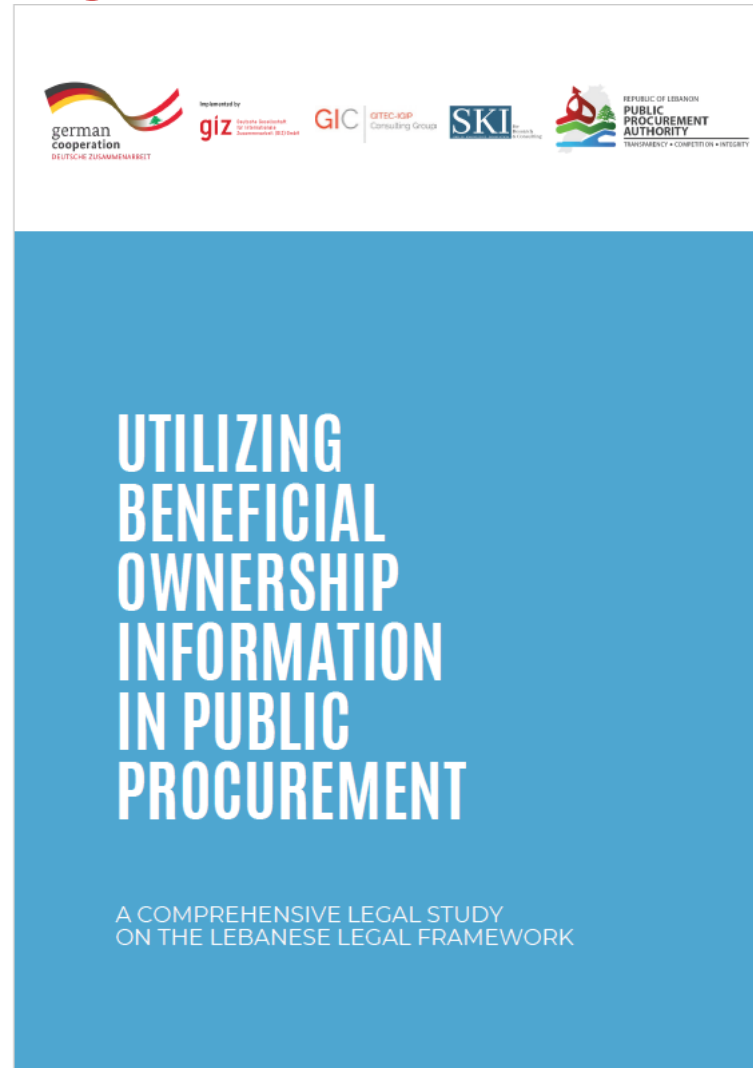
LOGOS AND PLACEMENT

Example - Banner



LOGOS AND PLACEMENT

Example – Study Cover Page



SOCIAL MEDIA

Social media can be used to

- ✓ interact with the target audience and to
- ✓ Disseminate achievements of the project at low cost.

In this context, it is important that EPL and its implementing partners have a shared understanding on the objective of any statement made in social media.

SOCIAL MEDIA

HOW DO WE MENTION GERMANY AND GIZ?

EPL implementation partners must include the following statement in the text of all social media posts.

On Twitter

#(Project name) is implemented by @[partner account] and @(GIZ) in partnership with **the Lebanese Ministry of Social Affairs (MoSA)**. It is funded by Germany (BMZ) @(German Cooperation in Lebanon).

On Instagram

#(Project name) is implemented by @[partner account] and @(GIZ) in partnership with **the Lebanese Ministry of Social Affairs (MoSA)**. It is funded by Germany (BMZ) @(germanyinlebanon).

SOCIAL MEDIA

On LinkedIn

#(Project name) is implemented by @[partner account] and @(GIZ) in partnership with **the Lebanese Ministry of Social Affairs (MoSA)**. It is funded by Germany (BMZ).

It is not necessary to tag the German embassy on Twitter and Facebook in each post, but it must be mentioned that the project is commissioned by Germany or/ BMZ.

At the time of writing, GIZ has no Facebook account that can be tagged on posts.
please add a hashtag with the full name as such: #GIZ

GIZ is on LinkedIn, kindly tag **@GIZ Lebanon**

SOCIAL MEDIA

Posts

Posts about events/activities within the framework of EPL should contain information about:

- ✓ Who organized the event
- ✓ Who took part in it
- ✓ What was the impact
- ✓ Statement (commissioning party and implementing partner, e.g. the project is funded by BMZ and implemented by XY in partnership with GIZ)

MEDIA (LOCAL AND INTERNATIONAL)

GIZ has very strict rules when it comes to the media. GIZ employees should not be interviewed or quoted by any media platform including social media and news platforms without prior approval. All national press inquiries related directly to GIZ, should go via GIZ Country Director for Lebanon, all international press inquiries related to GIZ should go through the Head Quarter in Germany.

When it comes to implementing partners' relation and coordination with the press, press releases related to/or that mention EPL should be closely coordinated with the EPL team. Press releases that are written/to be disseminated within the framework of the EPL GIZ project should be approved by the GIZ Communications Officer.

EPL team must be informed about any media contribution that mentions EPL. ~~Even though EPL is not mentioned, partners are expected not to make any statements that include support or encouragement to violence, discriminatory speech etc.~~

DATA AND INFORMATION SECURITY

When using visuals/photos,
implementing partners must make sure that:

- ✓ The people being photographed have given their explicit consent(s).
- ✓ The parents of people under the age of 18 that an implementing partner intends to film or photograph have given their consent.
- ✓ The consent given is documented using the GIZ '*declaration of consent*' form.
- ✓ A 'transfer agreement' form and a general contract has been signed by the (external) photographer. The service provider, without reservations, transfers all the copyrights related to pictures and videos taken at a particular event/activity.

DATA AND INFORMATION SECURITY

- ✓ **Internal information should not be disseminated.** GIZ advises to show discretion and only publish items intended for the general public. Confidential information must remain confidential. If in any doubt, do not hesitate to contact the relevant people within the EPL team to find out what information may be published.
- ✓ **Others' rights must be respected.** Before publishing content, implementing partners must check that the content does not infringe on the copyright of any third parties and that any photos or videos used do not violate personal rights or infringe on anyone's privacy.

VIDEOS

Any audio visual produced within the scope of EPL must be approved by GIZ before it is screened, broadcasted or distributed. The logos of commissioning parties must appear at the beginning and/or at the end of the production accompanied by the below text:

‘This film/video/ was produced with the financial support of the German Federal Ministry for Economic Cooperation and Development (BMZ). Its contents are the sole responsibility of the (name of the respective implementing partner) and do not necessarily reflect the views of the Commissioning Party.

All audio-visual products must be made available to GIZ together with all information relating to their broadcasting, distribution and reach and by the relevant descriptive metadata in English, including title, summary, filming and production dates, production company, director and language version(s), plus script and subtitles, if available. In addition to the raw video material.

Websites

If the grantee has a website of its own, the Grantee should prepare and publish a brief description of the activity supported by GIZ. The information should be updated regularly to ensure that it is contemporary.

The description should include:

- The content of the activity
- Objectives of the activity
- Target groups of the activity
- Locations of implementation
- Duration of the activity
- Events related to the activity
- The funding entity (BMZ) of the activity
- A brief description of EPL
- The logos of German development cooperation
- Contact people from the grantee organisation

EVENTS

Some grantees plan presence-based ceremonial events within the activities supported by the grant. Examples of such events are signing ceremonies, inauguration ceremonies, graduation ceremonies, closing ceremonies, etc.

The set-up of such an event should include:

- A Lebanese flag
- A German flag
- A podium
- Visibility material such as a banner, backdrop or roll-up of the activity

The visibility material should include the logo of the grantee organisation, the GIZ and the German-Lebanese development cooperation logo.

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