Visibility Guidelines
Access to Health 2019-2024
Summary

- **DONOR LOGOS:** All use of the Access to Health Fund logo by implementing partners must be accompanied by the logos of the donors to the Fund. **Acceptable versions of the logo are provided on slide 4 and 5.**

- **WHERE TO DISPLAY THE LOGO (more detail on slide 7):**
  - **PROJECT SITES:** All project sites are required to prominently display official, accepted versions of the Access to Health logo.
  - **PROMOTIONAL MATERIALS:** Official, accepted versions of the Access to Health logo should be displayed on all promotional materials.
  - **EVENTS:** Events funded or partially funded by Access to Health should be acknowledged with the use of the Access to Health logo in the event backdrop, brochure and all promotional materials relating to that event.
  - **PUBLICATIONS, RESEARCH AND STUDIES:** Publications funded or partially funded by Access to Health require the Access to Health logo on the front cover of the document, with an acknowledgement and disclaimer on the inside cover. **See wording provided on slide 18**

- **WHERE TO CREDIT THE FUND (more detail on slide 17):**
  - **WEBSITES AND SOCIAL MEDIA:** On websites and social media accounts, Access to Health is to be clearly credited where funding is provided.
  - **PRESS:** Access to Health funding should be stated clearly in all public and press statements and media coverage. Journalists are to be made aware of Access to Health funding. **See wording provided on slide 17**
Contents

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1. LOGO

This is the Primary Logo. It is the preferred option.
1. LOGO

These are the secondary logos. They are also acceptable, but not preferred.

Horizontal Design

ACCESS TO HEALTH FUND

Min. size: 50mm wide

Vertical Design

ACCESS TO HEALTH

Min. size: 40mm wide
1. LOGO
Which Logo do I use, when?

**ACCESS TO HEALTH**

Use this logo at all times, as the first priority. It can be used on everything - banners, reports, roll-up banners & more.

This horizontal logo is the second priority, when a longer logo is needed. For example, book covers.

**ACCESS TO HEALTH FUND**

This vertical logo is also a second priority, when a taller logo is needed. For example, a rollup banner.
# 1. LOGO

## When do I need to use the logo?

The logo must be displayed on for all activities, projects, equipment, materials funded or partially funded by Access to Health.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project sites</td>
<td>The Access to Health Fund logo should be prominently displayed on signboards and project activity boards. Can also use roll up banners where appropriate.</td>
</tr>
<tr>
<td>Events, trainings, meetings, presentations</td>
<td>Event promotional material and invitations; event banners/roll ups; event handouts/agendas</td>
</tr>
<tr>
<td>Vehicles</td>
<td>On vehicles of any kind, which are funded or partially funded by Access to Health, the logo should be present and prominent. This includes cars, trucks, motorcycles, vans or boats.</td>
</tr>
<tr>
<td>Equipment (and/or its packaging)</td>
<td>On any other funded or partially funded equipment, and/or its packaging. This includes medical equipment and pharmaceuticals.</td>
</tr>
<tr>
<td>Promotional materials</td>
<td>On promotional materials produced with Access to Health funding such as brochures, CDs, calendars, posters, newsletters and visibility items such as T-shirts, caps, umbrellas, pens, notebooks, etc.</td>
</tr>
<tr>
<td>Written materials (Cover page)</td>
<td>On the cover page of any Access to Health funded or partially funded written materials including reports, publications, research or studies</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Compulsory commemorative plaques, with the phrase “supported by Access to Health” in English and Myanmar. These plaques are compulsory on all UNOPS infrastructure.</td>
</tr>
<tr>
<td>Project presentations</td>
<td>On video and public presentations about Access to Health funded projects</td>
</tr>
<tr>
<td>Websites</td>
<td>On implementing partner website pages featuring Access to Health-funded projects, or Access to Health-funded programme websites. Websites should link to <a href="http://www.AccesstoHealthFund.org">www.AccesstoHealthFund.org</a></td>
</tr>
</tbody>
</table>
1. **LOGO**

Important points to note.

1. **Compulsory to display donors** – Donors must always appear when implementing partners use the Access to Health Fund logo.

2. **Official** – Only use official, accepted versions of the logo.

3. **Primary Logo** – Primary logo is the first priority; other logos where needed.

4. **Creativity wanted!** We can be creative when thinking about how to give donors and the Fund visibility at events and project sites. For example, use roll up banners to display the donors (see Annex: slide 25).
1. LOGO

Using the logo.

When using the Access to Health logo, please only use official copies. Do not attempt to create the logo from scratch or manipulate current versions. Appropriate sizes should be used to ensure visibility, and when appearing with logos of other organizations, it should be the same size as their logos.

For high resolution, black and white, official versions of the logo, please get in touch with Communications Unit tanieleg@unops.org. Please note that for large items, such as vehicles or large banners, a vector version of the logo gives the best results.

See Annex 1 for samples of Using the Logo (end of document)
1. LOGO

What not to do! No stretching, no changes, no special effects! Only use official versions of the logo.
1. **LOGO**

When you **SHOULD NOT** use the logo.

1. On activities or materials not funded by Access to Health
2. Any activities or communications which may be associated to a particular political party or political activity
3. On messages or products that do not align with the core values of the United Nations, and of the Access to Health Fund
4. On business partner business cards, stationary, contracts, etc.

If a publication or event has several funders, or has sensitive content, please contact the Communications Unit at **tanieleg@unops.org**.
1. LOGO Specifications.

• There are three colour variations of the logo to accommodate the backgrounds of different materials:
  • Two-colour – the preferred version for all white and complimentary light-coloured backgrounds. These colours should not be changed.
  • B&W – for materials printed in black and white, such as newspapers
  • White – for use on materials with coloured backgrounds

• For high resolution, black and white, official versions of the logo, please get in touch with Communications Unit tanieleg@unops.org.
1. **LOGO Specifications.**

- Primary Logo: Minimum size 50mm wide
- Horizontal Logo: Minimum size 50mm wide
- Vertical Logo: Minimum size 40mm wide
- Appropriate sizes should be used for site signs and vehicles to ensure visibility.
- When appearing with logos of other organizations, it should be the same size as their logos.
1. LOGO
Full Colour Scheme.

Hex Code: #ffffff
RGB: 255, 255, 255
CMKY: 0, 0, 0, 0

Hex Code: #fdba12
RGB: 255, 203, 5
CMKY: 0, 200, 100, 0

Hex Code: #f56e41
RGB: 245, 110, 65
CMKY: 0, 71, 80, 0

Hex Code: #00b0b0
RGB: 10, 177, 177
CMKY: 75, 5, 35, 0

Hex Code: #58585f
RGB: 89, 92, 92
CMKY: 65, 55, 55, 25
2. Access to Health Name

The name should be written as:

Access to Health
Access to Health Fund
ACCESS (shortened form)

The name should not be written as:

A2H
ATH
3. What to share

More visibility for projects

To create greater visibility for the projects, implementing partners are requested to provide the following materials and assistance:

**Overall Strategy**
- Communications plan for the project
- Communications focal point contacts

**Six-monthly reporting to FMO**
- At least ONE beneficiary success/capacity development stories
- Five best photos of activities (in the best resolution possible)

**Throughout the Project**
- Project brief, summary, achievements and photos
- Copies of all publications, reports and studies
- Copies of any video material generated on the project
- Press coverage on the project
- Facilitate visits of the Communications Unit to obtain beneficiary stories
4. Writing about Access to Health

Access to Health should be clearly credited:

- In public and press statements, press conferences and other media coverages;
- With our four donors (MUST be in this order):
  “The United Kingdom, Sweden, the United States and Switzerland”

Implementing partner promotional and website/social media material referencing Access to Health funded activities including press releases, success stories and publications should acknowledge Access to Health funding. When a Access to Health funded project is featured online, a link is required to [www.accesstohealthfund.org](http://www.accesstohealthfund.org)

Please note that written acknowledgement is also a compulsory requirement for partners who receive financial support from the Access to Health Fund. This acknowledgement can take a brief form, for example “with funding from Access to Health, financed by the United Kingdom, Sweden, the United States and Switzerland…”

- “Access to Health-financed”
- “Access to Health-supported”

Whenever possible, provide link to the Access to Health website ([www.AccessToHealthFund.org](http://www.AccessToHealthFund.org))

Text for stories for publication referencing implementing partner projects will be agreed upon by Fund Management Office with the implementing partner and implementing partner photos used in public documents will acknowledge the source.
5. Acknowledgements and Disclaimer

ACKNOWLEDGEMENTS

Access to Health is funded by the United Kingdom, Sweden, the United States of America, and Switzerland and managed by the United Nations Office of Project Services (UNOPS).

DISCLAIMER

This document has been produced with financial assistance from United Kingdom, Sweden, the United States of America, and Switzerland through the Access to Health Fund. The views expressed do not necessarily reflect the official opinion of these donors.
6. Addressing Media

- Authority to make statements on behalf of Access to Health is limited to Fund Board, and the Fund Director. No implementing partners can make statements on behalf of Access to Health.

- Any requests from media related to Access to Health should be referred to:

  **Taniele Gofers**  
  Manager, Directors Office and Communication  
  tanieleg@unops.org
7. TRANSLATION

Important points to note.

- Public documents should be translated into Myanmar language
- Refer to English language version in case of inconsistencies
- English spelling for Myanmar place names from the Myanmar Information Management Unit (MIMU - http://www.themimu.info)
8. CONTACT

Get in touch if you have questions, or need versions of the logo:

Tanilele Gofers tanieleg@unops.org
Nan Thiri LWIN Nanthiril@unops.org
Nay Chi Aye MYINT NaychiayeM@unops.org
ANNEX 1:
Samples for Using the Logo
Handover Ceremony for 82 Rural Health Centres

Inya Lake Hotel
5 February 2019
Handover Ceremony for 82 Rural Health Centres

Inya Lake Hotel
5 February 2019
Donor Visibility

• Use roll-up banners for visibility (and re-usability) at project sites, events