

Guideline for visibility & logo placement

Market Oriented Value Chains for Jobs and Growth in the ECOWAS Region (MOVE-ComCashew)

Short description of MOVE-ComCashew:

The Market Oriented Value Chains for Jobs and Growth in the ECOWAS Region (MOVE) project is a development programme which is implemented by the Gesellschaft für Internationale Zusammenarbeit (GIZ) launched in 2022. The project builds on the success of the two previous projects, the Competitive Cashew Initiative (ComCashew) and the Competitive African Rice Initiative (CARI). We support private stakeholders in developing their entrepreneurial skills and increase investments for small, medium-sized and large companies that primarily process rice and cashews, provide advice and support innovations that are in focus. Our project trains cashew and rice producers to increase their productivity while taking an economically, ecologically and climate-resilient approach. We facilitate evidence-based public-private dialogues and cooperation between developing countries to promote income and employment.

MOVE is co-funded by the European Union (EU), Organization of African, Caribbean and Pacific States (OACPS), the Bill & Melinda Gates Foundation (BMGF) and by the German Federal Ministry for Economic Cooperation and Development (BMZ).

MOVE-ComCashew is co-implementing the Joint Action “Business Support Facility for Resilient Agricultural Value Chains”. This Joint Action is a combined effort of the European Union (EU) and the Federal Ministry of Economic Cooperation and Development (BMZ) under the Samoa agreement with the Organization of African, Caribbean and Pacific States (OACPS).

Under the Competitive Matching Grant Fund, MOVE-ComCashew promotes ideas that improve the cashew value chain. The fund promotes excellence, ownership and competitiveness and mobilizes additional funds for the implementation of the projects.

Visibility and logos:

As all recipients of EU funding have a general obligation to acknowledge the origin and ensure the visibility of any EU funding received, the visibility guidelines of EU also apply to you as implementing MGF partners.

Visibility measures for this Project will adhere to the “Communicating and raising EU visibility: Guidance for external action”. At the same time, the MGF partner is subject to particular visibility obligations towards the German government, including under the BMZ

Guidelines on Combined Financing. The lead applicant will make reasonable efforts to reconcile the visibility requirements of all donors to the Action.

The lead applicant will acknowledge the EU's financial contribution by using the funding statement "Co-funded by the European Union" and by displaying the EU emblem. The funding statement 'Co-funded by the European Union' shall always be spelt out in full in the operational language of the EU programme and relevant local language(s). As a rule, the funding statement and the EU emblem/logo always go hand in hand and must not be separated. The EU emblem will be displayed at least as prominently as those of other donors. The German Cooperation logo and EU emblem shall be accompanied by the OACPS logo as well as the logo "Implemented by GIZ" and the ComCashew logo as described below. The positioning of emblems has been determined in agreement with all the donors as indicated below and must be adhered to.

A. Arrangement of emblems/logos

The first 3 logos below should appear first, e.g. on top of every document in the order below, whereas the last 2 can be placed (1) to the right-hand side of the first three or (2) below:

- German Cooperation
- EU
- OACPS
- GIZ logo
- ComCashew

It is important to always keep the GIZ and ComCashew logo together.

(1)



(2)



Implemented by



For the correct spacing and size of the first 3 logos, please look below. In addition, the size of “giz” has to have a certain proportion to “german cooperation”, see below.

Feel free to share this with your service providers to ensure logo alignment .



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 'Implemented by' does not apply, other formulations must first be clarified by the senior policy officers of the commissioning party/parties or 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.



To make it easier for you, you will receive a combination of the logos with correct spacing in addition to the individual high-resolution version of the logos.

B. Visibility in documents, reports, communication materials, digital assets

The logos of all donors and key partners need to be put on all templates and documents such as reports:

- All communication materials (documents, pull-up banners, factsheets, flyers, posters and other publications printed or electronic etc.), reports, documents on the project must feature the German cooperation logo, EU logo + Co-funded by the European Union, OACPS logo and ComCashew logo(see logo arrangement on this document) Same applies to websites.
- For reports, please use the templates provided by MOVE-ComCashew.
- Add disclaimers to all publications, videos, etc. (see below for the correct statement).

In addition, a disclaimer has to be added to publications. Where necessary, the lead applicant will adjust the standard disclaimers in the Guidelines to acknowledge the financial support of all donors to the project and to clarify that products do not necessarily reflect their views but are the sole responsibility of the lead applicant:

- **For websites:** “This <website/account> was created and maintained with the financial support of the European Union. Its contents are the sole responsibility of <lead applicant’s name> and do not necessarily reflect the views of the European Union”
- **For publications in print or electronic format (e.g. factsheets, flyers):** “This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of < lead applicant’s name > and do not necessarily reflect the views of the European Union ”

C. Display panels

Display panels must be clearly visible so that passers-by are able to read them and understand the nature of the action and the role of the EU as donor. Display panels must be erected beside access routes to the site where the action is taking place and must remain in place from the start of the action until six months after its completion. Partners must also produce display panels when promoting EU co-funded actions at exhibitions or events, and at the entrances to training centres, office receptions, etc. The display will feature all the logos (german cooperation, EU + funding statement, OACPS, giz, MOVE-ComCashew).

D. Visibility on infrastructure

EU contributions to the construction of permanent structures such as houses, clinics, factories, institutions, training centres and roads must be acknowledged by permanent commemorative plaques. A sign with all the logos (german cooperation, EU + funding statement, OACPS, giz, MOVE-ComCashew) will e.g. be hung on buildings of the Matching Grant Fund partners where activities under the financed Project are taking place.

E. Visibility on equipment and supplies

All vehicles, supplies and equipment used in, or delivered under the Matching Grant Fund, must be clearly identified, and visibly bear the german cooperation, EU, OACPS logos. The EU emblem must be accompanied by the relevant funding statement (“Co-funded by the European Union”).

See logos that should be on every equipment



F. Visibility on social media

Social media content should meet the visibility requirements set out above, clearly mentioning the EU's, OACPS' and BMZ's support to the project.

1. Write this after a social media post:

This Matching Grant Fund project is implemented as part of the Joint Action “Business Support Facility for Resilient Agricultural Value Chains” co-funded by the European Union under the Samoa agreement with OACPS and by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by GIZ.

Partners are expected to mention and tag the relevant EU-INTPA institution; EU International Partnerships(EU_Partnerships) Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ) and Organisation of African, Caribbean and Pacific States (OACPS) and ComCashew in any post.

Derogation from contractual visibility obligations is only permitted in exceptional situations. For example, security issues or local political sensitivities may make it

preferable or necessary to limit visibility activities in certain countries or areas (such as crisis or conflict zones) or during certain periods (such as elections). In such cases, visibility tools, products, and channels to be used in promoting a given action will be determined on a case-by-case basis. Please contact MOVE-ComCashew so that they can support you to reach an agreement with the EU prior to limiting EU visibility.

The visibility obligations apply equally to the entire GIZ project team and its third parties, including matching grant fund recipients. GIZ and its Matching Grant Fund partners will endeavour to implement visibility measures beyond those outlined in this document if requested by the EU or third parties designated by the EU.

Please always share produced communication materials with your responsible GIZ/MOVE-ComCashew focal person. They will validate the positioning of the logos and the correct usage of the above-mentioned disclaimers.

In addition, the GIZ/MOVE-ComCashew team is available to advise on communication measures within the scope of the Project.

Press involvement:

Whenever you involve the national and/or international press (media, TV, newspaper, online) or are contacted by the latter, **always contact GIZ/MOVE-ComCashew's communication specialist and the project manager** – Valerie Toffey (valerie.toffey@giz.de) and Beate Weiskopf (beate.weiskopf@giz.de). They will accompany the process to ensure the correct phrasing and representation of all donors and interests.

Photos:

We are always keen to receive photos from your project. Here are some advice and tricks to make your photos more interesting:

- Take active and dynamic pictures e.g.
 - o capture persons working in production, processing, or presenting their produce,
 - o capture farm or processing including the surroundings,
 - o capture learning interactions between trainers and participants,
 - o show practical application of learned techniques in the field.
- Group pictures:
 - o Good arrangement, eg; a group picture where some are seated on a chair or if there is a stair they can group themselves in ascending order.

- Make sure no one is cut off or hidden by objects or other persons (all faces must be visible).

When sending pictures to MOVE-ComCashew, please make sure to always include the following 2 things:

1. Always include the name of the photographer and their consent that we are allowed to use the picture, so that we can give the correct credits when using it (copyright).
2. Please include the sentence, that all persons in the picture agreed to the photograph being taken and used/published in social media public relations, for the stated purposes of publication of photos and video recordings, in the press, articles and communication materials of GIZ GmbH and MOVE-ComCashew's donors.

This means, that you need to make sure all the persons gave their consent for being photographed and for the photo being published by you, by giz GmbH and by MOVE-ComCashew's donors in the above-mentioned occasions.

Please find some examples for bad and good pictures on the following page.

Bad picture:



- Lower part of the image is cut off
- The background is too "busy"
- Not all faces are easily visible

Good pictures:



- ✓ No parts are cut off
- ✓ Plain, neutral, bright background and not too busy
- ✓ All faces are visible
- ✓ Tries to evoke a positive, cheerful mood 😊
- ✓ People stand behind others with gaps

More example on the arrangement





- ✓ Action pictures. These type of pictures convey positive message
- ✓ Picture 1 shows someone handing over, picture 2 group of women grafting and picture 3 someone actively working.

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

Co-funded by
the European Union

giz

MOVE-ComCashew

Business Support Facility for
Resilient Agricultural Value Chains

Aims to develop the capacities of actors along
OACPS members' agricultural value chains to
attract finance and investment, in particular
towards low-emission and climate resilient
practices and value chains

- Human Capacity Development
- Private Sector Development-Matching Grant Fund
- Policy Dialogue and South-South Cooperation

www.comcashedw.org

Implemented by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Agri-Business
Facility
for Africa

CC ashew

german
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DEUTSCHE ZUSAMMENARBEIT

Co-funded by
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MINISTRY OF
INDUSTRY, TRADE &
INVESTMENT

FEDERAL MINISTRY OF
AGRICULTURE & FOOD
SECURITY (FMARS)

PRO-Cashew

CNFA

NIGERIA CASHEW SECTOR POLICY DRAFT VALIDATION WORKSHOP

03 - 04 September, 2024
8:00 am, Abuja Nigeria

Organized by USDA PROcashew with support from GIZ/MOVE ComCashew

Visit Our Website:
www.cari-project.org

giz

MOVE G-Giz

Back drop : logos arrangement



Factsheet

Kindly ignore the ABF logo as it is our implementing partner for the co-funding but does not apply to you.

For T-shirts, make sure all the donor's logos are appearing

In case you would like to use EU colors

EU color blue scheme: #003399

EU color yellow scheme: #FFCC00